

Online Retail - Sales & Customer Performance Overview



NET REVENUE

9.75M



SALES REVENUE

10.64M



RETURNS

896.81K



RETURN RATE

8.43%



TOTAL ORDERS

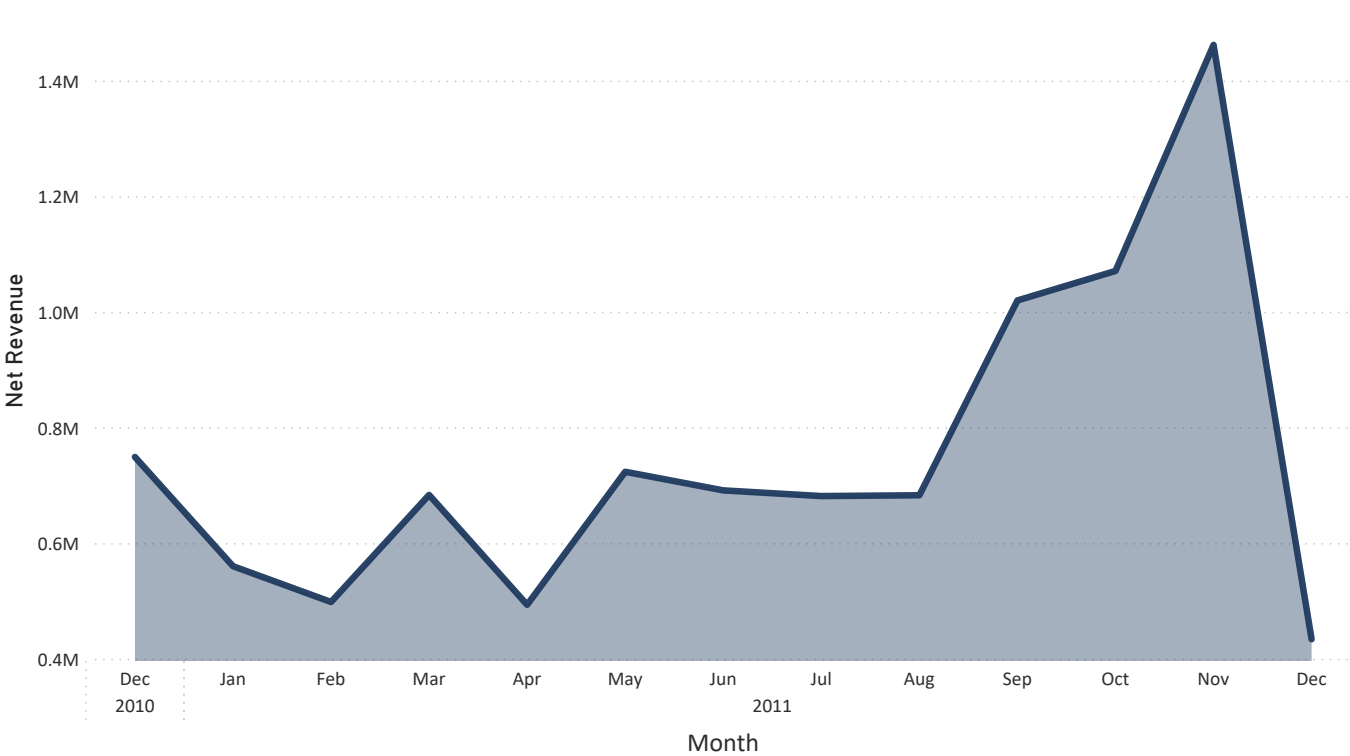
26K



TOTAL CUSTOMERS

4K

Net Revenue Trend (Monthly)



Country

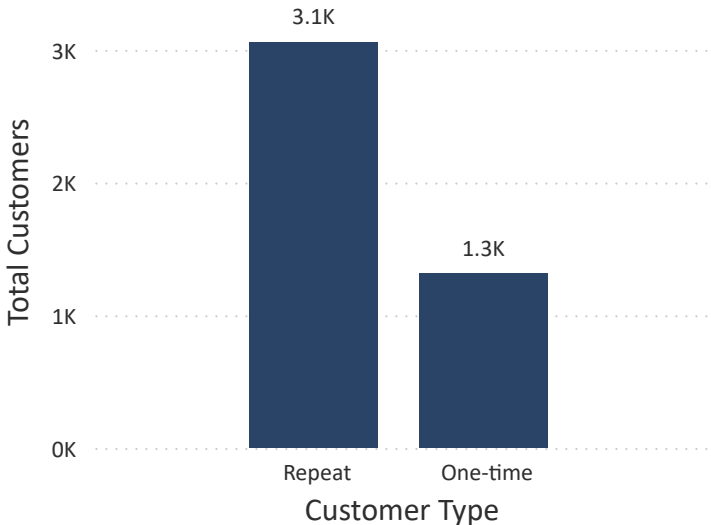
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- ☐ AUSTRIA
- ☐ BAHRAIN
- ☐ BELGIUM
- ☐ BRAZIL
- ☐ CANADA
- ☐ CHANNEL ISLANDS
- ☐ CYPRUS
- ☐ CZECH REPUBLIC
- ☐ DENMARK
- ☐ EIRE

