

## Over view

### Total Sales

8.4M

### Customer Count

4,298

### Products

3,657

### Count of countries

37

## Sales trend

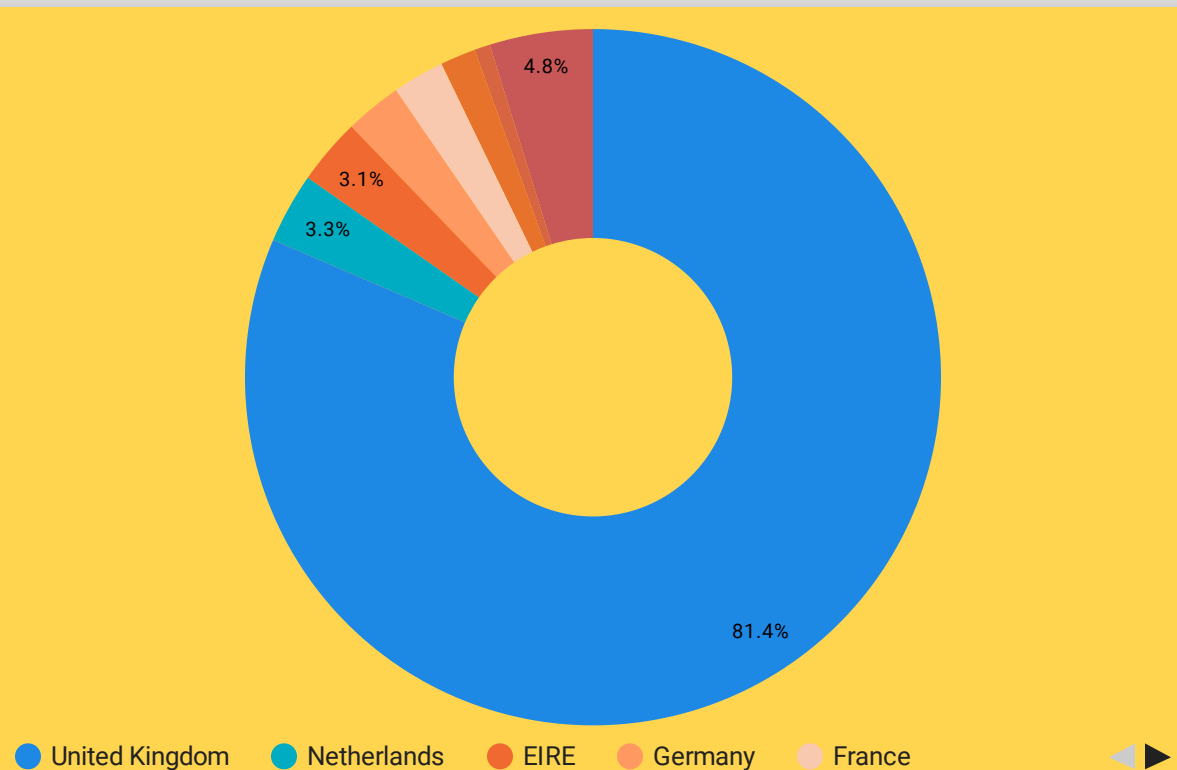
