



# UCI ONLINE RETAIL SALES DASHBOARD



## Business Performance Analysis | December 2010 - December 2011

Select Year

2010

2011

Total Revenue

8.91M

Total Orders

18.532K

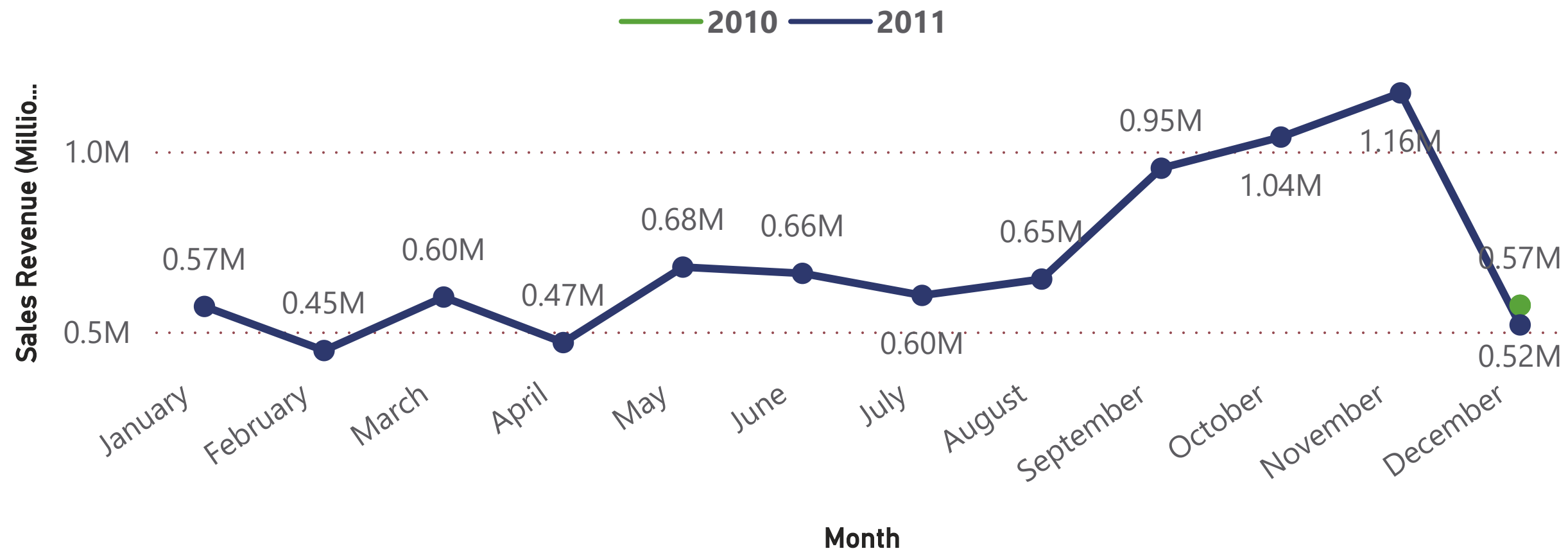
