



Overview

CEO Insights

CMO Insights

Geography

Country

Month

All

All

Clear all slicers

Retail Store Sales

Total Revenue

1.60M

Total Units Sold

912K

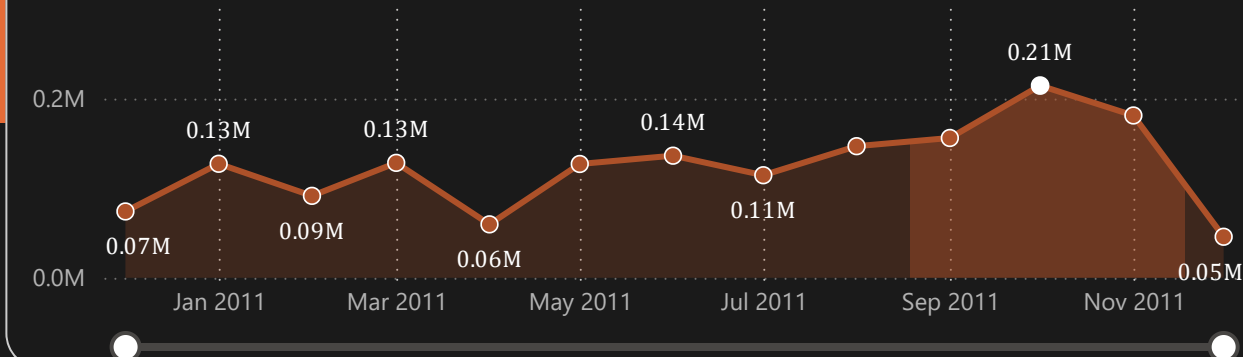
Total Customers

418

Avg Revenue per Country

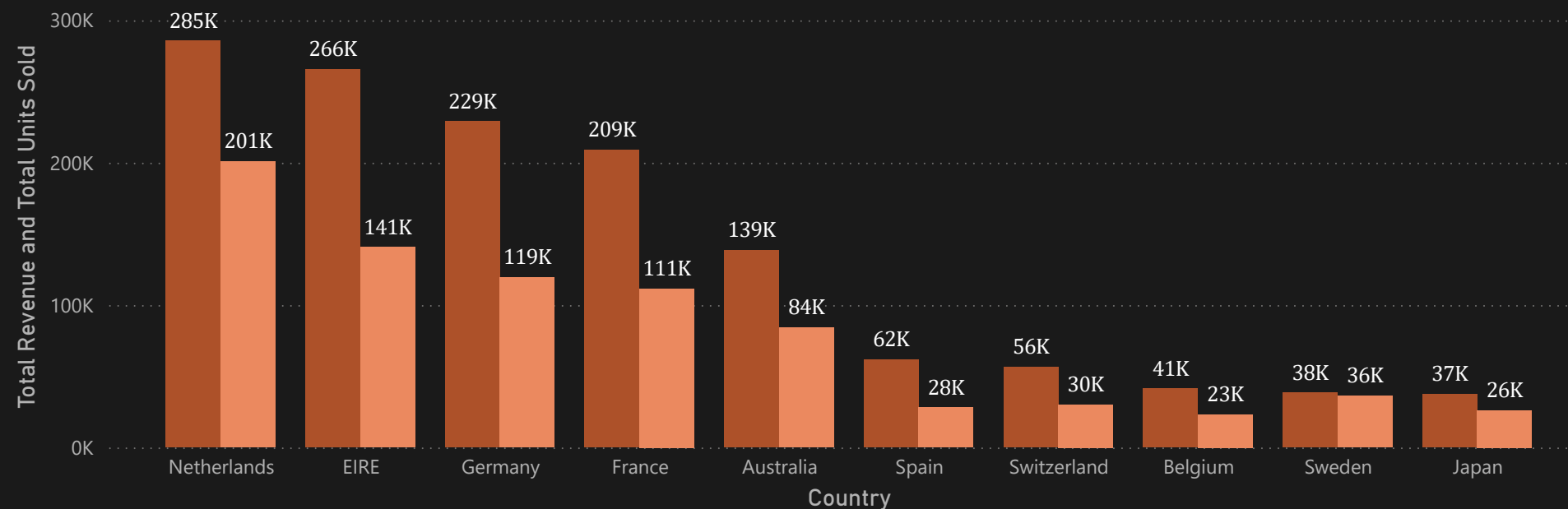
44.53K

Time Series of Revenue Data for Year 2011



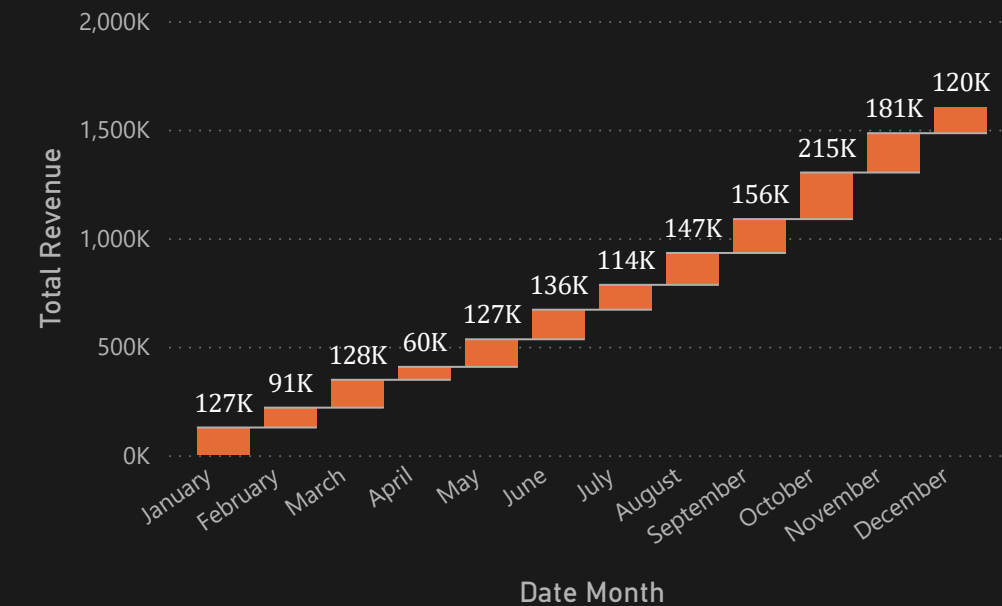
Top 10 Revenue-Generating Countries with Total Quantities Sold