Month



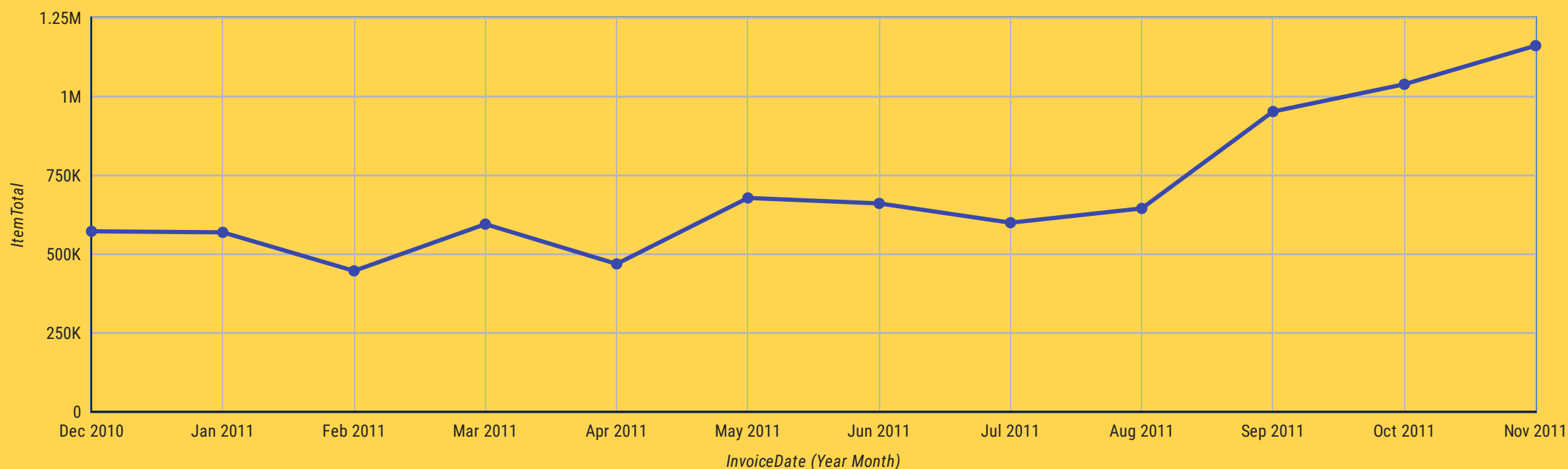
Quater



## Sales for each country

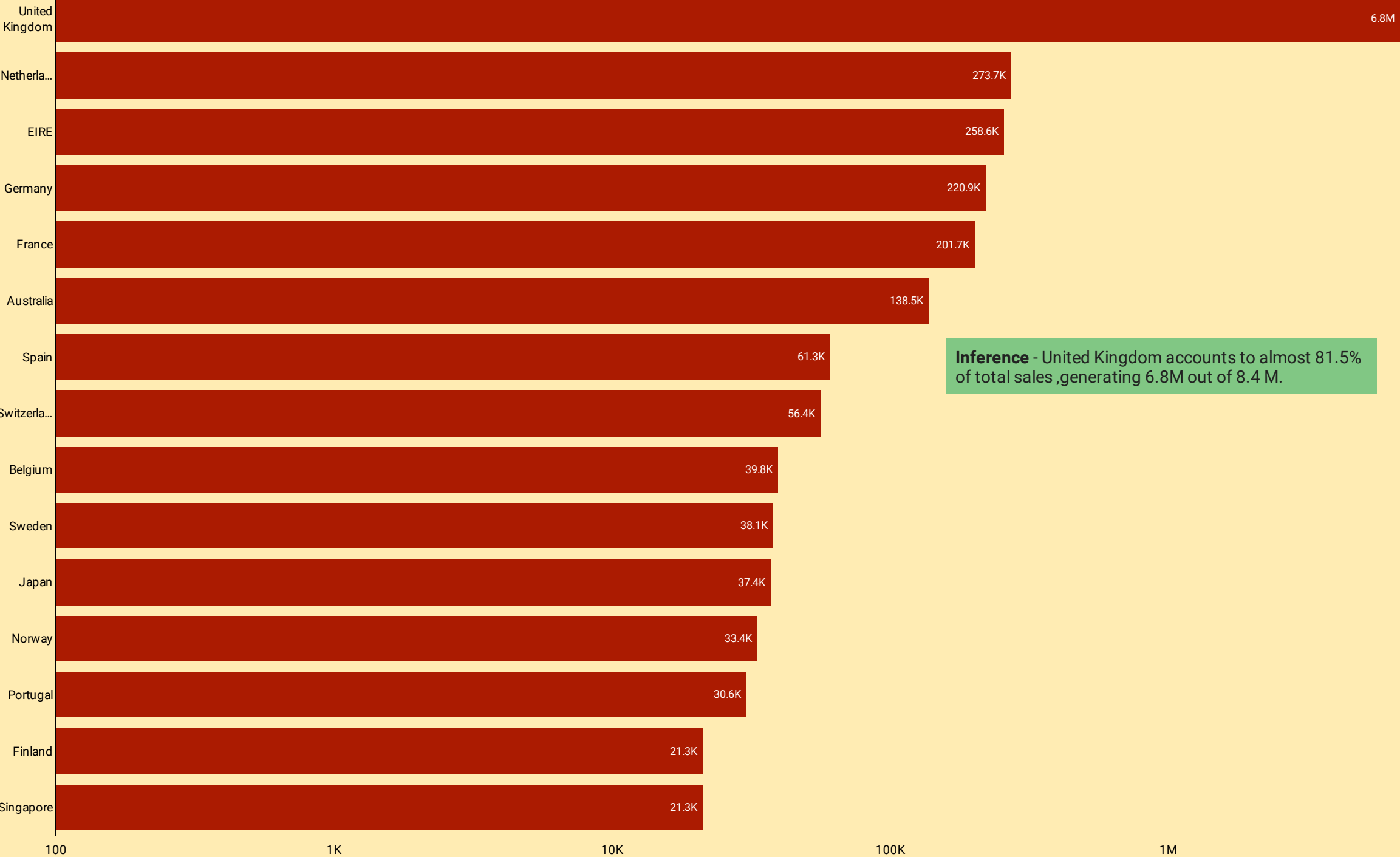


