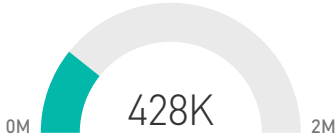
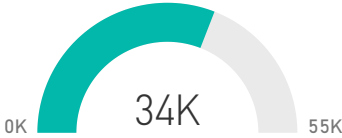




Current Revenue £(,000) and Ultimate Objective £(,000)



Current Sales Revenue £ and Daily Target £



E-channels revenue £ and E-channel daily target £



Customer Segmentation

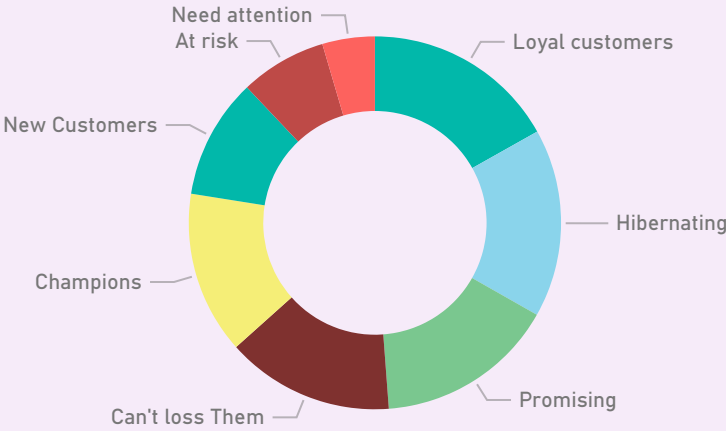
All

Segments values

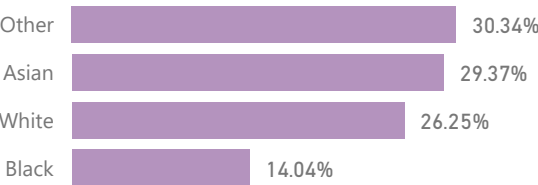
£1bn



Customer Segmentation with RFM Analysis



Ethnicity group under selected segments group



Gender



Top 5 RFM Score Client

customer_id	Customer_Name	Frequency	Mo
CS1511	Caroline Thomson	12	
CS2384	ChristopherEdgar	12	
CS4695	Arden Madison	13	
CS5909	Dennis Jones	11	
CS6046	Mary Dawe	10	

Main Purchasing Channel



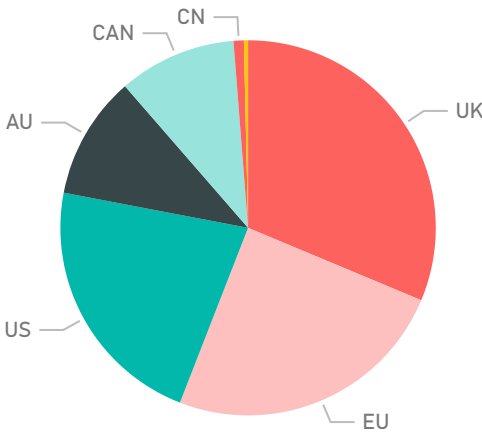
Store

All

Today Offline Sales KPI

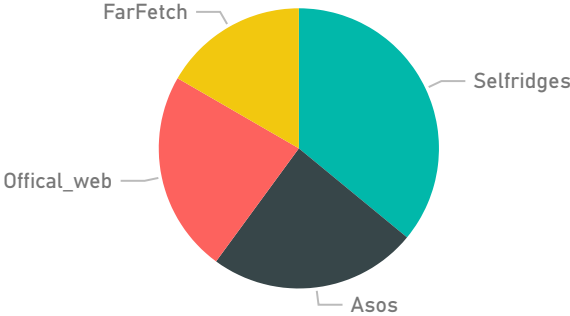
50036

Today Offline Sales by region



Online Platform

Today Online Sales Revenue



Consumption\_rate KPI

46.86%!

Goal: 375 (-99.88%)

Average\_Transaction\_Value KPI

£778.00

Goal: 375 (+107.47%)

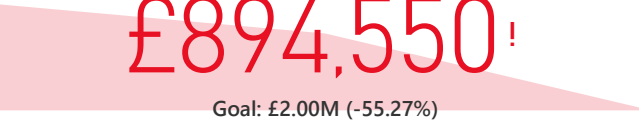
Top 5 Offline Store

store_nbr	location	country	Profit	Ytd_rank
1	Covent Garden	UK	50036	1
45	Oxford street	UK	48585	3
22	Leeds	UK	47025	2
46	Gloucester Quays Outlet	UK	46170	4
12	Canary Wharf	UK	45401	5

Top 10 Bestsellers

product	collection	S
Bardot Bodycon Dress	spring-summer 2022	
Moire Satin Bow Heeled Sandals	autumn-winter 2022	
Slim Light Blue Suit Jacket	autumn-winter 2022	
Printed Tie Front Mini Dress	spring-summer 2022	
Lace Insert Asymmetric Pleat Midi Dress	spring-summer 2022	
Total		

