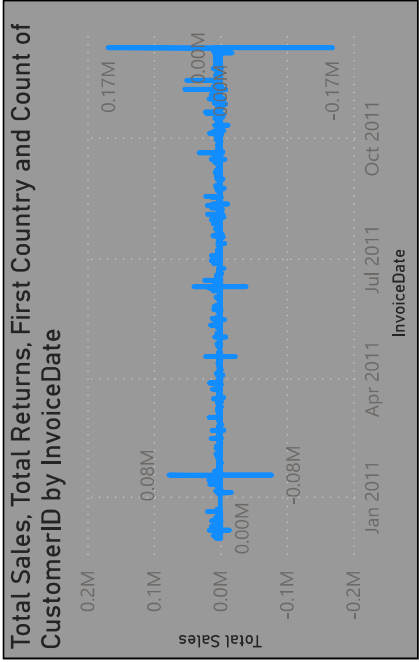
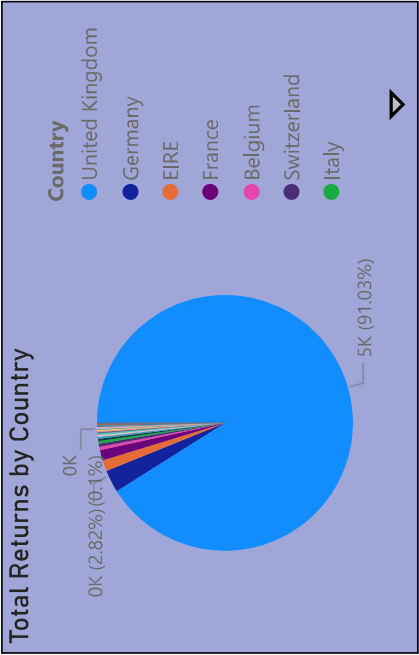
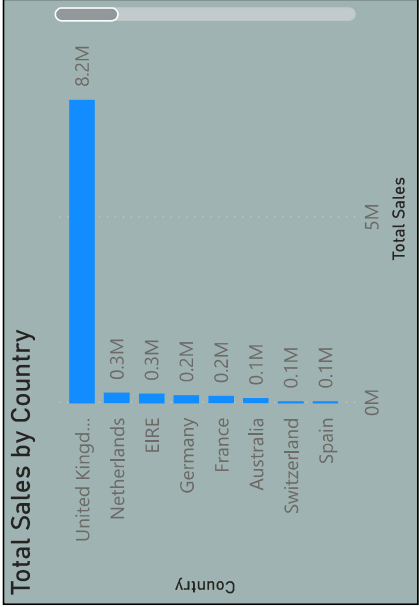
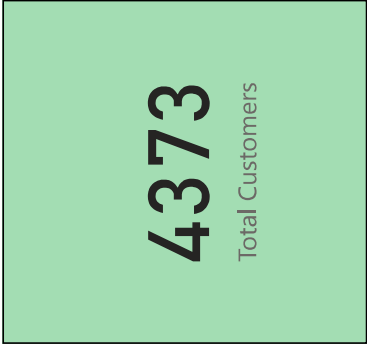
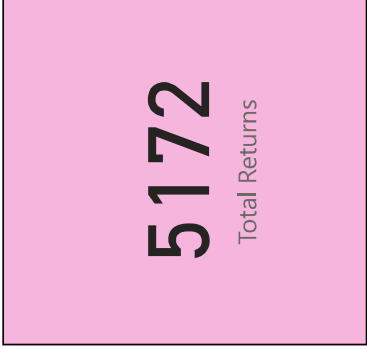
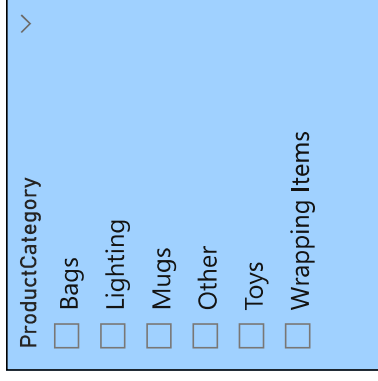
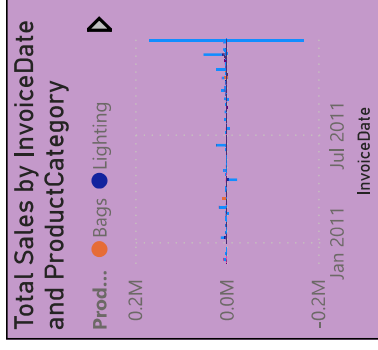
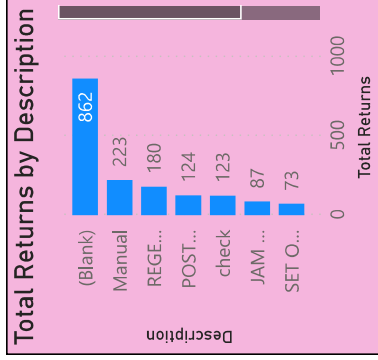
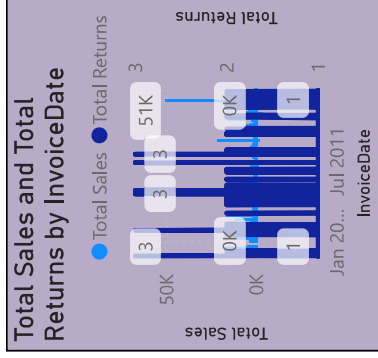
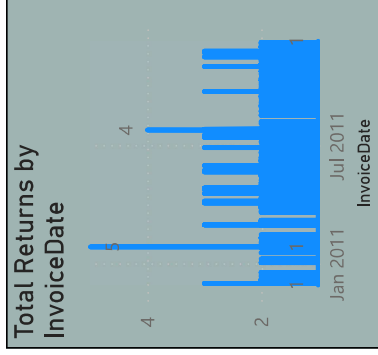