**Inference** - Steep rise in sales from August 2011 to November 2011.



Sales for each country

Country



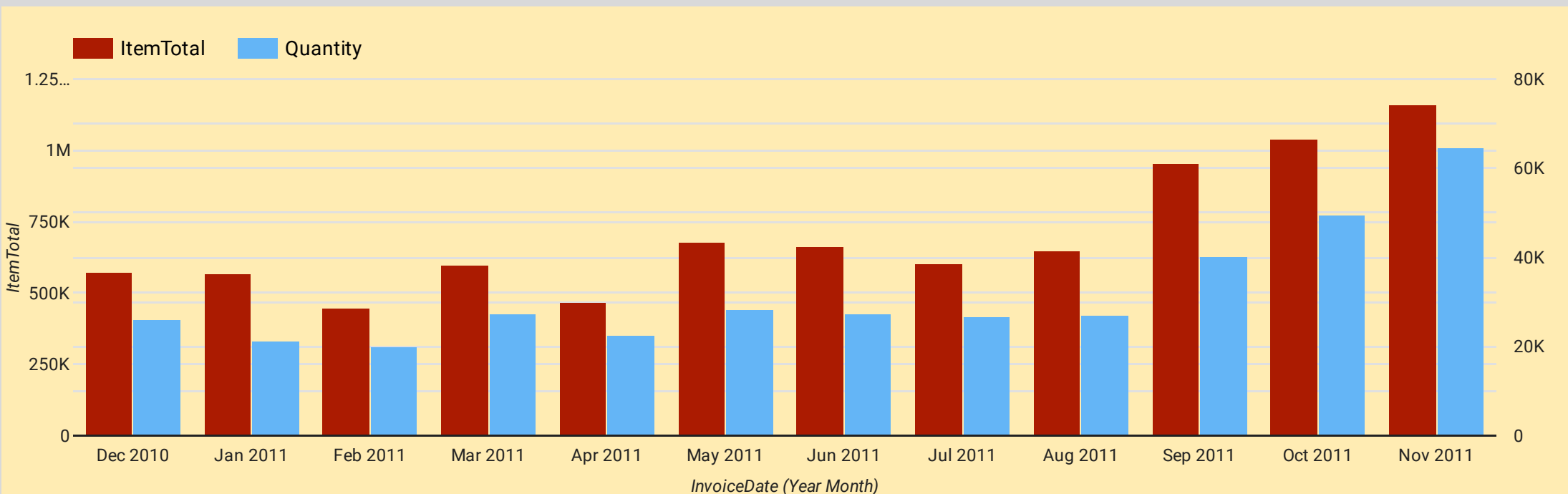
## New Customer / month



Month

