

# Online Retail Store

Invoice No

All

Country

All

Customer ID

All

Year & Month

All

Total Revenue (\$)

8.53M

Avg. Order Value (\$)

467.30

Total Orders

18K

Total Customers

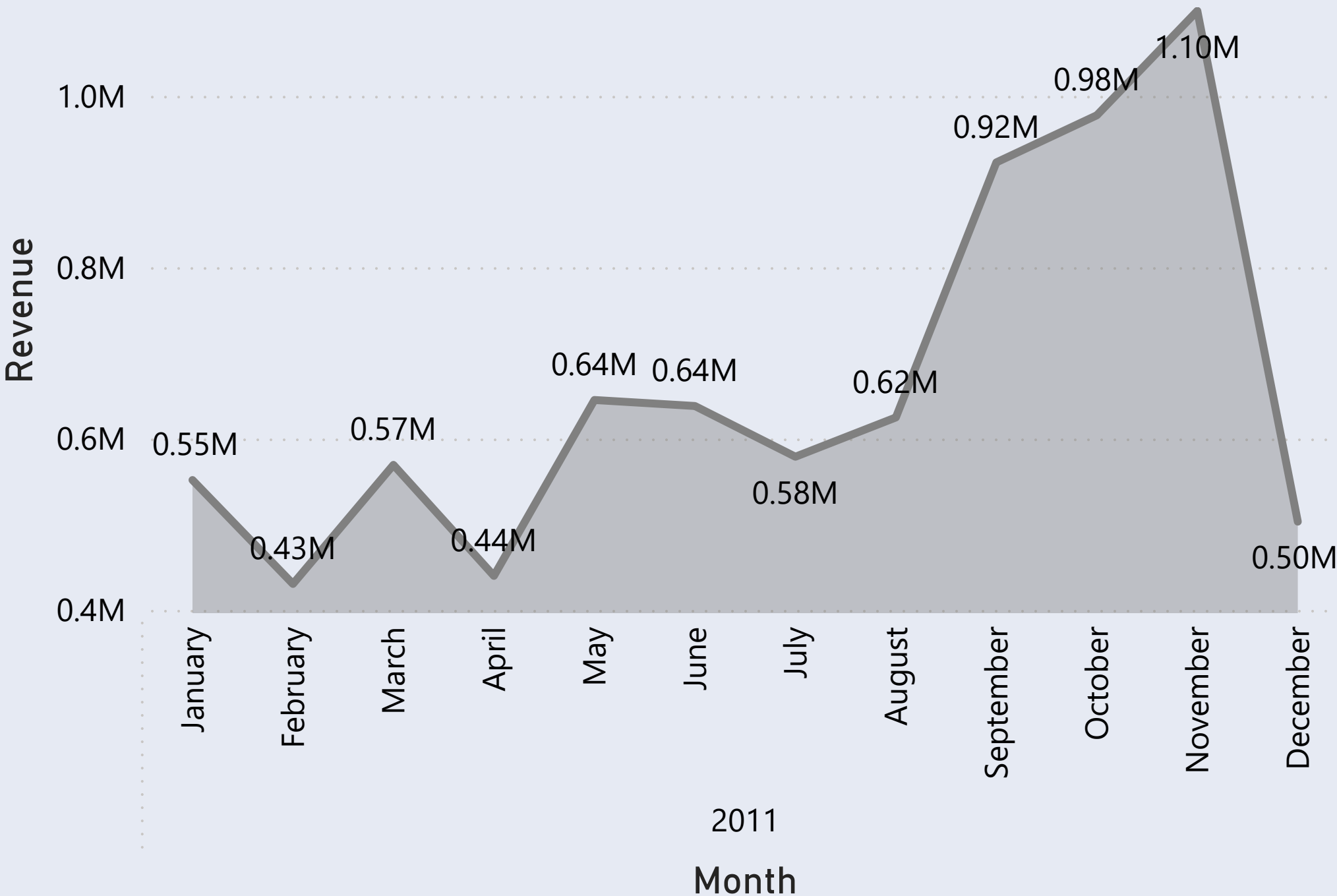
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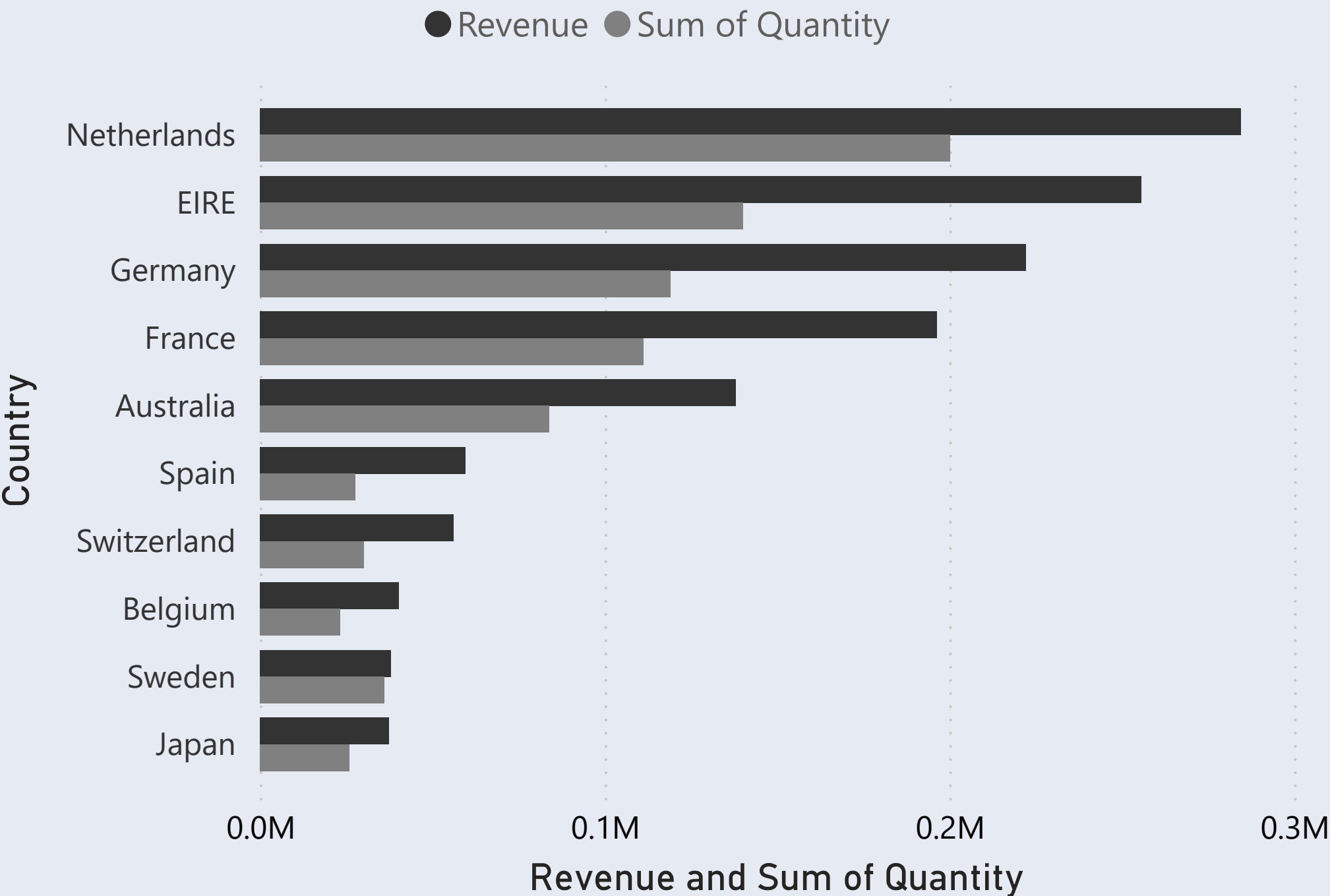
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Monthly Revenue Trend for 2011



