

Order analytics

Number of Customers

2703

Number of orders

6455

Share of customers with secondary orders

62%

Order Date

1/1/2010



12/31/2013



Orders Details

Year	Number of orders	YTD number of orders
<div><div></div>2010</div>	1365	1365
<div><div></div>2011</div>	1454	1454
<div><div></div>2012</div>	1487	1487
<div><div></div>2013</div>	2185	2185
January	180	180
February	162	342
March	211	553
April	184	737
May	204	941
June	159	1100
July	178	1278
August	205	1483
September	187	1670
October	198	1868
November	148	2016
December	169	2185
Total	6455	2185

Top Customers



Conversion of the first order into re-orders

1st order

2404

2nd order

4241 (176%)

3rd order

2680 (63%)