

**Overview**

CEO Insights

CMO Insights

Geography

Country

All

Month

All

Clear all slicers

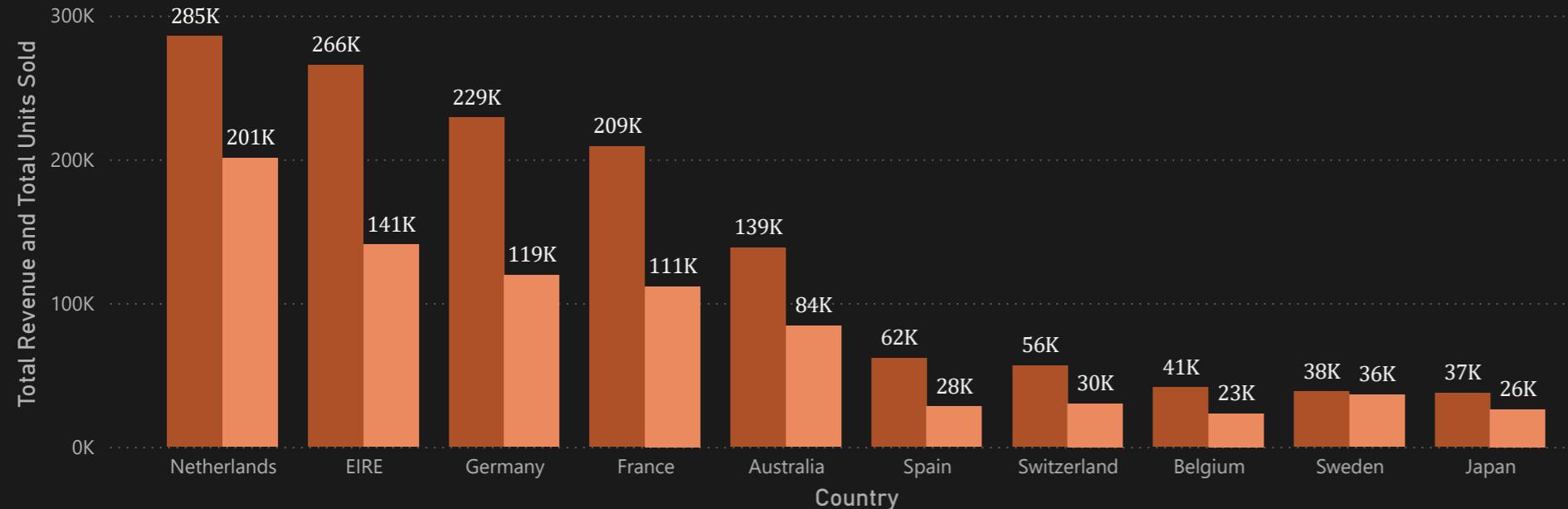
# Retail Store Sales

**Total Revenue**  
**1.60M**
**Total Units Sold**  
**912K**
**Total Customers**  
**418**
**Avg Revenue per Country**  
**44.53K**

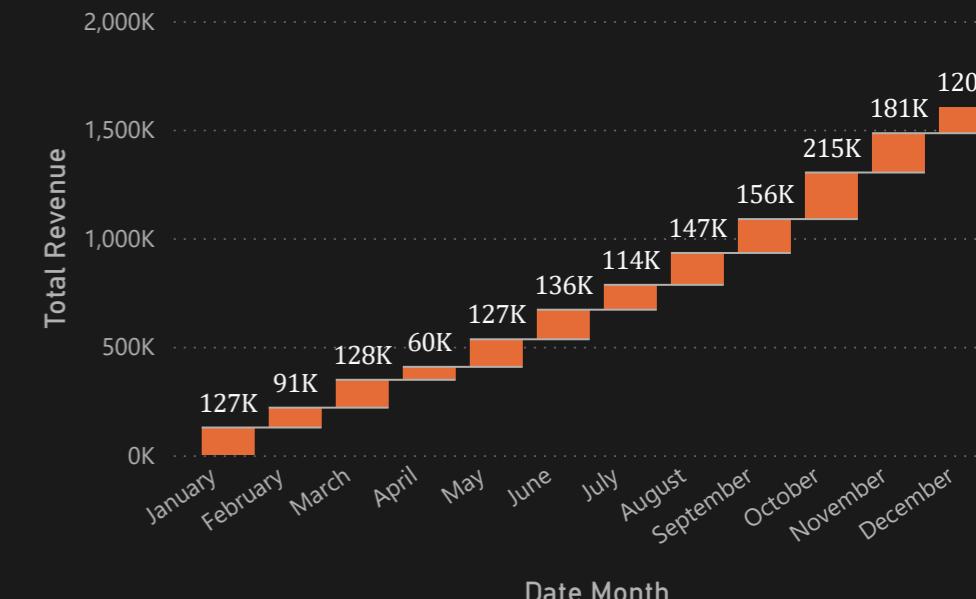
## Time Series of Revenue Data for Year 2011



