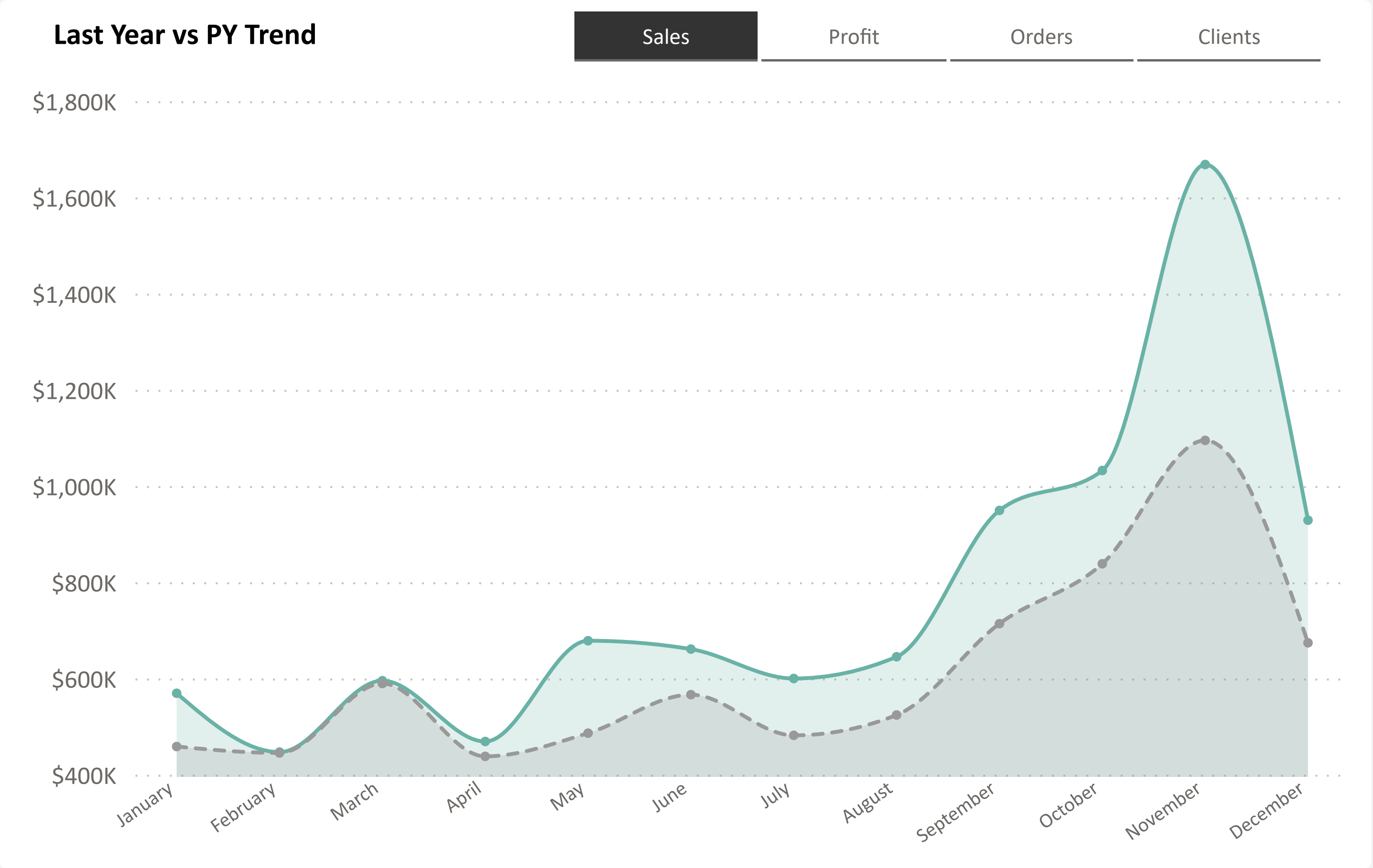
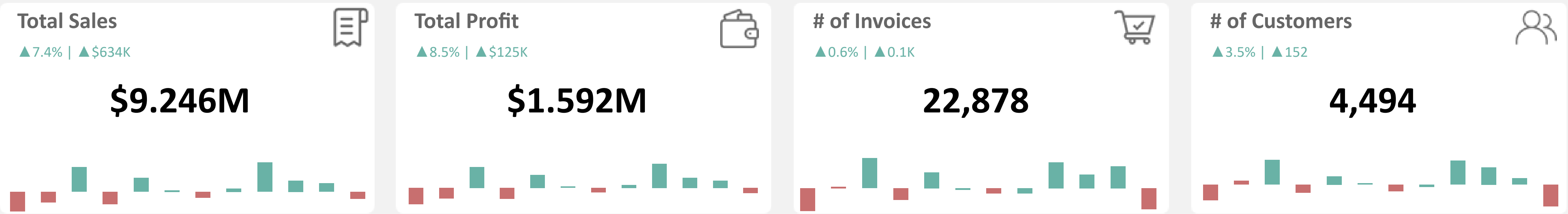


