

Weekday

All

Quarter

All

Month

All

12/1/2010



12/9/2011



1,407,347

Total Sales

13,858

Total Orders

3,701

Total Customers

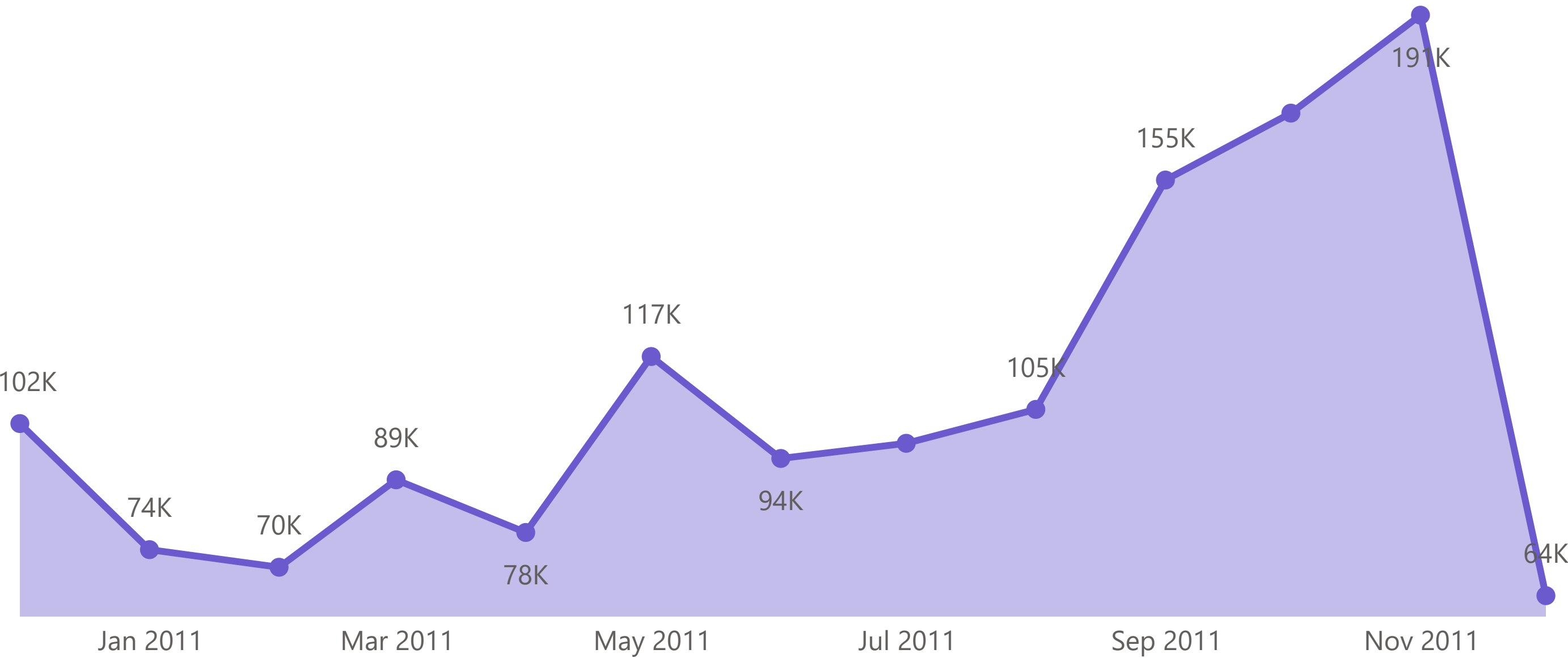
102

Avg Order Value

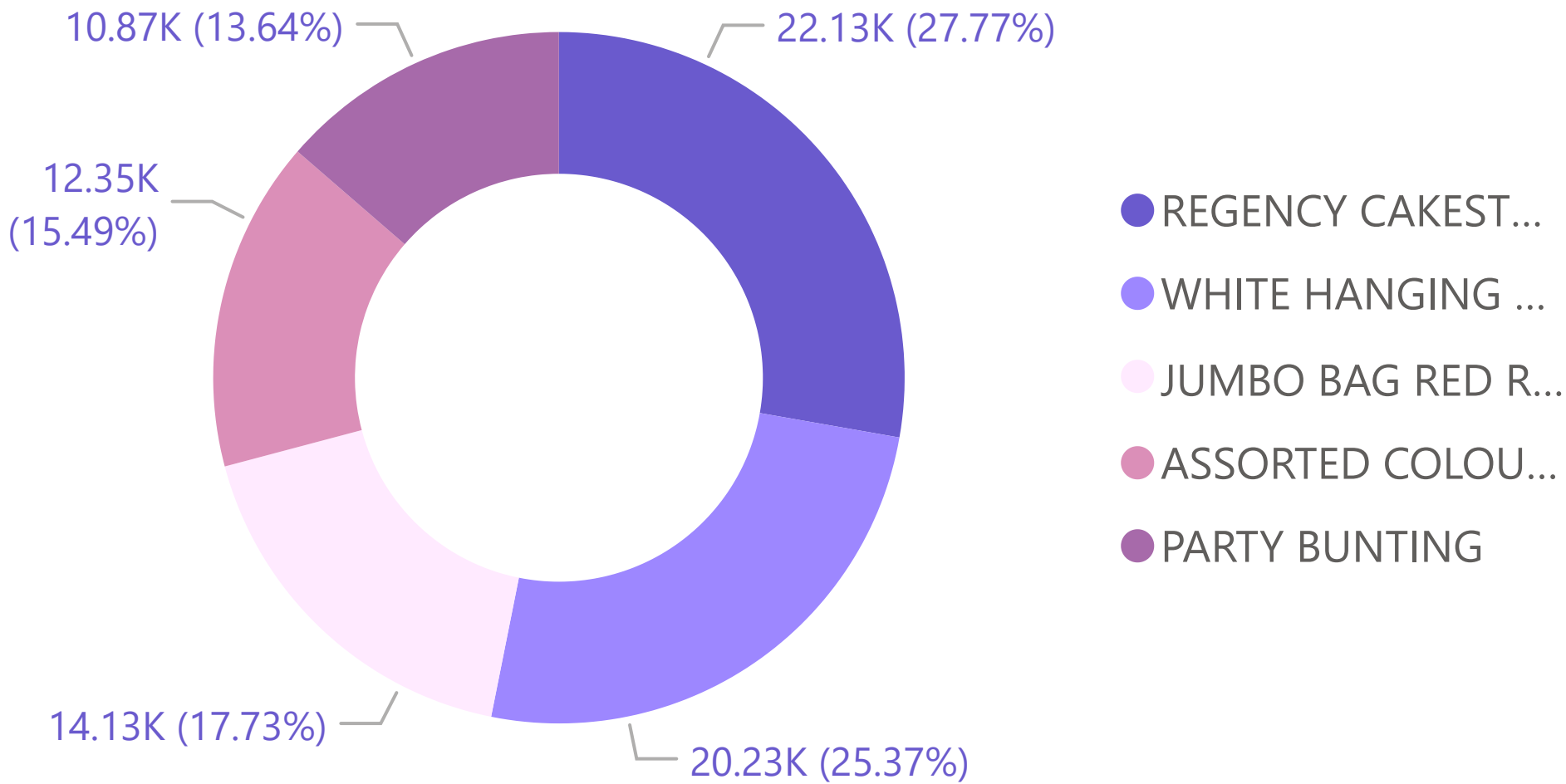
3,346

Total Products

Sales trend by Month-Year



Top 5 Products By Revenue



Weekday

All

Quarter

All

Month

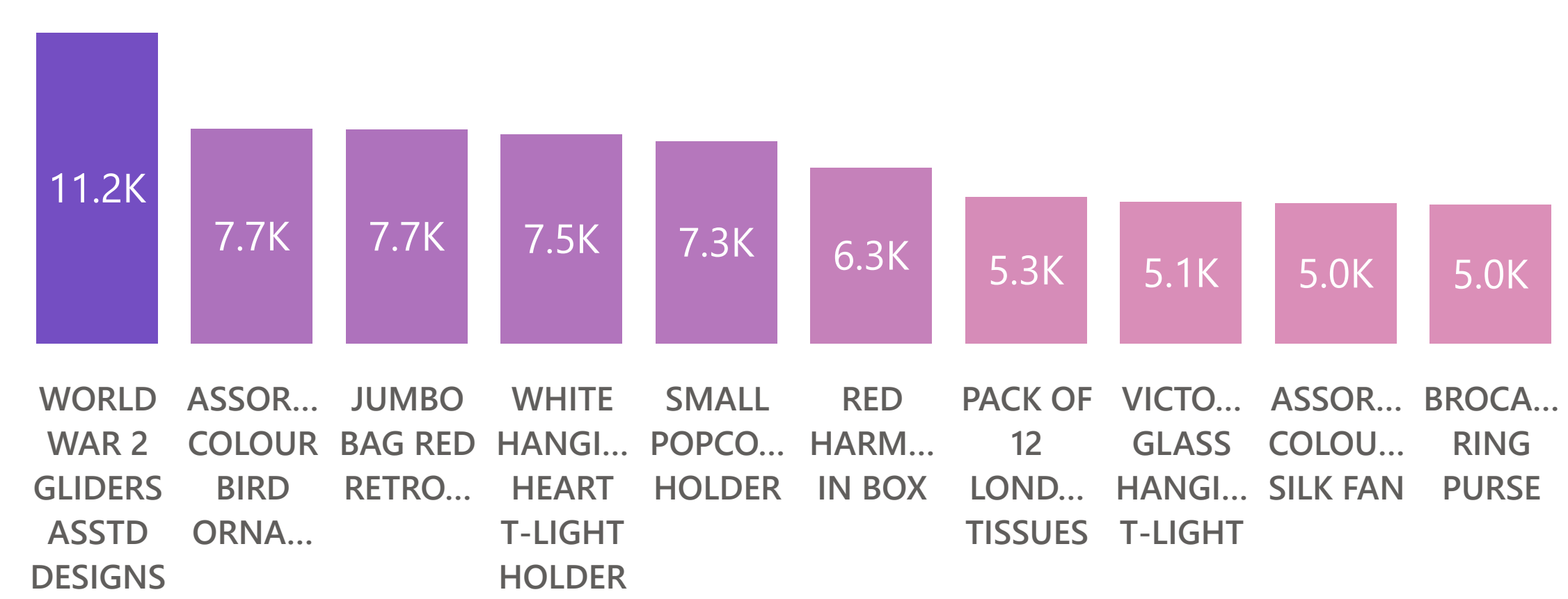
All



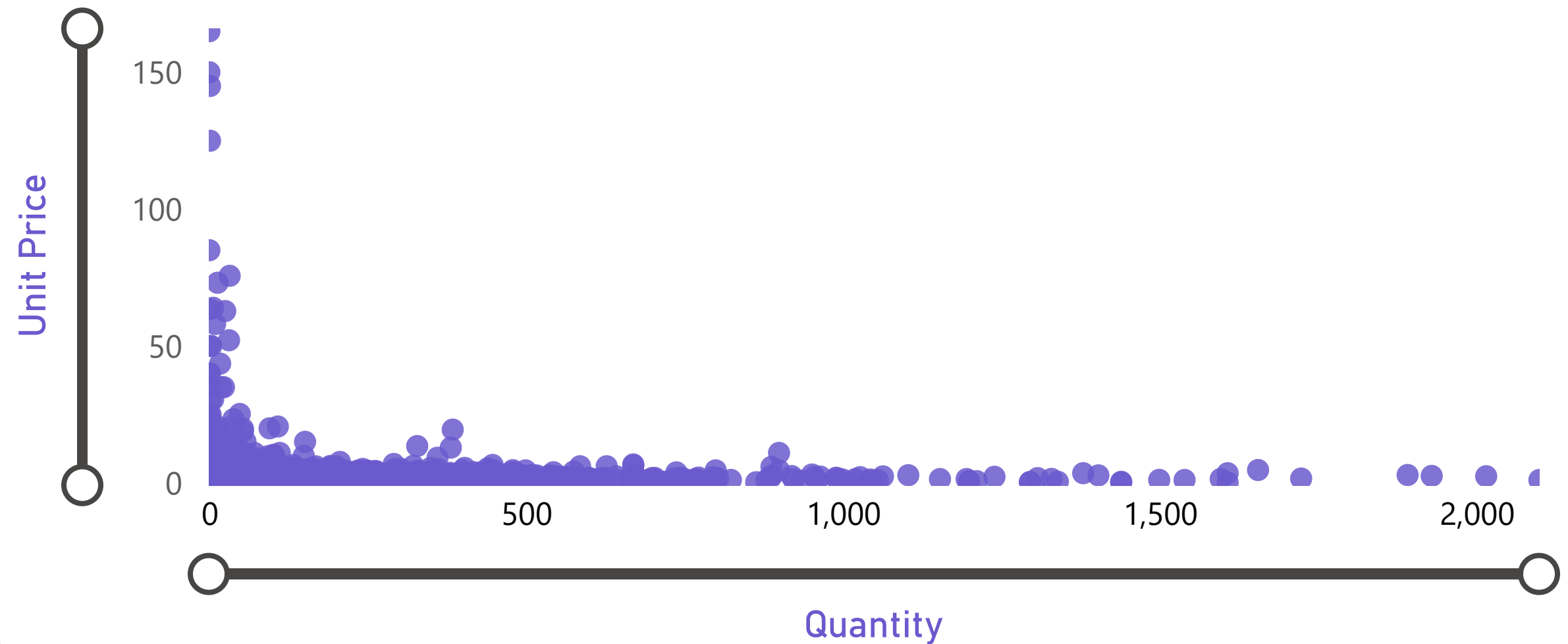
Top 10 Products Generating Revenue



Top 10 Products Have Quantities



Quantity VS Unit Price



Products	Total Sales	Total Quantities	%CT Total Sales
REGENCY CAKESTAND 3 TIER	22,131.88	1900	1.57%
WHITE HANGING HEART T-LIGHT HOLDER	20,225.19	7525	1.44%
JUMBO BAG RED RETROSPOT	14,130.54	7700	1.00%
ASSORTED COLOUR BIRD ORNAMENT	12,345.23	7715	0.88%
PARTY BUNTING	10,874.25	2377	0.77%
CHILLI LIGHTS	10,554.23	2182	0.75%
DOORMAT FAIRY CAKE	10,363.50	1630	0.74%
WOOD BLACK BOARD ANT WHITE FINISH	9,942.43	1820	0.71%