## 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%**

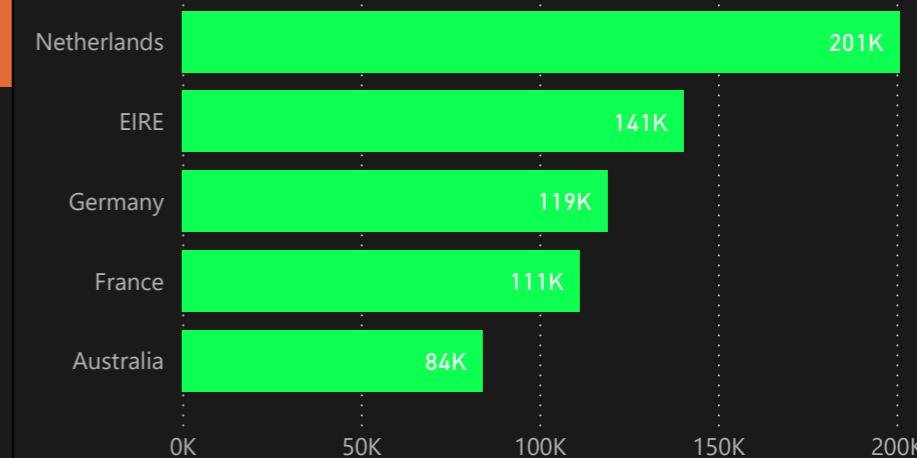
Market Concentration Top3 %

**88.19%**

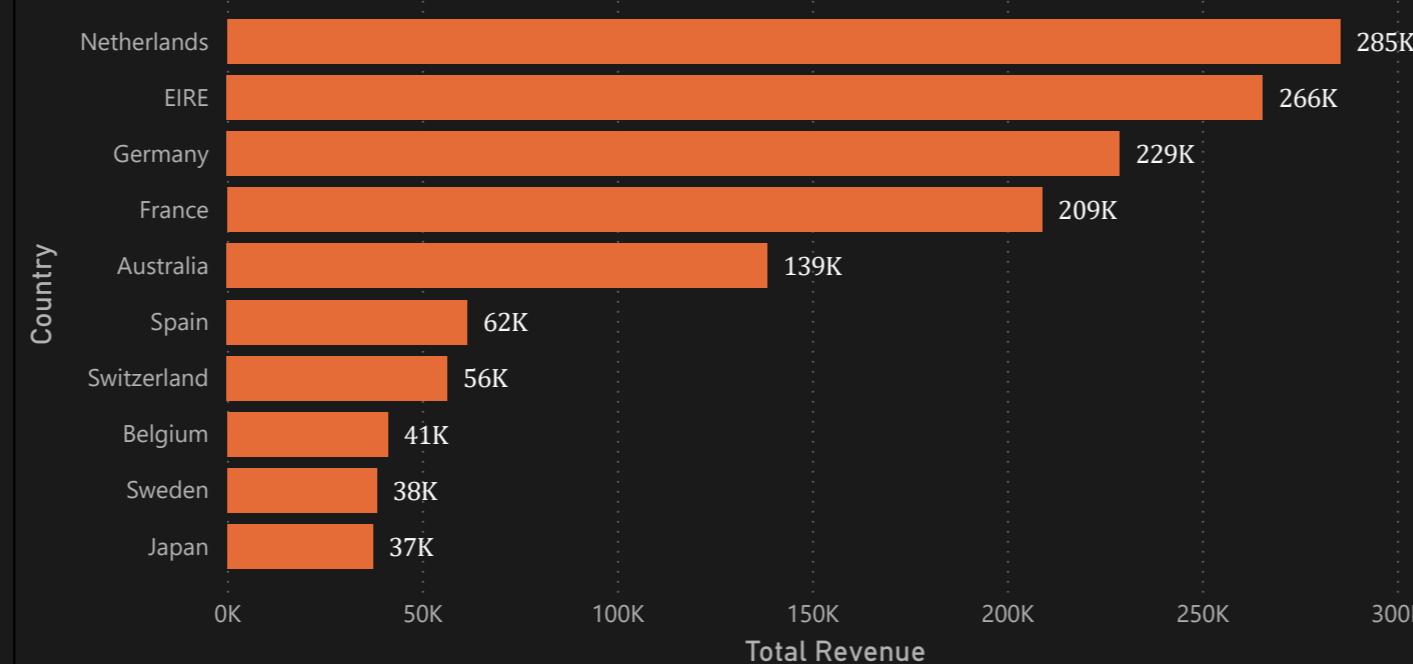
