

Sales & Revenue Summary

Year

2010

2011

Month

All

Revenue

8.32M

Quantity

5M

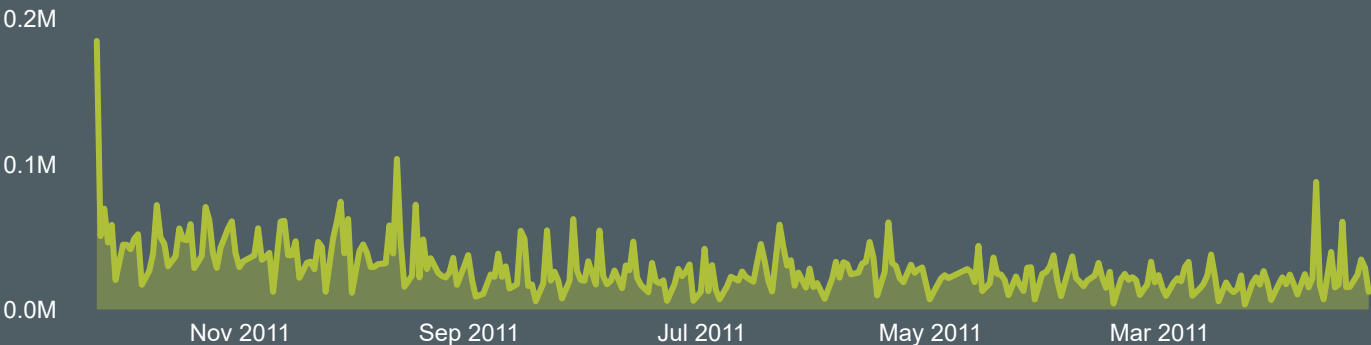
AOV

562.17K

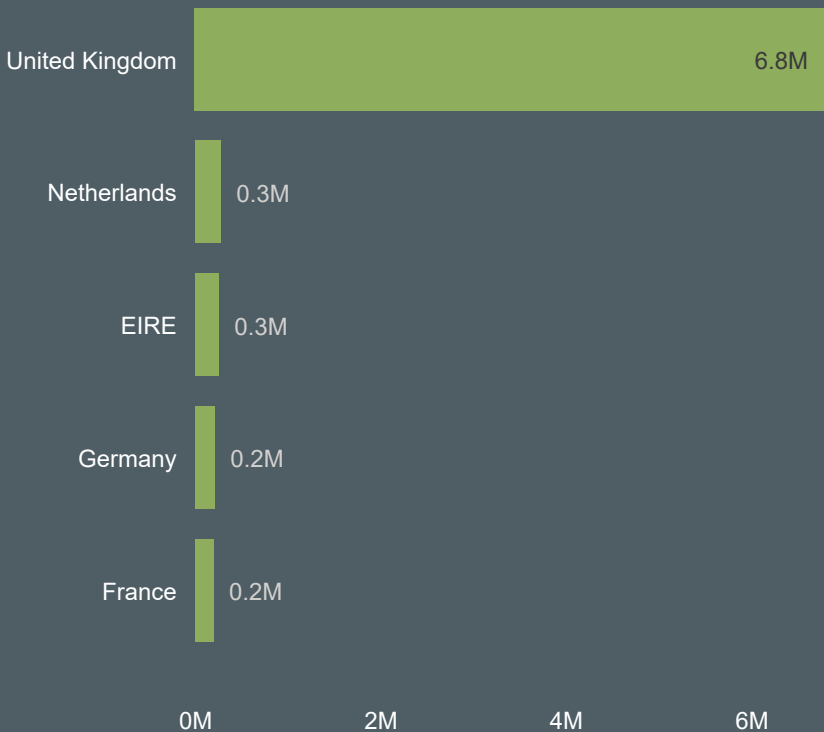
Avg Unit Price

3.12

Total Revenue Generated



Countries drive the most Revenue



