

Sales Overview

Jan 1, 2011 - Dec 31, 2011

Country

Total Revenue

\$9.00M

⬆️ 1,101.5%

Total Sales Transactions

20.4K

⬆️ 1,098.5%

Total Unique Customers

4244

⬆️ 347.7%

Avg. Orders per Customer

4.8

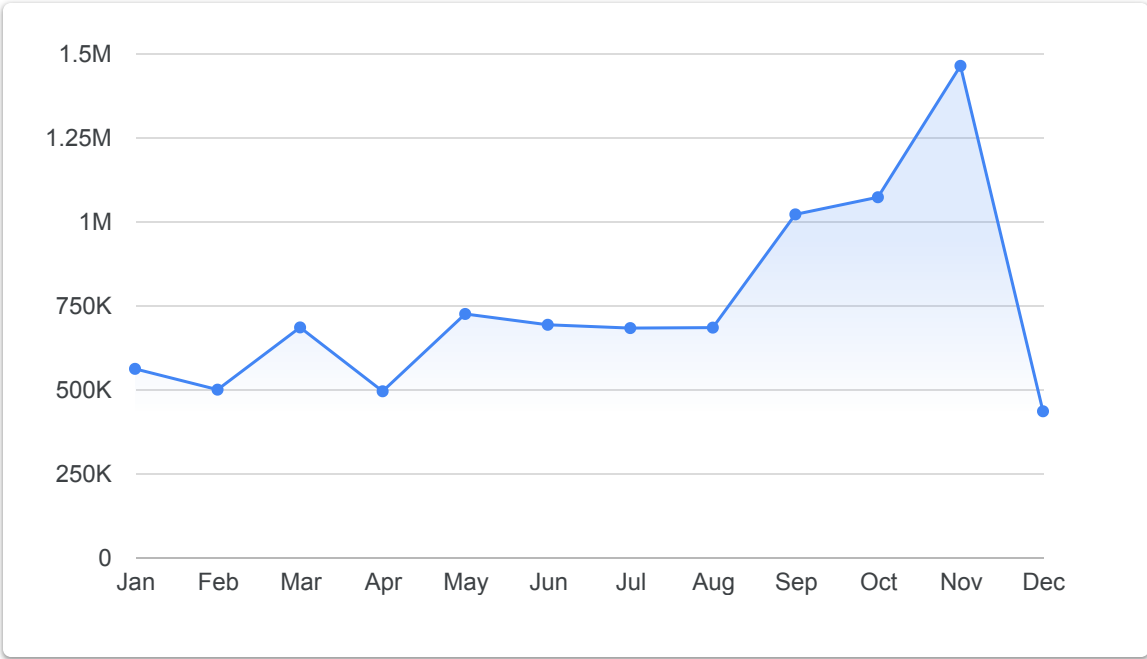
⬆️ 167.7%

Total Quantity Sold

4.8M

⬆️ 1,312.6%

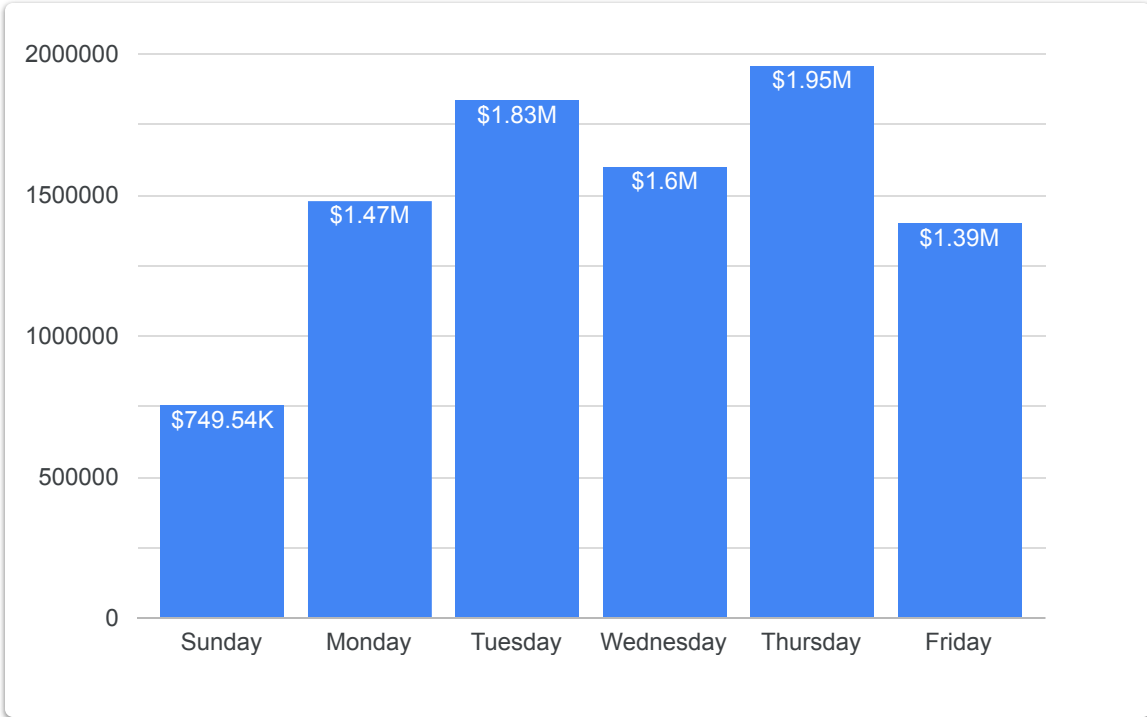
Sales Trend Over Time



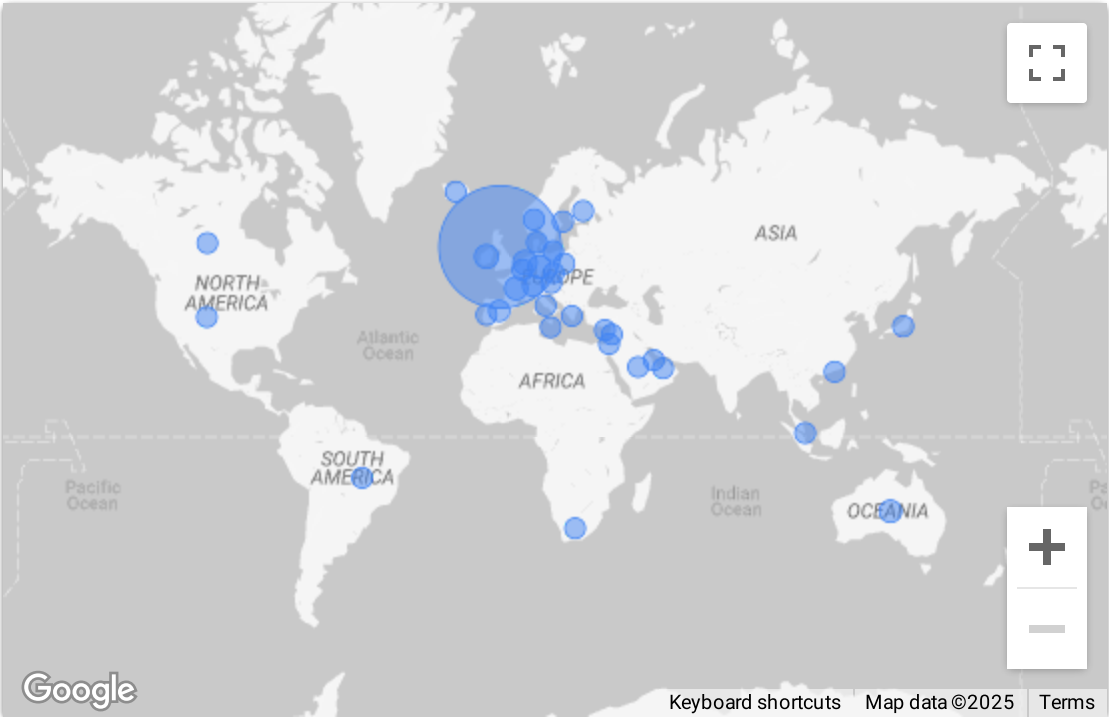
Top Selling Products

	Product	Quantity	
1.	WORLD WAR 2 GLIDERS ASSTD DESIGNS	48.7K	
2.	JUMBO BAG RED RETROSPOT	45.2K	
3.	POPCORN HOLDER	36.3K	
4.	ASSORTED COLOUR BIRD ORNAMENT	34K	
5.	WHITE HANGING HEART T-LIGHT HOLDER	32K	
6.	PACK OF 72 RETROSPOT CAKE CASES	32K	
7.	RABBIT NIGHT LIGHT	30.7K	
8.	MINI PAINT SET VINTAGE	23.7K	
9.	PACK OF 12 LONDON TISSUES	23.6K	
10.	PACK OF 60 PINK PAISLEY CAKE CASES	23K	

Sales by Day of Week



Sales by Country



Customer Analysis

Jan 1, 2011 - Dec 31, 2011

Country

Customer Lifetime Value (CLV)

\$2.12K

↑ 168.4%

Average Order Value (AOV)

