

OVERVIEW - SALES PERFORMANCE

5.15M

Quantity sold

16.10M

Value U.S Dollard

4338

Total customers

18.53K

Invoice number

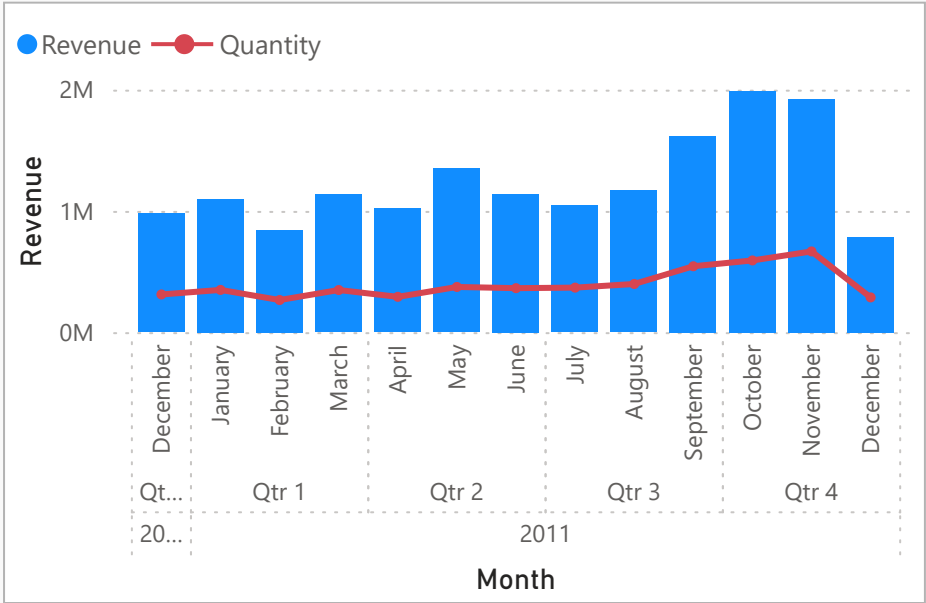
\$869.0

Average transaction value

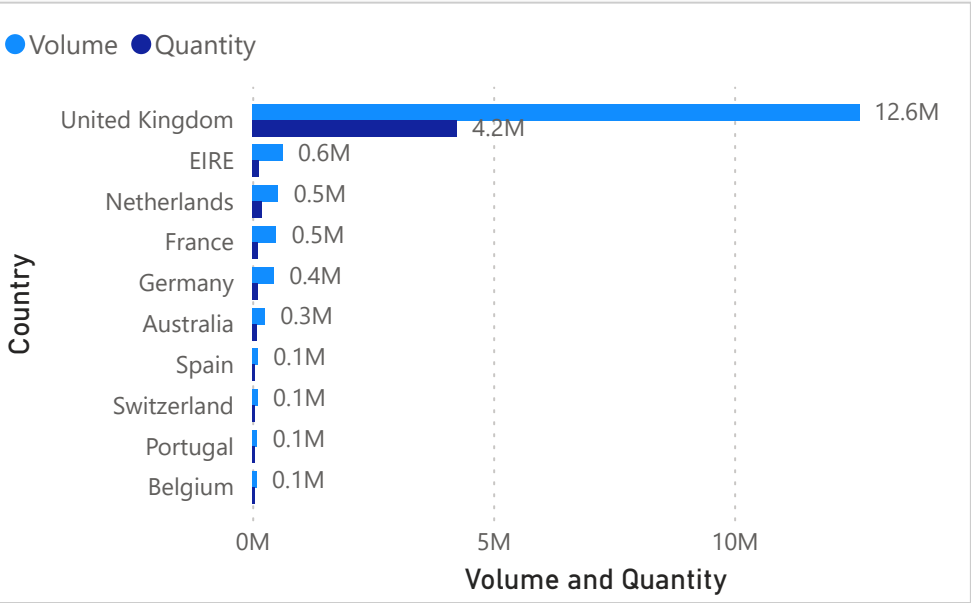
\$3.13

Average Selling Price

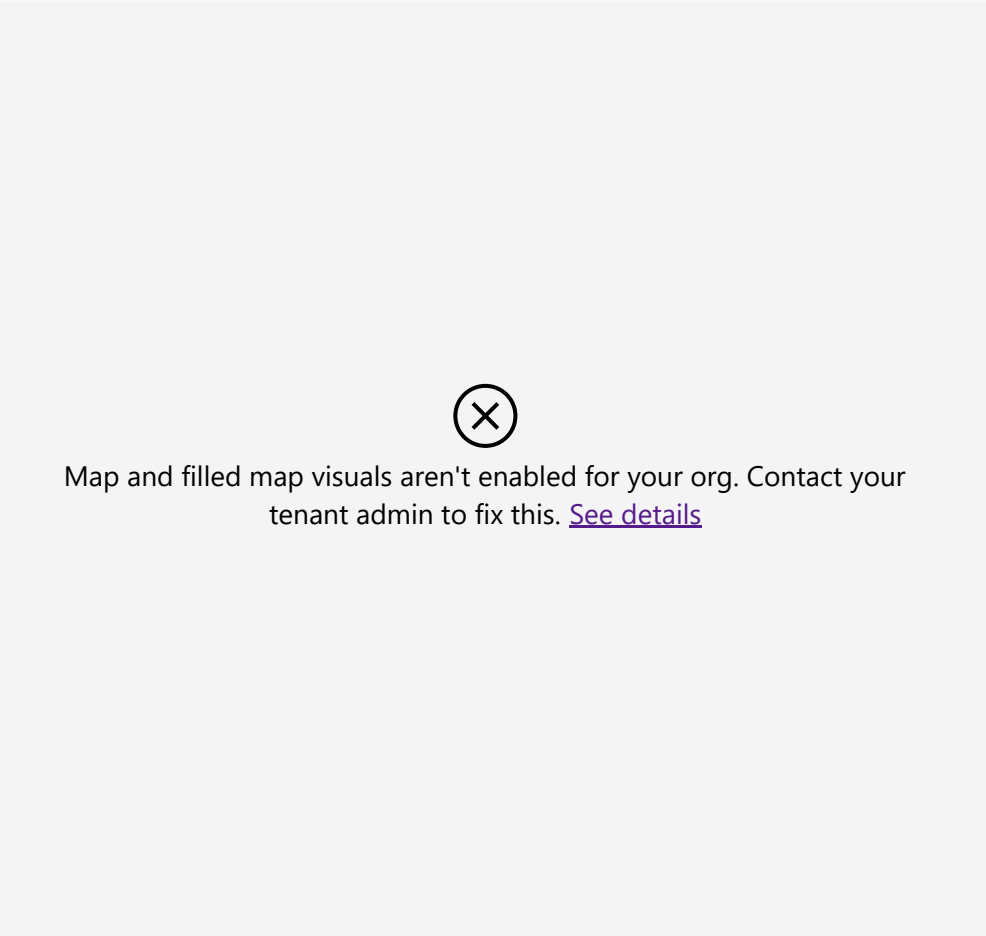
Volume & Revenue by Month (U.S Dollard)