Avg Order Value

600K

550K

Jan 2011 Mar 2011 May 2011 Jul 2011 Sep 2011 Nov 2011



Top Selling Products & Trends

Product

All

Year

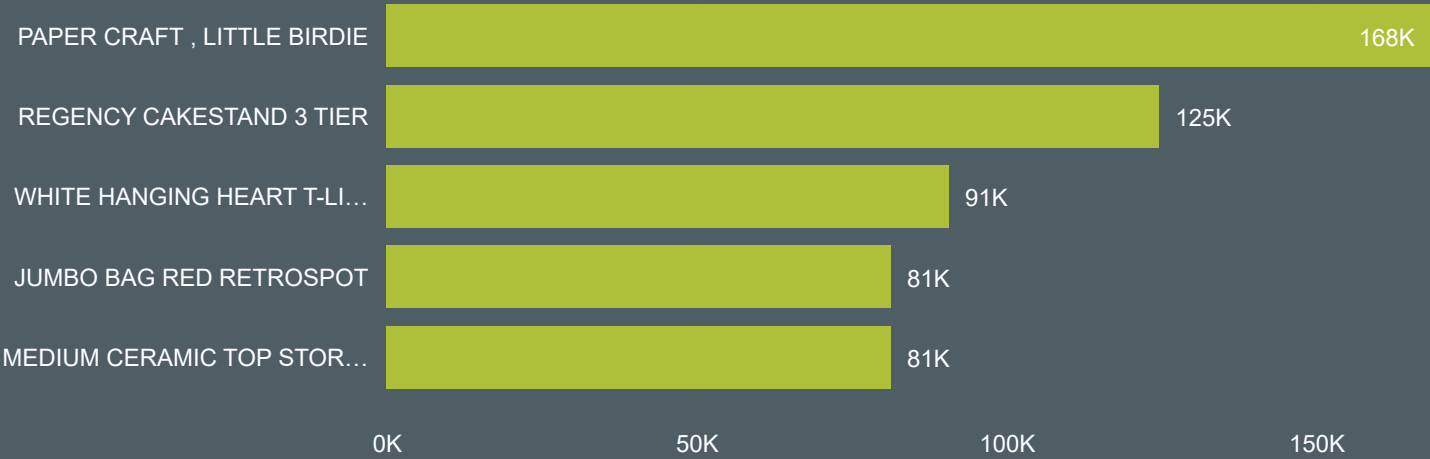
2010

2011

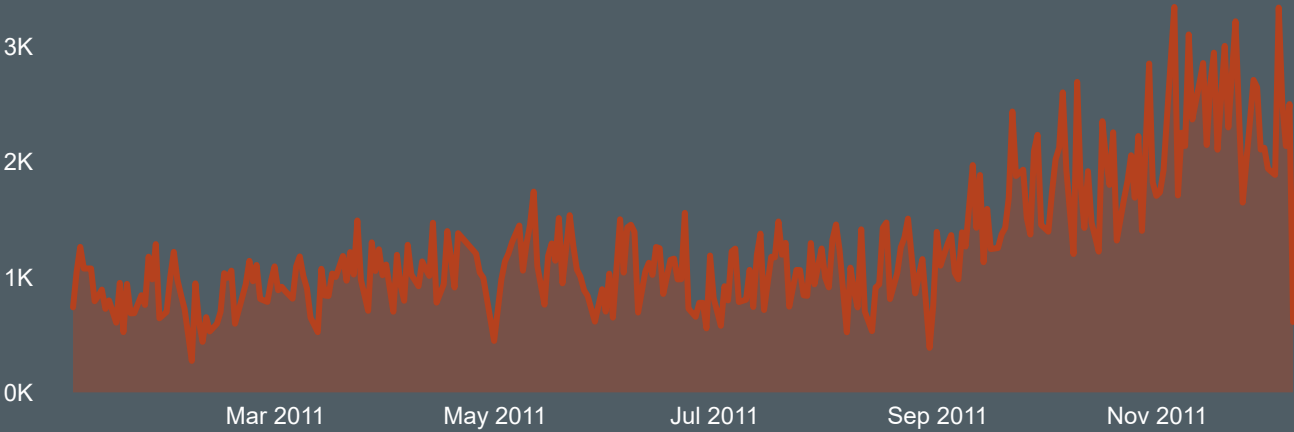
Month

All

