

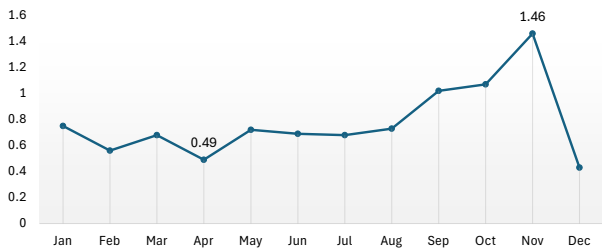
Sales Dashboard

UK-based Online Retail Store (2010-11)

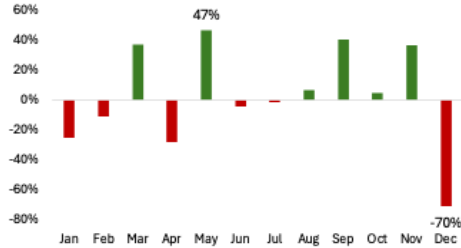
Net Revenue

£9.79 M

Monthly Sales Trend (in millions)



Month-over-Month Sales (%)



of Customers

4339

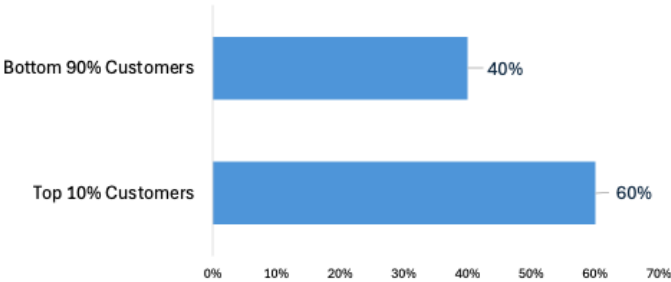
Average Order Per Customer

4.27

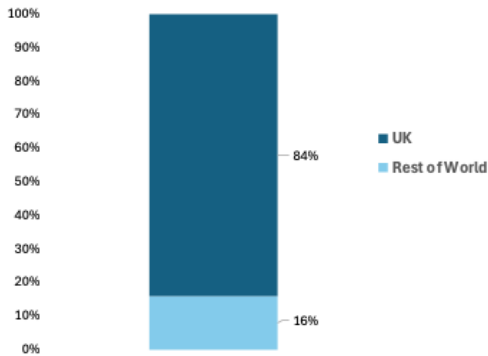
Average Order Value

£484.45

Revenue Share by Customer Segment



Revenue Concentration by Geography



Top 4 Non-UK Countries by Revenue Share

- Netherlands
- Ireland
- Germany
- France