## Peak Purchase time

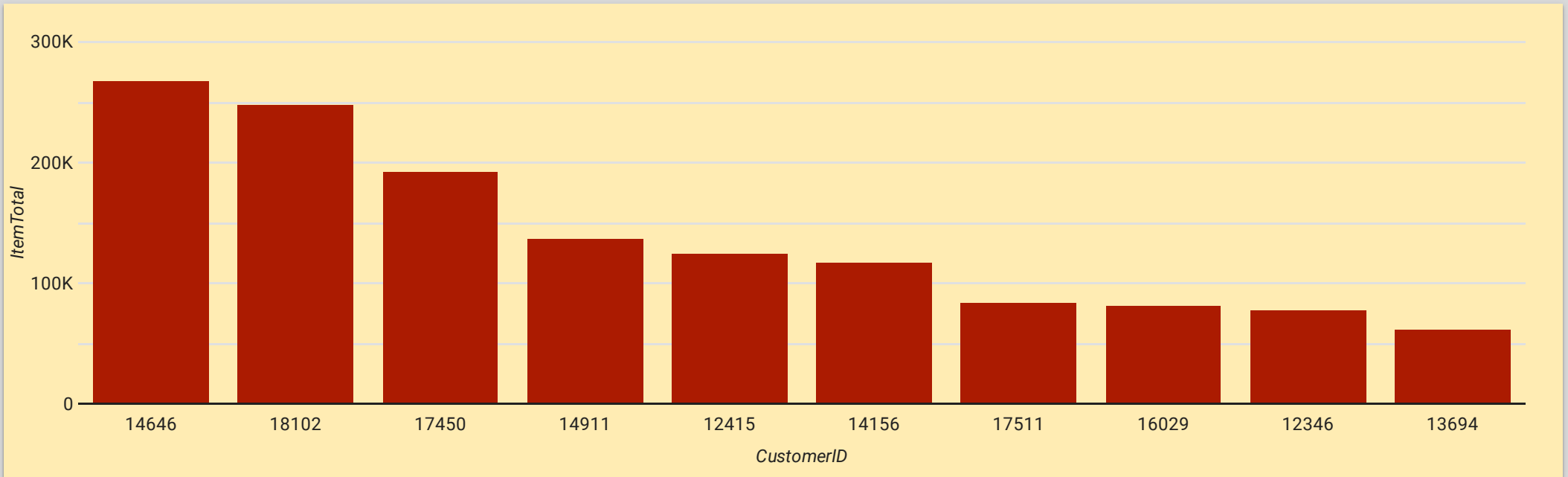
Quarter



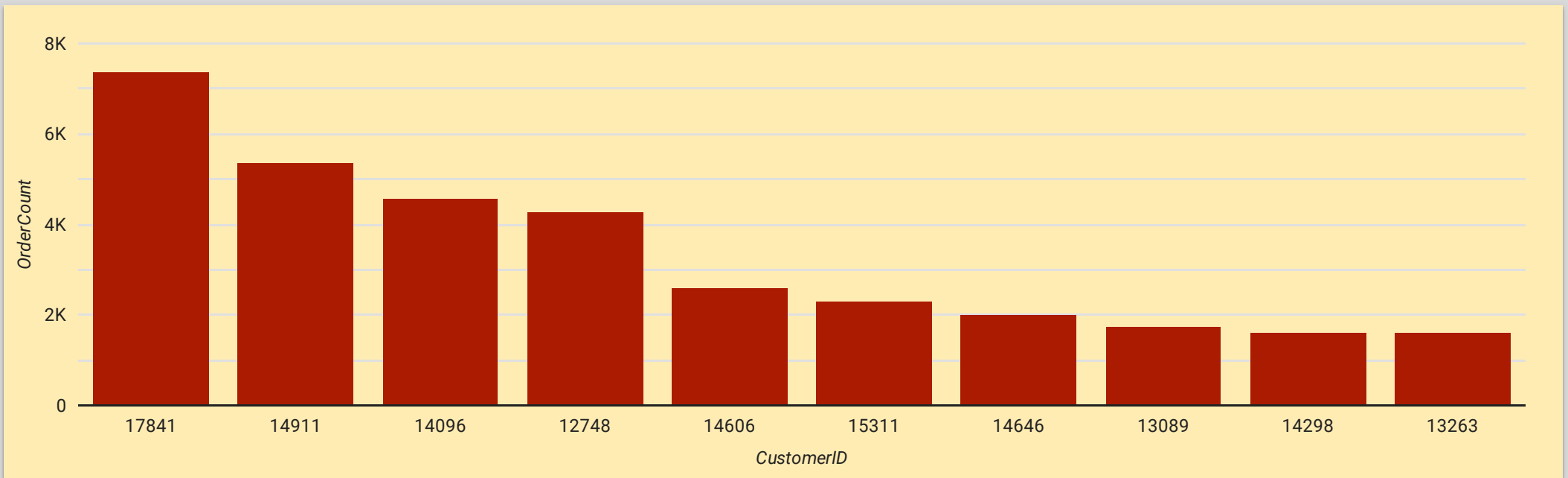
## Best selling Products In Each Country