Product

All



Segment

All

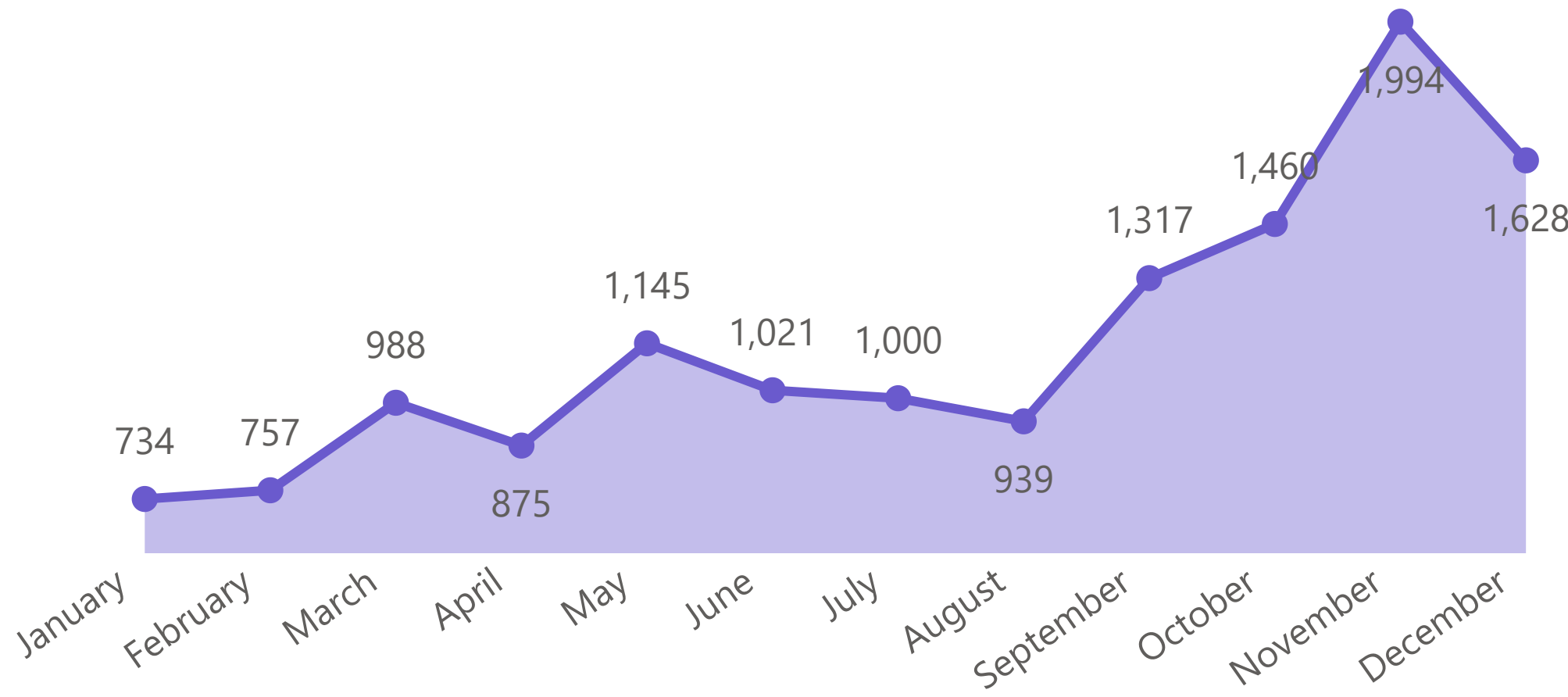


Cluster

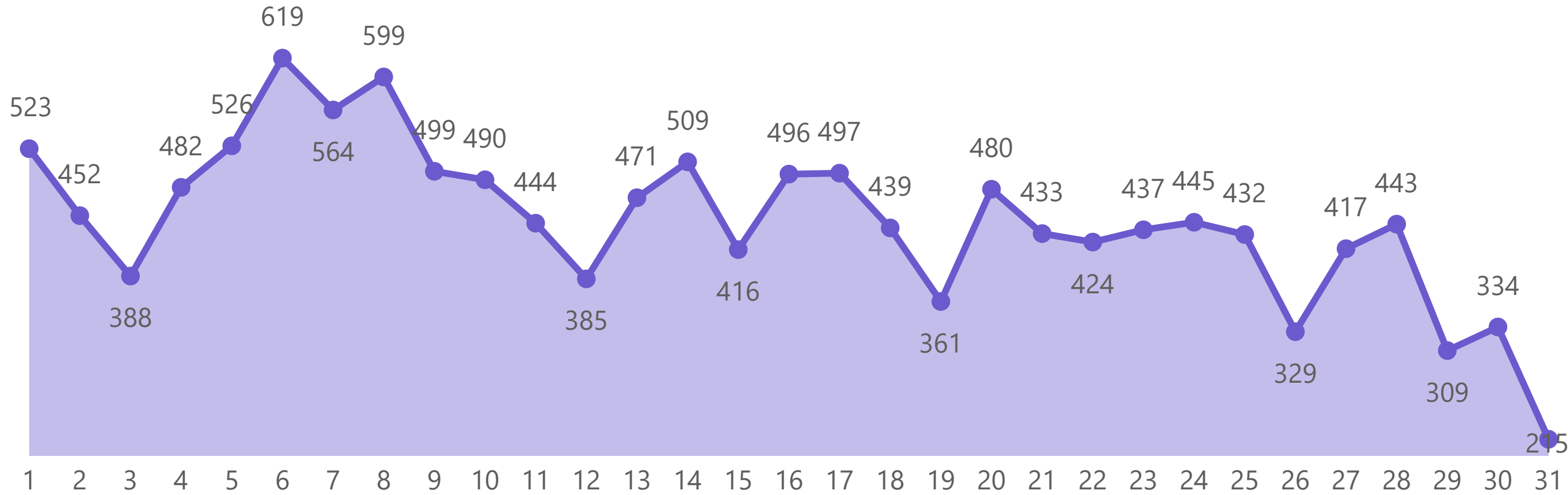
All



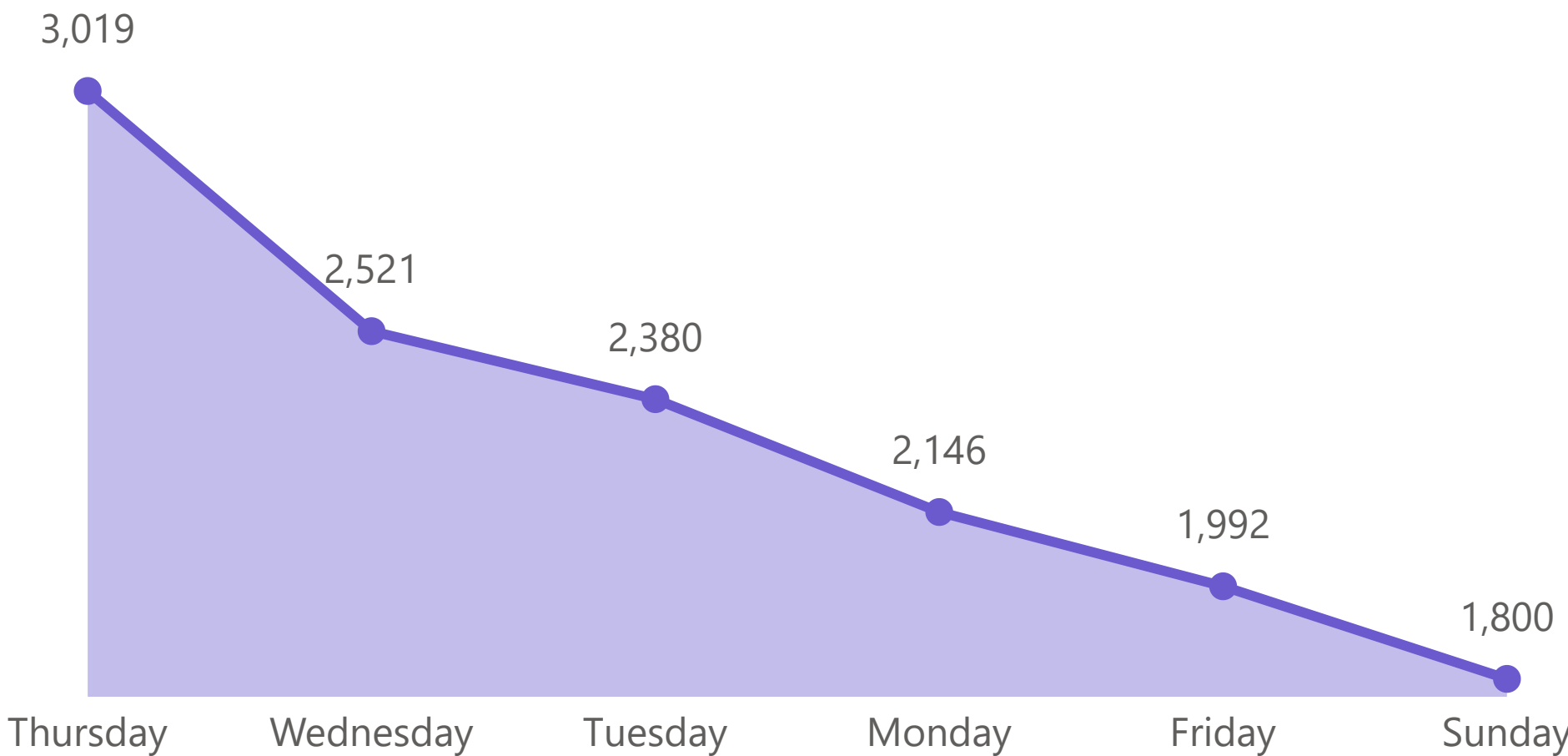