Year

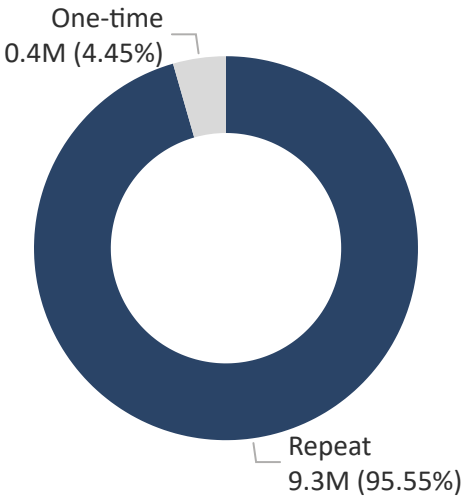


Customer Performance Overview

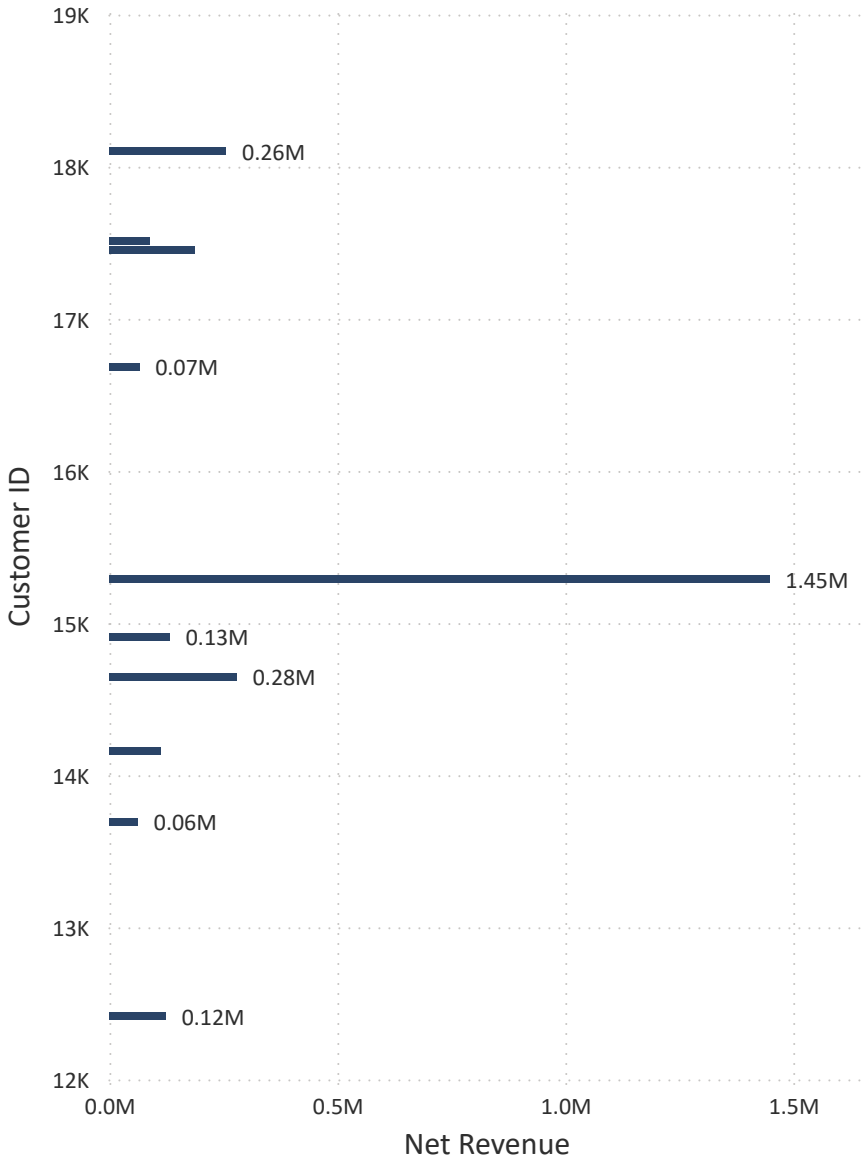
Customer Distribution by Type



Revenue Contribution by Customer Type



Top 10 Customers by Net Revenue



Orders per Customer

Customer ID	Total Orders
18287	3
18283	16
18282	3
18281	1
18280	1
18278	1
18277	2
18276	3

