

Analysis of an ecommerce store report across 38 countries from 2010 to 2011

Country

All

Year

All

4,373

Customers

5M

Total Quantity

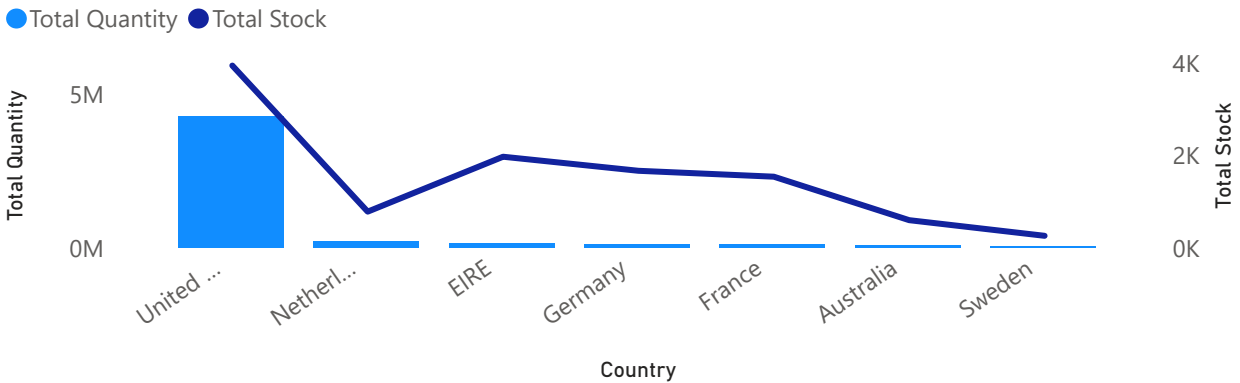
3,958

Total Stock

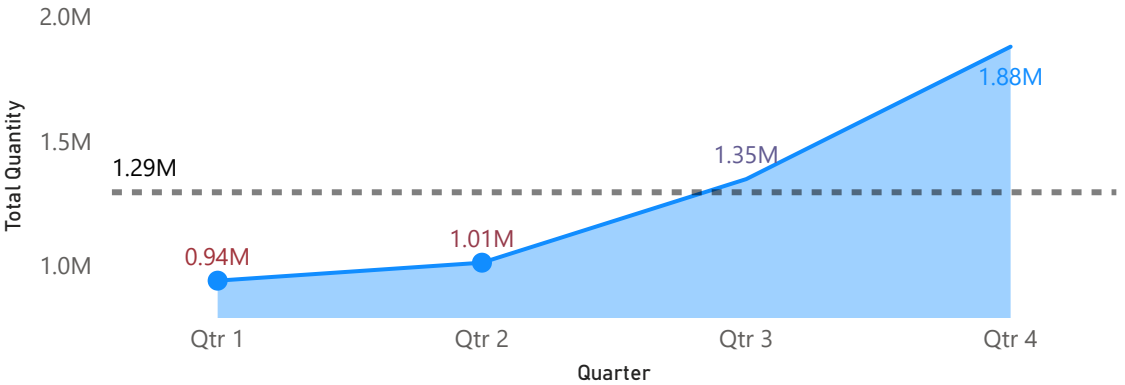
26K

Invoice Issued

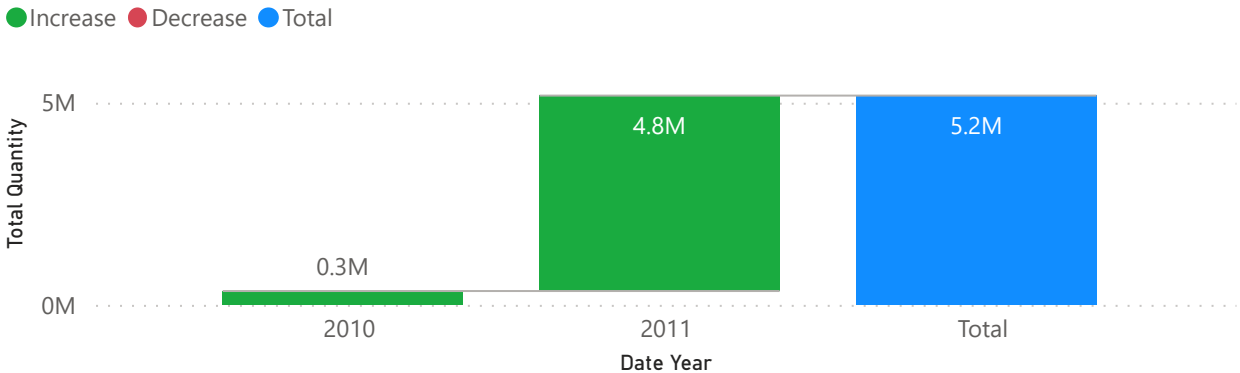
Total Quantity and Total Stock by Country



Total Quantity by Quarter



Total Quantity by Year



Insight/Recommendation

- It was observed that most customers were from the United Kingdom. I would recommend that more marketing campaign needs to be done in other countries to increase profitability.