Total Orders by Month



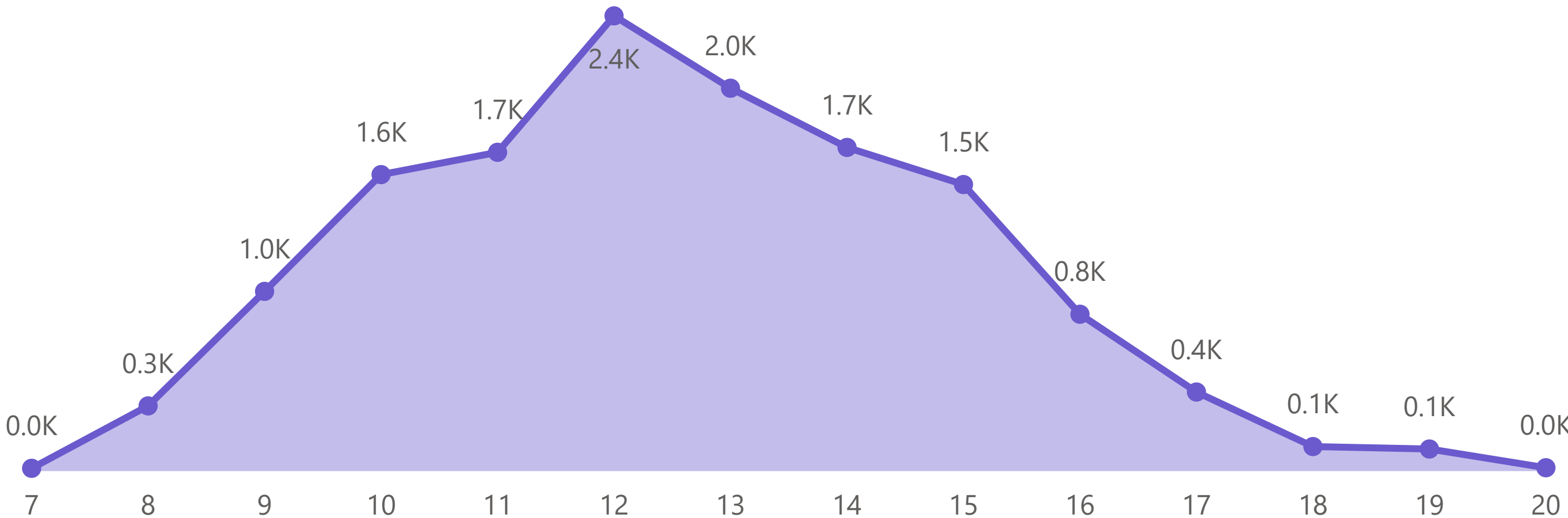
Total Orders by Day



Total Orders by Weekday



Total Orders by Hour



