

Tata Sales Project



\$7.51M

Total Revenue

4M

Total Quantity Sold ...

625.92K

Monthly Average Re...

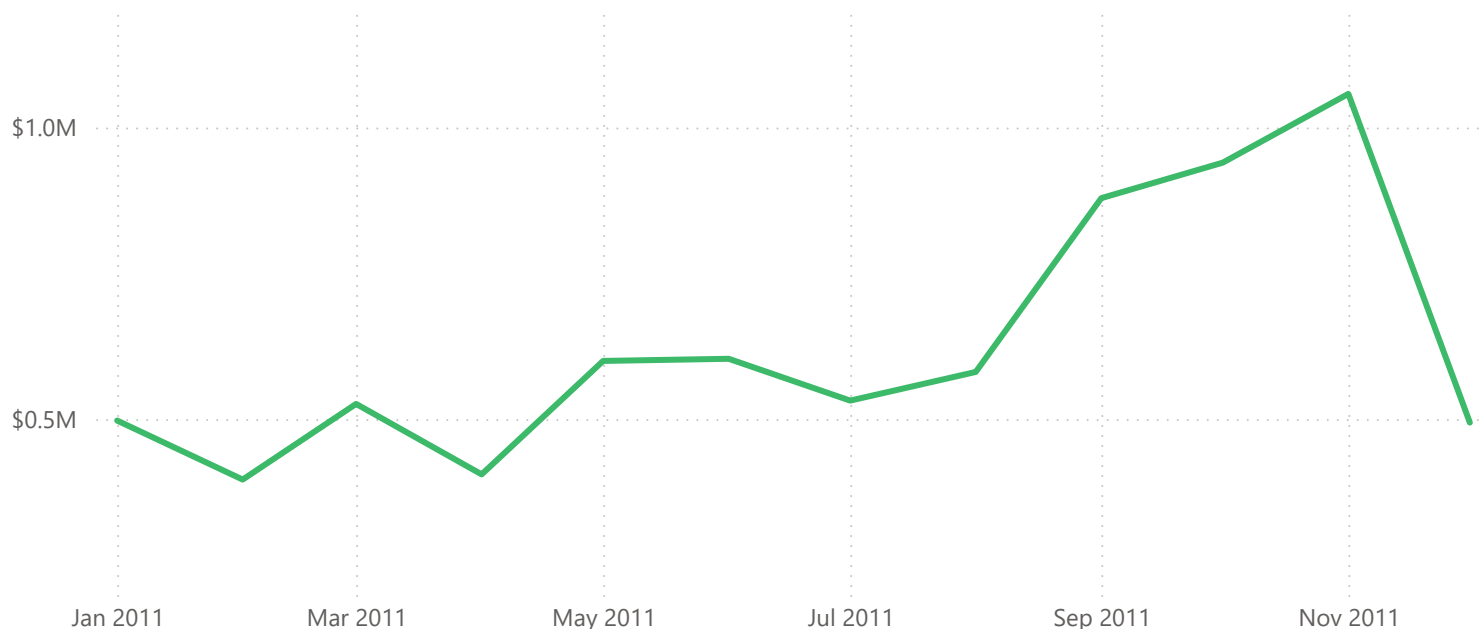
1.68

SoSR

\$22

ATV

Total Revenue by 2011



Year	Month	Total Revenue	ATV	SoSR
2011	January	\$497,482.21	\$26	1.57
2011	February	\$396,318.22	\$22	1.63
2011	March	\$526,068.40	\$22	1.67
2011	April	\$405,226.48	\$20	1.56
2011	May	\$599,736.66	\$23	1.75
2011	June	\$603,411.25	\$24	1.80
2011	July	\$531,686.30	\$22	1.57
2011	August	\$580,852.33	\$24	1.59
2011	September	\$878,833.62	\$24	1.73
2011	October	\$939,738.89	\$20	1.70
2011	November	\$1,057,634.25	\$18	1.71
2011	December	\$494,051.53	\$31	1.80
Total		\$7,511,040.14	\$22	1.68