Average Order Value

£480.87

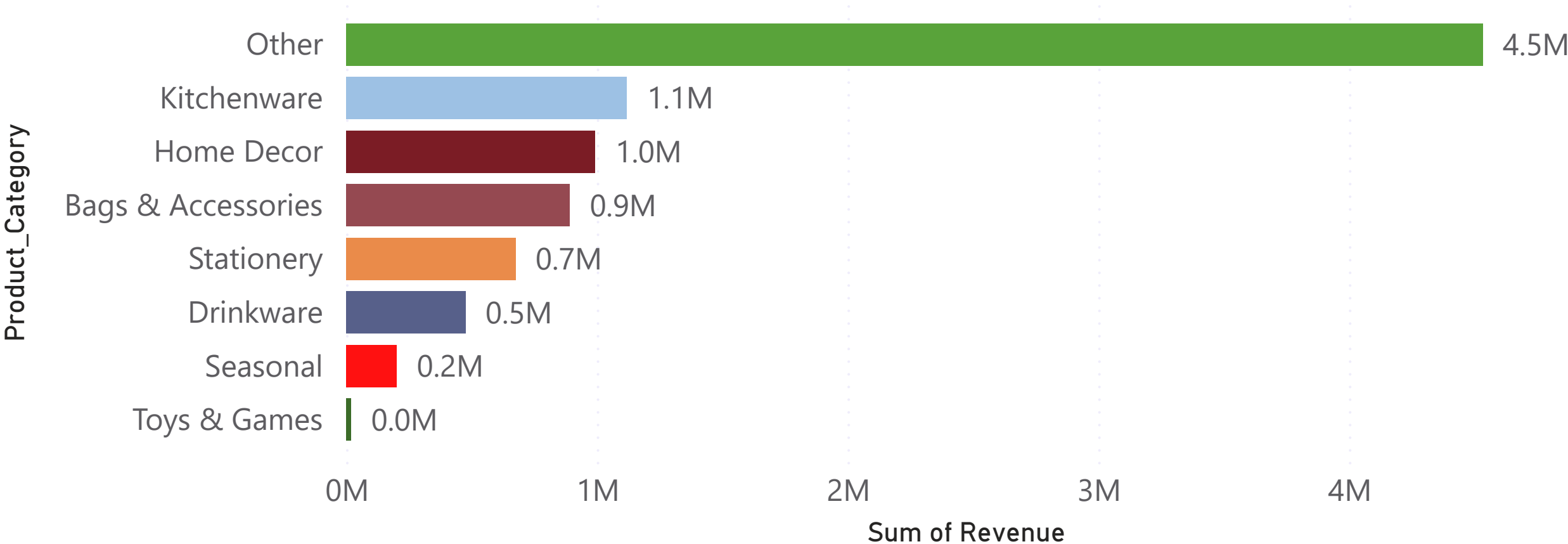
Total Customers

4.338K

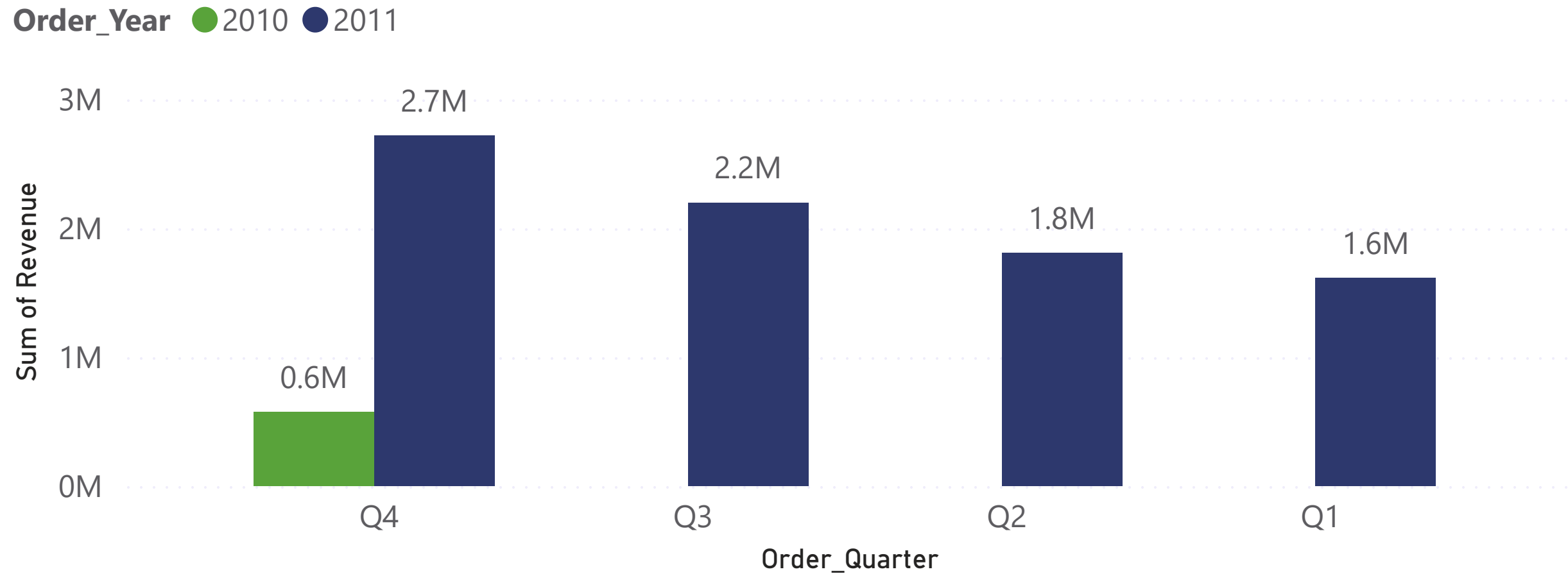
Monthly Sales Trend



Revenue by Category



Quarterly Performance



Customer Loyalty Distribution

