

# Online Retail Store Dashboard



Country	Month	Day Name	CustomerSegment	Year
All	All	All	All	2010 2011

**5645K**

Total Sales

**3958**

Total products

**20.73K**

Total Orders

**4372**

Total Customers

**-482K**

Total returns and damages

**38**

No.of contries



Dashboard



Products Summary

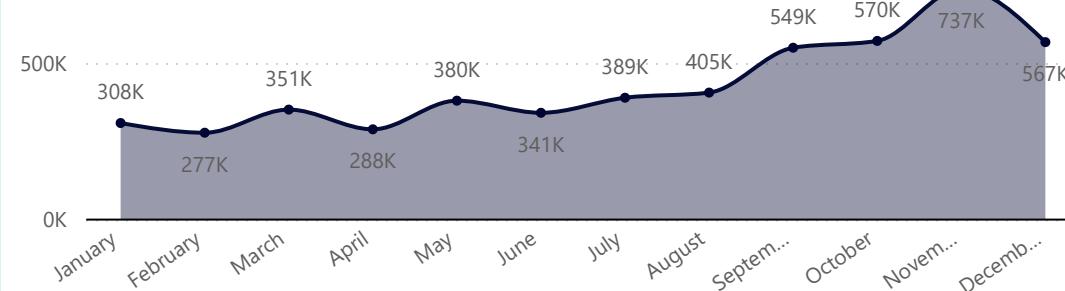


Global

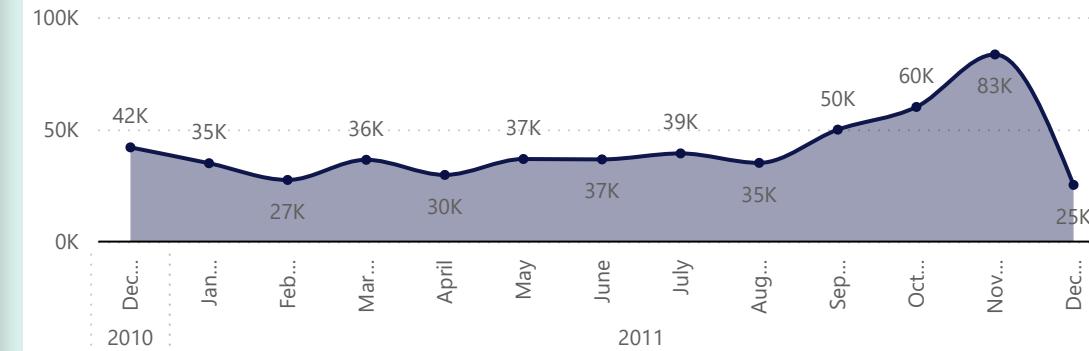


Losses / Returns

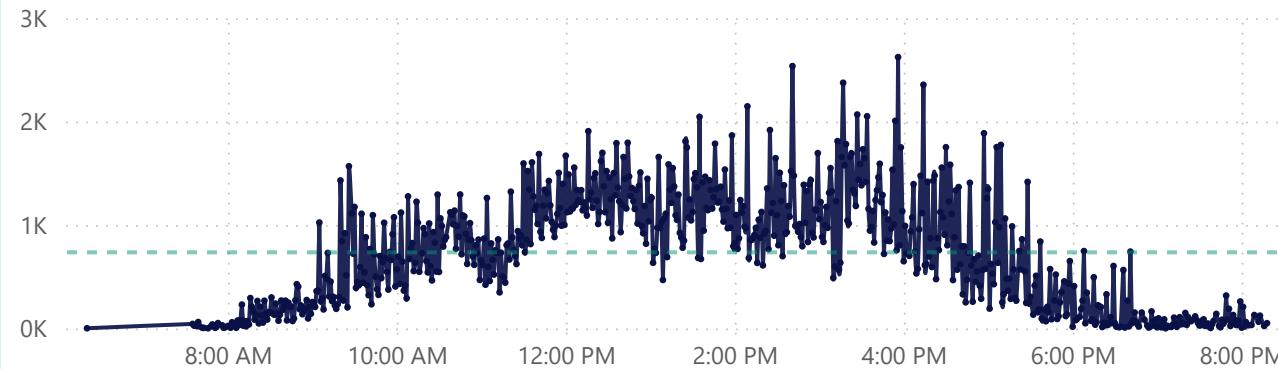
Total sales by Month



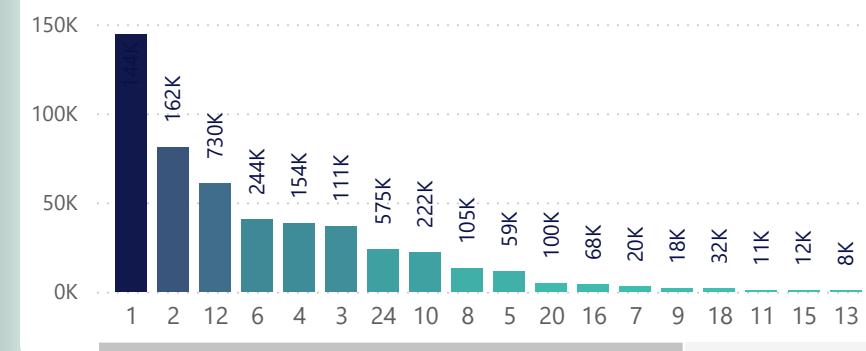
Total orders by Year and Month



Order Frequency by Time



Quantity Ordered frequently



# Product Summary



Dashboard



Products  
Summary

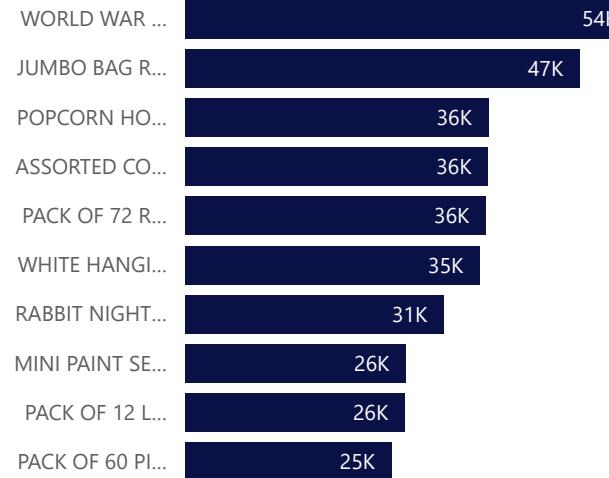


Global

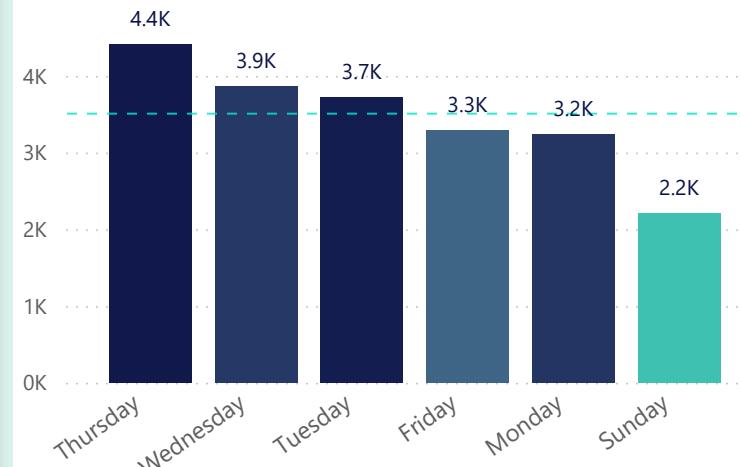


Losses /  
Returns

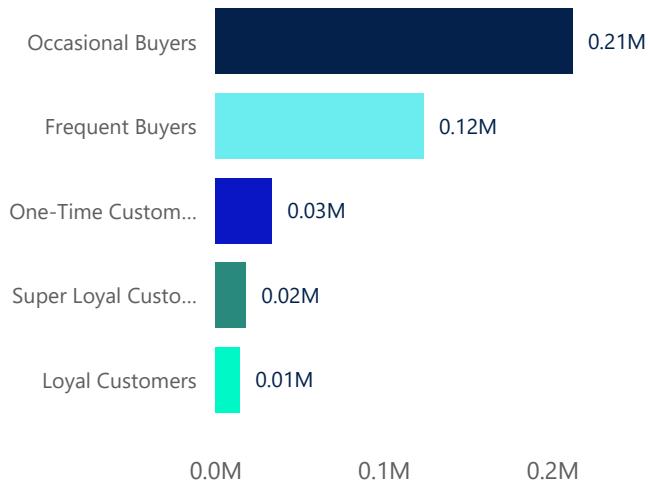
## Top Selling Products



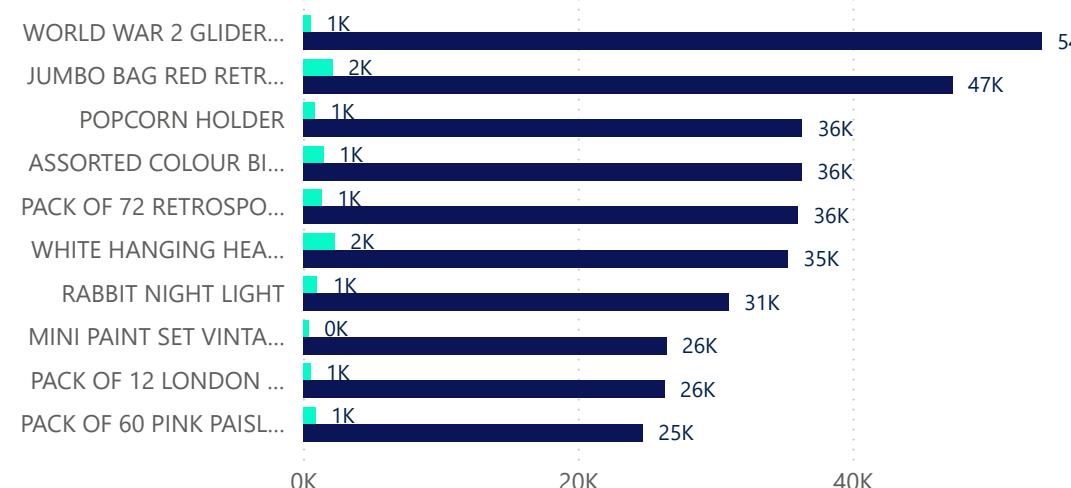
## Orders frequency by day



## Customer frequency



## Top selling stock code



## Top Selling Products

Description	StockCode	Total Sales	Total Orders
WORLD WAR 2 GLIDERS ASSTD DESIGNS	84077	53751	541
