

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
2010	1365	1365
2011	1454	1454
2012	1487	1487
2013	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

Customer Name	Number of orders
Louis Parrish	17
Andrew Gonzalez	16
Glen Caldwell	15
Jenny Gold	15
Sean N Boyer	15
Herbert Holden	14
Andrew Levine	13
Eleanor Swain	13
Leigh Burnette	13
Hurley	13
Maxine Collier	13
Grady	13
Pam Patton	13
Bonnie Matthews	12
Rowland	12
Pamela Wiley	12
Glenda Hunter	11
Total	214

Conversion of the first order into re-orders

1st order

2404

2nd order

4241 (176%)

3rd order

2680 (63%)