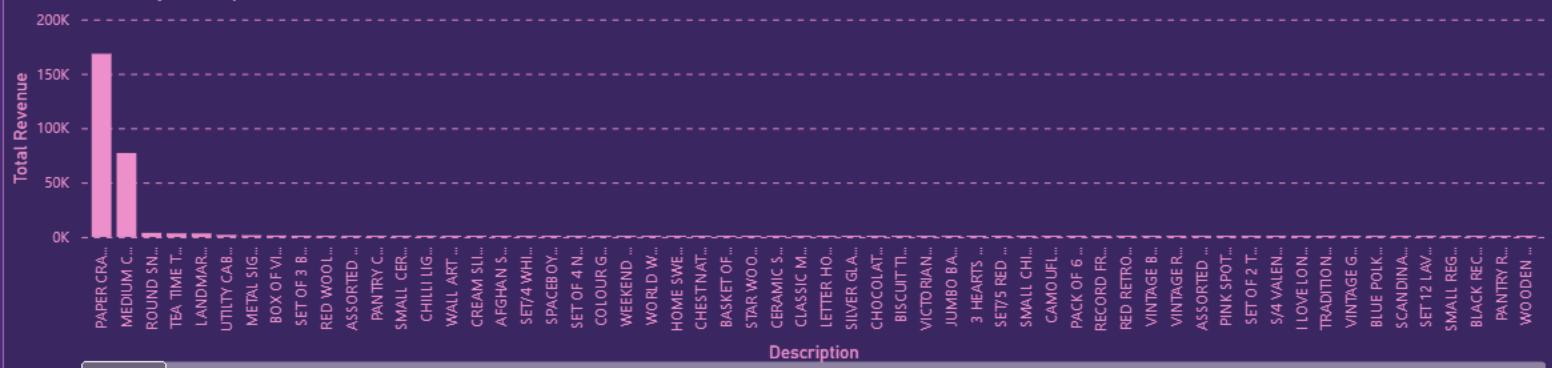
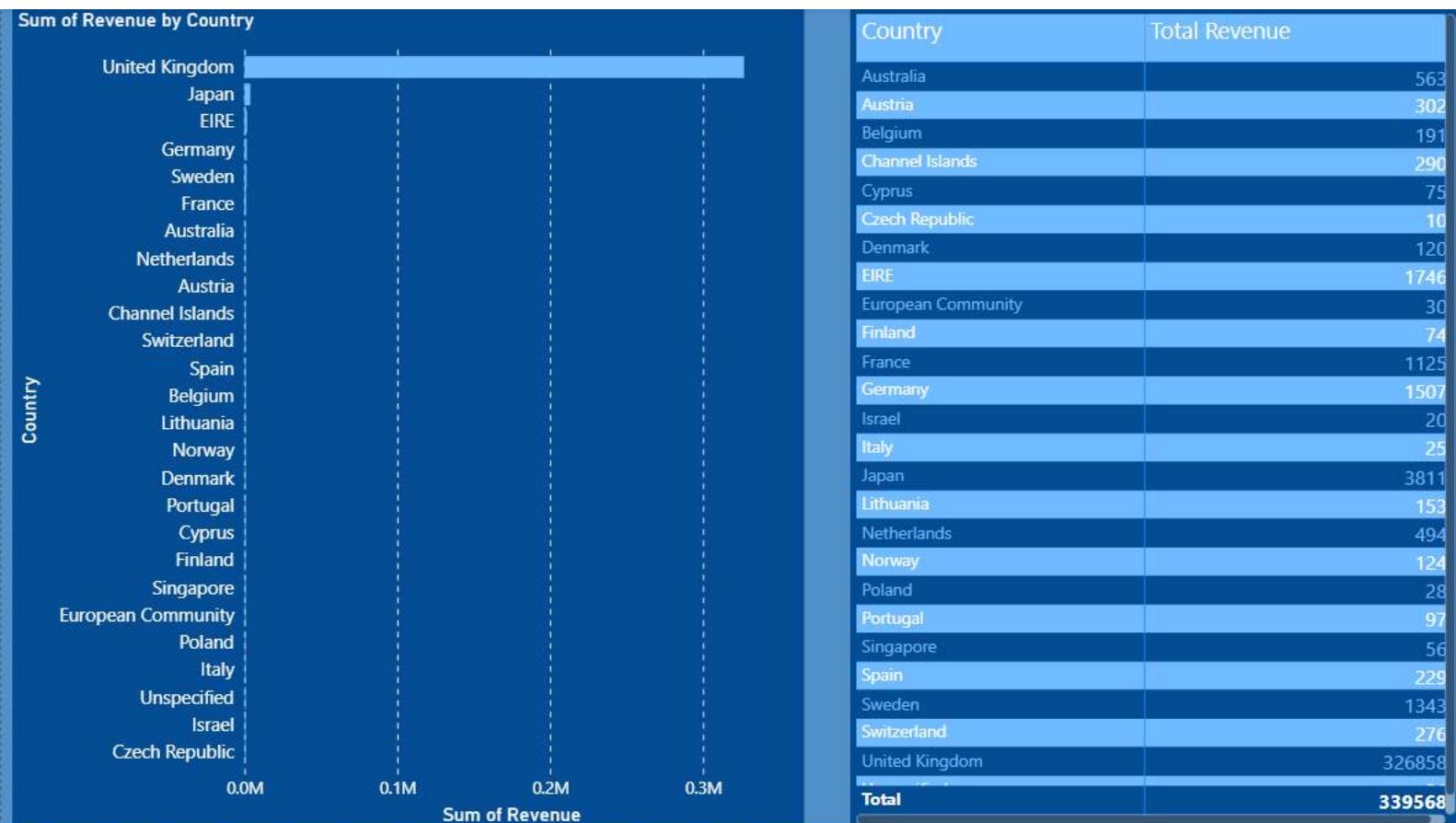




Total Revenue by Description



Description	Sum of Quantity	Sum of Revenue	Average Order Value
4 PURPLE FLOCK DINNER CANDLES	2	5.10	5.10
50'S CHRISTMAS GIFT BAG LARGE	12	15.00	15.00
DOLLY GIRL BEAKER	12	15.00	15.00
I LOVE LONDON MINI BACKPACK	8	33.20	33.20
NINE DRAWER OFFICE TIDY	2	29.90	29.90
OVAL WALL MIRROR DIAMANTE	2	19.90	19.90
RED SPOT GIFT BAG LARGE	20	25.00	25.00
SET 2 TEA TOWELS I LOVE LONDON	5	14.75	14.75
SPACEBOY BABY GIFT SET	36	538.20	538.20
TRELLIS COAT RACK	6	29.70	29.70
10 COLOUR SPACEBOY PEN	24	20.40	20.40
12 COLOURED PARTY BALLOONS	20	13.00	13.00
Total	215544	339,567.79	133.27



Key Insights

- Total revenue is **339.6K**, showing strong growth between 2010 and 2011.
- Average Order Value is **133.27**, indicating customers typically purchase multiple items per order.
- Revenue is highly concentrated in the **United Kingdom**, contributing the majority of total sales.
- A small number of products generate a disproportionately high share of revenue.

Recommendations

- Focus marketing and inventory planning on **top-performing products** to maximize ROI.
- Reduce dependency on a single country by expanding promotions in **high-potential international markets**.
- Introduce product bundles to increase Average Order Value further.
- Monitor low-performing products and consider discounting or discontinuation.