Volume & Revenue by Country (U.S Dollard)



Revenue by Country (U.S Dollard)



Revenue of country by Month (U.S Dollard)

Country	1	2	3	4	5	6	7	8	9
United Kingdom	860,297.70	659,190.74	835,382.35	804,895.70	1,039,096.83	857,304.14	823,176.30	884,917.24	1,318,027.54
EIRE	38,688.01	18,714.87	96,950.49	16,605.54	31,227.31	48,648.22	79,576.07	32,667.49	87,672.45
Netherlands	39,551.92	36,509.20	43,108.68	4,046.51	62,710.31	48,830.45	26.02	64,366.58	65,600.39
France	31,563.58	15,799.14	27,431.52	20,280.12	34,484.81	31,861.14	19,661.67	25,363.92	41,541.89
Germany	29,315.99	16,520.94	27,874.08	23,717.42	50,299.86	22,310.11	32,842.22	31,946.88	35,376.71
Singapore	5,130.43			151,541.61			6,637.25		
Australia	15,062.81	25,916.14	35,644.35	4,883.13	29,574.13	35,023.92	13,256.20	28,544.47	9,827.99
Sweden	9,962.32	1,310.63	14,028.85	1,637.07	13,459.73	2,018.61	18,780.98	7,724.78	12,827.37
Spain	14,366.41	4,086.46	10,735.34	3,937.58	5,867.25	6,775.02	12,437.42	5,625.15	10,780.45
Switzerland	8,171.08	5,392.51	4,794.34	4,314.71	6,413.52	15,303.24	6,402.96	9,956.95	14,440.63
Norway		1,232.09	6,611.21			18,408.61	2,016.68	3,374.60	17,206.68
Portugal	7,310.01	2,124.12	4,776.45	2,653.66	14,818.47	1,454.03	3,230.35	1,290.26	2,329.62
Belgium	2,729.40	4,310.61	6,990.02	3,736.44	6,249.21	7,937.73	6,210.33	7,744.25	7,308.41
Finland	6,721.57	640.02	11,975.37	4,662.19		859.03	5,416.23	3,224.61	3,490.76
Total	1,099,723.04	842,172.58	1,136,591.72	1,020,144.42	1,348,129.35	1,140,605.73	1,042,850.75	1,169,974.84	1,619,352.53

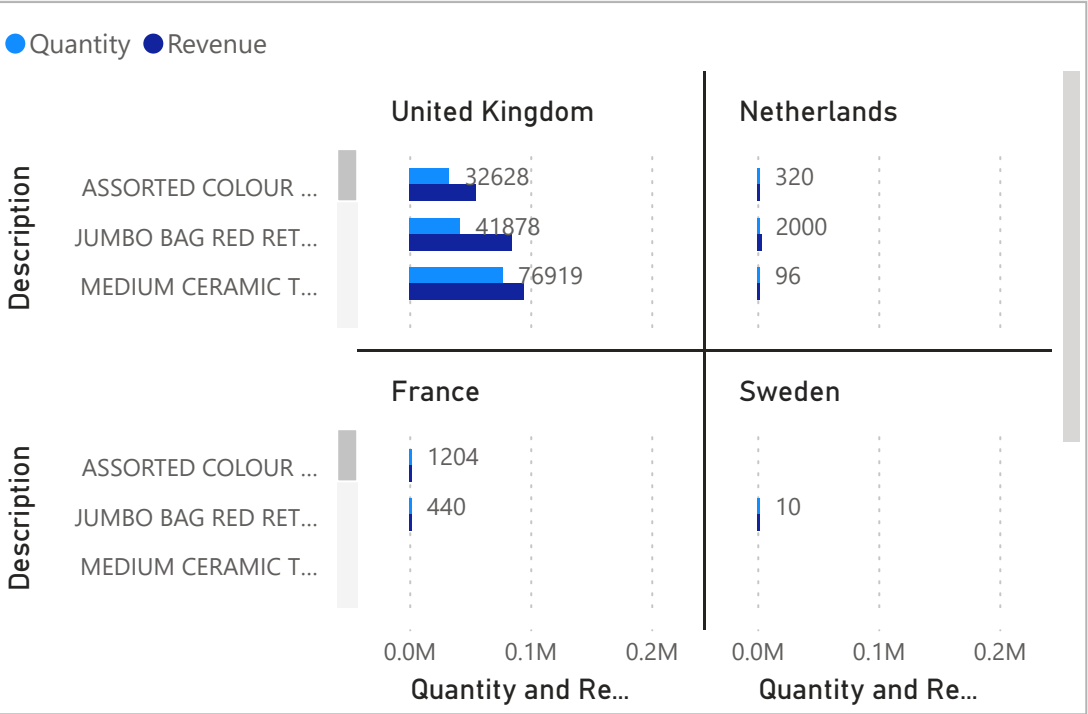
Country	Volume	Volume rate %	Value	Value rate %
United Kingdom	4241305	82.32%	12,606,549.72	78.28%
EIRE	140133	2.72%	623,189.64	3.87%
Netherlands	200361	3.89%	530,649.19	3.29%
France	111428	2.16%	492,351.97	3.06%
Germany	119154	2.31%	442,283.54	2.75%
Singapore	5241	0.10%	305,724.76	1.90%
Australia	83891	1.63%	256,130.38	1.59%
Sweden	36078	0.70%	135,788.77	0.84%
Spain	27933	0.54%	106,958.83	0.66%
Switzerland	30082	0.58%	104,400.88	0.65%
Total	5152002	100.00%	16,104,714.70	100.00%