Top 10 Countries by Revenue and Qty Sold (Excluding UK)



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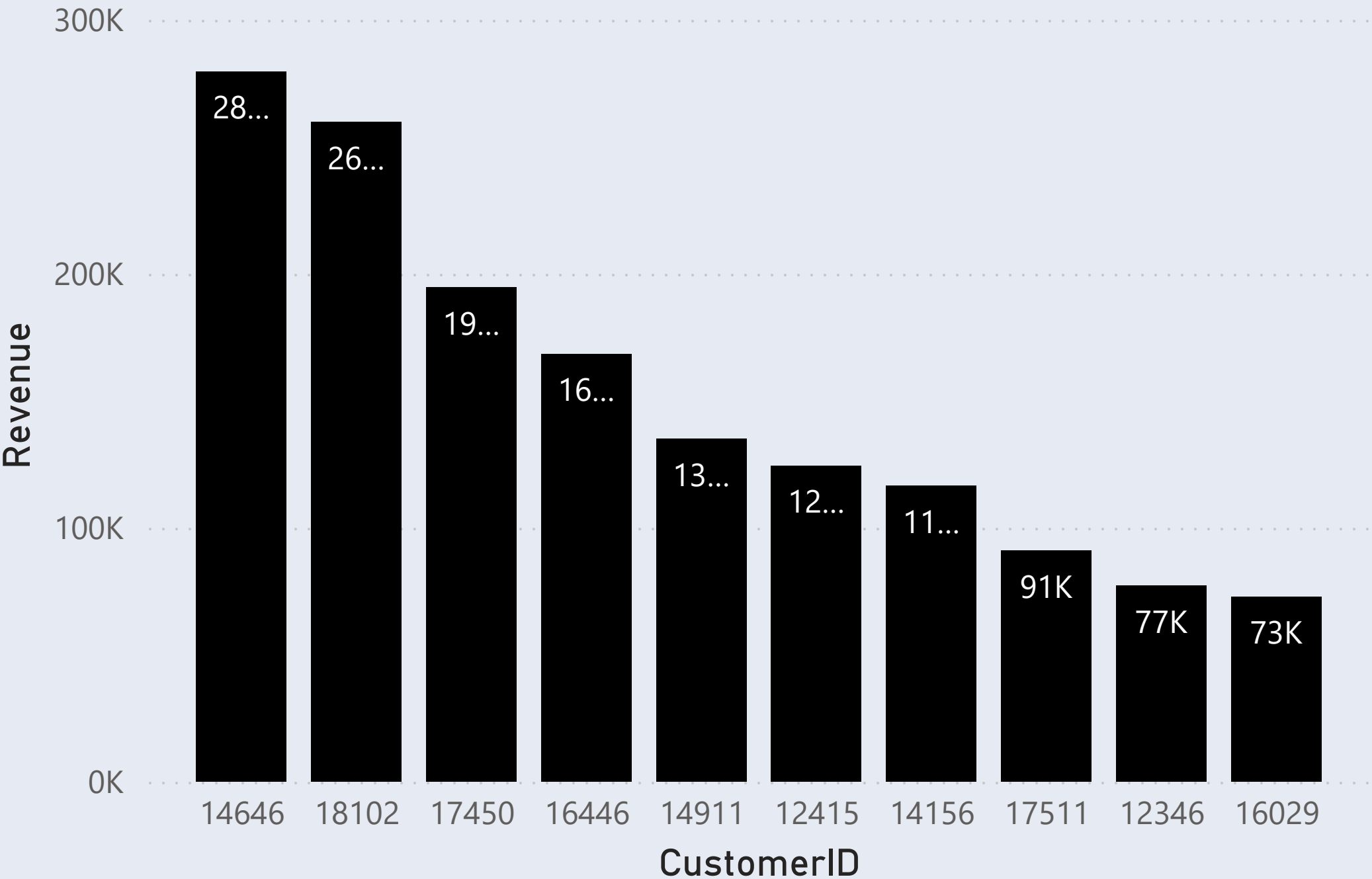
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Top 10 Customers by Revenue



Customer Segmentation (Revenue by No. of Transactions)

Customer ID	Number of Transactions	Revenue
14911	5,512	135,004
17841	3,547	28,164
14096	2,741	41,621
12748	2,308	25,637
14646	1,932	279,678
13089	1,810	58,724
15311	1,763	58,726
14298	1,636	51,527
14156	1,354	116,473
13263	1,058	5,532
15039	1,038	17,840
13081	1,024	28,227
Total	324,448	8,526,307

