

Resumen comercial

Por: Rodrigo Lorca

Seleccione análisis

Comercial

Cientes

Seleccione segmento

Missed

Newcomers

Stars

Filtro mes

12

Filtro Año

2011

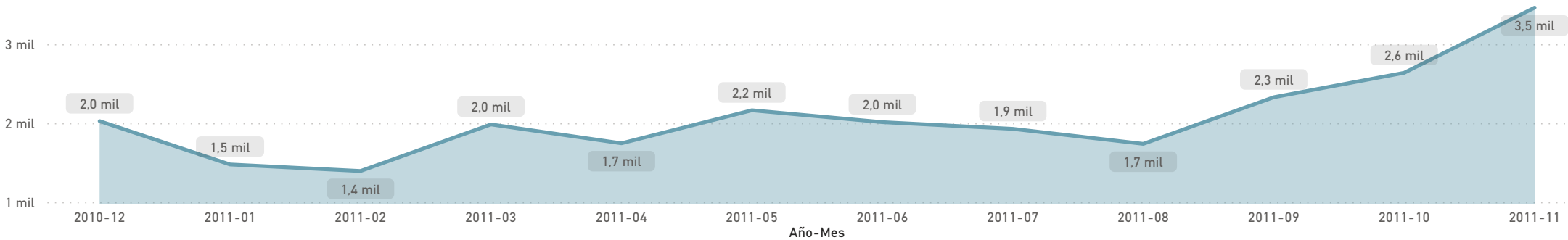
01-12-2011 a 30-12-2011

Country	cnt_inv_LM	cnt_inv_2LM	cnt_inv_SMLY	cot_MOM_%	cnt_inv_SMLY_%
Australia	0	0	0	0 %	0 %
Austria	1	2	2	50 %	-50 %
Bahrain	0	0	0	0 %	0 %
Belgium	5	15	5	67 %	0 %
Brazil	0	0	0	0 %	0 %
Canada	0	0	0	0 %	0 %
Channel Islands	2	4	1	50 %	100 %
Cyprus	1	1	1	0 %	0 %
Czech Republic	0	0	0	0 %	0 %
Denmark	1	2	1	50 %	0 %
EIRE	12	53	22	77 %	-45 %
European Community	0	0	0	0 %	0 %
Total	1.015	3.462	2.025	-71 %	-50 %

Top 10 productos comprados

RABBIT NIGHT LIGHT	32,10%
PAPER CHAIN KIT 50'S CH...	28,64%
HOT WATER BOTTLE KEEP ...	22,22%
PAPER CHAIN KIT VINTAGE...	20,99%
HAND WARMER OWL DESI...	19,51%
JUMBO BAG 50'S CHRISTM...	18,27%
GARDENERS KNEELING PA...	17,78%
BICYCLE PUNCTURE REPAI...	17,28%
POPCORN HOLDER	16,79%
CHOCOLATE HOT WATER B...	16,54%

Compras por periodo



Resumen clientes

Por: Rodrigo Lorca

Seleccione análisis

Comercial

Clientes

Seleccione segmento

Missed

Newcomers

Stars

Monetary_score medio

28.1

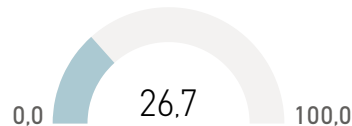
Segmento:

Stars

Frequency_score medio

27.2

Puntaje comercial



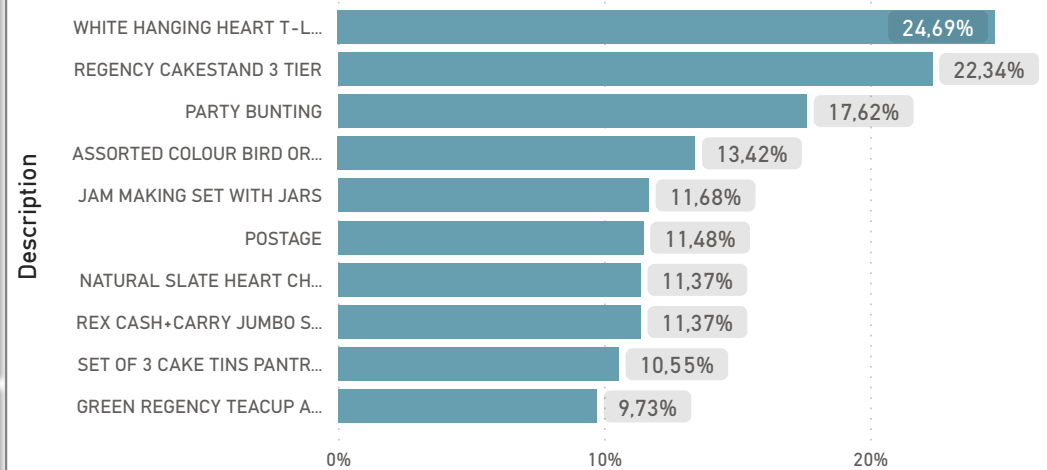
Tensure_score medio

58.7

Recency_score medio

81.5

Top 10 productos comprados



Clientes Totales

1.376

Clientes vigentes

71

5 %



Métricas segmentos