Country	Products	TotalQuantity ▾
United Kingdom	MEDIUM CERAMIC TOP STORAGE JAR	76,780
Netherlands	SPACEBOY LUNCH BOX	4,528
France	RABBIT NIGHT LIGHT	3,718
Japan	RABBIT NIGHT LIGHT	3,408
Australia	MINI PAINT SET VINTAGE	2,952
Sweden	MINI PAINT SET VINTAGE	2,916
EIRE	PACK OF 72 RETROSPOT CAKE CASES	1,584
Germany	ROUND SNACK BOXES SET OF4 WOODLAND	1,191
Spain	CHILDRENS CUTLERY POLKADOT PINK	729
Switzerland	PLASTERS IN TIN WOODLAND ANIMALS	636
Canada	RETRO COFFEE MUGS ASSORTED	504
Belgium	PACK OF 72 RETROSPOT CAKE CASES	480
Finland	CHILDRENS CUTLERY POLKADOT PINK	408
Channel Islands	RAIN PONCHO	407
Cyprus	HEART DECORATION PAINTED ZINC	384
Singapore	CHRISTMAS TREE PAINTED ZINC	384
Norway	SMALL FOLDING SCISSOR(POINTED EDGE)	336
Denmark	RED HARMONICA IN BOX	288
Austria	SET 12 KIDS COLOUR CHALK STICKS	288
Italy	FEATHER PEN,HOT PINK	240
Iceland	ICE CREAM SUNDAE LIP GLOSS	240
Portugal	POLKADOT PEN	240
Poland	STRAWBERRY CERAMIC TRINKET BOX	144
Israel	WOODLAND CHARLOTTE BAG	120
Bahrain	ICE CREAM SUNDAE LIP GLOSS	96

Customers with most orders(Sales)



Customers with most orders(Count Of orders)



Top 20% Customers Generating maximum Revenue

CustomerID	TotalSales	Revenue_Percentage ▾
14646		3.2%
18102		2.96%
17450		2.3%
14911		1.63%
12415		1.49%
14156		1.4%
17511		1%
16029		0.97%
12346		0.92%
13694		0.74%
16684		0.73%
15311		0.71%
14096		0.67%
17949		0.66%
13089		0.65%
15769		0.63%
14298		0.61%
15061		0.6%
14088		0.6%
15749		0.53%
12931		0.5%
15098		0.48%
17841		0.46%
13798		0.42%
16422		0.41%
16013		0.41%

20% of Customer Count

860

Revenue from Top 20% of Customers

6.2M

Revenue % from Top 20% Customers

74%

# Inference

- \* United Kingdom accounts to almost 81.5% of total sales ,generating 6.8M out of 8.4 M . Followed by UK we have Netherland and Eire contributing 3.3% and 3.1% of Total sales.
- \* As per the sales trend there is a steep rise in sales from August 2011 to November 2011.
- \* Product "Medium Ceramic Top Storage jar" of United Kingdom was purchased most times with 76780 pieces sold, which is followed by "Space Lunch box " and "Rabbit Night Lamp"
- \* There was a decrease in customer acquisition till August 2011, which than increased by an average of 50 new customer/month until Nov 2011
- \* A Total of 860 customer(20%) out of 4298 generated 6.2M revenue contributing to almost 74% of total revenue.