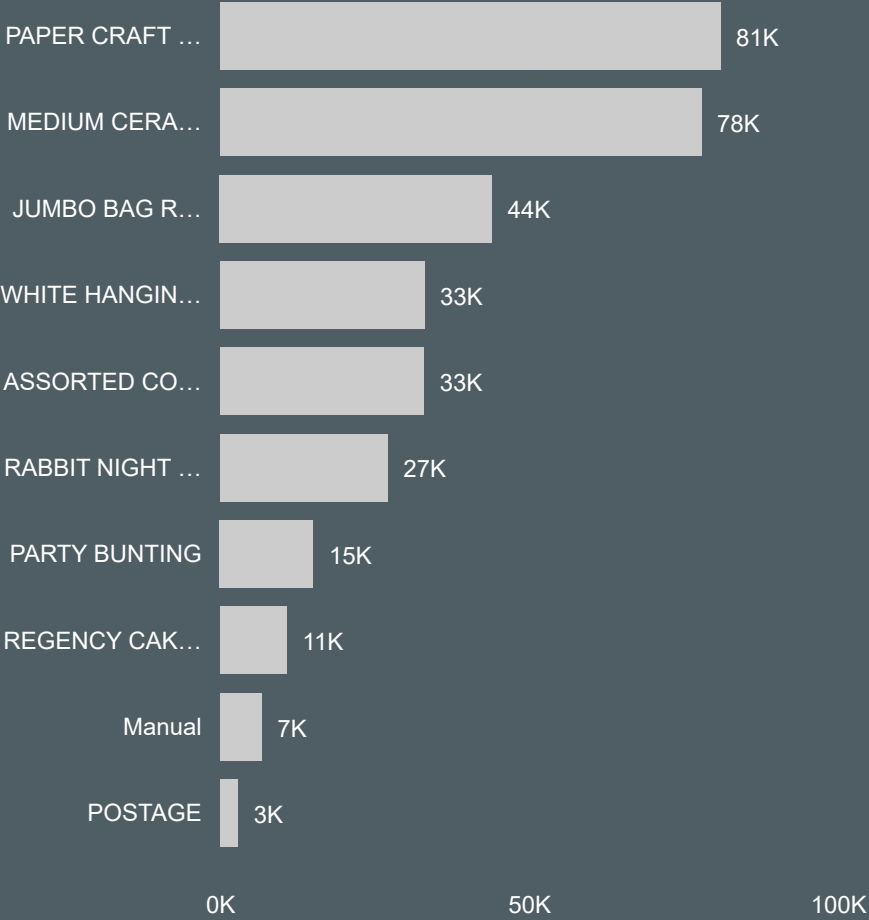
Top 5 Products by Total Revenue



Monthly Sales Trend of Top 5 Products



Top 10 Products by Quantity Sold



Customer Order Patterns

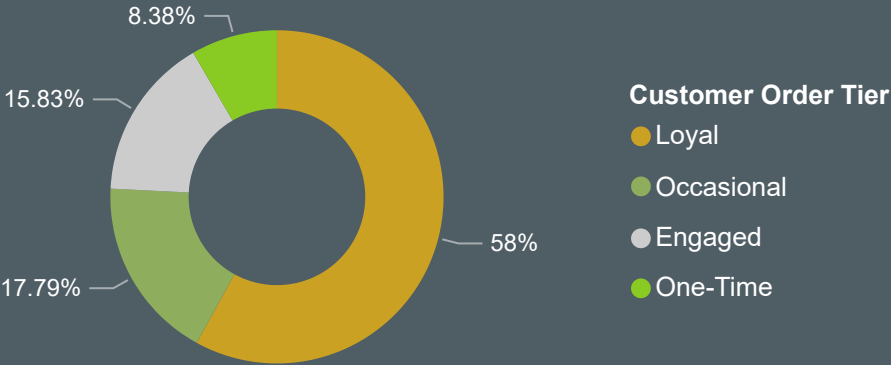
Total Customers
4338

Repeat Customer
