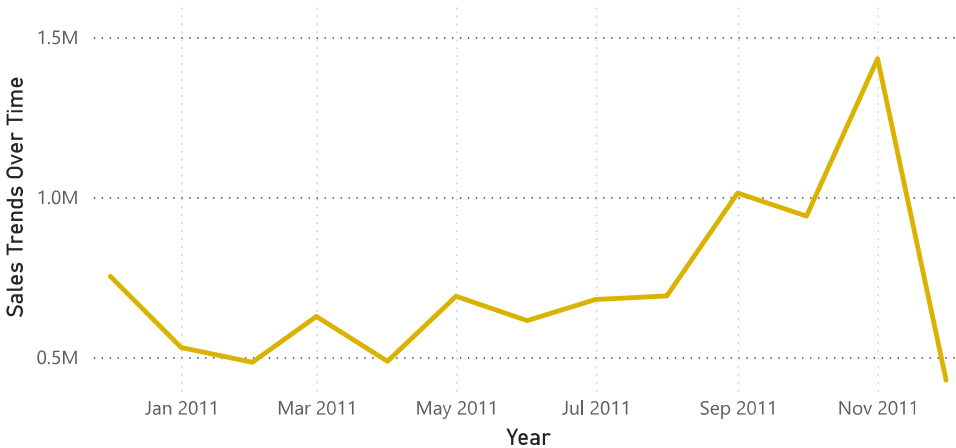## Sales Trends Over Time by Year and Month
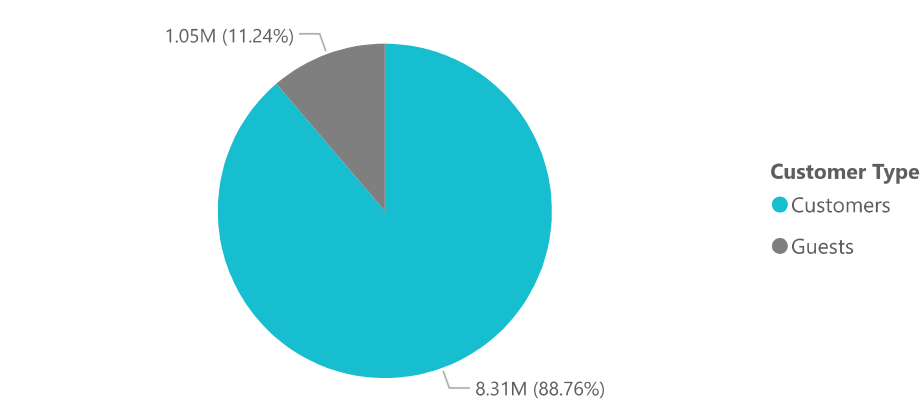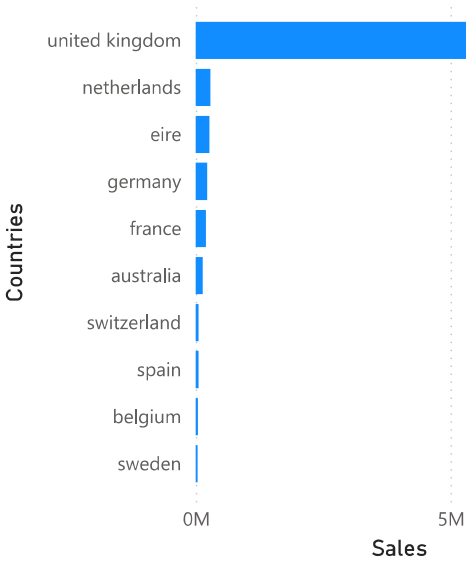

Sales by Customer Type
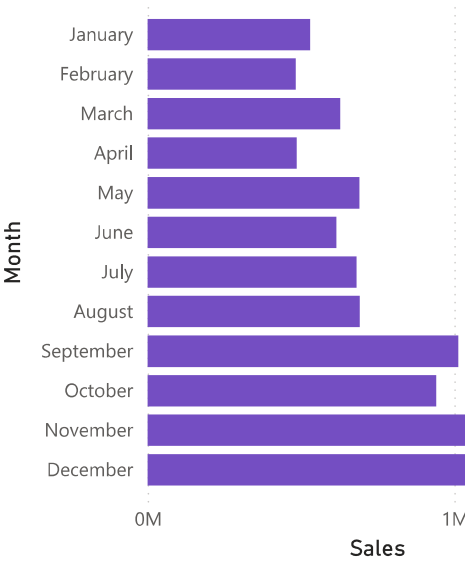

Customer Type
- Customers
- Guests

1.05M (11.24%)
8.31M (88.76%)

