

Sales Overview

Dec 1, 2010 - Dec 31, 2011

Country

Total Revenue
\$9.75M

-

Total Sales Transactions
22.1K

📈 N/A

Total Unique Customers
4372

📈 N/A

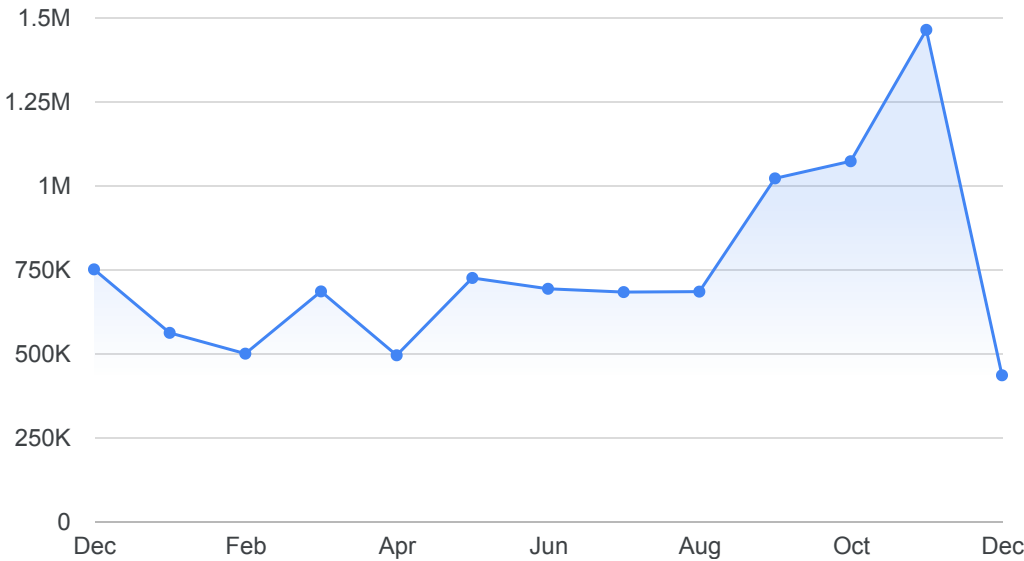
Avg. Orders per Customer
5.0

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Total Quantity Sold
5.2M

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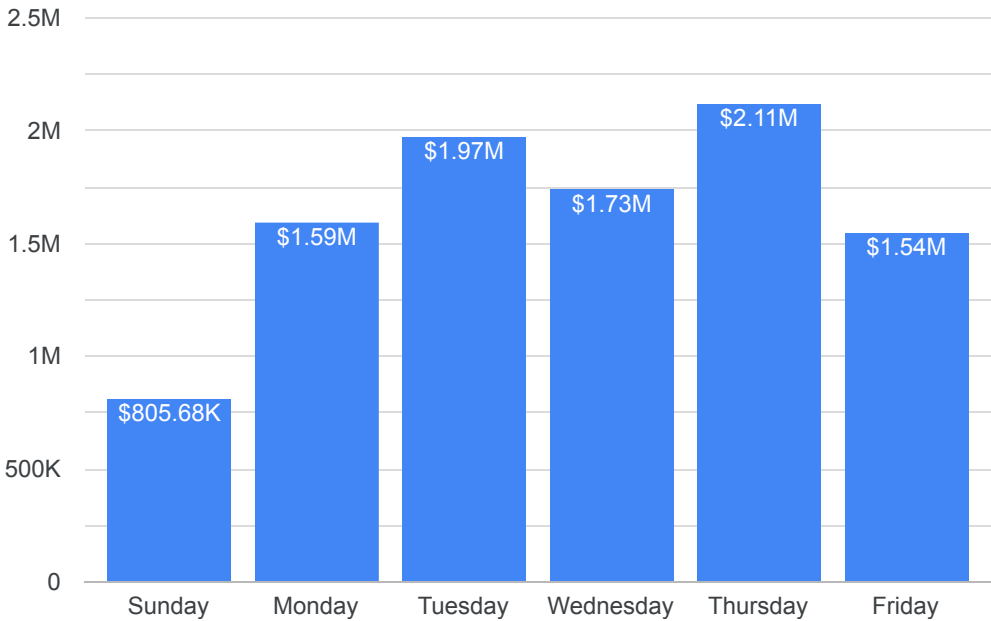
Sales Trend Over Time



Top Selling Products

	Product	Quantity	
1.	WORLD WAR 2 GLIDERS ASSTD DESIGNS	53.8K	
2.	JUMBO BAG RED RETROSPOT	47.4K	
3.	ASSORTED COLOUR BIRD ORNAMENT	36.4K	
4.	POPCORN HOLDER	36.3K	
5.	PACK OF 72 RETROSPOT CAKE CASES	36K	
6.	WHITE HANGING HEART T-LIGHT HOLDER	35.3K	
7.	RABBIT NIGHT LIGHT	30.7K	
8.	MINI PAINT SET VINTAGE	26.4K	
9.	PACK OF 12 LONDON TISSUES	26.3K	
10.	PACK OF 60 PINK PAISLEY CAKE CASES	24.8K	

Sales by Day of Week



Sales by Country



Customer Analysis

Dec 1, 2010 - Dec 31, 2011

Country

Customer Lifetime Value (CLV)

\$2.23K

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Average Order Value (AOV)