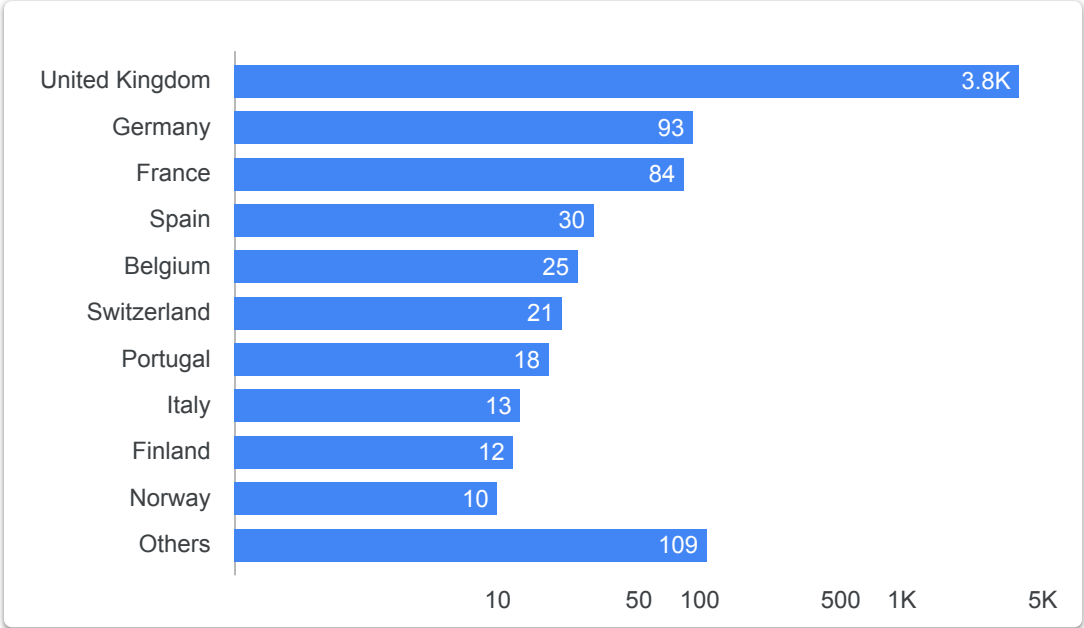
\$441.94

↑ 0.3%

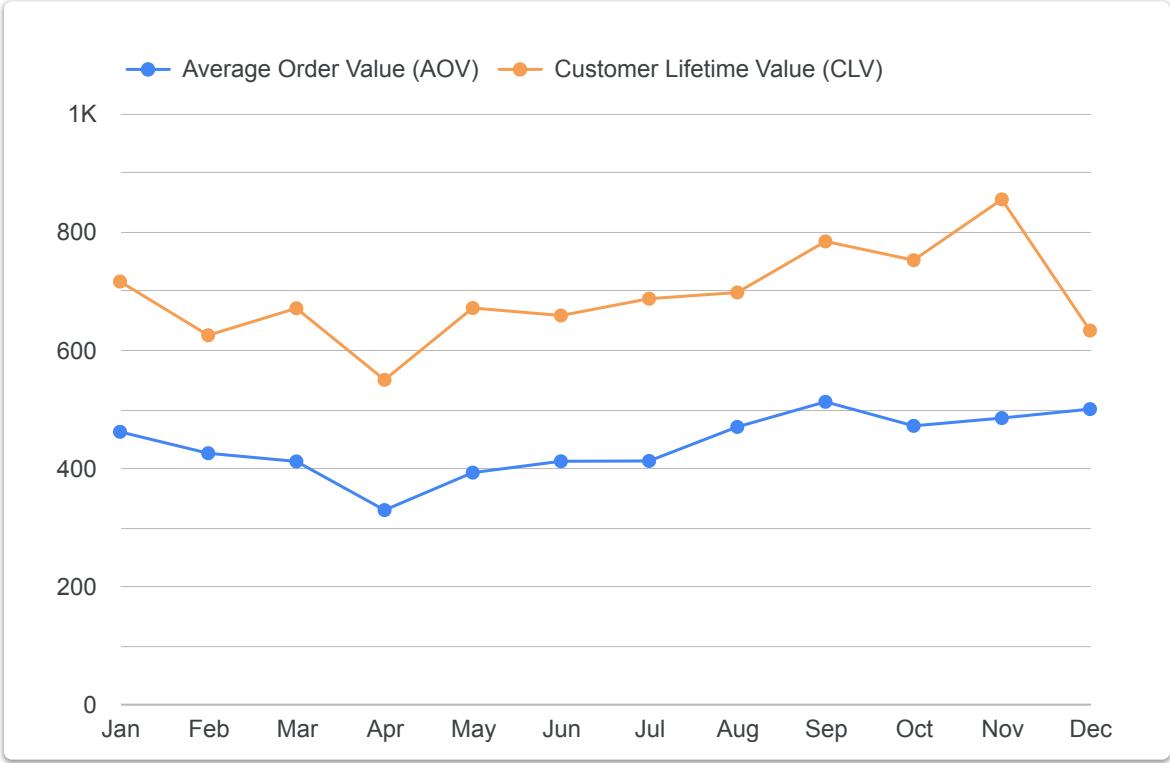
Top Customers by Revenue

	Customer ID	Revenue ▾	Total Orders	AOV
1.	14646	\$270.9K	72	\$3.76K
2.	18102	\$228.6K	56	\$4.08K
3.	17450	\$185.45K	44	\$4.21K
4.	14911	\$125.82K	188	\$669.23
5.	12415	\$123.73K	21	\$5.89K

Customer Distribution by Country



Customer Value and Spending Trends Over Time



CLV by Country