COUNTRY- USER ANALYSIS

Country

All

Top 10 Product sold by Country



Rentetion rates (%)

Month	0	1	2	3	4	5	6	7	8	9	10	11	12
2010-12	100.00%	36.61%	32.32%	38.42%	36.27%	39.77%	36.27%	34.92%	35.37%	39.55%	37.40%	50.28%	26.55%
2011-01	100.00%	22.06%	26.62%	23.02%	32.13%	28.78%	24.70%	24.22%	29.98%	32.61%	36.45%	11.75%	
2011-02	100.00%	18.68%	18.68%	28.42%	27.11%	24.74%	25.26%	27.89%	24.74%	30.53%	6.84%		
2011-03	100.00%	15.04%	25.22%	19.91%	22.35%	16.81%	26.77%	23.01%	27.88%	8.63%			
2011-04	100.00%	21.33%	20.33%	21.00%	19.67%	22.67%	21.67%	26.00%	7.33%				
2011-05	100.00%	19.01%	17.25%	17.25%	20.77%	23.24%	26.41%	9.51%					
2011-06	100.00%	17.36%	15.70%	26.45%	23.14%	33.47%	9.50%						
2011-07	100.00%	18.09%	20.74%	22.34%	27.13%	11.17%							
2011-08	100.00%	20.71%	24.85%	24.26%	12.43%								
2011-09	100.00%	23.41%	30.10%	11.37%									
2011-10	100.00%	24.02%	11.45%										
2011-11	100.00%	11.15%											
2011-12	100.00%												