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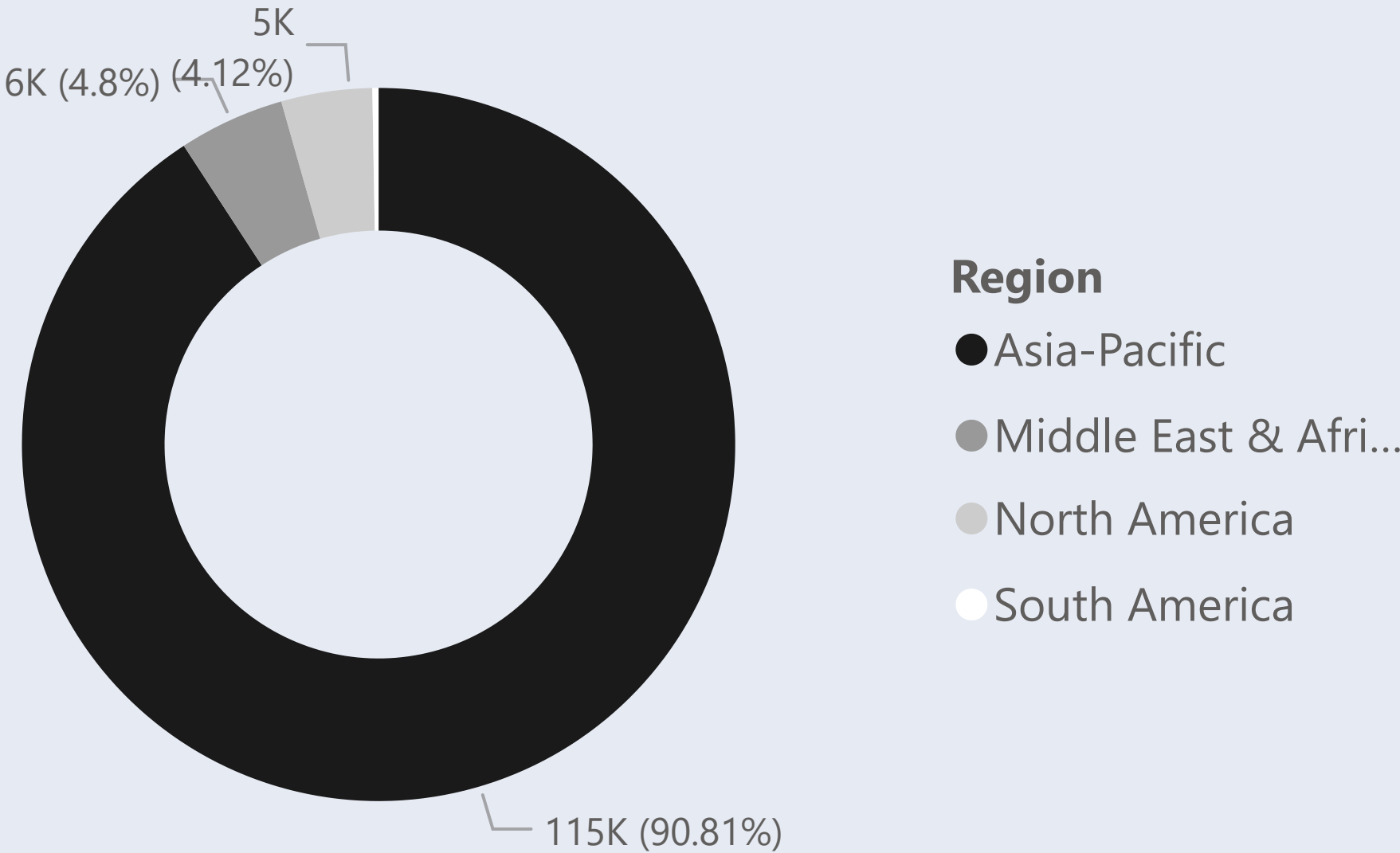
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Quantity Sold by Region (Excluding Europe)



Average Order Value by Country