Product

All

Quarter

All

Month

All

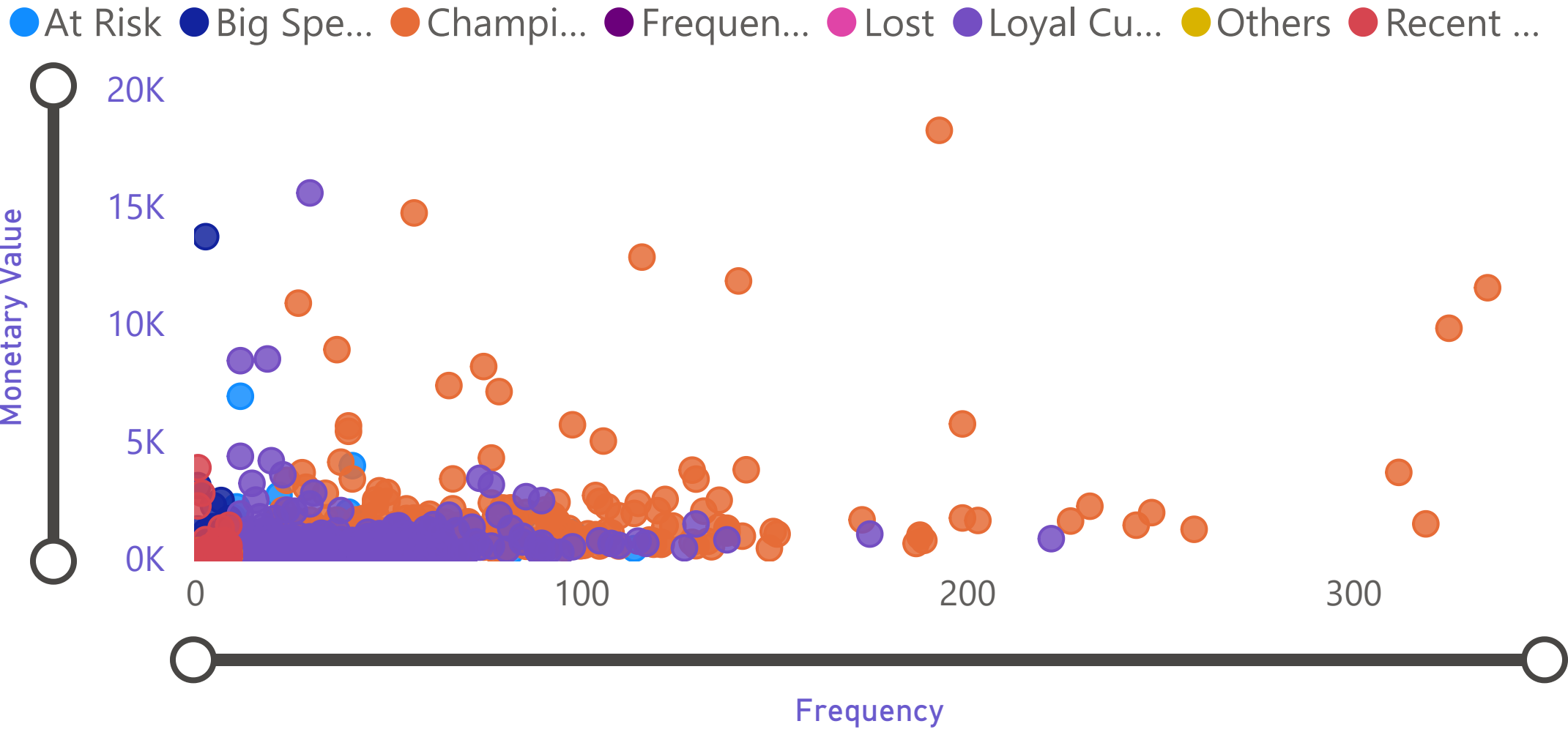
12/1/2010



12/9/2011



Frequency VS Monetary Value



Others

1,254

