

Sales Performance Overview of 2003

Total Due 2003

54.31M✓

Goal: 39.88M (+36.19%)

Orders count 2003

12443✓

Goal: 3692 (+237.03%)

Average Order Value
2003

4.36K!

Goal: 10.80K (-59.59%)

Gross Profit 2003

6.84M✓

Goal: 5.23M (+30.83%)

Average Order Value
Offline 2003

28.54K!

Goal: 32.18K (-11.32%)

Average Order Value
Online 2003

991!

Goal: 3K (-63.24%)

Loyal Customers 2003

7.56 % of All Customers

1569

Count of Customers



Average Customer
2003



United States

Customer Country



4.36K

Average Order Value 2003



Offline

Most Common Sales Type



1.26

Average Orders Per Customer

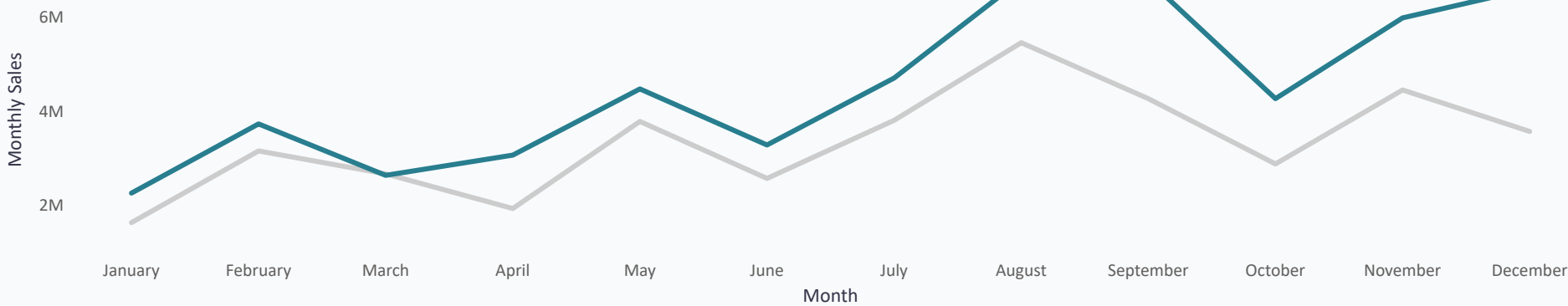


Regular Price

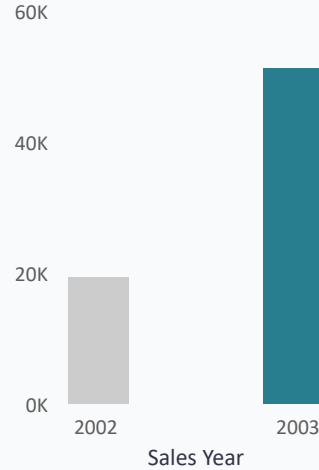
Purchase Type

Monthly Sales Overview by Year

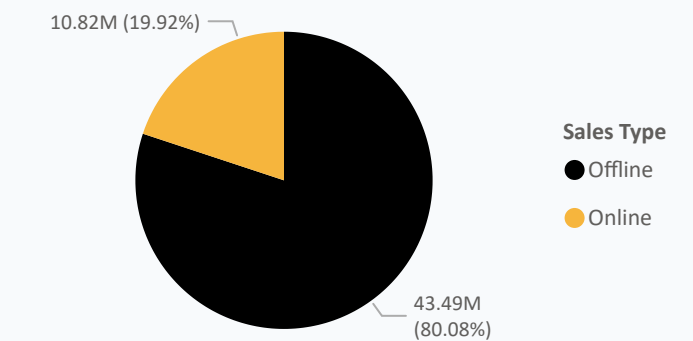
Sales Year ● 2002 ● 2003



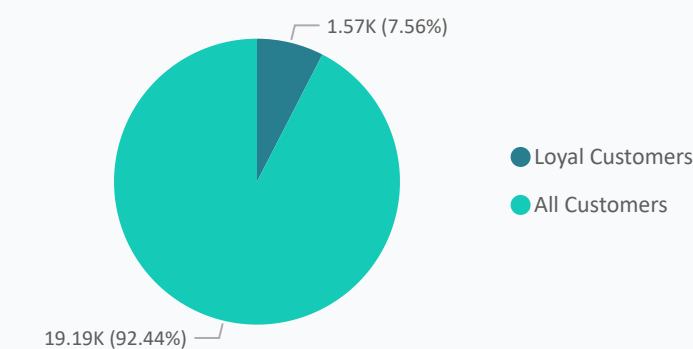
Count Of Sales



Proportion of Offline and Online Sales

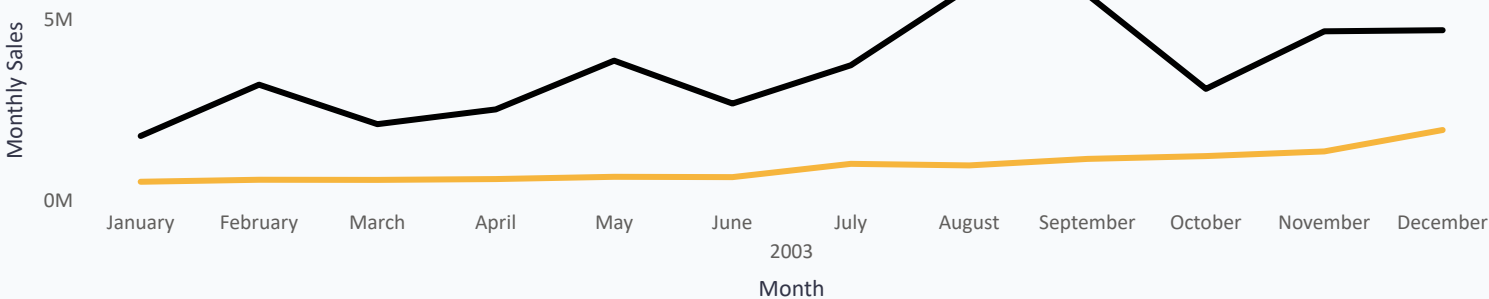