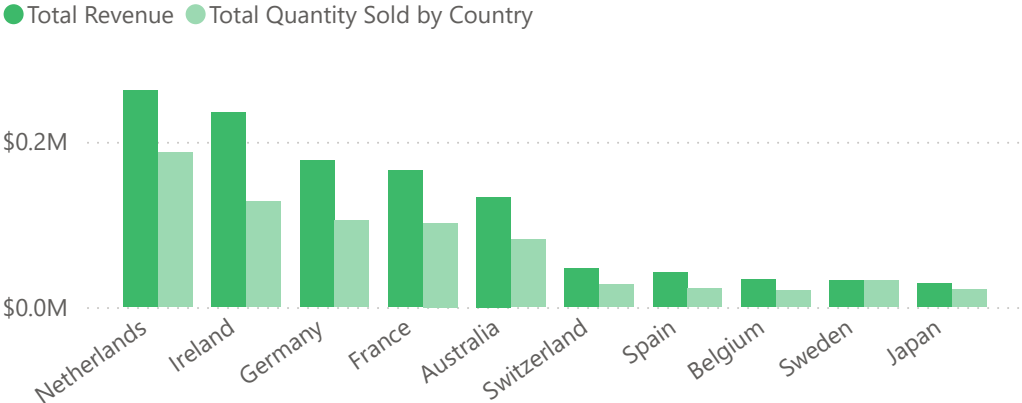




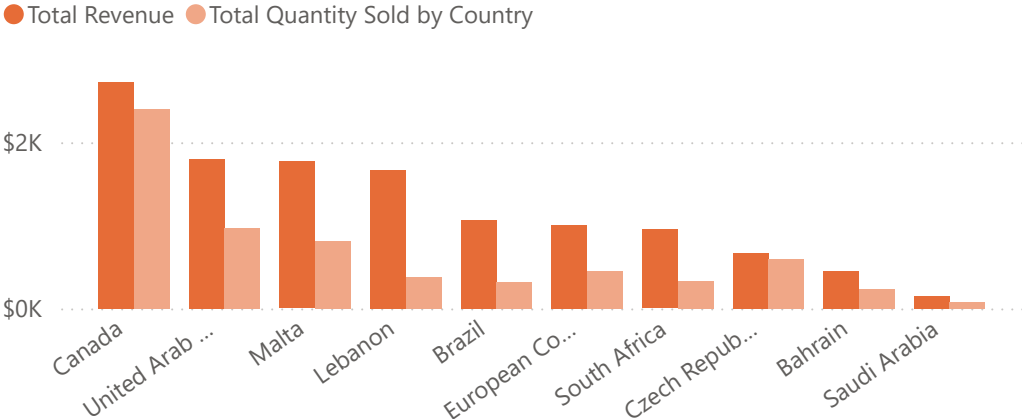
Country Performance



Top Revenue and Quantity Sold by Country



Least Revenue and Quantity Sold by Country



\$1.33M

Total Revenue

817K

Total Quantity Sold by...

\$1.16M

Top 10 Country Reven...

\$36

ATV

1.60

SoSR

\$6.18M

UK Revenue

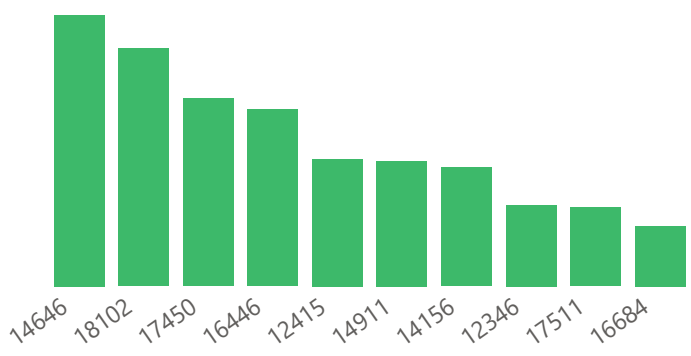
Country	Total Revenue	Quantity Sold	SoSR	ATV	Monthly Average Reve
Netherlands	\$262,076.54	186760	1.40	\$121	21,8
Ireland	\$235,599.87	127914	1.84	\$38	19,6
Germany	\$177,583.18	105232	1.69	\$23	14,7
France	\$165,667.21	101666	1.63	\$23	13,8
Australia	\$133,168.92	81349	1.64	\$122	12,1
Sweden	\$32,481.75	31602	1.03	\$84	2,7
Switzerland	\$46,884.41	27134	1.73	\$29	4,2
Spain	\$41,414.41	22268	1.86	\$19	3,4
Japan	\$28,674.50	21527	1.33	\$117	3,1
Belgium	\$33,337.88	19496	1.71	\$19	2,7
Total	\$1,327,476.27	816922	1.62	\$36	110,62