● Total Revenue ● Total Units Sold



Total Revenue by Month

● Increase ● Decrease





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Retail Store Sales

Avg Revenue per Customer

3.83K

Revenue Growth MoM %

2.94%

Market Concentration Top3 %

88.19%

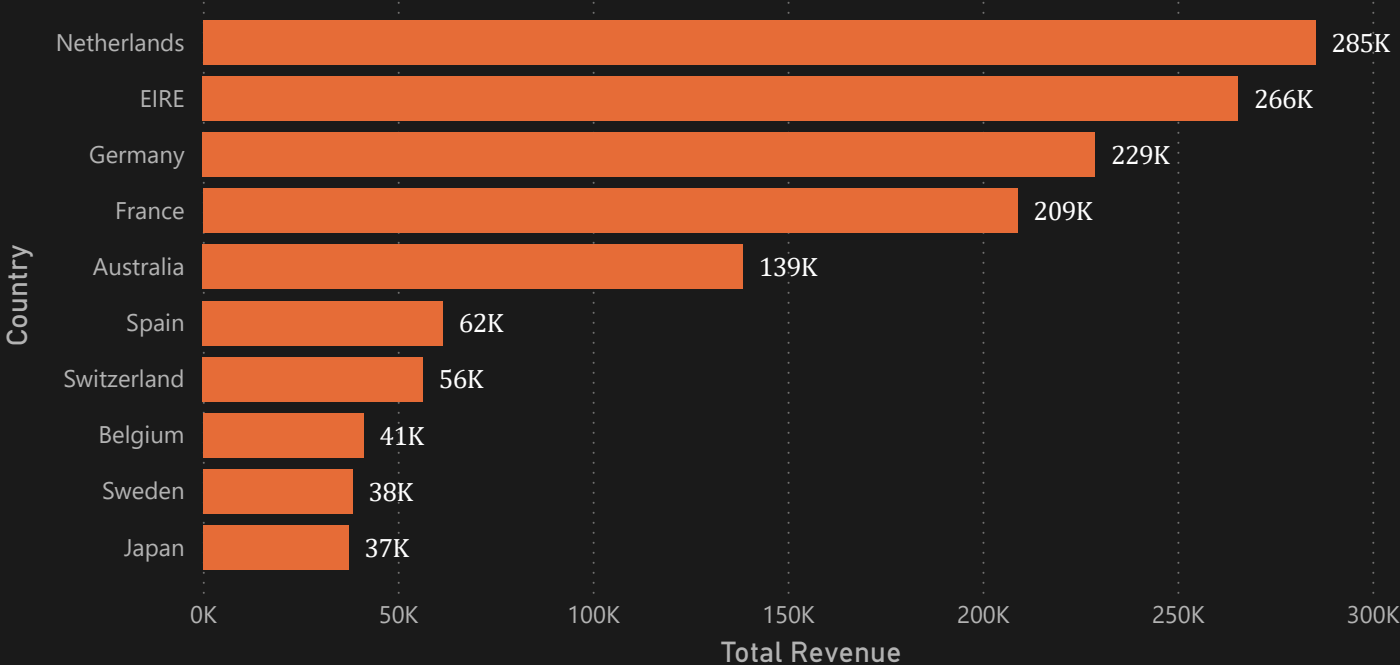
Customer Growth MoM %

1.70%

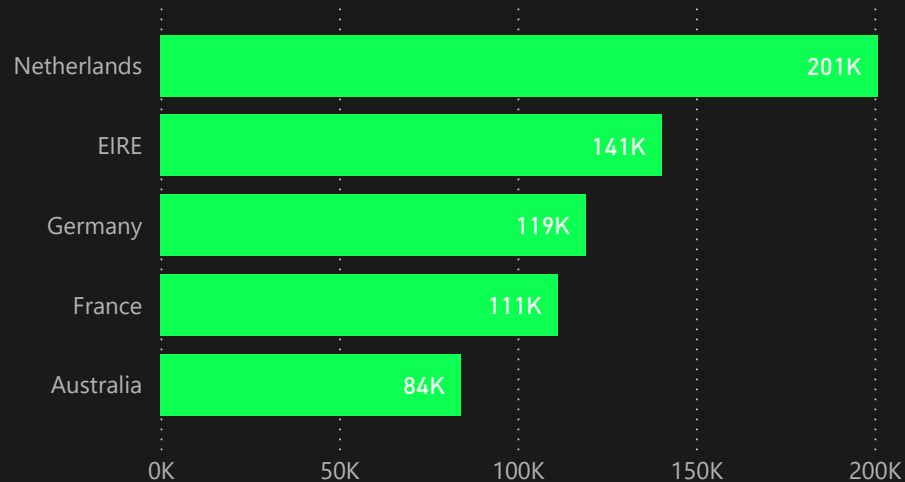
Key CEO Insights:

- Netherlands leads revenue at 285K excluding UK
