

Week

Friday

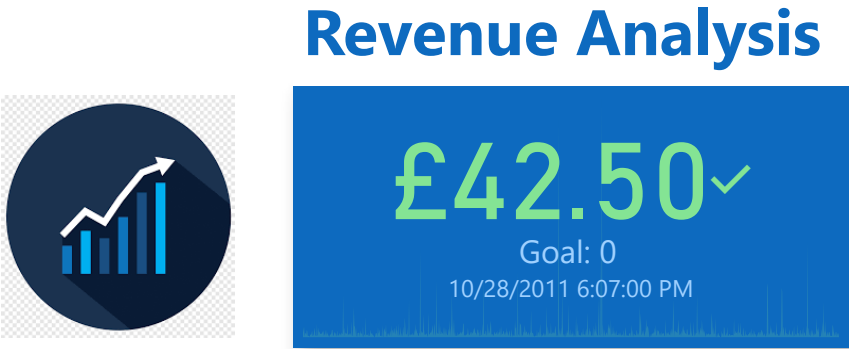
Thursday

Monday

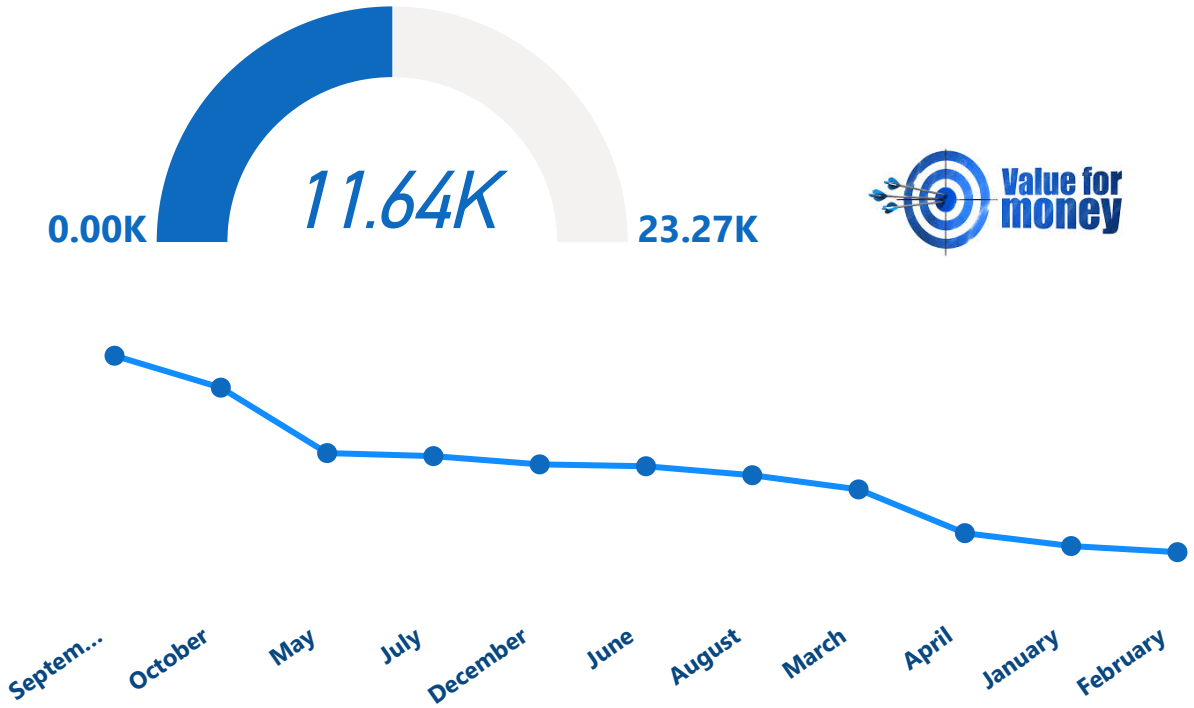
Tuesday

Sunday

Wednesday



| Custo merID | Monetary Value | CLV   |
|-------------|----------------|-------|
| 1           | 3.75           | 3.75  |
| 2           | 6.20           | 6.20  |
| 2           | 6.90           | 6.90  |
| 1           | 12.75          | 12.75 |
| 3           | 13.30          | 13.30 |
| 3           | 15.00          | 15.00 |
| 1           | 17.00          | 17.00 |
| 1           | 20.80          | 20.80 |
| 2           | 25.50          | 25.50 |
| 1           | 30.60          | 30.60 |