Customer Growth MoM %

**1.70%**

### Top 5 Countries by Sales Quantity



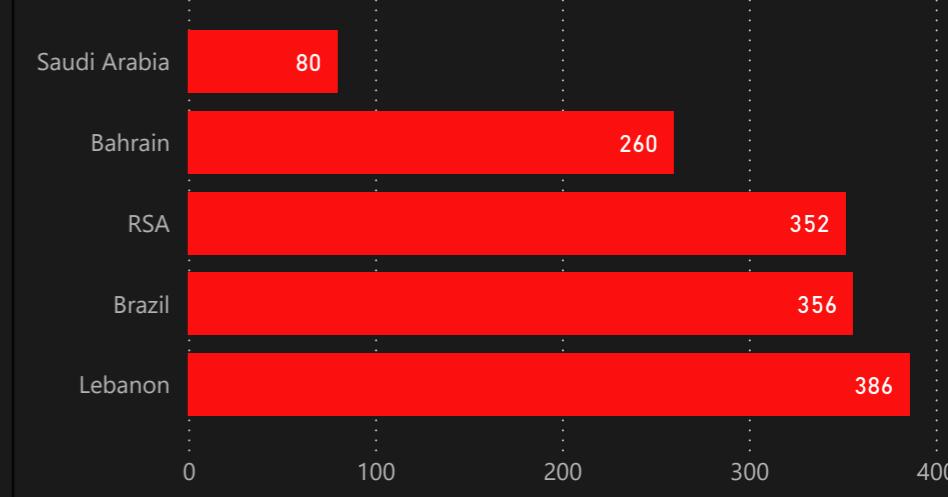
### Top 10 Revenue-Generating Countries ( UK Excluded)