2845

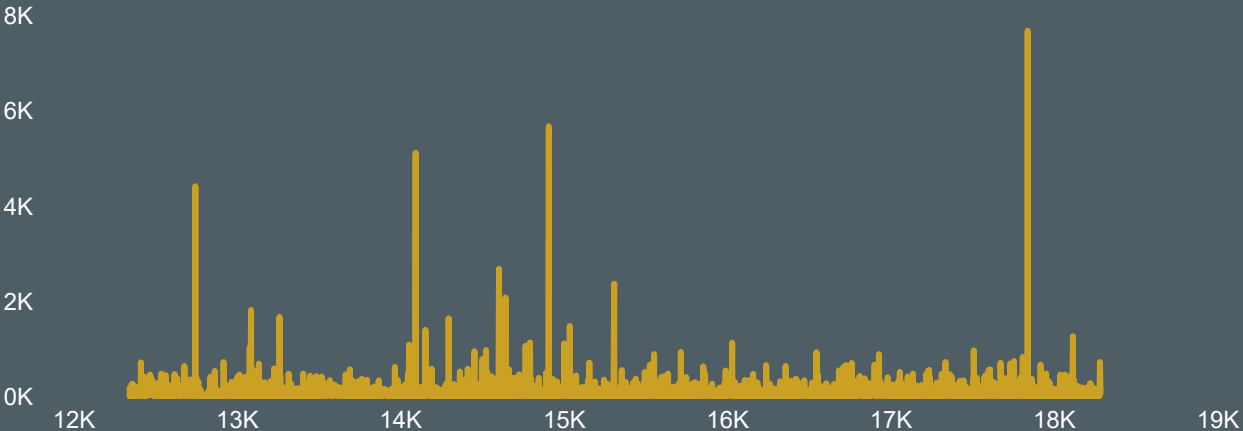
Repeat Purchase rate
65.58%

Month
All

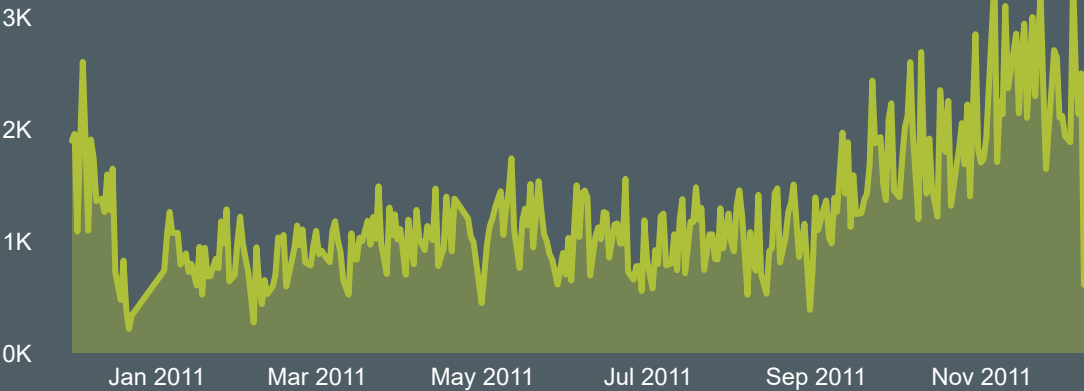
Purchase Behavior Groups



Avg Orders per Customers by CustomerID



Customer Growth Over Time



Top 10 High-Value Customers