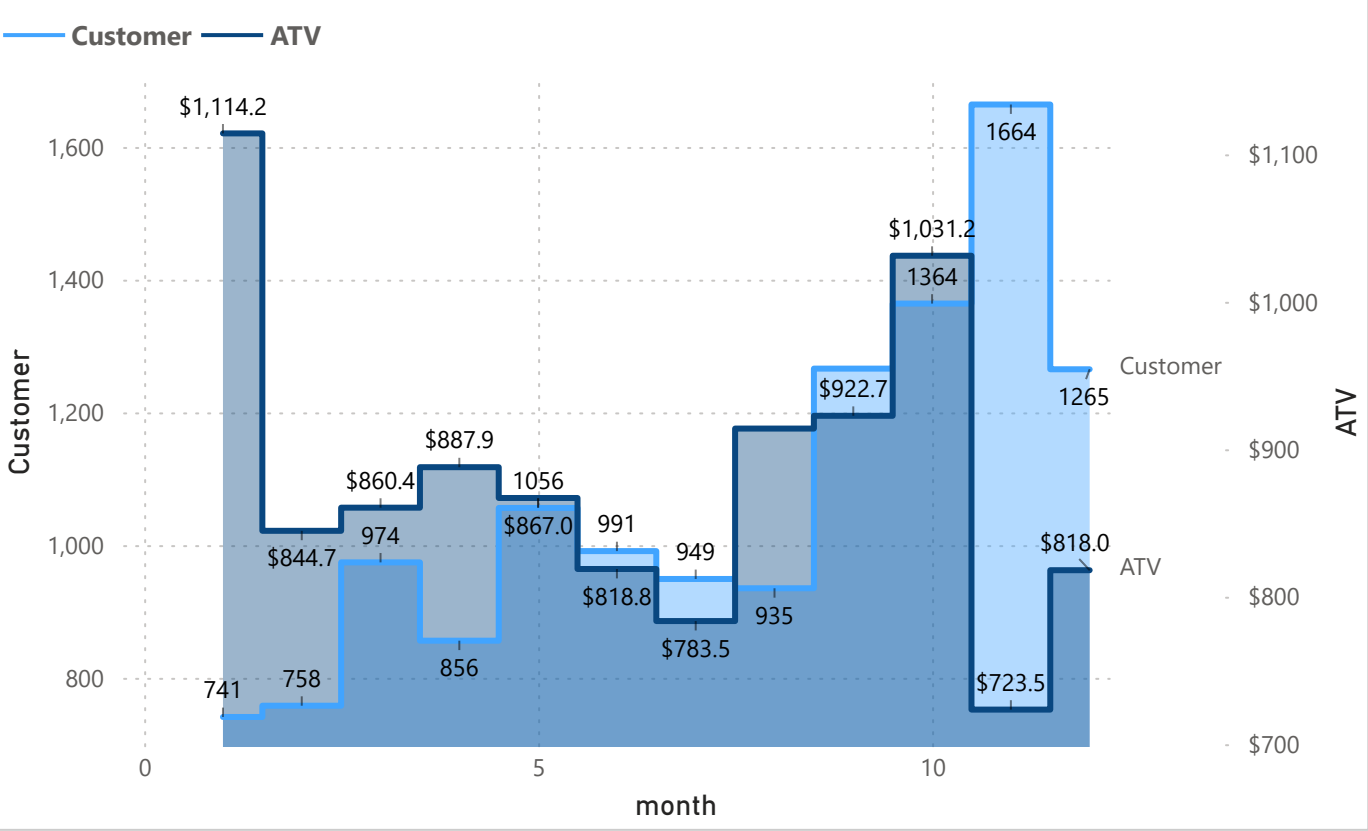
Product sold by country

Country	Description	Quantity
United Kingdom	PAPER CRAFT , LITTLE BIRDIE	80995
	MEDIUM CERAMIC TOP STORAGE JAR	76919
	WORLD WAR 2 GLIDERS ASSTD DESIGNS	49086
	JUMBO BAG RED RETROSPOT	41878
	WHITE HANGING HEART T-LIGHT HOLDER	34630
	ASSORTED COLOUR BIRD ORNAMENT	32628
	POPCORN HOLDER	28923
	PACK OF 12 LONDON TISSUES	24321
	BROCADE RING PURSE	22675
	PACK OF 72 RETROSPOT CAKE CASES	22442
	VICTORIAN GLASS HANGING T-LIGHT	21876
	PACK OF 60 PINK PAISLEY CAKE CASES	19959
	ASSORTED COLOURS SILK FAN	19116
	JUMBO BAG PINK POLKADOT	18075

Detail customer from country

Country	Invoice number	Total customer	ATV	Rate	Revenue
United Kingdom	16646.0	3920	\$757.3	90.36%	12,606,549.72
Germany	457.0	94	\$967.8	2.17%	442,283.54
France	389.0	87	\$1,265.7	2.01%	492,351.97
Spain	90.0	30	\$1,188.4	0.69%	106,958.83
Belgium	98.0	25	\$860.8	0.58%	84,353.97
Switzerland	51.0	21	\$2,047.1	0.48%	104,400.88
Portugal	57.0	19	\$1,678.4	0.44%	95,666.44
Italy	38.0	14	\$1,007.2	0.32%	38,272.05
Finland	41.0	12	\$1,382.9	0.28%	56,699.01
Austria	17.0	11	\$1,222.0	0.25%	20,773.68
Norway	36.0	10	\$2,839.8	0.23%	102,231.11
Australia	57.0	9	\$4,493.5	0.21%	256,130.38
Channel Islands	26.0	9	\$1,654.6	0.21%	43,018.98
Denmark	18.0	9	\$1,439.4	0.21%	25,908.83
Netherlands	94.0	9	\$5,645.2	0.21%	530,649.19
Cyprus	16.0	8	\$2,277.7	0.18%	36,443.43
Total	18532.0	4338	\$869.0	100.00%	16,104,714.70

Customer & Average Transaction Value by Month



Recency- Frequency- Monetary

Recency Score

1

2

3

4

5

Frequency Score

1

2

3

5

Monetary Score

1

2

3

5

Segment name (by Re...

Almost Lost

Champions

Lost

Loyal

Need Attention

Potencial Clientes

Country

Australia

Austria

Bahrain

Belgium

Brazil

Canada

Channel Islands

Cyprus

Czech Republic

Denmark

EIRE

European Commu...

