

Year

2010 2011

Slider control for Year selection

**340K**  
Total Revenue

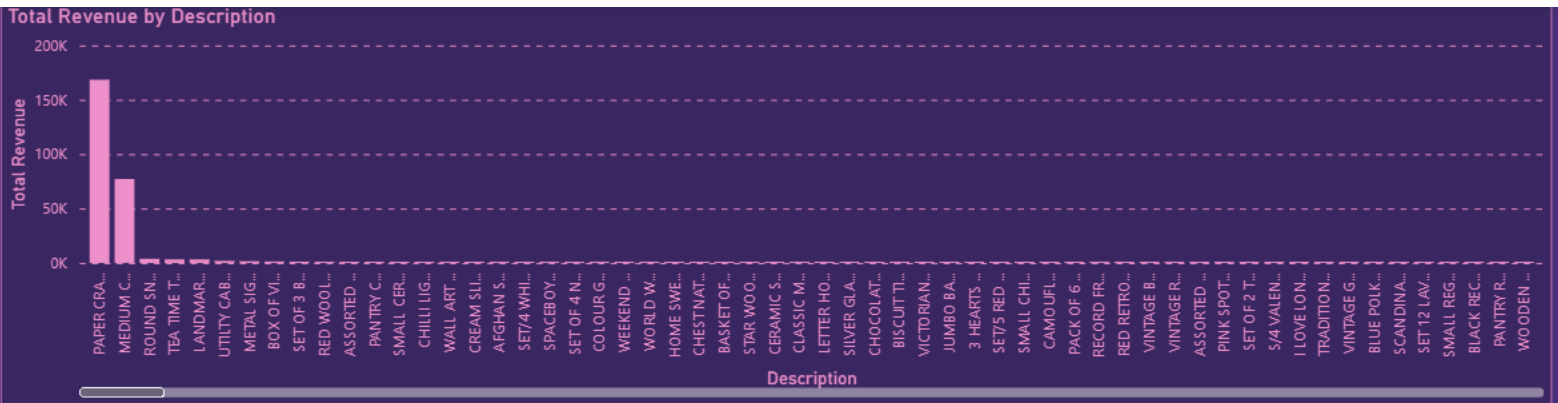
**133.27**  
Average Order Value

**2K**  
Total Customers

**3K**  
Total Orders

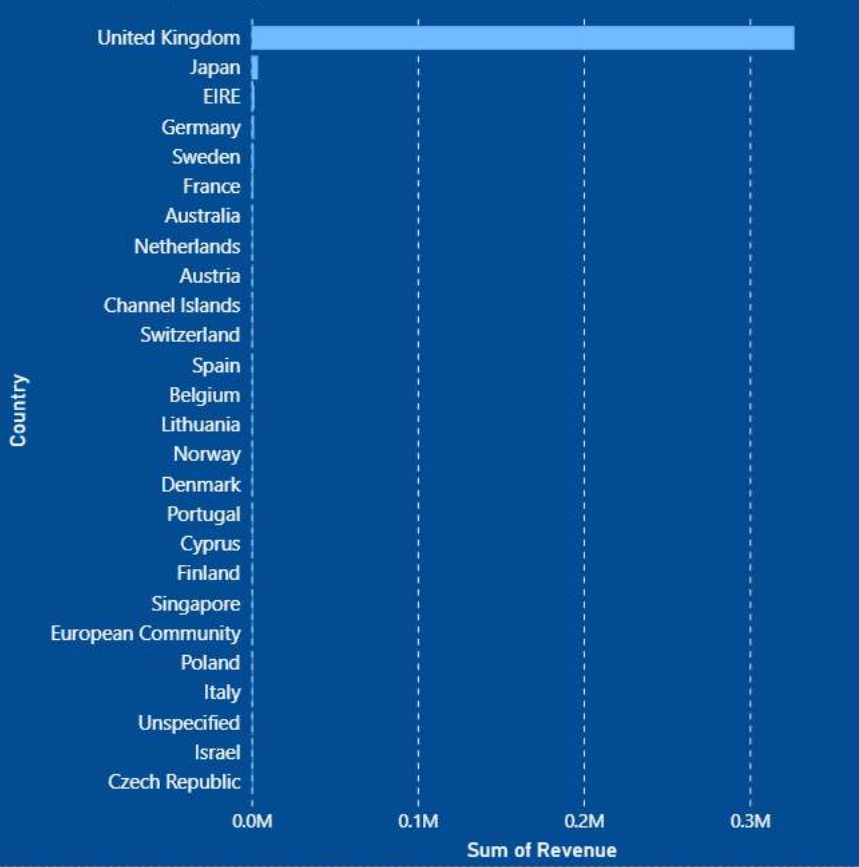
### Country

- ☐ Australia
- ☐ Austria
- ☐ Belgium
- ☐ Channel Islands
- ☐ Cyprus
- ☐ Czech Republic
- ☐ Denmark
- ☐ EIRE
- ☐ European Community
- ☐ Finland
- ☐ France
- ☐ Germany
- ☐ Israel
- ☐ Italy
- ☐ Japan
- ☐ Lithuania
- ☐ Netherlands
- ☐ Norway
- ☐ Poland
- ☐ Portugal
- ☐ Singapore
- ☐ Spain
- ☐ Sweden



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
SPACEBOY MUGS 200	1	13.27	13.27
Total	215544	339,567.79	133.27

Sum of Revenue by Country



Country	Total Revenue
Australia	563
Austria	302
Belgium	191
Channel Islands	290
Cyprus	75
Czech Republic	10
Denmark	120
EIRE	1746
European Community	30
Finland	74
France	1125
Germany	1507
Israel	20
Italy	25
Japan	3811
Lithuania	153
Netherlands	494
Norway	124
Poland	28
Portugal	97
Singapore	56
Spain	229
Sweden	1343
Switzerland	276
United Kingdom	326858
Total	339568

### 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.