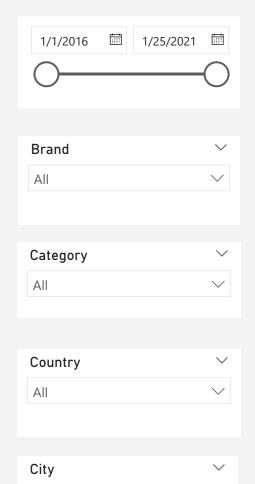
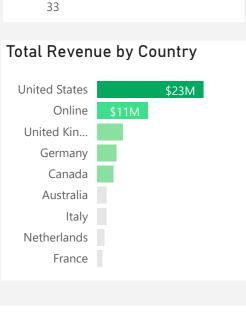


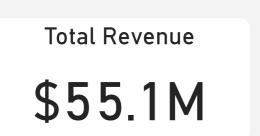
Global Electronics Retailers Sale Dashboard







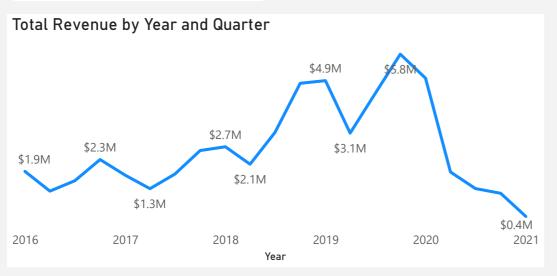


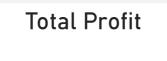


vs last month 1.03% ^

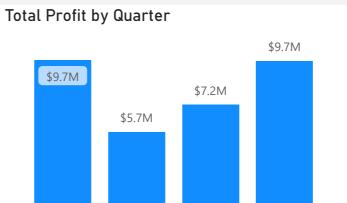


Total Cost





\$32.28M vs last month 1.03% ^



Total Customers

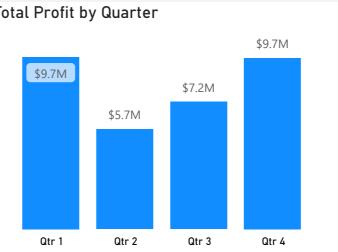
12K

Total Orders

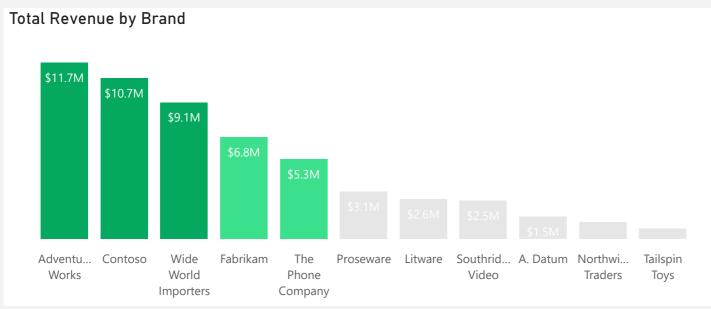
26K

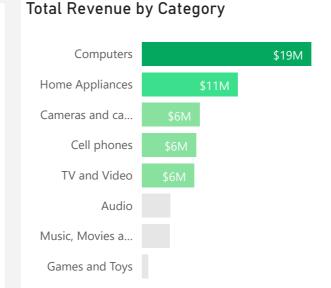
Total Quantity

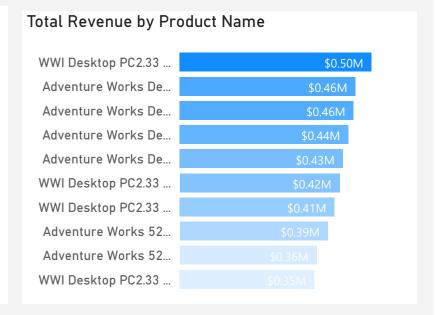
195K



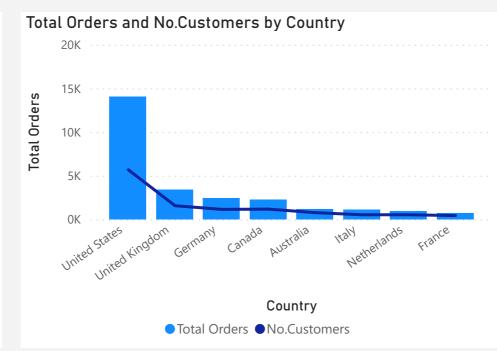














RFM Segmentation and COHORT Analyst

At Risk	Loyal		Cannot L	Cannot Lose Them		
3K	1K Champions	New	1K Customers	Hibernating		
Promising	S. 13.11.					
2K Retential Levalist	1K	1K	Need Attent	1K		
Potential Loyalist	About To Sleep Ne		Need Atten	eed Attention		
			1K			
				st customers		
2K	1K		ОК			