Finland

France

Germany

Greece

Iceland

Israel

Italy

Japan

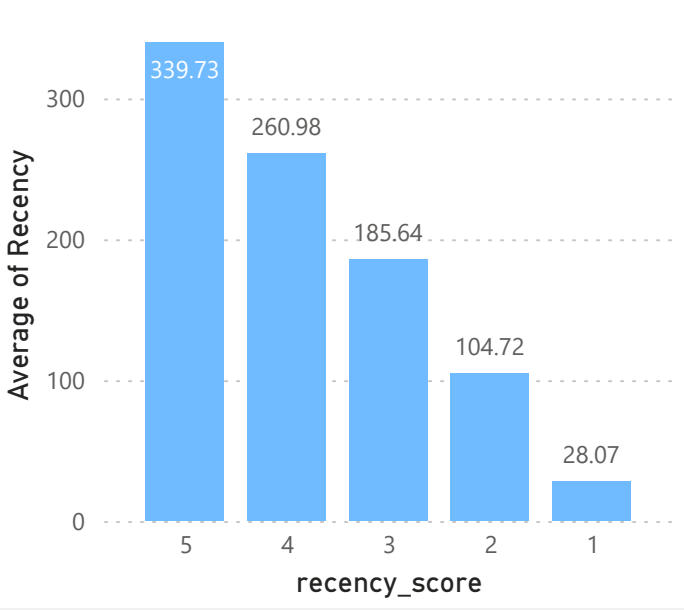
Lebanon

Lithuania

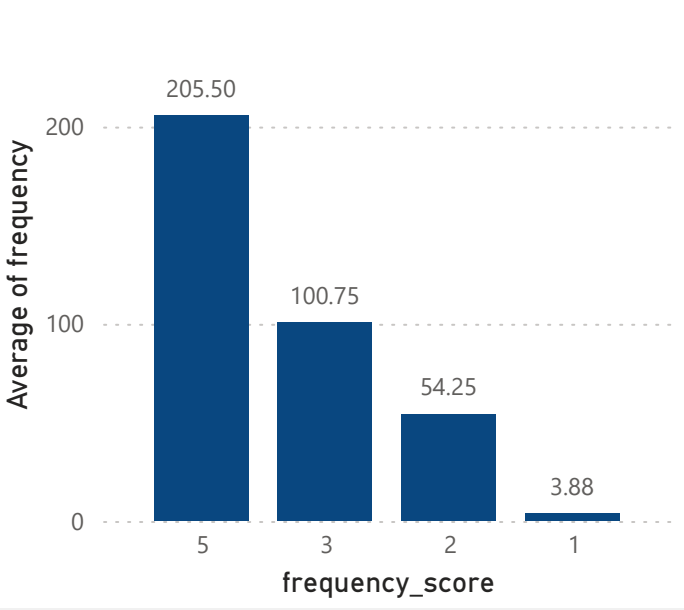
Malta

Netherlands

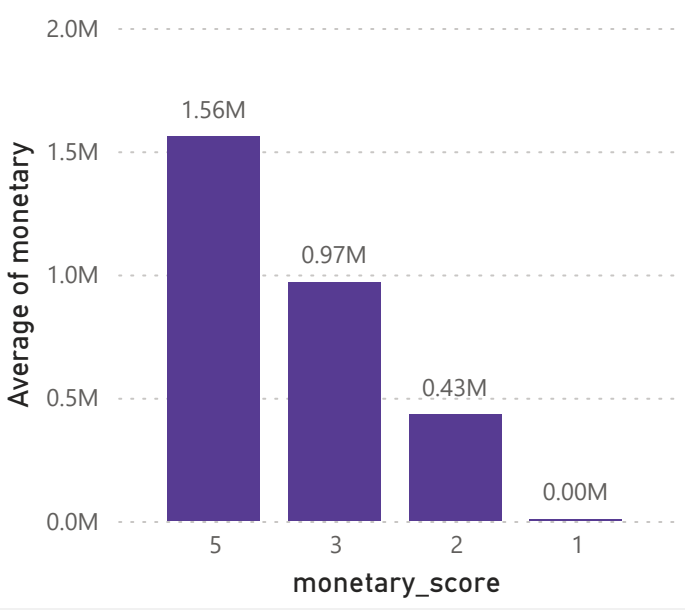
Average Value VS (R Score)



Average Value VS (F Score)



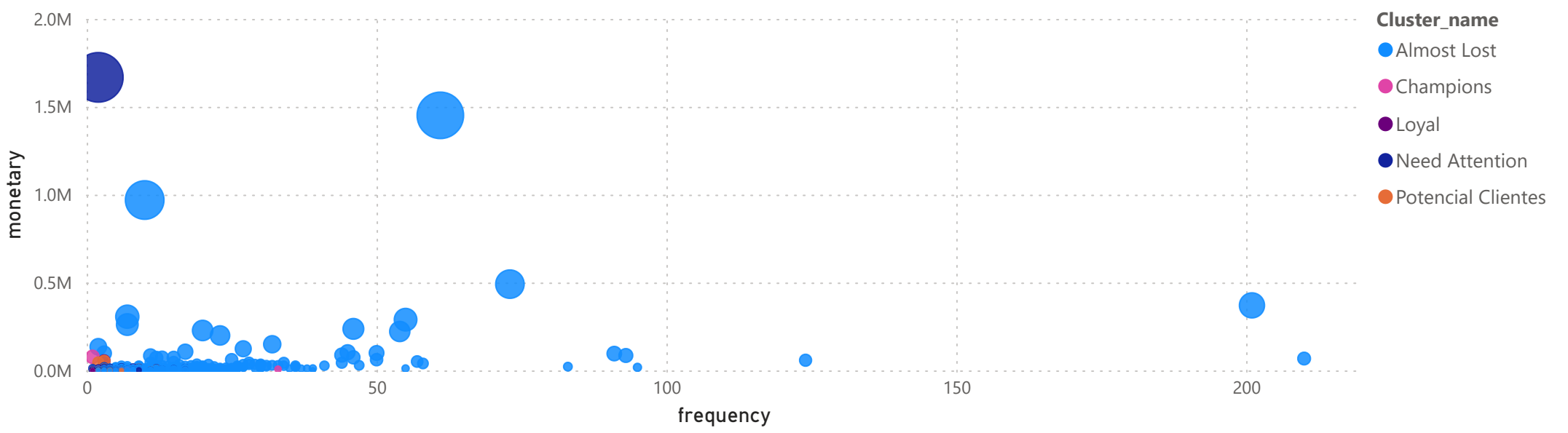
Average Value VS (M Score)



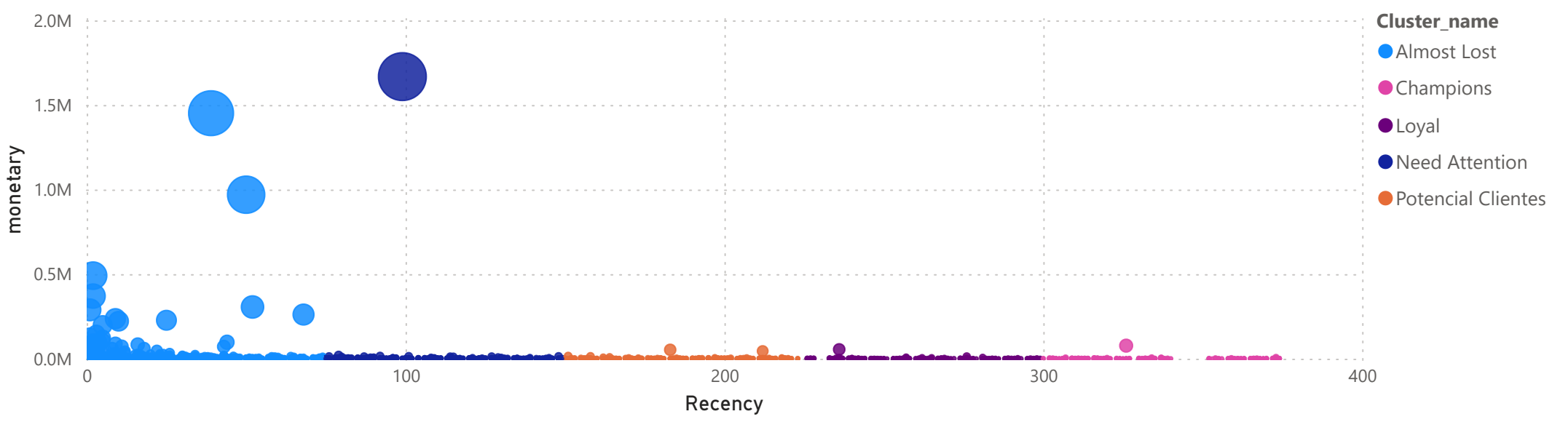
CustomerID	Last transaction date	Recency	frequency	monetary	RFM score
12346	1/18/2011 10:01:00 AM	326	1	77,183.60	5-1-1
12347	12/7/2011 3:52:00 PM	3	7	6,498.98	1-1-1
12348	9/25/2011 1:13:00 PM	76	4	13,495.49	2-1-1
12349	11/21/2011 9:51:00 AM	19	1	5,230.38	1-1-1
12350	2/2/2011 4:01:00 PM	311	1	756.71	5-1-1
12352	11/3/2011 2:37:00 PM	37	8	8,538.86	1-1-1
12353	5/19/2011 5:47:00 PM	205	1	121.50	3-1-1
12354	4/21/2011 1:11:00 PM	233	1	2,387.01	4-1-1
12355	5/9/2011 1:49:00 PM	215	1	1,008.92	3-1-1
12356	11/17/2011 8:40:00 AM	23	3	5,093.09	1-1-1
12357	11/6/2011 4:07:00 PM	34	1	9,068.08	1-1-1
12358	12/8/2011 10:26:00 AM	2	2	2,052.00	1-1-1