- Top 3 countries account for 88% of total revenue (high market concentration)
- Customer base growing at 1.7% MoM, revenue growing at 2.94% MoM

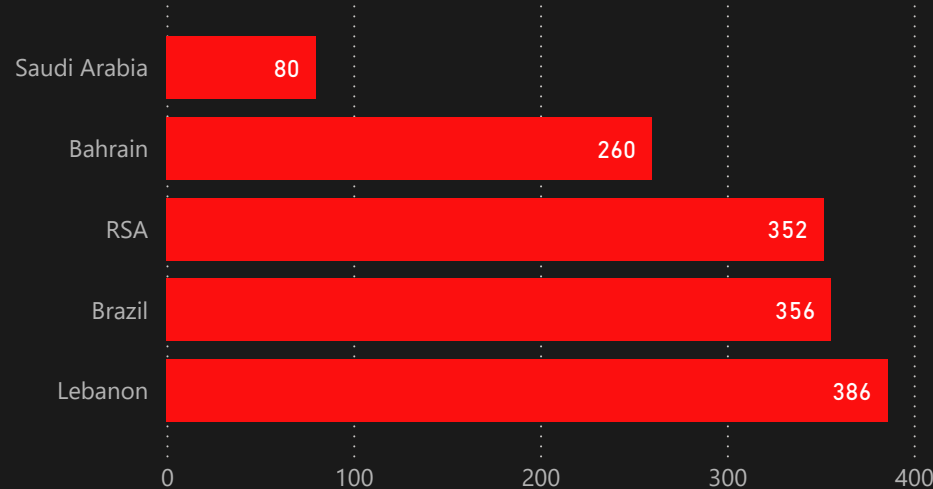
Top 10 Revenue-Generating Countries (UK Excluded)



Top 5 Countries by Sales Quantity



Bottom 5 Countries by Sales Quantity



[Overview](#)[CEO Insights](#)[CMO Insights](#)[Geography](#)

Country

Month

All

All

[Clear all slicers](#)