- Sales
- Customers
- Cohorts
- Tables





Sales



Customers



Cohorts



Tables

Average LTV

▲44.3% | ▲\$149.5



\$487.2

Average Revenue

▲43.5% | ▲\$864



\$2,847

Average Check

▲3.9% | ▲15



\$394

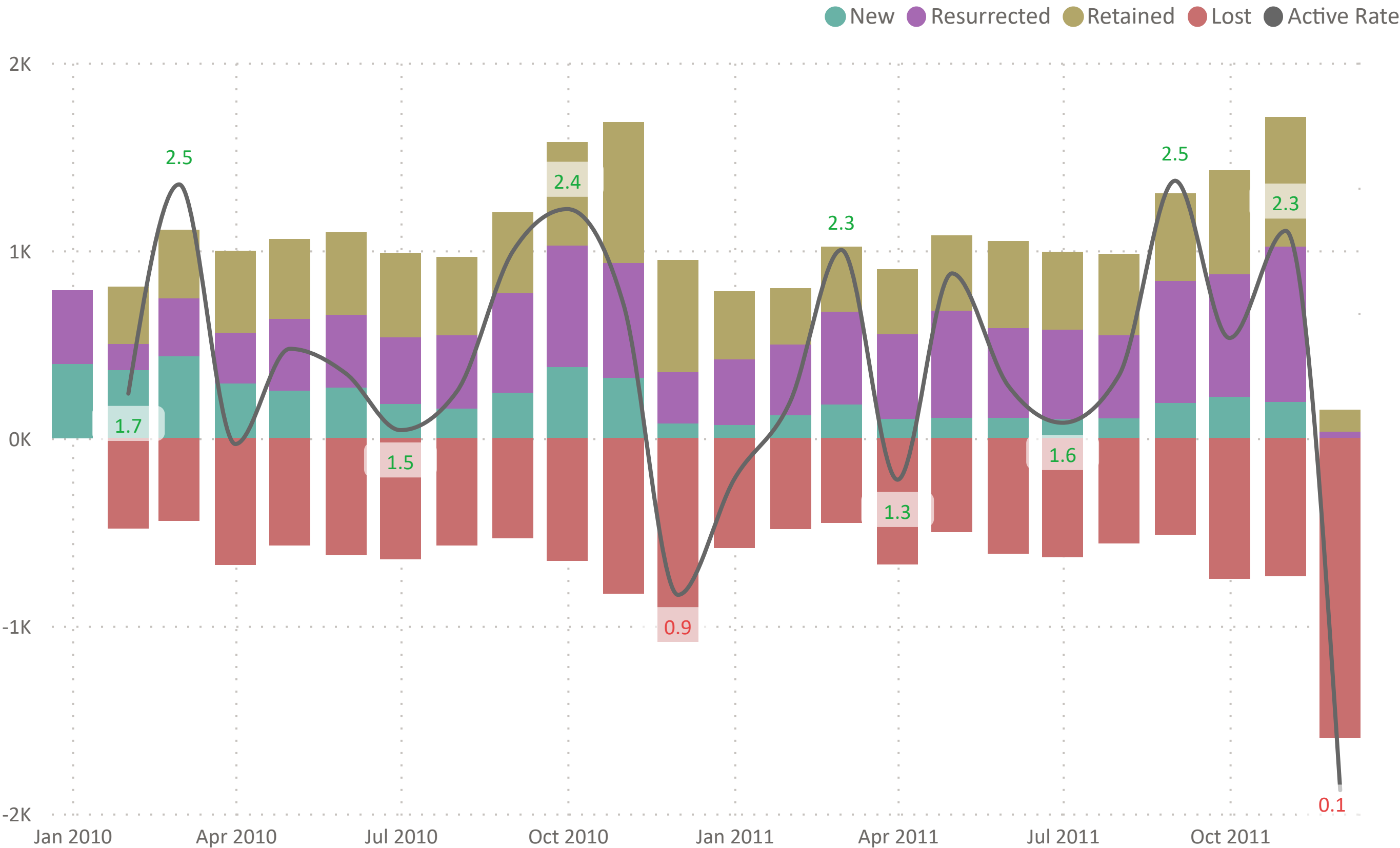
Average # of Orders

▲38.2% | ▲2.