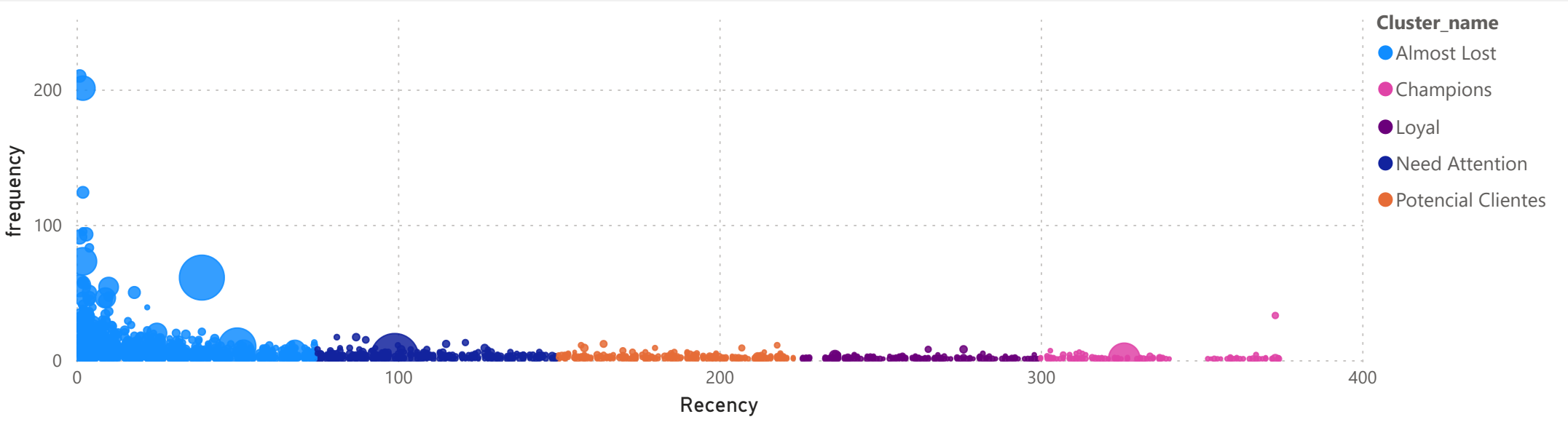
Segment (F & M score)



Segment (R & M score)



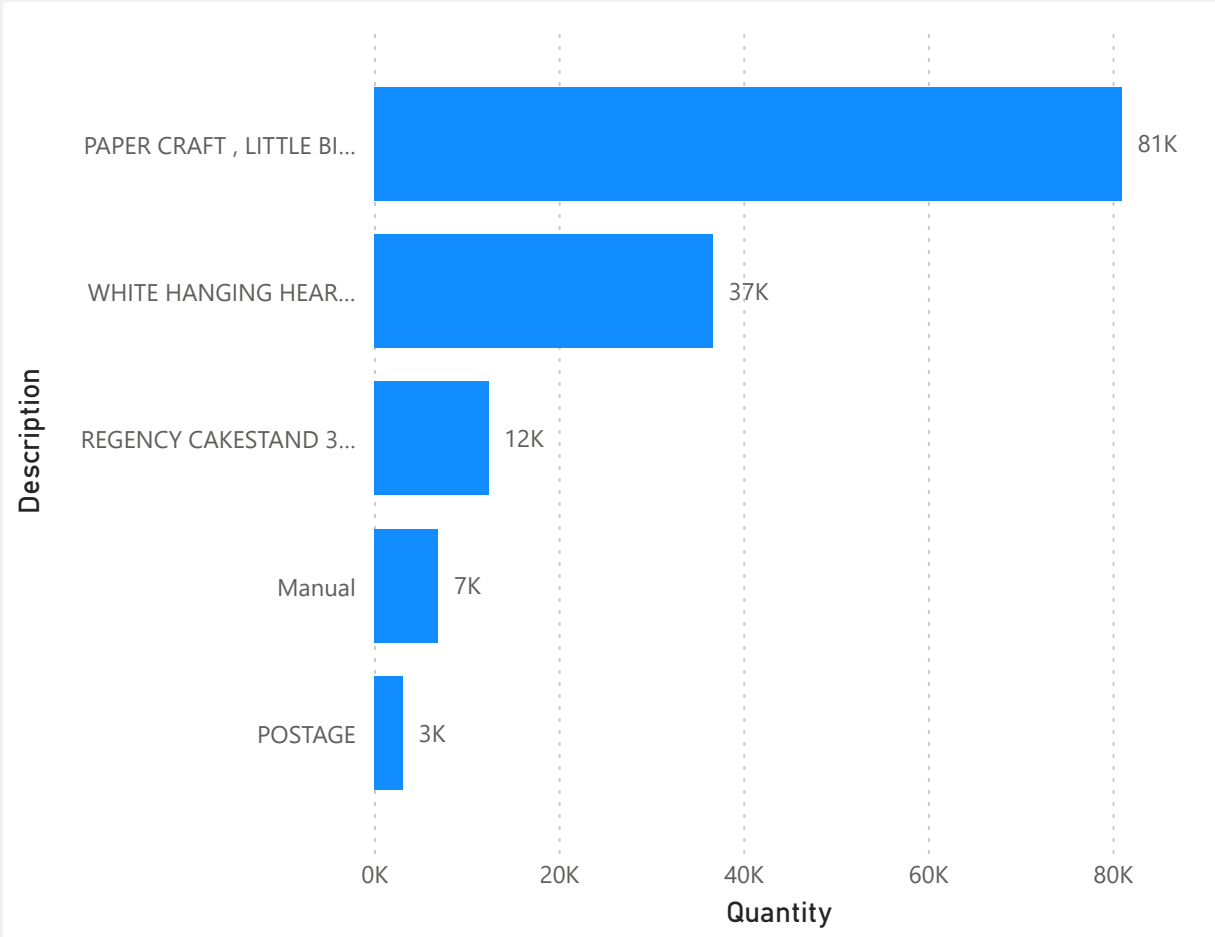
Segment (R & F score)