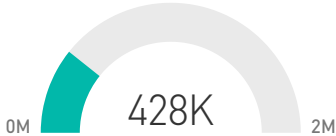
Today Online Sales KPI



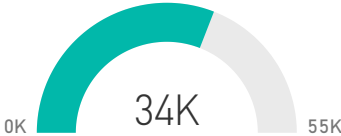
Plactform	View Count	Income	Conversion Rate
Asos	76690	£926,000	2.50%
FarFetch	48876	£640,000	2.00%
Offical_web	144967	£894,550	0.40%
Selfridges	189020	£1,381,509	1.00%
Total	459553	£3,842,059	5.90%



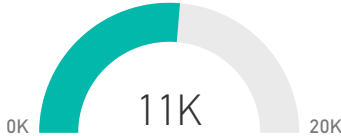
Current Revenue £(,000) and 5 year target £(,000)



Current Sales Revenue £ and Daily Target £



E-channels revenue £ and E-channel daily target £



Sales Performance

Top Sales

EmployeeNumber	GivenName	Surname	Monthly KPI	Monthly Sales result	KPI
294	Joseph	Hollen	5000	7990	160.00%
398	Linda	Winship	5000	9965	199.00%
533	Nathan	Morgan	5000	9827	197.00%
748	Daniel	Adamson	5000	9243	185.00%
1510	Margaret	Eaton	5000	9243	185.00%
1904	Ronnie	McBroom	5000	9243	185.00%
2389	Jason	Wilson	10000	9735	97.00%
Total			165000	292378	5654.00%

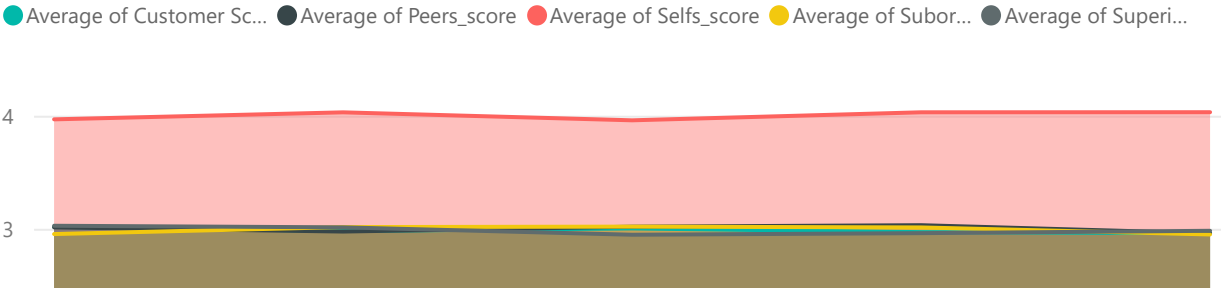


Employee Performance

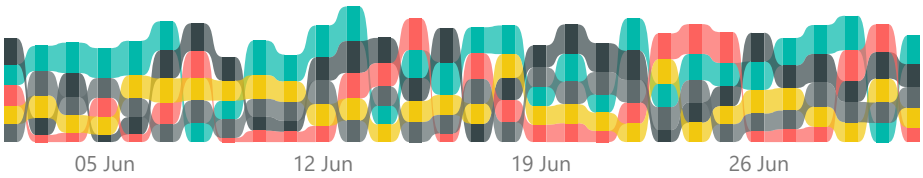
GivenName

All

Reference Group Comparison

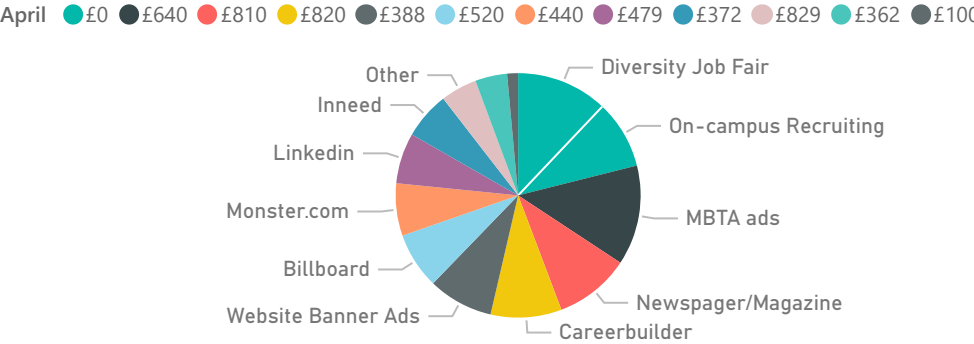


Top 5 Sales Historical Performance



Employment

Cost of Recruiting



Vacancies

Vacancies	DepartmentName	JobTitle	Education Requirement	Experience at least	Financ
1	Finance	Director		5	5
1	Finance	Manager II		2	1
1	Human Resources	Manager		1	4
1	Human Resources	Officer		2	1
1	Sales	Manager		4	2
2	IT	UI Desinger		1	2
3	Research & Development	Officer		1	2
4	Business development	Assistant		1	4