Total Orders

6M

Average CLV

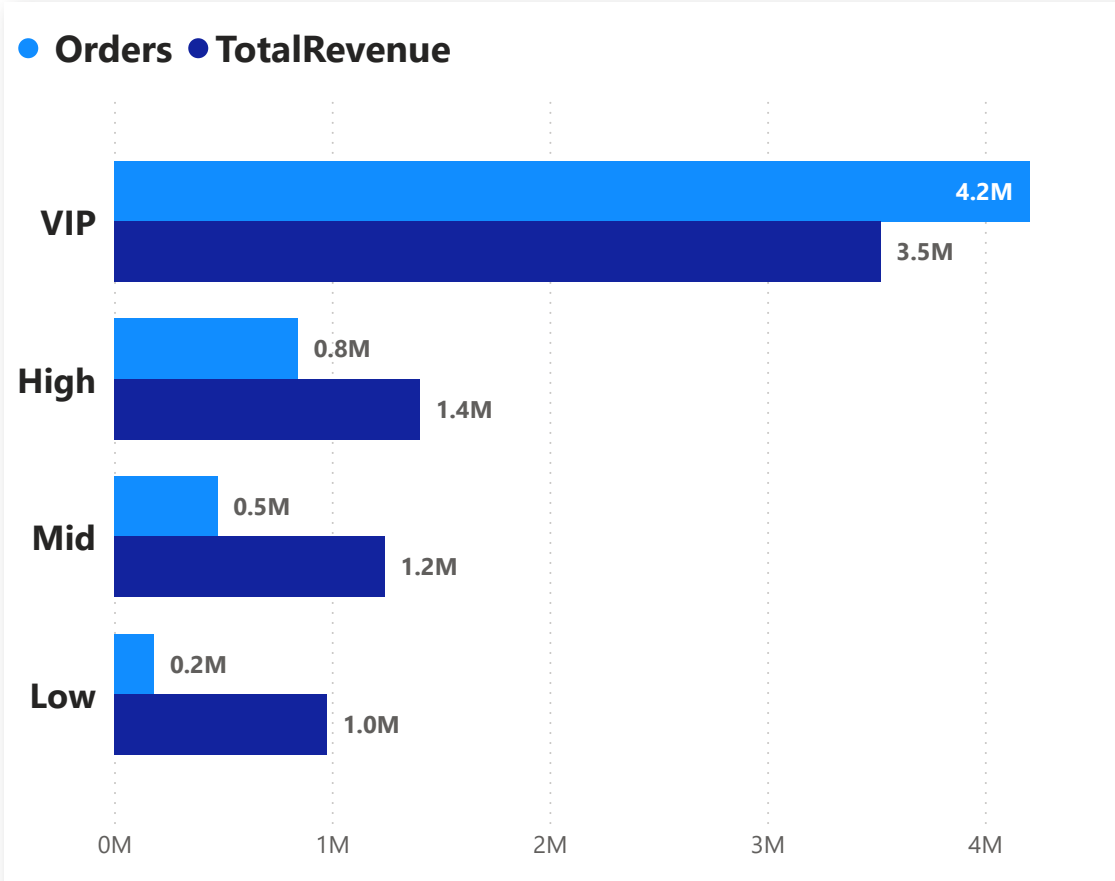
11.64K

AverageOrderValue