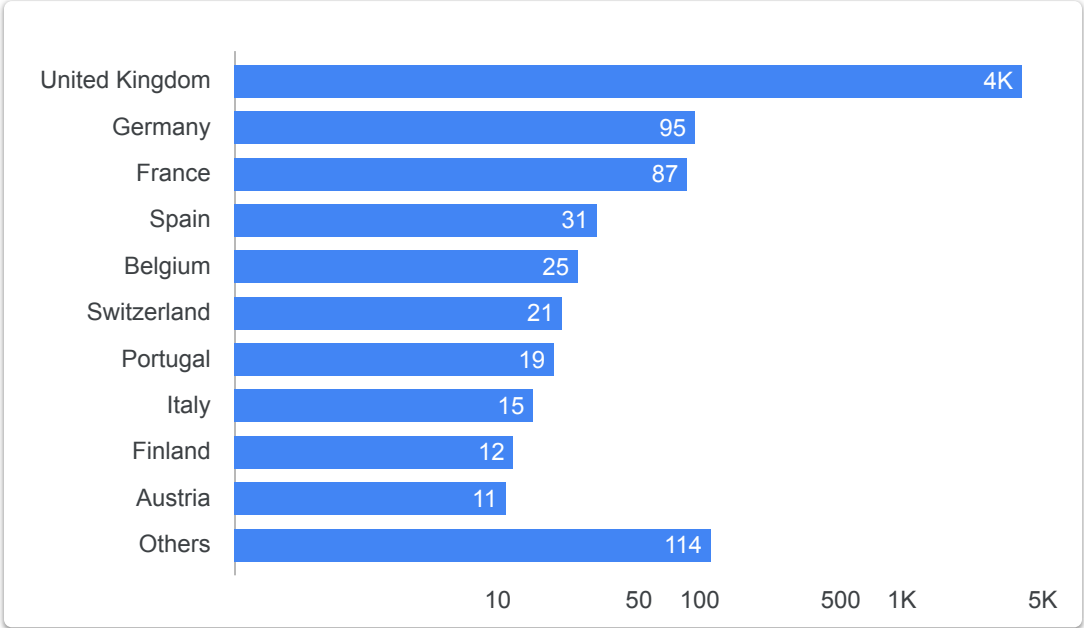
\$441.85

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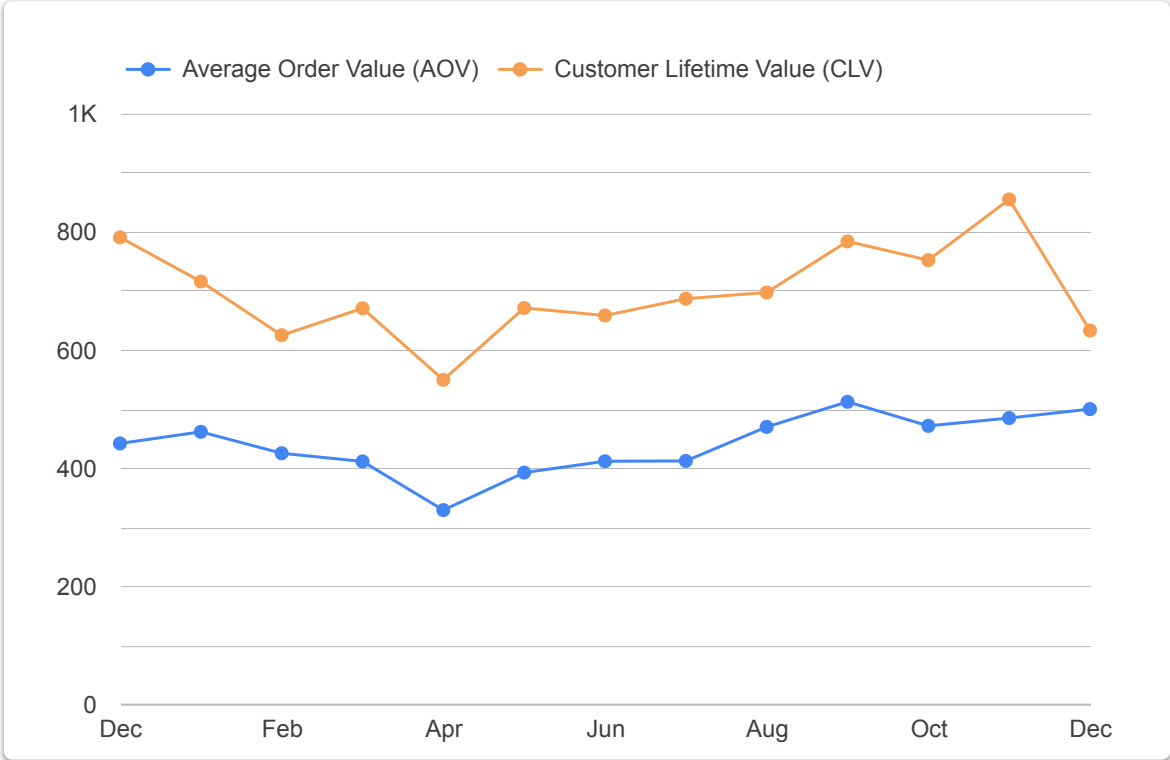
Top Customers by Revenue

	Customer ID	Revenue ▾	Total Orders	AOV
1.	14646	\$279.49K	74	\$3.78K
2.	18102	\$256.44K	60	\$4.27K
3.	17450	\$187.48K	46	\$4.08K
4.	14911	\$132.57K	201	\$659.57
5.	12415	\$123.73K	21	\$5.89K

Customer Distribution by Country



Customer Value and Spending Trends Over Time



CLV by Country