### 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

### Bottom 5 Countries by Sales Quantity





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## Retail Store Sales

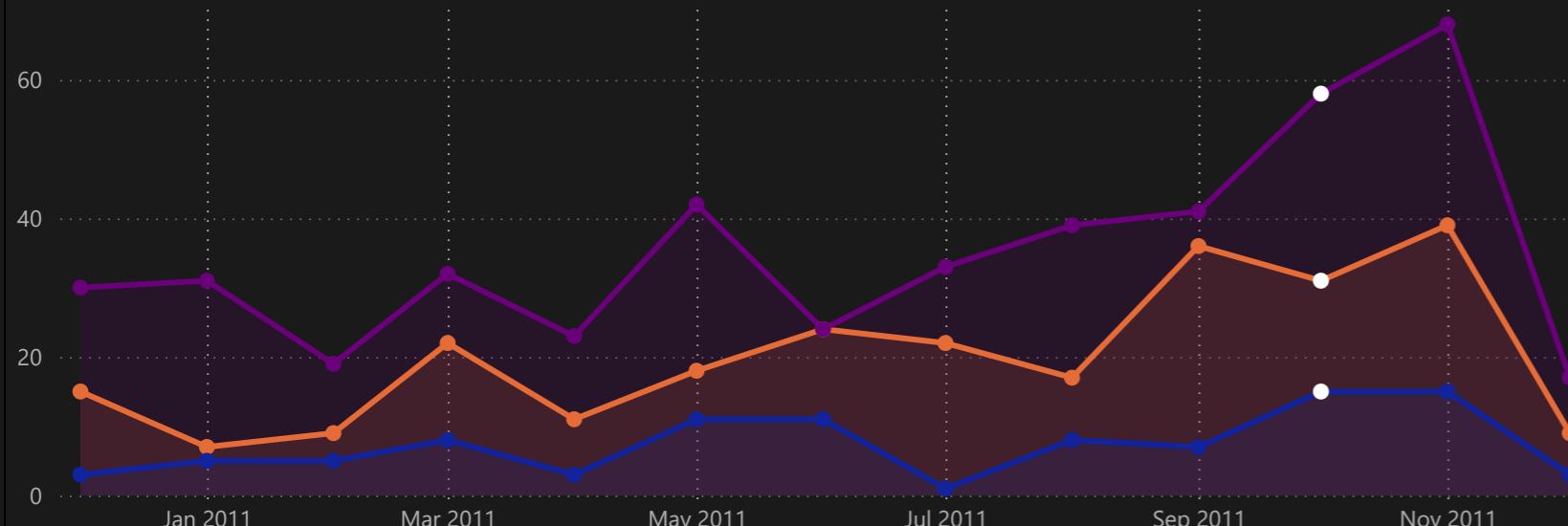
**Avg Order Value****849.51****Avg Units Per Customer****2.18K****Repeat Purchase Rate****451.44%**

### 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.

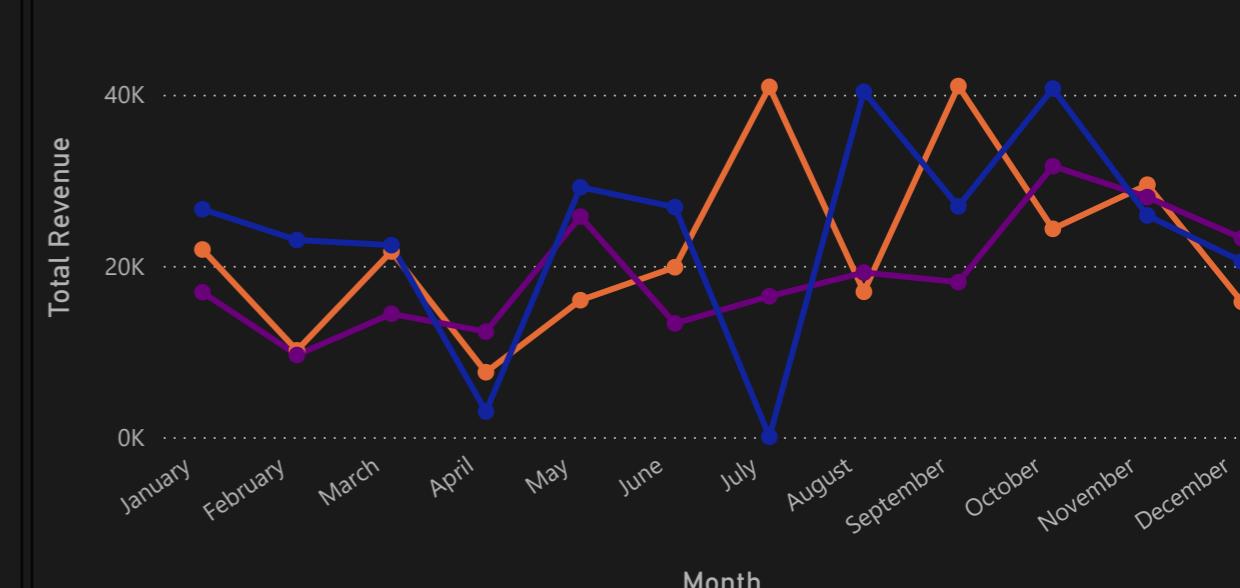
### Count of Invoices by Month & Country