# Executive Summary Dashboard



## Product Category Performance & Sales Trends



9.75M  
Total Sales

26K  
Total Orders

5172  
Total Returns

19.97  
Return Rate %

# Key Performance Indicators (KPIs)

Other

Top Category by Sales

Other

Top Category by Returns

DOTCOM  
POSTAGE

Top Selling Product

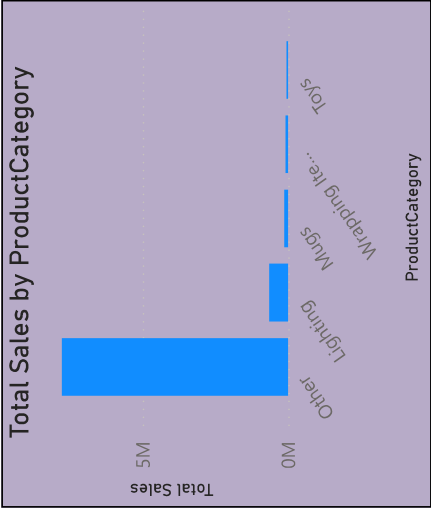
United  
Kingdom

Top Country by Sales

AMAZON  
FEE

Worst Performing Product

Top Product	
Description	Total Sales
DOTCOM POSTAGE	206,245.48
REGENCY CAKESTAND 3 TIER	164,762.19
WHITE HANGING HEART T-LIGHT HOLDER	99,668.47
PARTY BUNTING	98,302.98
JUMBO BAG RED RETROSPOT	92,356.03
Total	661,335.15



PAPER  
CRAFT,  
LITTLE...

Most Returned Product

81K

Most Returned Product (Qty)



# Customer Behavior Insights

4373

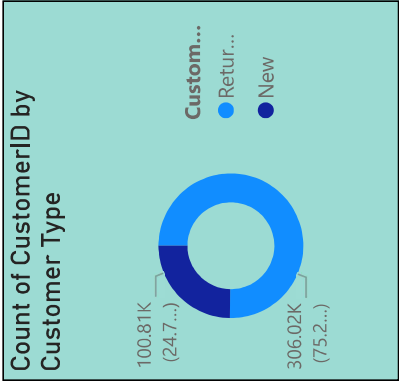
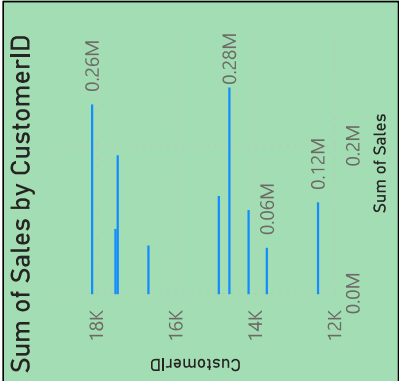
Total Customers

4340

Returning Customers

2.23K

Avg Sales per Customer



Count of CustomerID	Total Orders
7	1
2	1
12	1
4	1
1	1
20	1
1	1
2	1
16	1
406829	25900

