



Home



# Business Overview



1/1/2010

12/9/2011

Month

Year

All

All

Total Revenue

15.99M

Total Quantity

10M

Total Customers

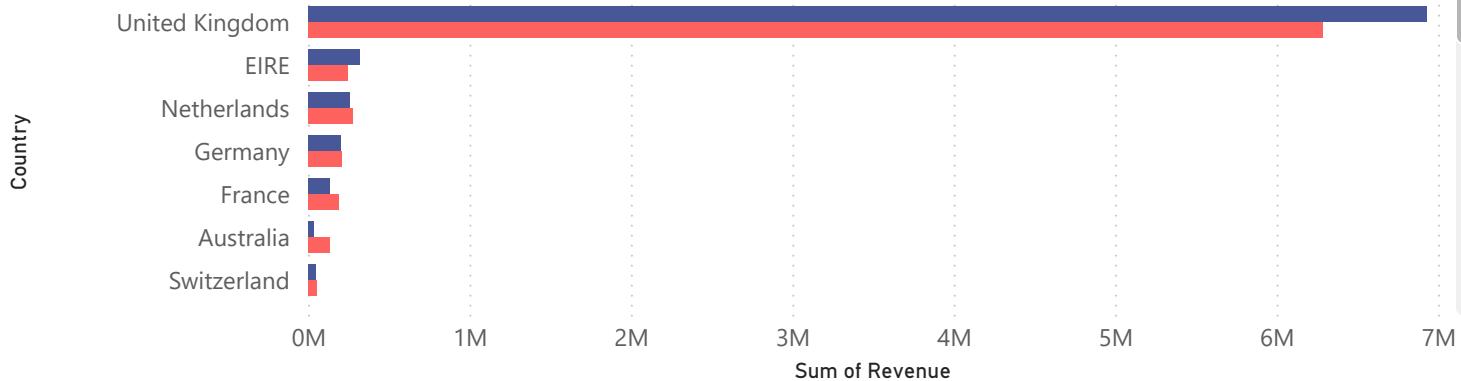
5842

Total Orders

42.98K

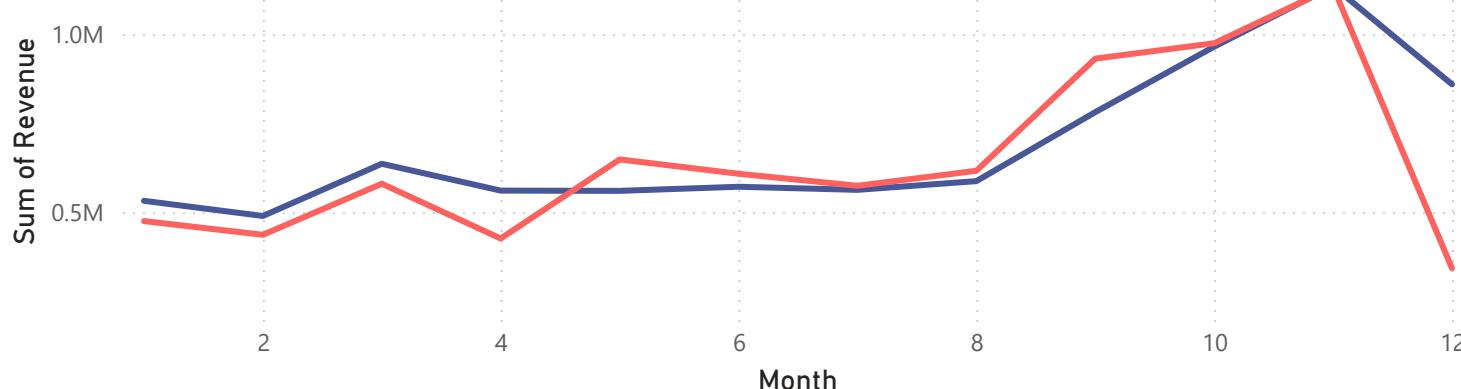
Top Revenue By Region

Year ● 2010 ● 2011



Revenue By Month

Year ● 2010 ● 2011



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# Customer Insight (RFM)