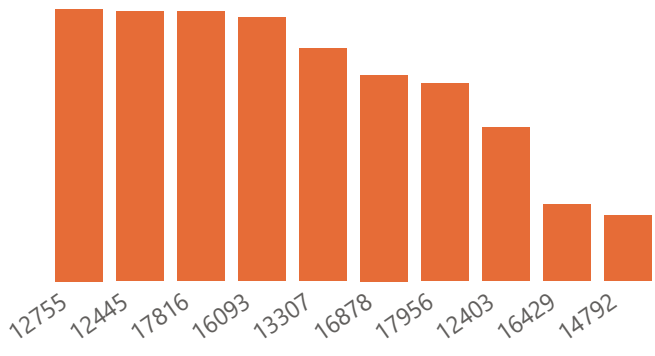
Customers



Top Highest Revenue Customers



Top Least Revenue Customers



CustomerID	Country	Total Quantity Sold by Country	Total Revenue	SoSR	ATV
14792	United Kingdom	1	\$4.25	4.25	\$4
16257	United Kingdom	1	\$21.95	21.95	\$22
16429	United Kingdom	1	\$4.95	4.95	\$5
17956	United Kingdom	1	\$12.75	12.75	\$13
12403	Denmark	2	\$9.90	4.95	\$10
12789	Netherlands	2	\$59.90	29.95	\$30
13452	United Kingdom	2	\$590.00	295.00	\$295
13682	United Kingdom	2	\$25.50	12.75	\$26
15510	United Kingdom	2	\$250.00	125.00	\$250
17102	United Kingdom	2	\$25.50	12.75	\$26
Total		4472296	\$7,511,040.14	1.68	\$22

\$7.51M

Revenue

4M

Quantity

\$1.39M

Total Revenue



\$1.39M

Revenue

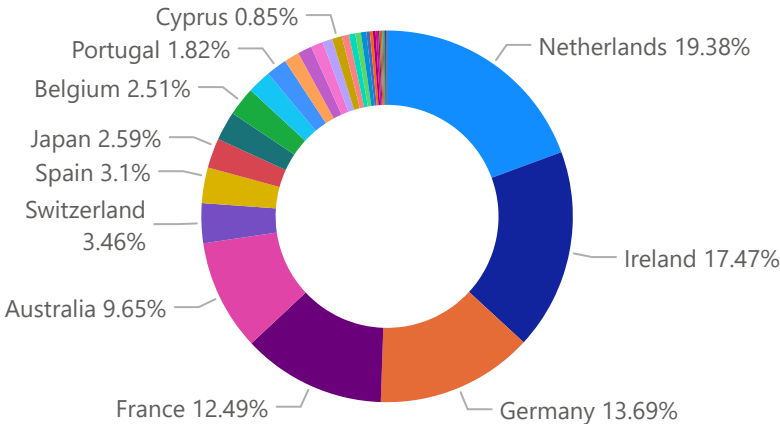
857K

Total Quantity ...

115.79K

Monthly Average R...

Revenue by Country



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Region	Quantity	Revenue	MaR
Europe	734060	\$1,191,729.82	99,310.82
Australia	81787	\$134,070.62	11,172.55
Asia	35682	\$55,571.43	4,630.95
North America	4742	\$6,043.55	755.44
Africa	330	\$949.56	949.56
South America	323	\$1,069.65	1,069.65
Total	856924	\$1,389,434.63	115,786.22

Country	Region	Quantity	Revenue	MaR
Australia	Australia	81787	\$134,070.62	11,172.55
Austria	Europe	4601	\$7,662.53	851.39
Bahrain	Asia	230	\$452.10	452.10
Belgium	Europe	21139	\$34,840.58	2,903.38
Brazil	South America	323	\$1,069.65	1,069.65
Canada	North America	2399	\$2,729.66	545.93
Channel Islands	Europe	8587	\$18,286.69	1,662.43
Cyprus	Europe	5711	\$11,826.98	1,689.57
Czech Republic	Europe	598	\$664.58	332.29
Denmark	Europe	7641	\$17,044.87	1,704.49
European Community	Europe	446	\$999.85	333.28
Total		856924	\$1,389,434.63	115,786.22