Country

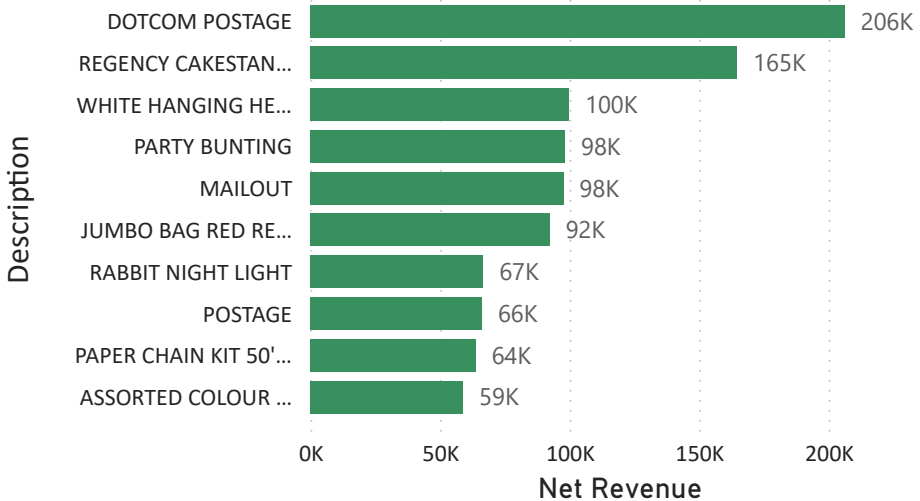
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<input type="checkbox"/>	CHANNEL ISLANDS

Year

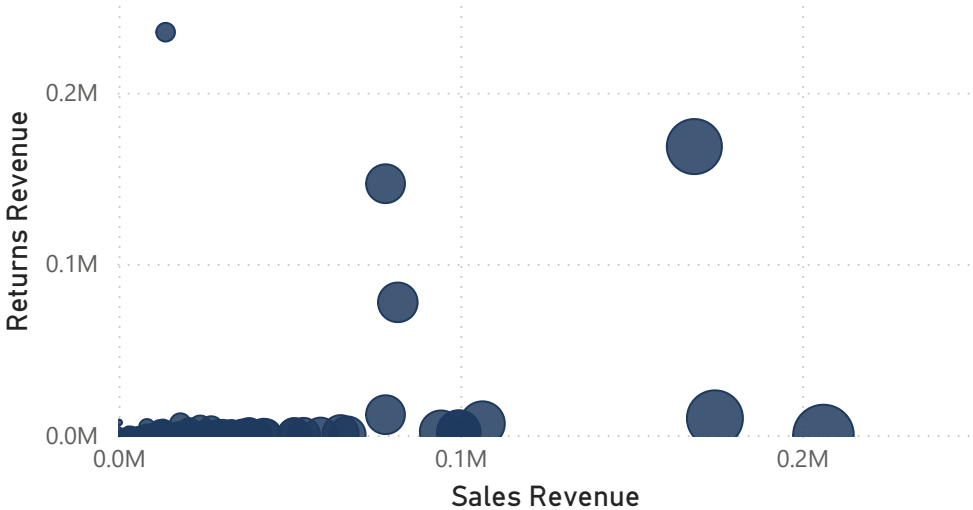
<input checked="" type="checkbox"/>	2010
<input checked="" type="checkbox"/>	2011