Loyal Customers

858

At Risk

383

Lost

346

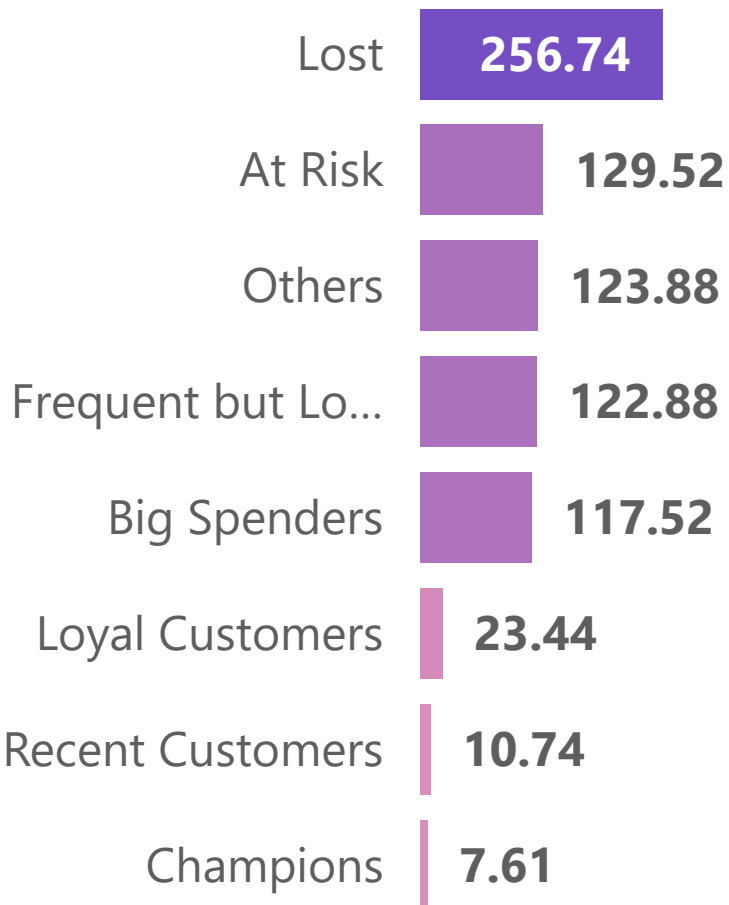
Recent Customers

241

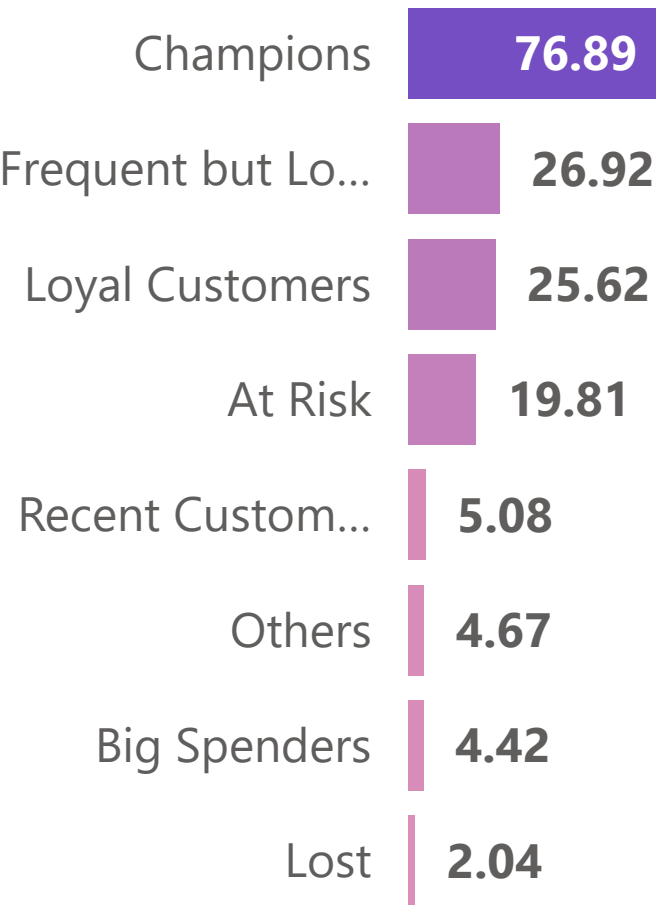
Big Spend...