Retail Store Sales

Avg Order Value

849.51

Avg Units Per Customer

2.18K

Repeat Purchase Rate

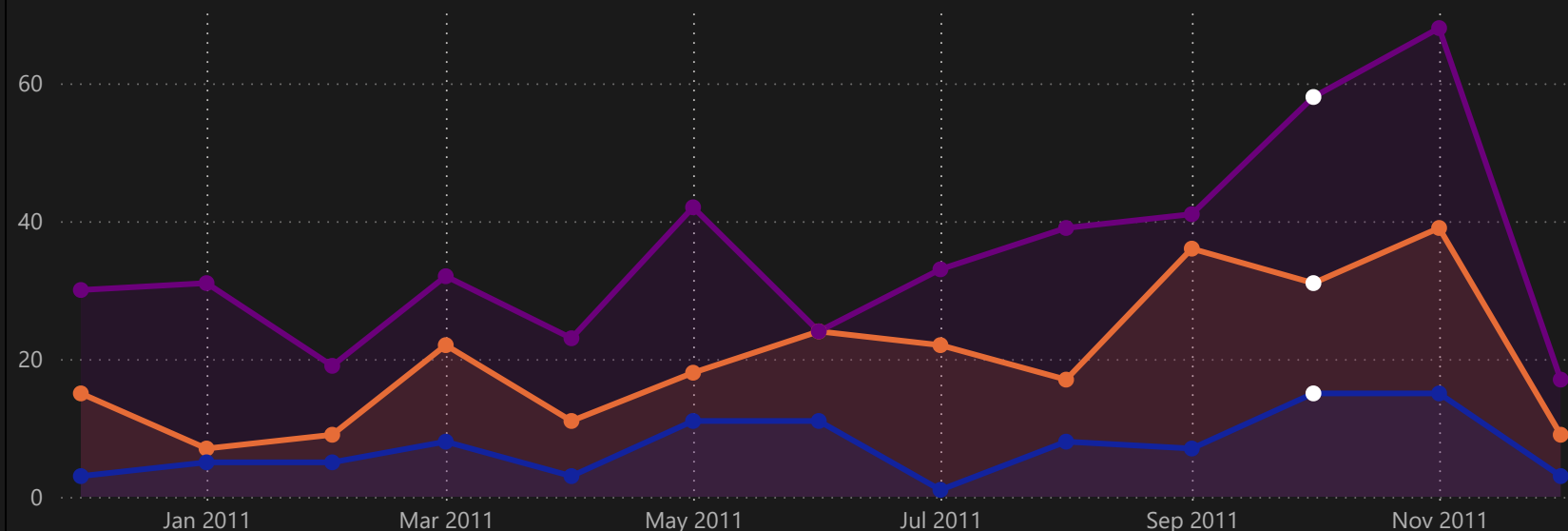
451.44%

CMO Insights Summary:

- Netherlands, EIRE, and Germany drive the highest sales volumes across 2011.
- Seasonal peaks in July–October indicate strong Q3/Q4 demand opportunities.
- Invoice patterns indicate that Germany shows the highest repeat purchasing behavior.