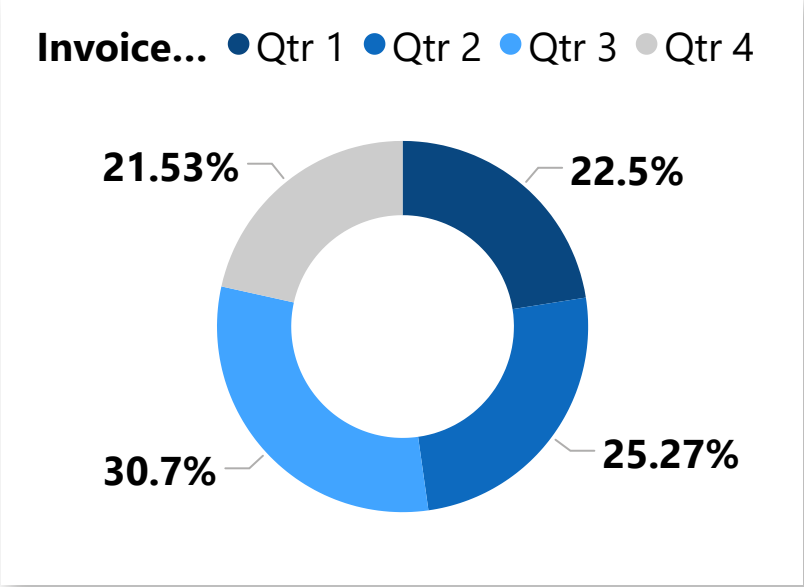
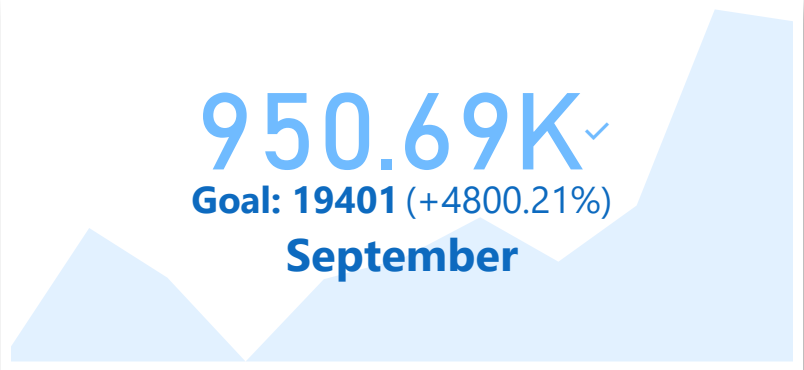