F...

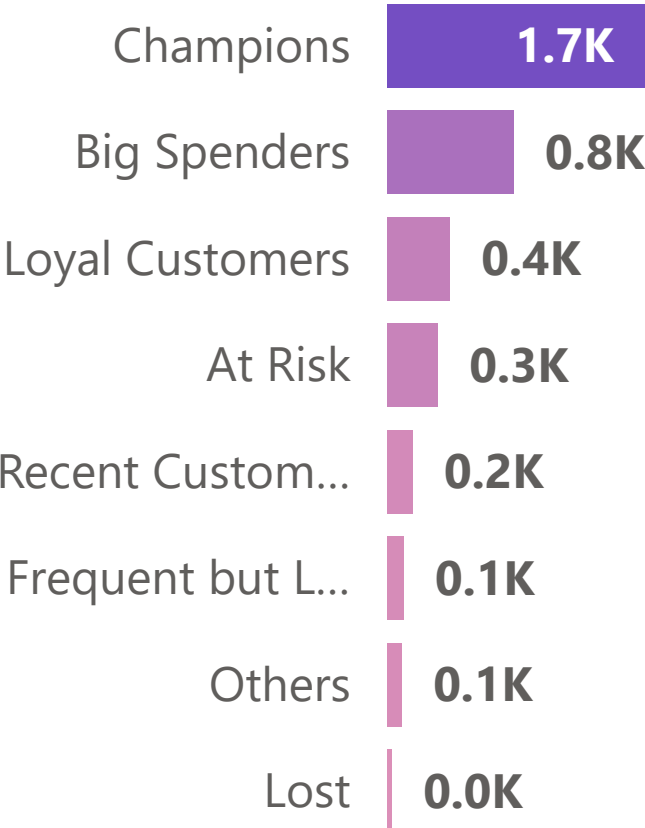
Recency by Segment



Frequency by Segment



Monetary Value by Segment



Segment	Recency	Frequency	Monetary Value
Champions	7.61	76.89	1,704.51
Big Spenders	117.52	4.42	830.47
Loyal Customers	23.44	25.62	411.16
At Risk	129.52	19.81	331.80
Recent Customers	10.74	5.08	165.58
Frequent but Low Value	122.88	26.92	107.00
Others	123.88	4.67	94.55
Lost	256.74	2.04	28.52

Product

All

Quarter

All

Month

All

12/1/2010



12/9/2011

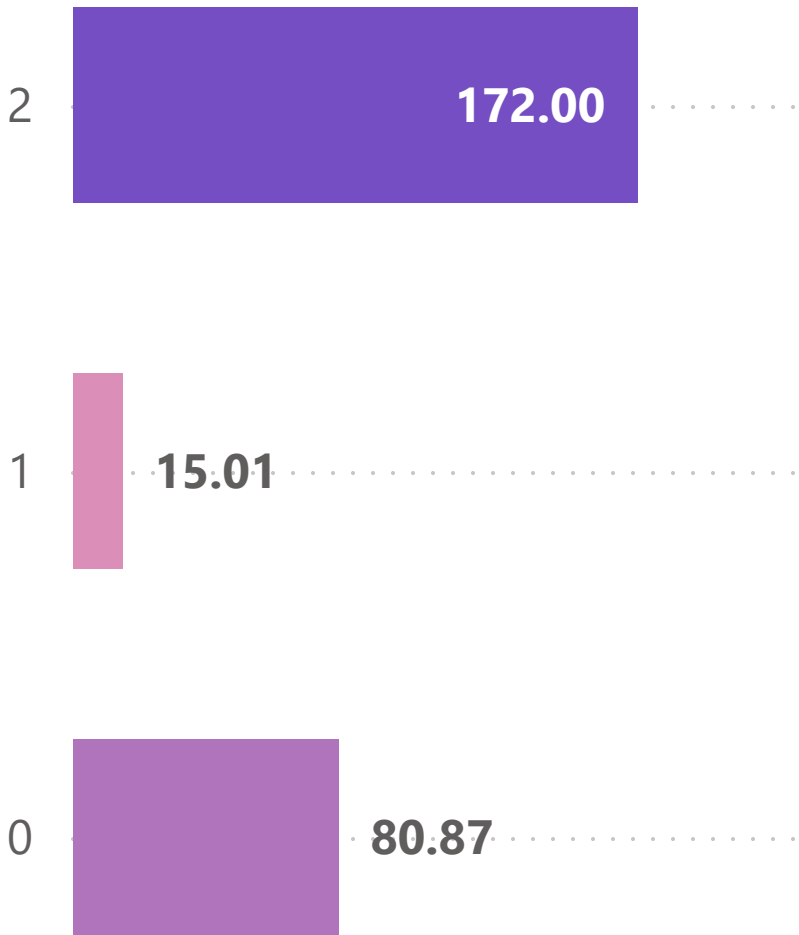


CustomerID	Cluster	Recency	Frequency	Monetary Value
18102	1	1.00	82.00	59,596.07
17450	1	11.00	64.00	36,160.84
17511	1	3.00	193.00	18,227.48
16029	1	44.00	30.00	15,560.51
16684	1	4.00	57.00	14,708.96
15749	0	235.00	3.00	13,698.50
14096	1	4.00	1055.00	13,300.10
13694	1	4.00	116.00	12,828.03
15311	1	1.00	469.00	12,223.75