Loyal Customers in 2003



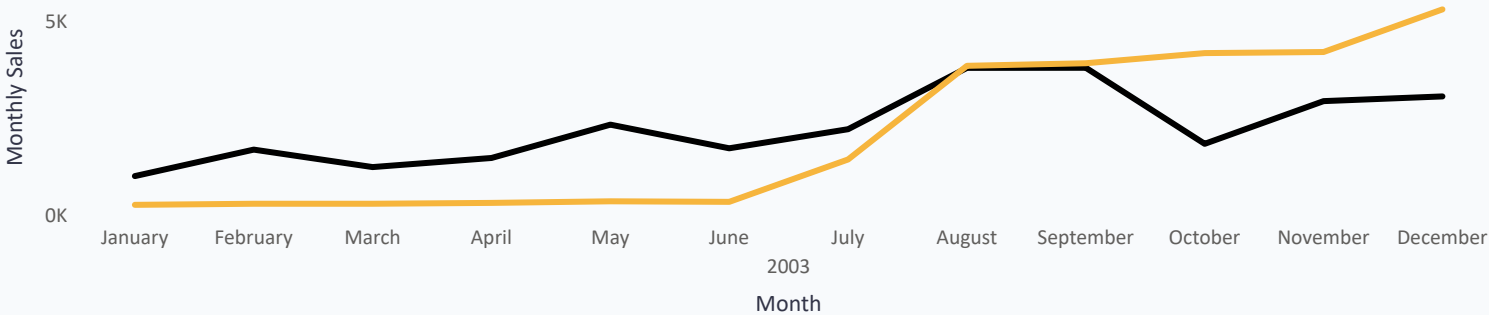
Monthly Sales by Sale Type

Sales Type ● Offline ● Online



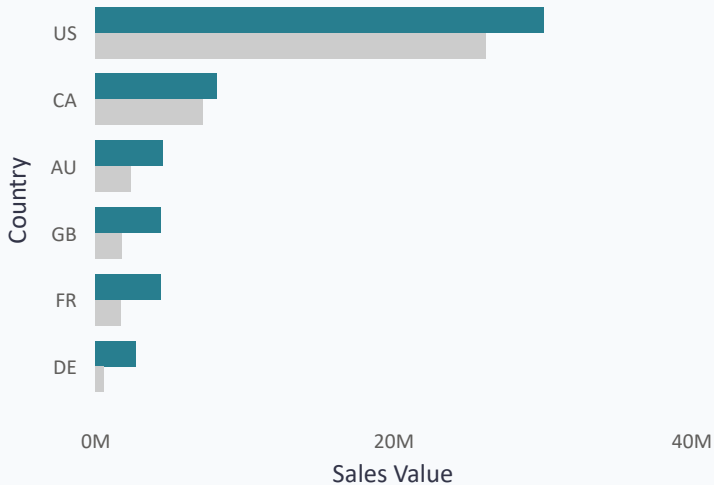
Monthly Sales Count by Sale Type

Sales Type ● Offline ● Online



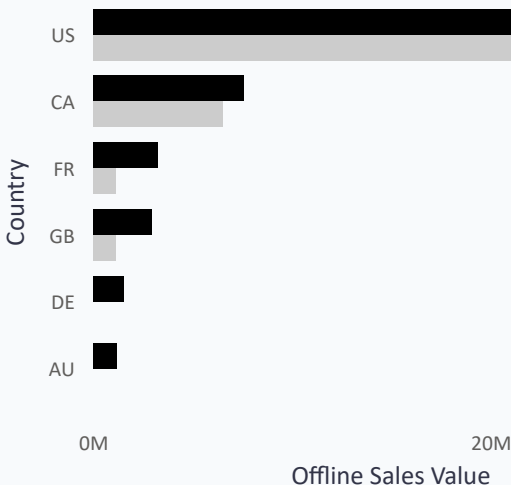
Total Sales by Country

Sales Year ● 2002 ● 2003



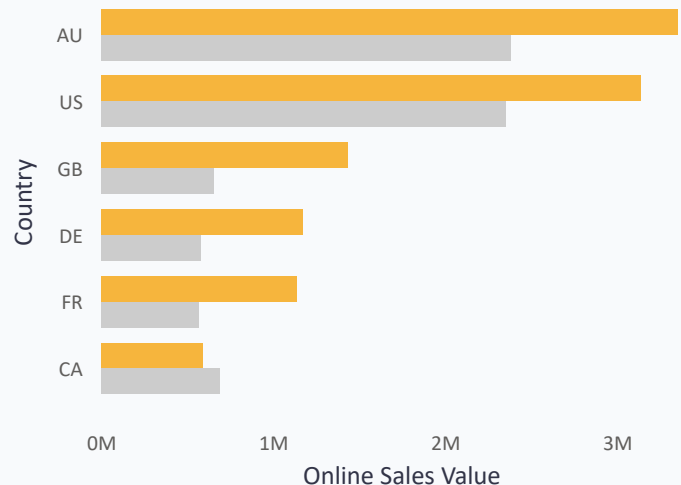
Total Offline Sales by Country

● Order Value Offline 2003 ● Order Value Offline 2002