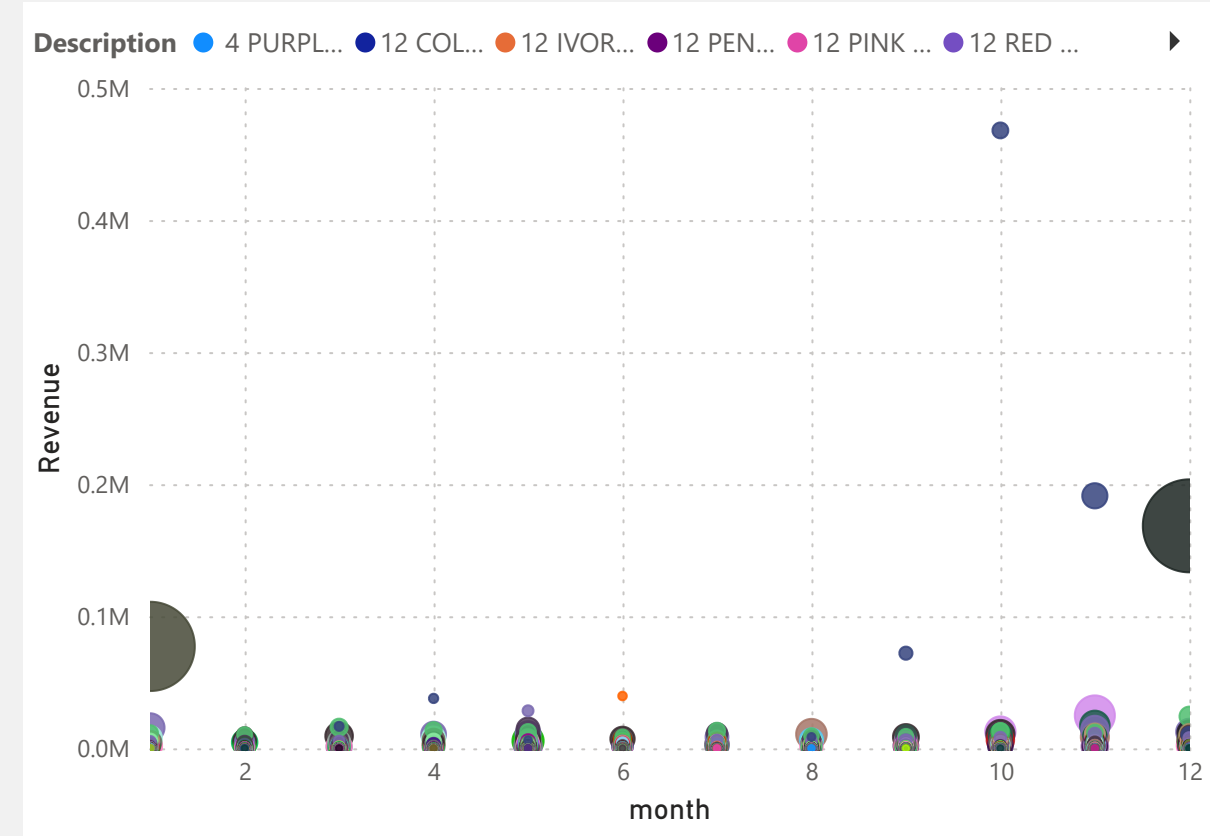
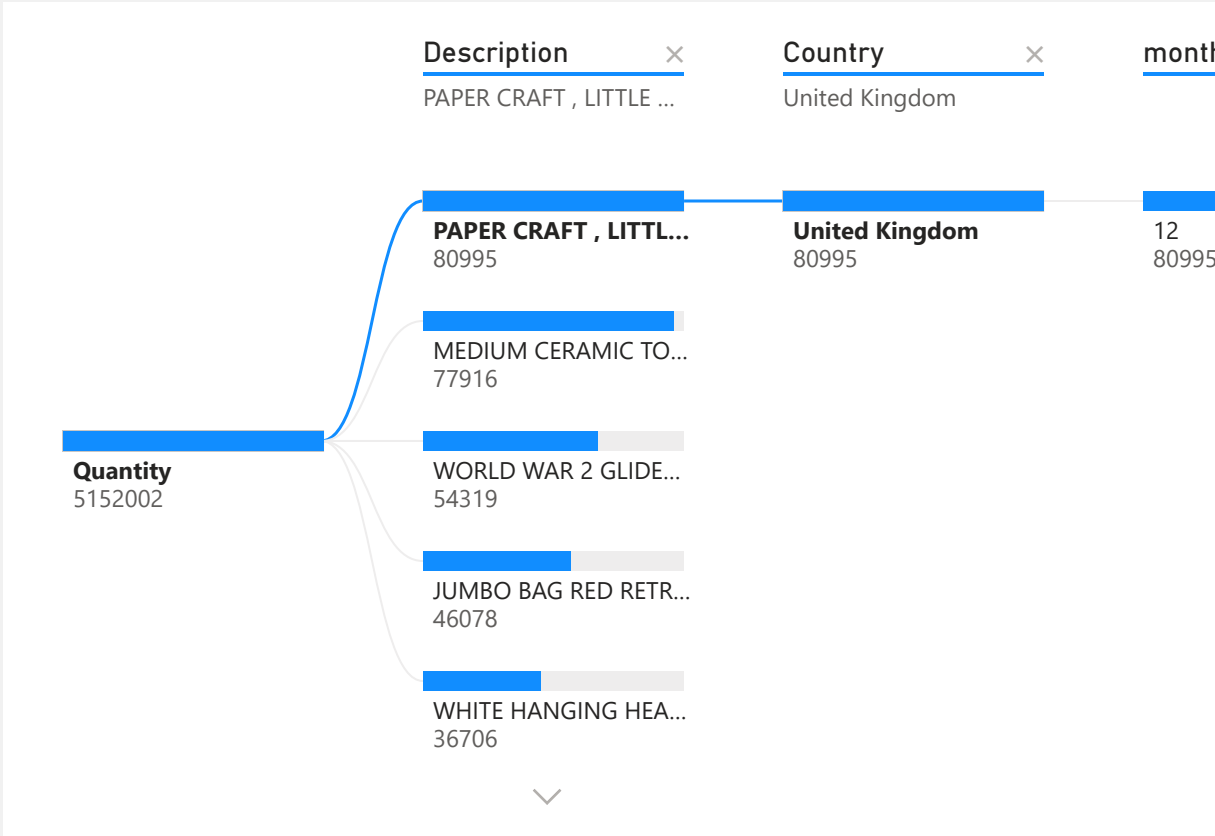
Recency- Frequency- Monetary