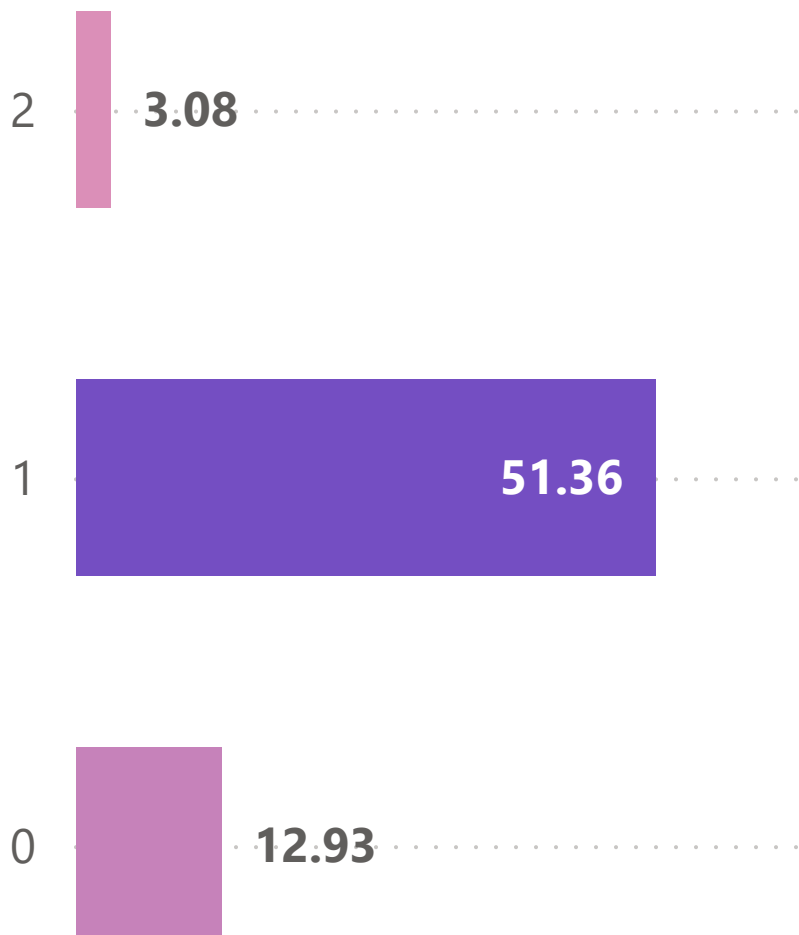
Segment VS Cluster

Segment	0	1	2
At Risk	472	38	18
Big Spenders	62		5
Champions		383	
Frequent but Low Value	24		
Lost			346
Loyal Customers	409	449	
Others	484		770
Recent Customers	156	29	56

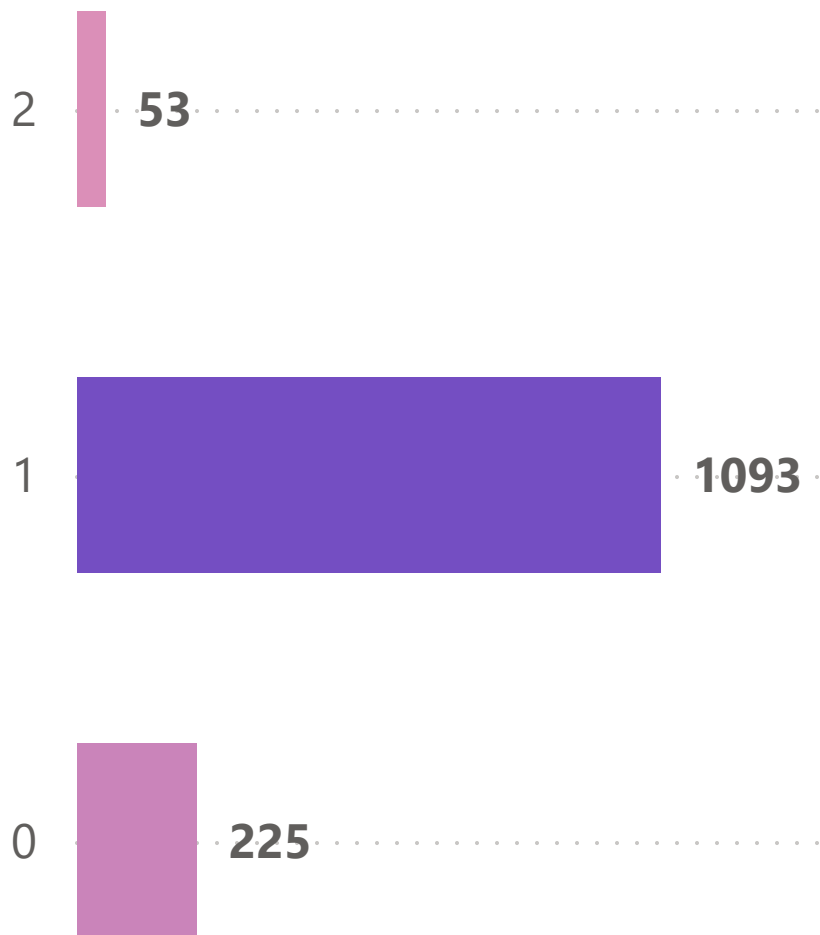
Recency by Cluster



Frequency by Cluster



Monetary Value by Cluster



Customers No By Cluster