WHITE HANGING HEART T-LIGHT HOLDER	85123A	35293	2355
VICTORIAN GLASS HANGING T-LIGHT	22178	23825	1066
RED HARMONICA IN BOX	21915	21836	673
RABBIT NIGHT LIGHT	23084	30963	1042
POPCORN HOLDER	22197	36322	861
PACK OF 72 RETROSPOT CAKE CASES	21212	36016	1367
PACK OF 60 PINK PAISLEY CAKE CASES	21977	24719	886
PACK OF 12 LONDON TISSUES	22616	26299	526
MINI PAINT SET VINTAGE	22492	26437	390
JUMBO BAG RED RETROSPOT	85099B	47260	2156

# Global Market Insights: Sales , Orders and Returns



## Total orders by Country

United Kingdom	490.2K
Germany	9.5K
France	8.5K
EIRE	8.2K
Spain	2.5K
Netherlands	2.4K
Belgium	2.1K
Switzerland	2.0K
Portugal	1.5K
Australia	1.3K



## Dashboard



## Products Summary



## Global



## Losses / Returns

## Total Sales by Country

United Kingdom	4251K
Netherlands	200K
EIRE	142K
Germany	117K
France	110K
Australia	84K
Sweden	36K
Switzerland	2...
Spain	2...
Japan	2...

## Total returns by Country

United Kingdom	-467K
EIRE	-5K
Germany	-2K
France	-2K
USA	-1K
Spain	-1K
Netherlands	-...
Japan	-...
Australia	-...
Sweden	-...