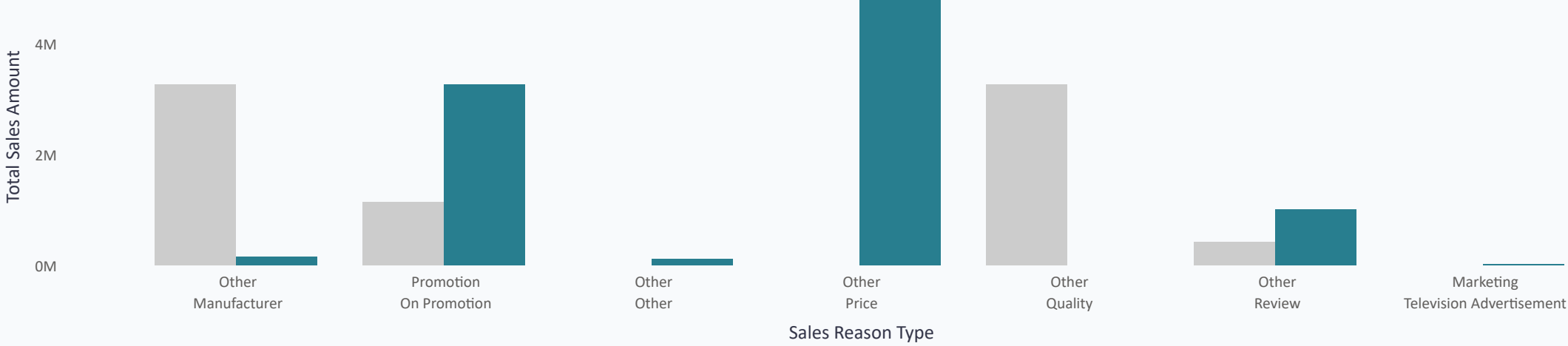
Total Online Sales by Country

● Order Value Online 2003 ● Order Value Online 2002



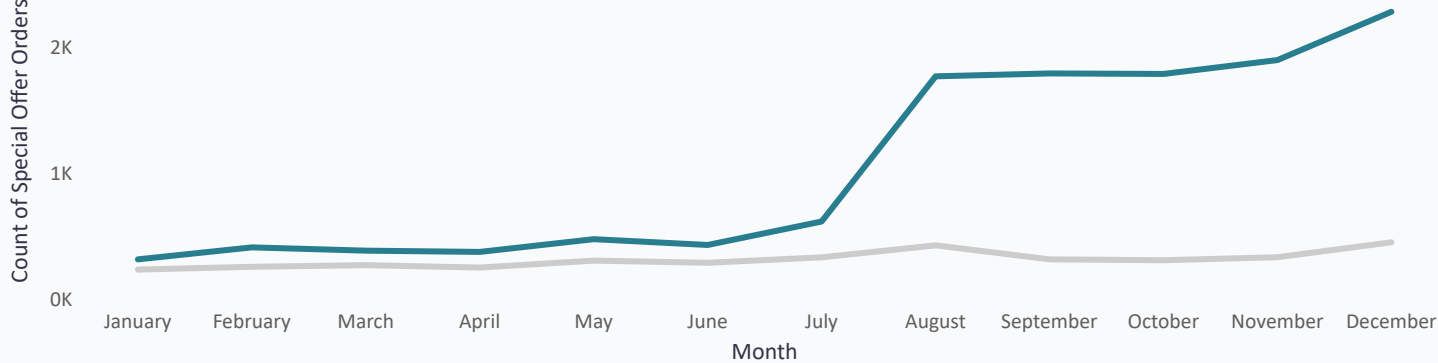
Sales Amount comparison by Reason Type and Name

Year ● 2002 ● 2003



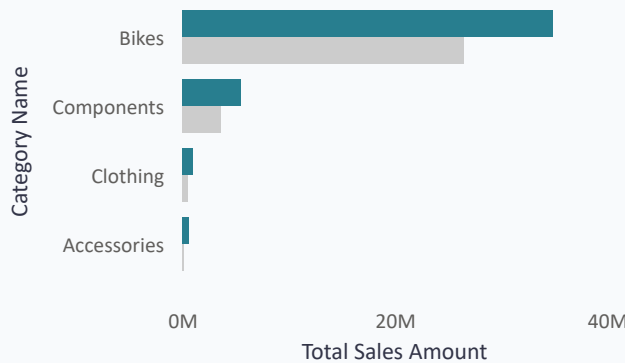
Sales Count of Special Offer Sales

Sales Year ● 2002 ● 2003



Total Sales Amount by Category

Sales Year ● 2002 ● 2003



Total Special Offer Sales Amount by Category

Sales Year ● 2002 ● 2003

