

# Overall Business Report

Date Report: 18/10/22

## Content

- Avarage Sales per customer
- Avarage Sales over week, month, year
- Avarage Sales per product
- RFM

Monthly Cohorts - Retention Rate Absolute

CohortMonth	2016-11	205	92	81	72	76	78	82	82	72	76	80	79	99	39
	2016-12	743	295	237	290	251	298	264	264	262	281	297	387	161	
	2017-01	474	111	130	113	159	134	127	127	143	159	177	45		
	2017-02	367	91	66	102	99	87	85	101	99	110	24			
	2017-03	415	78	111	83	105	78	103	108	114	32				
	2017-04	286	66	61	62	58	66	67	78	17					
	2017-05	290	67	49	50	62	72	85	15						
	2017-06	225	50	43	58	60	72	14							
	2017-07	206	45	41	47	55	19								
	2017-08	162	36	44	47	16									
	2017-09	288	87	97	31										
	2017-10	375	105	38											
	2017-11	302	23												
	2017-12	31													
		1	2	3	4	5	6	7	8	9	10	11	12	13	14
		CohortIndex													

Monthly Cohorts - Retention Rate Percentage

CohortMonth	2016-11	100.00%	44.88%	39.51%	35.12%	37.07%	38.05%	40.00%	40.00%	35.12%	37.07%	39.02%	38.54%	48.29%	19.02%
	2016-12	100.00%	39.70%	31.90%	39.03%	33.78%	40.11%	35.53%	35.53%	35.26%	37.82%	39.97%	52.09%	21.67%	
	2017-01	100.00%	23.42%	27.43%	23.84%	33.54%	28.27%	26.79%	26.79%	30.17%	33.54%	37.34%	9.49%		
	2017-02	100.00%	24.80%	17.98%	27.79%	26.98%	23.71%	23.16%	27.52%	26.98%	29.97%	6.54%			
	2017-03	100.00%	18.80%	26.75%	20.00%	25.30%	18.80%	24.82%	26.02%	27.47%	7.71%				
	2017-04	100.00%	23.08%	21.33%	21.68%	20.28%	23.08%	23.43%	27.27%	5.94%					
	2017-05	100.00%	23.10%	16.90%	17.24%	21.38%	24.83%	29.31%	5.17%						
	2017-06	100.00%	22.22%	19.11%	25.78%	26.67%	32.00%	6.22%							
	2017-07	100.00%	21.84%	19.90%	22.82%	26.70%	9.22%								
	2017-08	100.00%	22.22%	27.16%	29.01%	9.88%									
	2017-09	100.00%	30.21%	33.68%	10.76%										
	2017-10	100.00%	28.00%	10.13%											
	2017-11	100.00%	7.62%												
	2017-12	100.00%													
		1	2	3	4	5	6	7	8	9	10	11	12	13	14
		CohortIndex													

Monthly Retention Rates for All Customers

