

# RESULTS

## 1. Top 10 Selling Products by Quantity

Rank	Product Description	Quantity Sold
1	WORLD WAR 2 GLIDERS ASSTD DESIGNS	53,847
2	JUMBO BAG RED RETROSPOT	47,363
3	ASSORTED COLOUR BIRD ORNAMENT	36,381
4	POPCORN HOLDER	36,334
5	PACK OF 72 RETROSPOT CAKE CASES	36,039
6	WHITE HANGING HEART T-LIGHT HOLDER	35,317
7	RABBIT NIGHT LIGHT	30,680
8	MINI PAINT SET VINTAGE	26,437
9	PACK OF 12 LONDON TISSUES	26,315

5	PACK OF 72 RETROSPOT CAKE CASES	36,039
6	WHITE HANGING HEART T-LIGHT HOLDER	35,317
7	RABBIT NIGHT LIGHT	30,680
8	MINI PAINT SET VINTAGE	26,437
9	PACK OF 12 LONDON TISSUES	26,315
10	PACK OF 60 PINK PAISLEY CAKE CASES	24,753

## 2. Top 10 Countries by Total Revenue

Rank	Country	Total Revenue (in GBP)
1	United Kingdom	£9,003,097.96
2	Netherlands	£285,446.34
3	EIRE (Ireland)	£283,453.96
4	Germany	£228,867.14
5	France	£209,715.11
6	Australia	£138,521.31
7	Spain	£61,577.11
8	Switzerland	£57,089.90
9	Belgium	£41,196.34

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9	Belgium	£41,196.34
10	Sweden	£38,378.33

## 3. Monthly Sales Trend (Last 12 Months)

Month	Total Revenue (in GBP)
Jan 2011	£691,364.56
Feb 2011	£523,631.89
Mar 2011	£717,639.36
Apr 2011	£537,808.62
May 2011	£770,536.02
Jun 2011	£761,739.90
Jul 2011	£719,221.19
Aug 2011	£737,014.26
Sep 2011	£1,058,590.17

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Aug 2011	£737,014.26
Sep 2011	£1,058,590.17
Oct 2011	£1,154,979.30
Nov 2011	£1,509,496.33
Dec 2011	£638,792.68

## 4. Top 5 Customers by Revenue

Rank	Customer ID	Total Revenue (in GBP)
1	14646	£280,206.02
2	18102	£259,657.30
3	17450	£194,550.79
4	16446	£168,472.50
5	14911	£143,825.06

## 5. Most Frequently Purchased Product per Country

Country	Most Purchased Product	Quantity Sold
Australia	MINI PAINT SET VINTAGE	2,952
Austria	SET 12 KIDS COLOUR CHALK STICKS	288
Bahrain	ICE CREAM SUNDAE LIP GLOSS	96
Belgium	PACK OF 72 RETROSPOT CAKE CASES	480
Brazil	PINK REGENCY TEACUP AND SAUCER	24
Canada	RETRO COFFEE MUGS ASSORTED	504
Channel Islands	RAIN PONCHO	407
Cyprus	HEART DECORATION PAINTED ZINC	384
Czech Republic	WOODEN STAR CHRISTMAS SCANDINAVIAN	72

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Denmark	RED HARMONICA IN BOX	288