Country

All



Description	Quantity	Revenue	ATV
PAPER CRAFT , LITTLE BIRDIE	80995	168,469.60	\$168,469.6
MEDIUM CERAMIC TOP STORAGE JAR	77916	95,081.13	\$487.6
WORLD WAR 2 GLIDERS ASSTD DESIGNS	54319	15,894.06	\$33.7
JUMBO BAG RED RETROSPOT	46078	92,891.82	\$58.1
WHITE HANGING HEART T-LIGHT HOLDER	36706	106,181.94	\$53.9
ASSORTED COLOUR BIRD ORNAMENT	35263	59,266.87	\$43.1
PACK OF 72 RETROSPOT CAKE CASES	33670	18,457.25	\$17.9
POPCORN HOLDER	30919	26,071.87	\$41.3
RABBIT NIGHT LIGHT	27153	54,652.75	\$68.2
MINI PAINT SET VINTAGE	26076	17,119.50	\$52.7
PACK OF 12 LONDON TISSUES	25329	8,252.60	\$21.6
PACK OF 60 PINK PAISLEY CAKE CASES	24230	13,360.91	\$20.0
BROCADE RING PURSE	22927	7,342.15	\$35.6
VICTORIAN GLASS HANGING T-LIGHT	22404	32,056.32	\$39.3
ASSORTED COLOURS SILK FAN	21876	17,610.52	\$54.4
RED HARMONICA IN BOX	20945	26,415.95	\$47.1
JUMBO BAG PINK POLKADOT	20148	40,665.46	\$46.7
SMALL POPCORN HOLDER	18241	15,190.23	\$37.7
60 TEATIME FAIRY CAKE CASES	17664	9,682.87	\$14.7
JUMBO BAG RED RETROSPOT	17576	38,163.37	\$22.6
Total	5152002	16,104,714.70	\$869.0



Description	Country	Quantity	Revenue	ATV	Invoice number
☐ WHITE HANGING HEART T-LIGHT HOLDER	United Kingdom	34630	100,223.60	\$53.2	1884.0
	EIRE	1024	2,908.16	\$72.7	40.0
	Spain	60	177.00	\$16.1	11.0
	Netherlands	452	1,273.13	\$212.2	6.0
	Cyprus	144	401.76	\$80.4	5.0
	Italy	54	159.30	\$31.9	5.0
	Channel Islands	108	318.60	\$79.7	4.0
	Finland	24	70.80	\$23.6	3.0
	France	49	138.02	\$46.0	3.0
	Portugal	18	53.10	\$26.6	2.0
	Singapore	50	137.50	\$68.8	2.0
	Switzerland	68	173.40	\$86.7	2.0
	Australia	6	17.70	\$17.7	1.0
	Germany	12	35.40	\$35.4	1.0
	Israel	1	2.95	\$3.0	1.0
	Malta	6	17.70	\$17.7	1.0
☐ REGENCY CAKESTAND 3 TIER	United Kingdom	9617	120,378.78	\$85.4	1410.0
	Germany	809	9,829.35	\$156.0	63.0
	EIRE	641	7,861.11	\$126.8	63.0