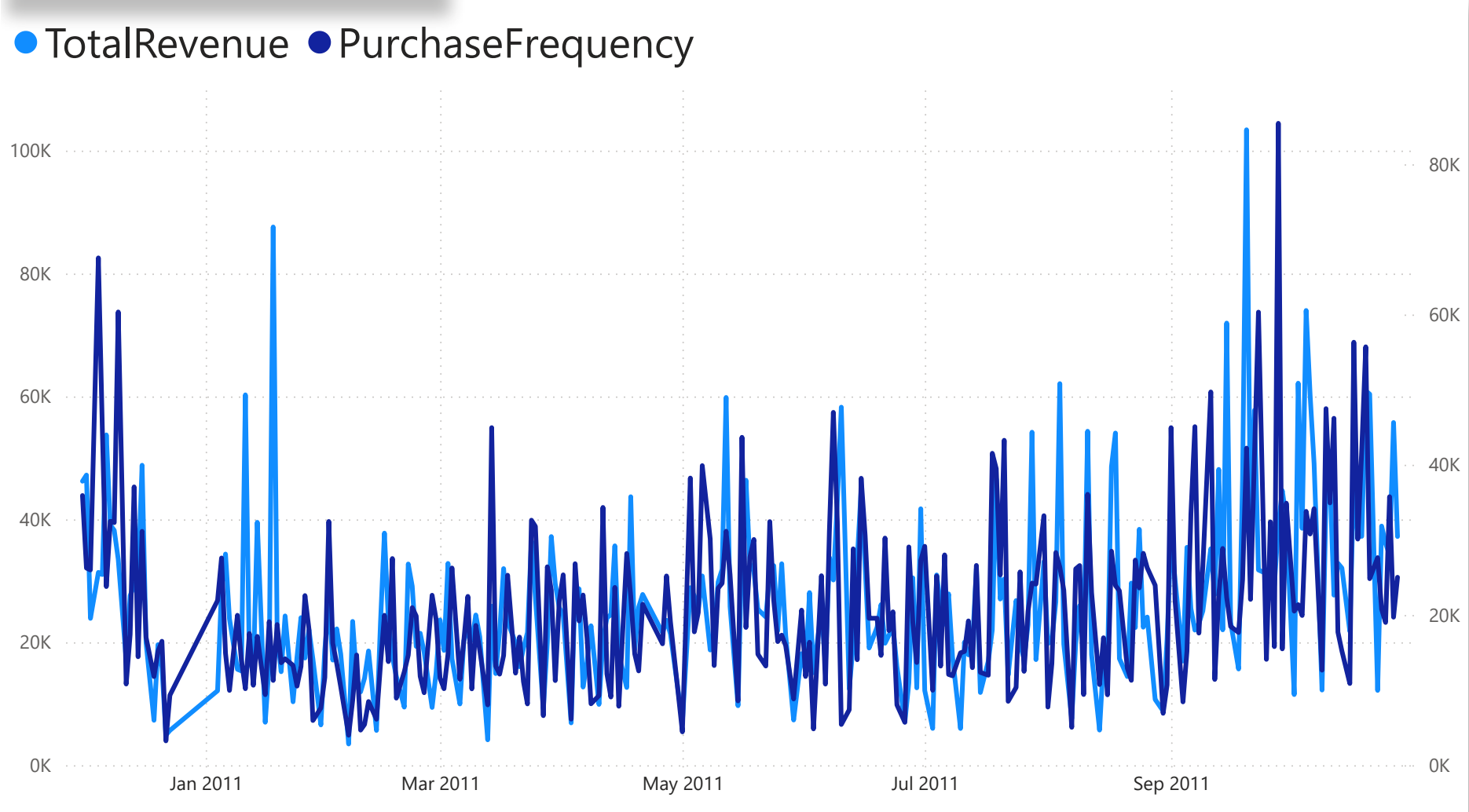
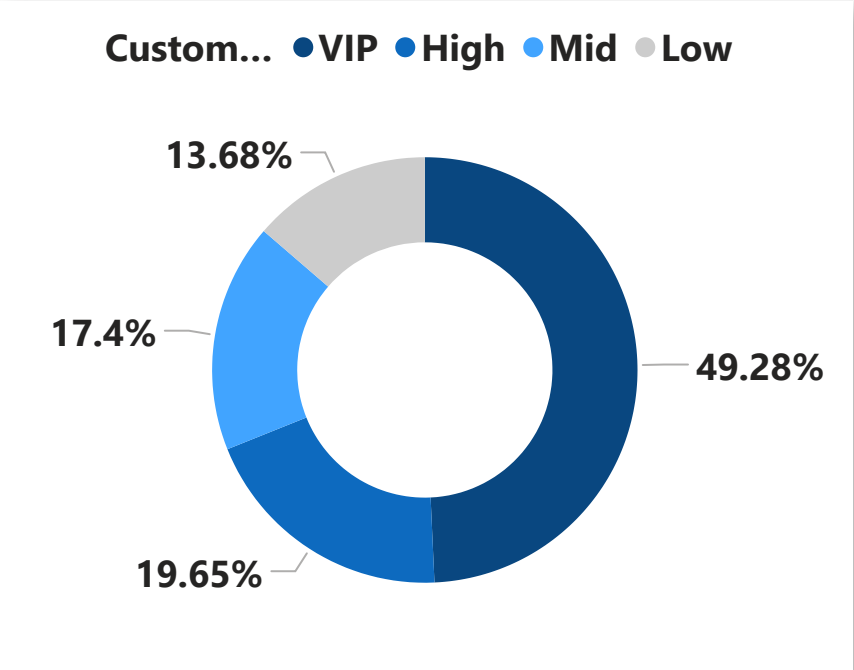
548.27