First Order Month	0	1	2	3	4	5	6	7	8	9
5/31/2017	100.00%	1.63%	2.17%	0.54%	1.63%	4.35%	3.80%	2.17%	3.80%	4.89%
6/30/2017	100.00%	2.06%	1.55%	2.58%	1.03%	3.61%	4.12%	3.61%	3.09%	2.06%
7/31/2017	100.00%	1.19%	1.79%	1.19%	2.38%	7.14%	2.98%	2.98%	1.79%	
8/31/2017	100.00%	2.06%	3.09%	3.09%	3.61%	3.09%	5.67%			3.61%
9/30/2017	100.00%	1.02%	4.59%	1.53%	4.08%	4.59%	1.02%	0.51%	2.55%	1.02%
10/31/2017	100.00%	0.99%	0.99%	4.43%	2.46%	0.49%		2.46%	5.91%	4.43%
11/30/2017	100.00%	2.79%	6.05%	1.86%		0.47%	1.40%	6.05%	3.72%	4.65%
12/31/2017	100.00%	1.61%	2.14%	2.14%	0.27%	5.09%	3.49%	3.22%	4.29%	3.75%
1/31/2018	100.00%	1.56%	0.39%	0.39%	4.67%	1.56%	2.72%	5.84%	2.72%	5.06%
2/28/2018	100.00%	1.57%	0.31%	3.14%	2.52%	2.83%	4.09%	3.77%	4.40%	5.66%
3/31/2018	100.00%	0.89%	0.89%	7.14%	0.89%	0.89%	3.57%	6.25%	8.04%	9.82%
4/30/2018	100.00%	8.70%	4.35%		8.70%		8.70%	4.35%		8.70%
5/31/2018	100.00%	2.91%	2.18%	1.45%	2.18%	5.09%	4.73%	8.00%	5.09%	6.55%
6/30/2018	100.00%	4.55%	3.41%	3.03%	3.03%	3.41%	8.33%	7.20%	6.44%	1.14%
7/31/2018	100.00%	2.11%	5.06%	5.49%	4.22%	8.86%	5.06%	8.44%	2.95%	1.27%
8/31/2018	100.00%	5.80%	5.07%	4.71%	9.06%	5.43%	5.80%	3.99%		6.52%
9/30/2018	100.00%	5.05%	5.05%	8.66%	4.69%	7.22%	1.44%		7.22%	5.78%
10/31/2018	100.00%	3.82%	8.33%	6.94%	6.94%	1.39%	1.04%	6.60%	4.86%	6.25%
11/30/2018	100.00%	6.44%	4.41%	6.10%	1.69%	0.68%	5.08%	6.44%	3.05%	5.76%
12/31/2018	100.00%	4.77%	6.22%	2.28%	0.41%	5.19%	4.56%	4.98%	4.98%	5.39%
1/31/2019	100.00%	6.97%	2.41%		5.63%	4.56%	3.49%	7.24%	4.56%	6.43%
2/28/2019	100.00%	3.14%	0.79%	7.07%	5.24%	4.97%	3.66%	6.02%	7.33%	6.54%
3/31/2019	100.00%		5.19%	4.44%	3.70%	3.70%	8.15%	5.19%	2.22%	7.41%
4/30/2019	100.00%	6.45%	3.23%	3.23%	3.23%		9.68%	6.45%	9.68%	3.23%
5/31/2019	100.00%	3.09%	2.70%	3.47%	3.86%	4.63%	5.41%	3.86%	8.49%	8.11%
6/30/2019	100.00%	7.26%	4.44%	3.63%	6.05%	4.44%	8.47%	8.47%	5.65%	2.82%
7/31/2019	100.00%	4.37%	2.62%	4.80%	3.93%	6.99%	7.42%	5.24%	2.62%	
8/31/2019	100.00%	5.19%	5.19%	4.76%	6.93%	2.60%	5.63%	1.73%	0.87%	2.60%
9/30/2019	100.00%	7.26%	5.98%	7.26%	5.56%	8.97%	2.14%	0.43%	2.56%	2.99%
10/31/2019	100.00%	2.44%	5.37%	6.34%	7.80%	3.41%		4.39%	1.46%	2.93%
Total										