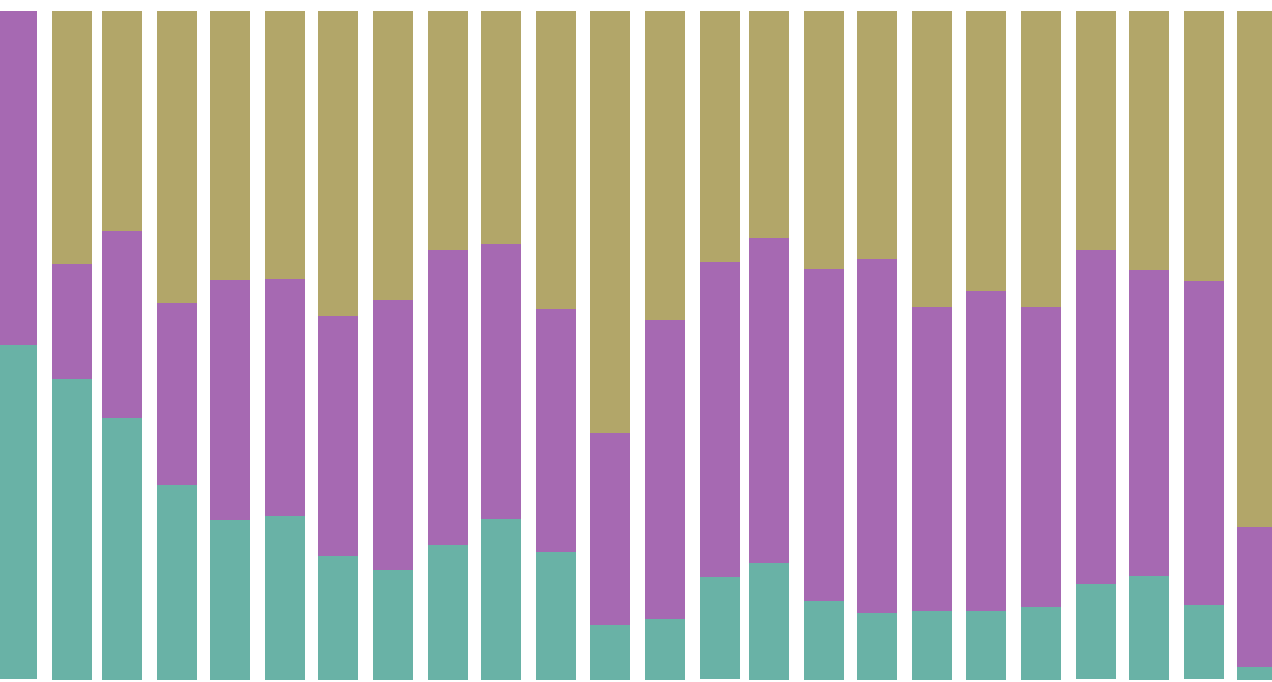


7.2

Customers Trend



Active Customers Profile



Region

- AFRICA
- ASIA
- EUROPE
- NORTH AMERICA
- OCEANIA
- SOUTH AMERICA





Sales



Customers



Cohorts



Tables

Cohorts Performance		Churn Customers		Retention Rate		Churn Rate				Months Since First Transaction																							
New Customers	Cohorts	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24								
1,043	December 2009	62%	66%	57%	61%	61%	61%	64%	66%	62%	57%	50%	63%	71%	74%	70%	74%	70%	71%	72%	74%	68%	70%	59%	95%								
394	January 2010	78%	70%	70%	72%	71%	73%	77%	71%	66%	69%	84%	80%	83%	82%	85%	78%	82%	83%	82%	76%	81%	78%	98%									
361	February 2010	70%	77%	70%	74%	79%	78%	71%	72%	71%	87%	87%	85%	81%	86%	80%	81%	83%	85%	76%	75%	83%	98%										
436	March 2010	78%	74%	76%	77%	80%	76%	70%	71%	89%	89%	86%	81%	83%	81%	83%	83%	84%	83%	80%	79%	99%											
290	April 2010	77%	80%	84%	81%	77%	73%	74%	89%	88%	92%	86%	86%	84%	84%	85%	86%	86%	83%	79%	99%												
253	May 2010	81%	82%	81%	81%	74%	78%	87%	94%	92%	88%	86%	85%	84%	90%	87%	86%	83%	85%	98%													
268	June 2010	79%	80%	79%	77%	72%	87%	91%	92%	88%	90%	86%	85%	87%	89%	88%	87%	79%	99%														
183	July 2010	79%	80%	72%	70%	85%	89%	85%	86%	88%	86%	84%	86%	86%	80%	83%	75%	97%															
158	August 2010	75%	68%	68%	82%	87%	90%	86%	85%	87%	86%	87%	83%	80%	82%	80%	99%																
241	September 2010	70%	74%	86%	91%	90%	86%	90%	88%	86%	87%	90%	78%	82%	82%	99%																	
376	October 2010	70%	84%	87%	91%	91%	87%	86%	89%	91%	89%	87%	81%	77%	99%																		
321	November 2010	79%	90%	89%	91%	91%	86%	89%	91%	91%	89%	85%	74%	98%																			
76	December 2010	89%	95%	91%	88%	92%	95%	91%	93%	97%	91%	80%	99%																				
71	January 2011	79%	79%	80%	79%	85%	85%	87%	89%	76%	75%	96%																					
123	February 2011	80%	83%	81%	78%	85%	83%	85%	84%	80%	98%																						
178	March 2011	76%	76%	78%	78%	83%	78%	78%	75%	99%																							
104	April 2011	73%	79%	80%	80%	75%	80%	74%	95%																								
108	May 2011	73%	75%	82%	78%	79%	74%	97%																									
108	June 2011	73%	78%	72%	78%	71%	96%																										
102	July 2011	76%	70%	71%	65%	99%																											
106	August 2011	67%	69%	73%	98%																												
187	September 2011	66%	61%	98%																													
221	October 2011	67%	96%																														
192	November 2011	95%																															
3	December 2011																																