# Losses and Returns

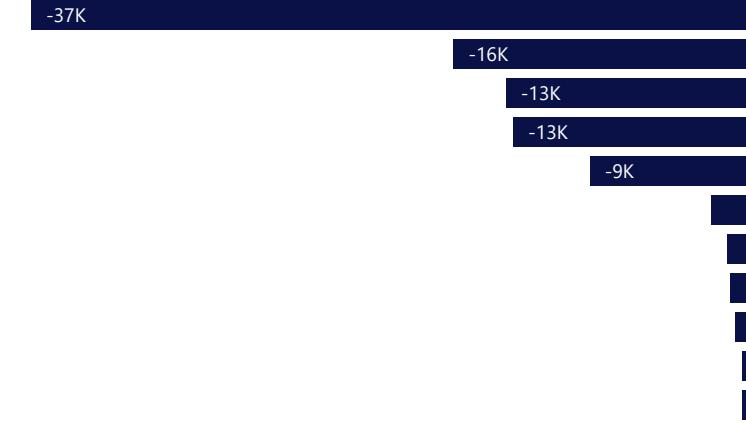


## Losses and damages

Description	Sum of Quantity
damaged items	-37436
Other	-30138
Unsaleable, destroyed.	-15644
stock adjustments	-12939
Check/Verification	-12564
missing items	-9927
wrongly handled	-8616
Thrown away-rusty	-2376
	-2153
damages/credits from ASOS.	-1512
mystery! Only ever imported 1800	-1479
Given away	-1400
Discount	-1182
Thrown away.	-1121
MERCHANT CHANDLER CREDIT ERROR, STO	-762
POSSIBLE DAMAGES OR LOST?	-750
Dotcom set	-675
SET OF 36 PANTRY PAPER DOILIES	-615
20713	-400
OOPS ! adjustment	-384
Not rcvd in 10/11/2010 delivery	-360
Sold as 1 on dotcom	-342
SMALLFOLKART BAUBLE CHRISTMAS DEC	-312
Wet pallet-thrown away	-306
Wronalv mrked had 85123a in box	-256
<b>Total</b>	<b>-147251</b>

## Losses and damages

damaged items  
 Unsaleable, destroyed.  
 stock adjustments  
 Check/Verification  
 wrongly handled  
 Thrown away-rusty  
 damages/credits from...  
 Given away  
 Thrown away.  
 MERCHANT CHANDL...  
 POSSIBLE DAMAGES ...



## StockCode returned or damaged most