Average of...

11.64K



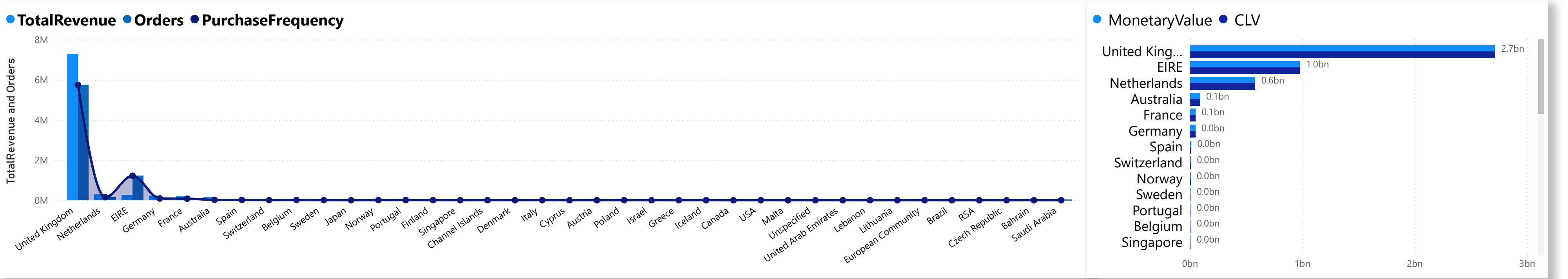
Understanding Customer Behavior Through Segmentation



Tracking Revenue Growth: A Date-Wise Trend Analysis

| Count of Customer ID | Year | Month    | Day | Orders | TotalRevenue |
|----------------------|------|----------|-----|--------|--------------|
| 1898                 | 2010 | December | 1   | 35892  | 46,192.49    |
| 1959                 | 2010 | December | 2   | 26233  | 47,197.57    |
| 1086                 | 2010 | December | 3   | 25985  | 23,876.63    |
| 2602                 | 2010 | December | 5   | 67527  | 31,361.28    |
| 1897                 | 2010 | December | 6   | 44706  | 31,009.33    |
| 1094                 | 2010 | December | 7   | 23769  | 53,730.96    |
| 1909                 | 2010 | December | 8   | 32466  | 39 094.20    |

|           |         |        |                 |                |                    |         |         |         |       |           |             |        |          |              |        |                      |                |     |  |
|-----------|---------|--------|-----------------|----------------|--------------------|---------|---------|---------|-------|-----------|-------------|--------|----------|--------------|--------|----------------------|----------------|-----|--|
| Country   |         |        |                 |                |                    |         |         |         |       |           |             |        |          |              |        |                      |                |     |  |
| Australia | Bahrain | Brazil | Channel Islands | Czech Republic | EIRE               | Finland | Germany | Iceland | Italy | Lebanon   | Malta       | Norway | Portugal | Saudi Arabia | Spain  | Switzerland          | United Kingdom | USA |  |
| Austria   | Belgium | Canada | Cyprus          | Denmark        | European Community | France  | Greece  | Israel  | Japan | Lithuania | Netherlands | Poland | RSA      | Singapore    | Sweden | United Arab Emirates | Unspecified    |     |  |



| Country            | TotalRevenue | Orders  |
|--------------------|--------------|---------|
| Australia          | 138,453.81   | 18853   |
| Austria            | 10,198.68    | 893     |
| Bahrain            | 548.40       | 17      |
| Belgium            | 41,196.34    | 12336   |
| Brazil             | 1,143.60     | 32      |
| Canada             | 3,666.38     | 421     |
| Channel Islands    | 20,440.54    | 3931    |
| Cyprus             | 13,502.85    | 2056    |
| Czech Republic     | 826.74       | 50      |
| Denmark            | 18,955.34    | 1009    |
| EIRE               | 265,262.46   | 1217039 |
| European Community | 1,300.25     | 240     |
| Finland            | 22,546.08    | 4145    |
| France             | 208,934.31   | 79493   |
| Germany            | 228,678.40   | 88098   |