Country ● EIRE ● Germany ● Netherlands



### Sales Revenue by Month & Country

Country ● EIRE ● Germany ● Netherlands





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# Retail Store Sales

Total Countries

37

Top Country by Revenue

United Kingdom

(82.01% of Total Revenue)

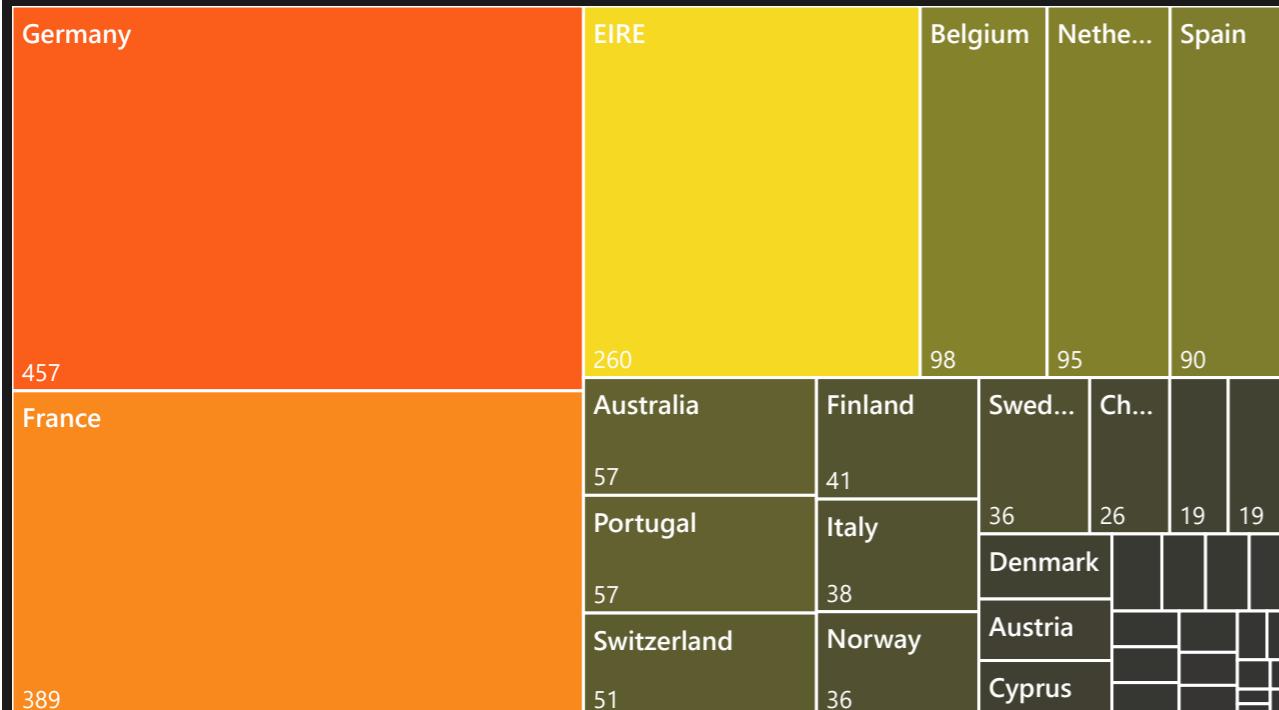
Avg Revenue per Country

240.85K

UK Revenue %

82.01%

## Total Orders by Country



## Global Product Demand by Quantity – Excluding United Kingdom