Country

☐ Australia

☐ Austria

☐ Bahrain

☐ Belgium

☐ Brazil

☐ Canada

☐ Channel Islands

☐ Cyprus

InvoiceDate

☐ 12/1/2010 8:26:00 AM

☐ 12/1/2010 8:28:00 AM

☐ 12/1/2010 8:34:00 AM

☐ 12/1/2010 8:35:00 AM

☐ 12/1/2010 8:45:00 AM

☐ 12/1/2010 9:00:00 AM

☐ 12/1/2010 9:01:00 AM

☐ 12/1/2010 9:02:00 AM

ProductCategory

☐ Bags

☐ Lighting

☐ Mugs

☐ Other

☐ Toys

☐ Wrapping Items

1.45M

Highest Customer Sales

# Monthly & Yearly Sales Trends

ProductCategory	2010-12	2011-01	2011-02	2011-03	2011-04	2011-05
Bags	47,770.24	55,482.75	47,172.45	83,520.83	51,962.15	101,092
Lighting	60,892.28	40,673.84	25,909.75	28,962.30	24,364.85	51,418
Mugs	13,424.03	10,331.44	7,757.59	10,980.98	9,725.61	9,363
Other	622,914.00	447,839.38	411,086.91	553,757.64	401,773.14	555,004
Toys	1,884.60	2,036.63	1,516.46	1,560.73	1,439.28	1,624
Wrapping Items	2,071.87	3,636.22	4,619.49	4,484.60	3,942.09	4,830
Total	748,957.02	560,000.26	498,062.65	683,267.08	493,207.12	723,333

Year	2010	
Month Name	December	
Quarter	Q4	
ProductCategory	12/1/2010 12:00:00 AM	12/2/2010 12:00:00 AM
Bags	3,313.29	1,964.16
Lighting	7,056.05	4,833.68
Mugs	743.16	788.23
Other	47,175.72	38,287.96
Toys	251.28	9.65
Wrapping Items	96.06	323.60
Total	58,635.56	46,207.28



# SUMMARY DASHBOARD

Total Sales

9.75M

Total Orders

26K

Return Rate %

19.97

Total Customers

4373

Avg Sales per Customer

2.23K

>

Country

☐ Australia

☐ Austria

☐ Bahrain

☐ Belgium

☐ Brazil

>

InvoiceDate

>

ProductCategory

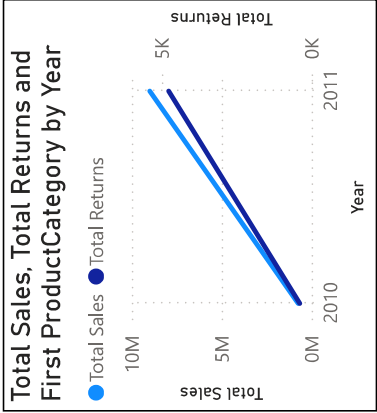
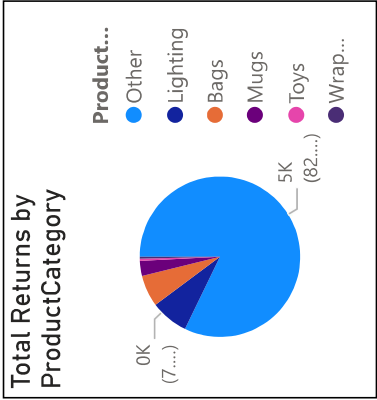
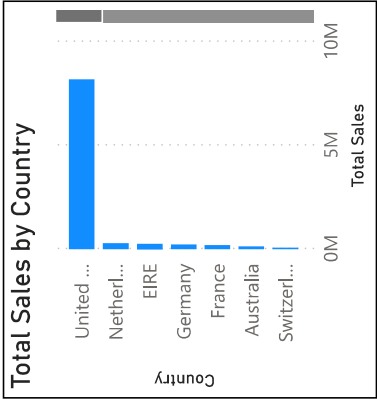
☐ Bags

☐ Lighting

☐ Mugs

☐ Other

☐ Toys



Description

DOTCOM POSTAGE
JUMBO BAG RED RETROSPOT
PARTY BUNTING
REGENCY CAKESTAND 3 TIER
WHITE HANGING HEART T-LIGHT HOLDER
<b>Total</b>

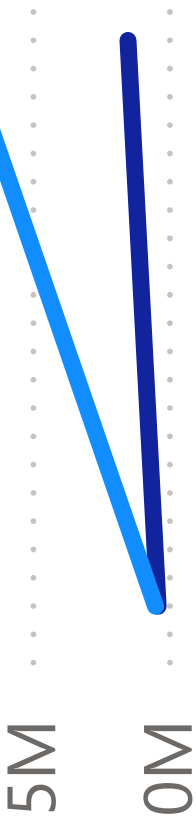
€

9.75M

Total Sales

Total Sales by Year  
and Customer Type

C... ● New ● Returning



406.83K

Count of CustomerID