AFRICA

ASIA

EUROPE

NORTH AMERICA

OCEANIA

SOUTH AMERICA

Region

- AFRICA
- ASIA
- EUROPE
- NORTH AMERICA
- OCEANIA
- SOUTH AMERICA



- Sales
- Customers
- Cohorts
- Tables

Country		Customer ID		Category		Sub-Category				
Austria		All		HOME		Home Decor				
Customer ID	InvoiceDate	Invoice	Country	StockCode	Quantity	Price	Category	Sub-Category	Cancelled	Discount
12358	2009-12-08	490751	Austria	21481	6	\$2.95	HOME	Home Decor	0	0
12358	2009-12-08	490751	Austria	21482	6	\$2.95	HOME	Home Decor	0	0
12358	2010-06-07	511229	Austria	21637	36	\$1.25	HOME	Home Decor	0	0
12358	2010-06-07	511229	Austria	21700	30	\$0.85	HOME	Home Decor	0	0
12358	2010-11-29	535879	Austria	21231	12	\$1.25	HOME	Home Decor	0	0
12358	2010-11-29	535879	Austria	21232	24	\$1.25	HOME	Home Decor	0	0
12358	2010-11-29	535879	Austria	21481	6	\$2.95	HOME	Home Decor	0	0
12358	2011-07-12	559707	Austria	21232	12	\$1.25	HOME	Home Decor	0	0
12360	2010-02-22	498613	Austria	21700	12	\$0.85	HOME	Home Decor	0	0
12360	2010-05-25	509627	Austria	21058	12	\$0.85	HOME	Home Decor	0	0
12360	2010-05-25	509627	Austria	21060	12	\$0.85	HOME	Home Decor	0	0
12360	2010-05-25	509627	Austria	21080	12	\$0.85	HOME	Home Decor	0	0
12360	2010-05-25	509627	Austria	21086	12	\$0.65	HOME	Home Decor	0	0
12360	2010-05-25	509627	Austria	21094	12	\$0.85	HOME	Home Decor	0	0
12360	2010-05-25	509627	Austria	21519	12	\$0.42	HOME	Home Decor	0	0
12360	2010-05-25	509627	Austria	21989	12	\$0.85	HOME	Home Decor	0	0
12360	2010-11-12	532443	Austria	21080	12	\$0.85	HOME	Home Decor	0	0
12360	2010-11-12	532443	Austria	21086	12	\$0.65	HOME	Home Decor	0	0
12360	2010-11-12	532443	Austria	21094	12	\$0.85	HOME	Home Decor	0	0
12360	2010-11-12	532443	Austria	21121	24	\$1.25	HOME	Home Decor	0	0
12360	2010-11-12	532443	Austria	21122	24	\$1.25	HOME	Home Decor	0	0
12360	2010-11-12	532443	Austria	21124	24	\$1.25	HOME	Home Decor	0	0
12360	2010-11-12	532443	Austria	21975	24	\$0.55	HOME	Home Decor	0	0
12360	2010-11-12	532443	Austria	21982	24	\$0.29	HOME	Home Decor	0	0
12360	2010-11-12	532443	Austria	21986	24	\$0.29	HOME	Home Decor	0	0
12360	2011-05-23	554132	Austria	21080	12	\$0.85	HOME	Home Decor	0	0
Total					5,574	\$3,569.93				