Product Performance — Sales & Returns Risk

Top 10 Products by Net Revenue



Sales vs Returns



Country

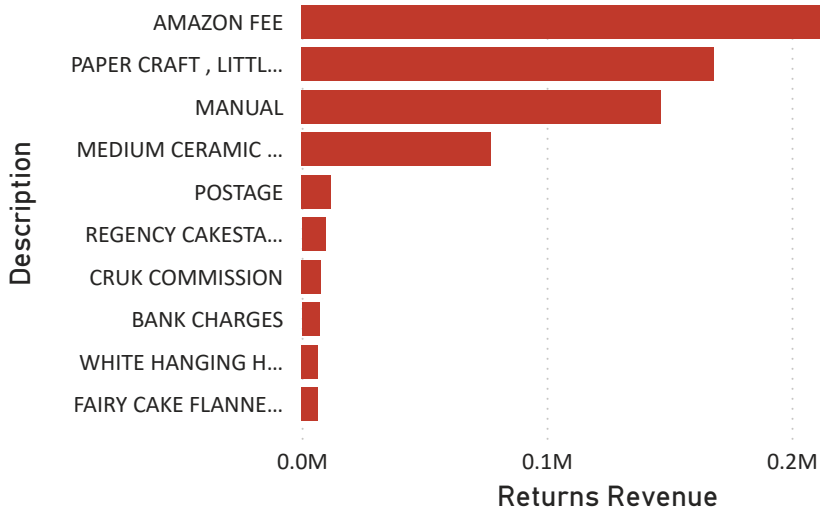
All

Year

2010

2011

Top 10 Products by Return Revenue



Product Detail Table

Description	Sales Revenue	Returns Revenue	Net Revenue	Sum of Quantity
AMAZON FEE	13,761.09	235,281.59	-221,520.50	-30
PAPER CRAFT , LITTLE BIRDIE	168,469.60	168,469.60	0.00	0
MANUAL	78,112.82	146,784.46	-68,671.64	3165
MEDIUM CERAMIC TOP STORAGE JAR	81,700.92	77,479.64	4,221.28	3539
POSTAGE	78,101.88	11,871.24	66,230.64	6353
REGENCY CAKESTAND 3 TIER	174,484.74	9,722.55	164,762.19	12980
CRUK COMMISSION		7,933.43	-7,933.43	-16
BANK CHARGES	165.00	7,340.64	-7,175.64	-13
WHITE HANGING HEART T-LIGHT HOLDER	106,471.28	6,624.30	99,846.98	39122
FAIRY CAKE FLANNEL ASSORTED COLOUR	18,069.28	6,591.42	11,477.86	7103
DISCOUNT		5,696.22	-5,696.22	-1194
DAMAGED	8,285.19	4,822.86	3,462.33	-6521
DOORMAT FAIRY CAKE	23,888.81	4,554.90	19,333.91	2886
GIN + TONIC DIET METAL SIGN	27,074.07	3,775.33	23,298.74	10177
TEA TIME PARTY BUNTING	12,941.27	3,692.95	9,248.32	-143

9.75M

Net Revenue

10.64M

Sales Revenue

896.81K

Returns Revenue

Description

*BOOMBOX IPOD CLASSIC

*USB OFFICE MIRROR BALL

?

10 COLOUR SPACEBOY PEN

12 COLOURED PARTY BALLOONS

12 DAISY PEGS IN WOOD BOX


12 EGG HOUSE PAINTED WOOD

12 HANGING EGGS HAND
PAINTED

12 IVORY ROSE PEG PLACE
SETTINGS


12 MESSAGE CARDS WITH
ENVELOPES






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RETURN RATE

8.43%



TOTAL ORDERS

26K



TOTAL CUSTOMERS

4K

Description	Sum of Quantity	Net Revenue
*BOOMBOX IPOD CLASSIC	-5	16.98
*USB OFFICE MIRROR BALL	0	16.94
?	-24	193.33
10 COLOUR SPACEBOY PEN	6392	5,439.25
12 COLOURED PARTY BALLOONS	2135	1,399.16
12 DAISY PEGS IN WOOD BOX	309	600.87
12 EGG HOUSE PAINTED WOOD	148	2,365.77
12 HANGING EGGS HAND PAINTED	42	87.36
12 IVORY ROSE PEG PLACE SETTINGS	850	1,476.85
12 MESSAGE CARDS WITH ENVELOPES	1739	2,957.77
12 PENCIL SMALL TUBE WOODLAND	4518	3,213.52
12 PENCILS SMALL TUBE RED RETROSPOT	6316	4,309.82
12 PENCILS SMALL TUBE SKULL	6417	4,164.08
12 PENCILS TALL TUBE POSY	3920	1,166.94
12 PENCILS TALL TUBE RED RETROSPOT	2739	2,376.51
12 PENCILS TALL TUBE SKULLS	2152	1,881.52
12 PENCILS TALL TUBE WOODLAND	1957	1,726.12
12 PINK HEN+CHICKS IN BASKET	35	89.25
12 PINK ROSE PEG PLACE SETTINGS	213	262.50
12 RED ROSE PEG PLACE SETTINGS	407	640.92
15 PINK FLUFFY CHICKS IN BOX	4	29.50
15CM CHRISTMAS GLASS BALL 20 LIGHTS	1318	10,602.66
16 PIECE CUTLERY SET PANTRY DESIGN	256	3,816.96
18PC WOODEN CUTLERY SET DISPOSABLE	567	751.38
2 DAISIES HAIR COMB	12	34.86

Net Revenue by Month Name