Top10 Products by Sales

Products (top to bottom):
- dotcom postage
- regency cakestan...
- white hanging h...
- party bunting
- jumbo bag red r...
- rabbit night light
- postage
- paper chain kit 5...
- assorted colour ...
- chilli lights

X-axis: Top10 Products (0.0M, 0.2M)
Y-axis: Sales

Sales by Countries

Countries (top to bottom):
- united kingdom
- netherlands
- eire
- germany
- france
- australia
- switzerland
- spain
- belgium
- sweden

X-axis: Sales (0M, 5M)
Y-axis: Countries

Sales by Month

Months (top to bottom):
- January
- February
- March
- April
- May
- June
- July
- August
- September
- October
- November
- December

X-axis: Sales (0M, 1M)
Y-axis: Month

Recency x Frequency (% of Customers)

R_Score	1	2	3	4	5	Total
1	14.57%	6.14%	9.33%	5.40%	8.42%	**43.85%**
2	6.93%	2.94%	4.45%	2.86%	4.03%	**21.20%**
3	3.00%	1.17%	2.11%	1.41%	2.18%	**9.87%**
4	3.47%	1.49%	2.21%	1.45%	2.47%	**11.09%**
5	4.39%	2.05%	2.97%	1.55%	3.04%	**13.99%**
Total	**32.34%**	**13.79%**	**21.06%**	**12.67%**	**20.14%**	**100.00%**

Count of InvoiceNo by Segment

Segment
- At Risk
- Champions
- Loyal
- Others
- Recent Custo...
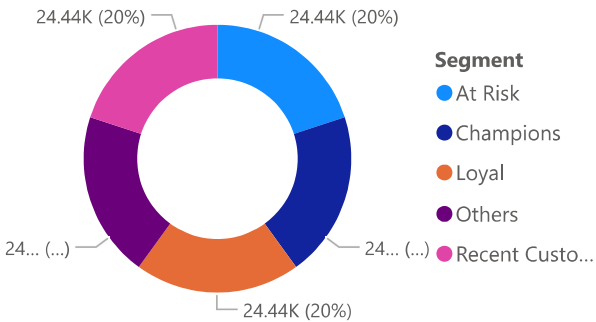
AvgFrequency by Segment
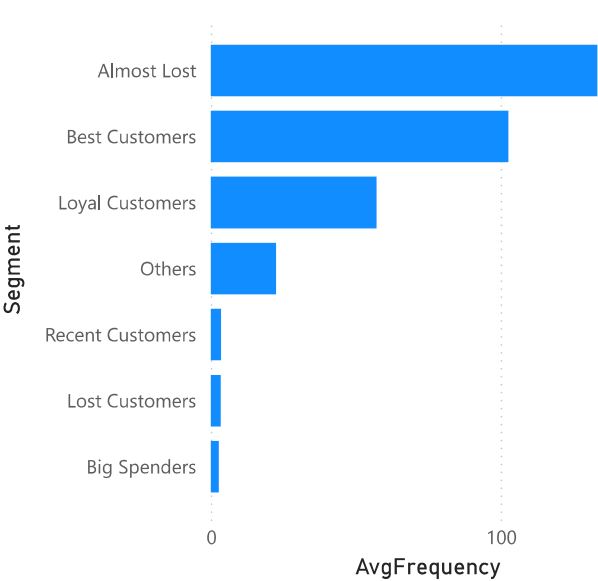
AvgRecency by Segment
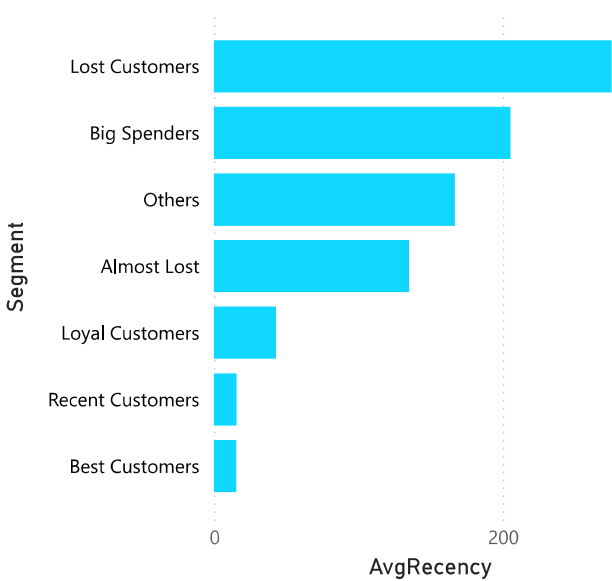
of Customers / Segment

Segment	CustomerCount
Others	14813
Lost Customers	4972
Loyal Customers	2956
Recent Customers	1550
Almost Lost	115
Big Spenders	34
Best Customers	3
Total	**24443**