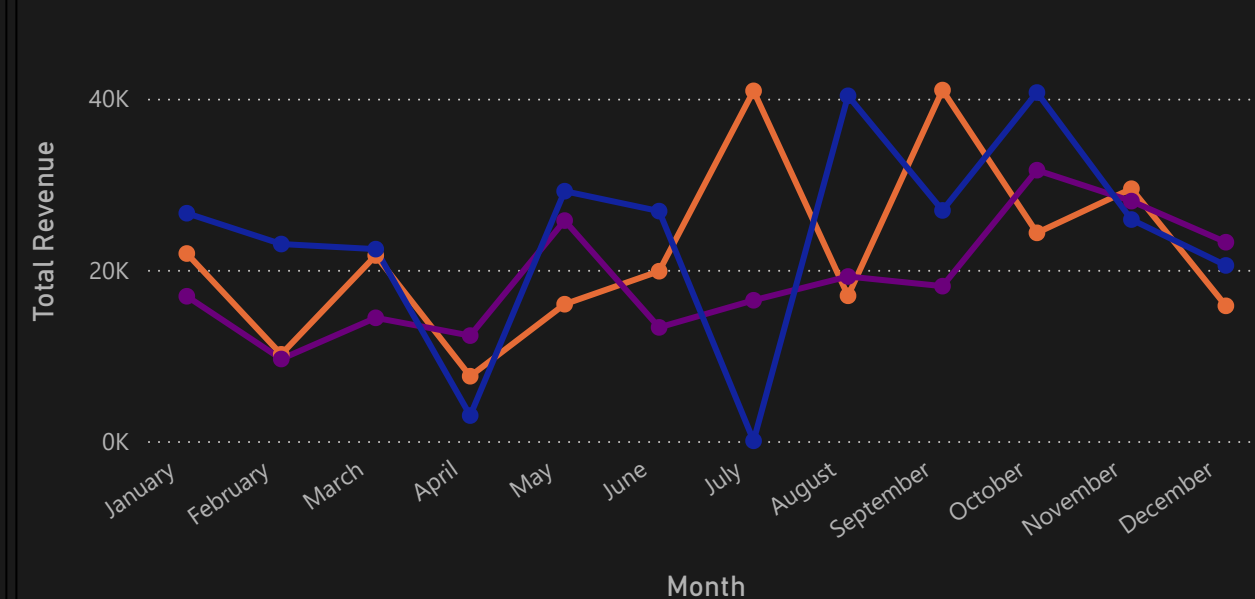
Count of Invoices by Month & Country

Country EIRE Germany Netherlands



Sales Revenue by Month & Country

Country EIRE Germany Netherlands





Retail Store Sales

Overview

CEO Insights

CMO Insights

Geography

Country



All



Month



All



Clear all slicers

Total Countries

37

Top Country by Revenue

United Kingdom

(82.01% of Total Revenue)

Avg Revenue per Country

240.85K

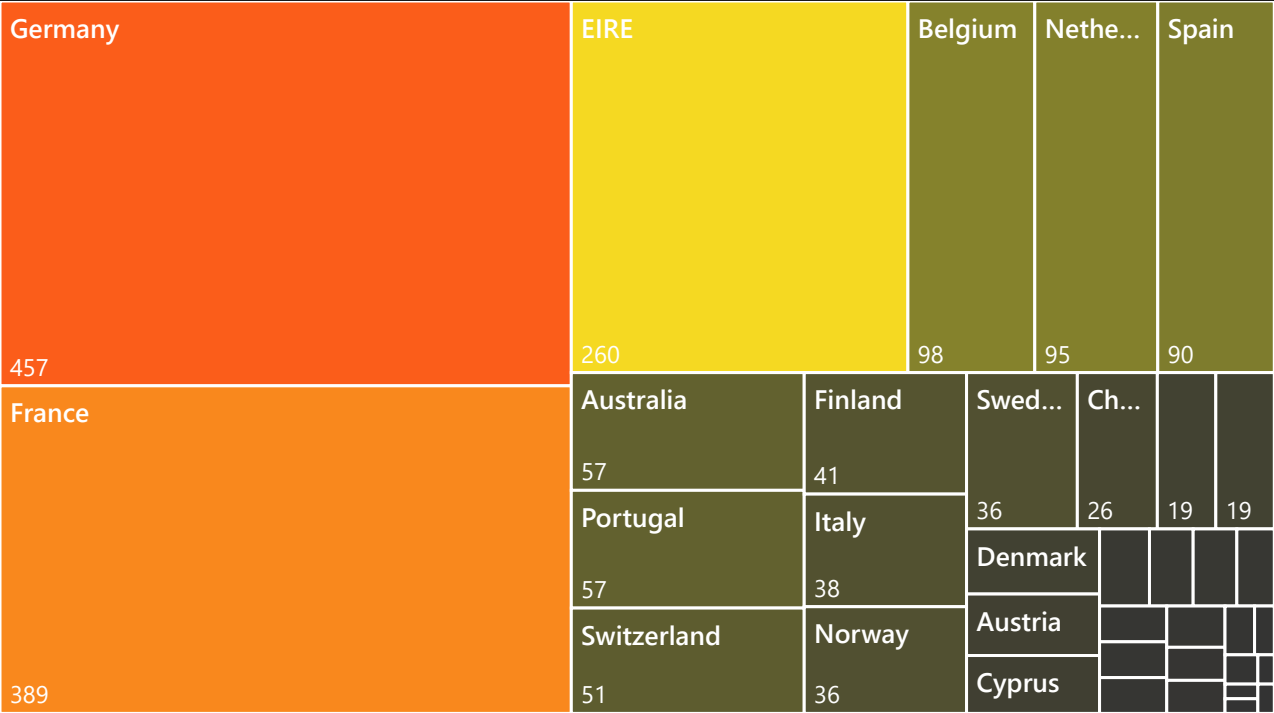
UK Revenue %

82.01%

Geographic Insights:

- United Kingdom generates the majority of revenue and orders.
- Netherlands, EIRE, Germany, and France show strong demand outside the UK.
- Asia-Pacific shows pockets of opportunity (Singapore, Japan)

Total Orders by Country



Global Product Demand by Quantity – Excluding United Kingdom

