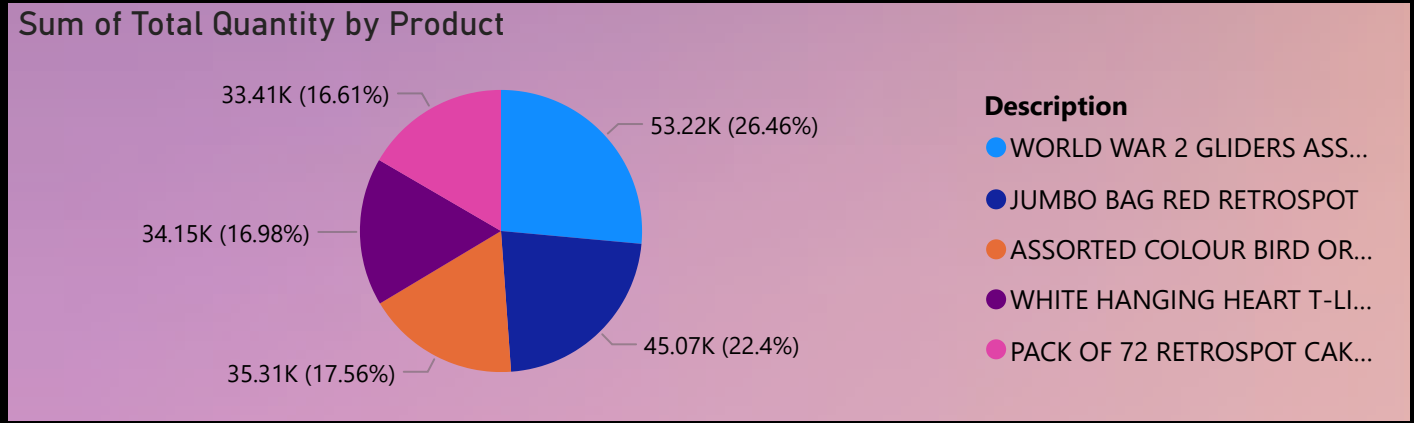


InvoiceDate

01-12-2010

09-12-2011

Country	Sum of Total Cost	Sum of Total transaction	Sum of Average Sales
Australia	£1,37,077.27	1259	£3,318.50
Austria	£10,154.32	401	£526.80
Bahrain	£548.40	17	£57.50
Belgium	£40,910.96	2069	£1,630.20
Brazil	£1,143.60	32	£35.70
Canada	£3,666.38	151	£1,145.90
Channel Islands	£20,086.29	758	£948.00
Cyprus	£12,846.20	622	£422.80
Total	£83,00,065.81	406829	£55,774.30



Country

Australia

Austria

Bahrain

Belgium

Brazil

Canada

TOP 5 CUSTOMER BY PRICING

14646
2,79,489.02
18102
2,56,438.49
17450
1,87,482.17
14911
1,32,572.62
12415
1,23,725.45

BOTTOM 5 CUSTOMER BY PRICING

17448
-4,287.63
15369
-1,592.49
14213
-1,192.20
17603
-1,165.30
12503
-1,126.00

CustomerID

All

TOP 5 PRODUCTS FROM THE CUSTOMER

ASSORTED COLOUR BIRD ORNAMENT

JUMBO BAG RED RETROSPOT

PACK OF 72 RETROSPOT CAKE CASES

WHITE HANGING HEART T-LIGHT HOLDER

WORLD WAR 2 GLIDERS ASSTD DESIGNS

TOP 5 CUSTOMER BY PURCHASE FREQUENCY

14911
146
12748
115
17841
113
15311
91
14666
14666

BOTTOM 5 CUSTOMER BY PURCHASE FR...

12346
1
12349
1
12350
1
12353
1
12353
1

InvoiceDate

01-12-2010

09-12-2011

Country

Australia

Austria

Bahrain

Belgium

Brazil

Canada

TOTAL SALE

8.30M

TOTAL SALE

4.91M

Description										
Search										
(Blank)	12 DAISY PEGS IN WOOD BOX	12 IVORY ROSE PEG PLACE SETTINGS	12 PENCILS SMALL TUBE RED RETROSPOT	12 PENCILS TALL TUBE RED RETROSPOT	12 PINK HEN+CHICKS IN BASKET	15 PINK FLUFFY CHICKS IN BOX	16 PIECE CUTLERY SET PANTRY DESIGN	2 PICTURE BOOK EGGS EASTER BUNNY	20 DOLLY PEGs RETROSPOT	3 BIRDS CANVAS SCREEN
10 COLOUR SPACEBOY PEN	12 EGG HOUSE PAINTED WOOD	12 MESSAGE CARDS WITH ENVELOPES	12 PENCILS SMALL TUBE SKULL	12 PENCILS TALL TUBE SKULLS	12 PINK ROSE PEG PLACE SETTINGS	15CM CHRISTMAS GLASS BALL 20 LIGHTS	18PC WOODEN CUTLERY SET DISPOSABLE	2 PICTURE BOOK EGGS EASTER CHICKS	200 BENDY SKULL STRAWS	3 BLACK CATS W HEARTS BLANK CARD
12 COLOURED PARTY BALLOONS	12 HANGING EGGS HAND PAINTED	12 PENCIL SMALL TUBE WOODLAND	12 PENCILS TALL TUBE POSY	12 PENCILS TALL TUBE WOODLAND	12 RED ROSE PEG PLACE SETTINGS	16 PC CUTLERY SET PANTRY	2 DAISIES HAIR COMB	2 PICTURE BOOK EGGS EASTER DUCKS	200 RED + WHITE BENDY STRAWS	3 DRAWER ANTIQUE WHITE WOOD

Customer Segment			
	Entry-level customers	High-value customers	Mid-tier customers
	4228	18	79
	Frequent customers	Occasional customers	One-time customers
	211	2782	1387