Analyze customer purchasing behavior and segmentation



1/1/2010

12/9/2011

Month

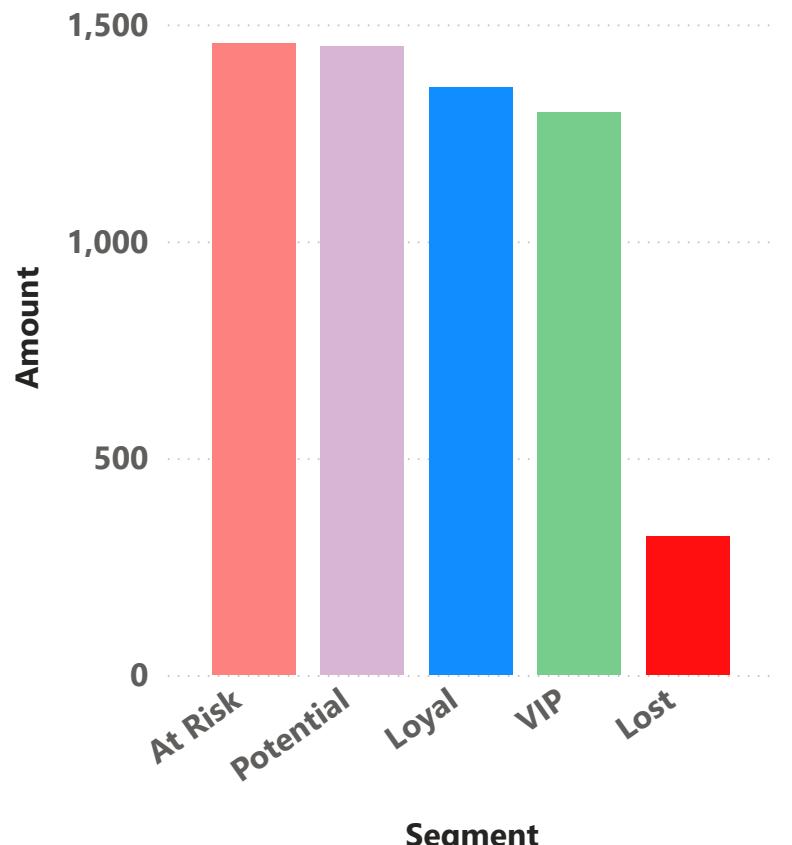
Year

All

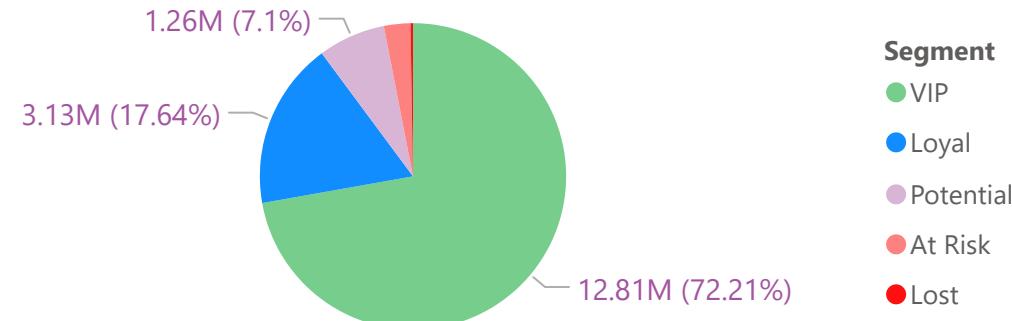
All

**Total Customers****5842****Avg Recency****201.33****Avg Frequency****6.29****Avg Monetary****3.02K** **Customer** **Products** **Region**

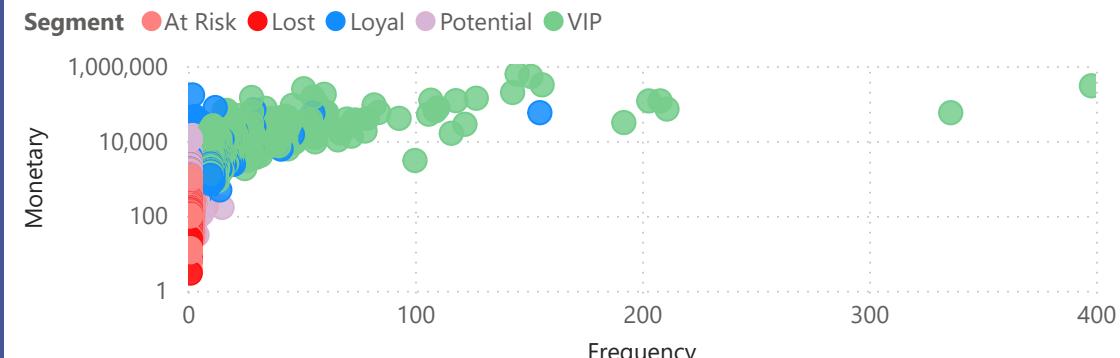
## Customer distribution by segment



## Share of revenue by customer segment



## Correlation between buying frequency and expenditure



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## Product Performance



1/1/2010

12/9/2011

Month  
AllYear  
All Customer

Total Products

5157

Total Quantity

10M

Avg Price

3.69

## Top Selling Products

## Description

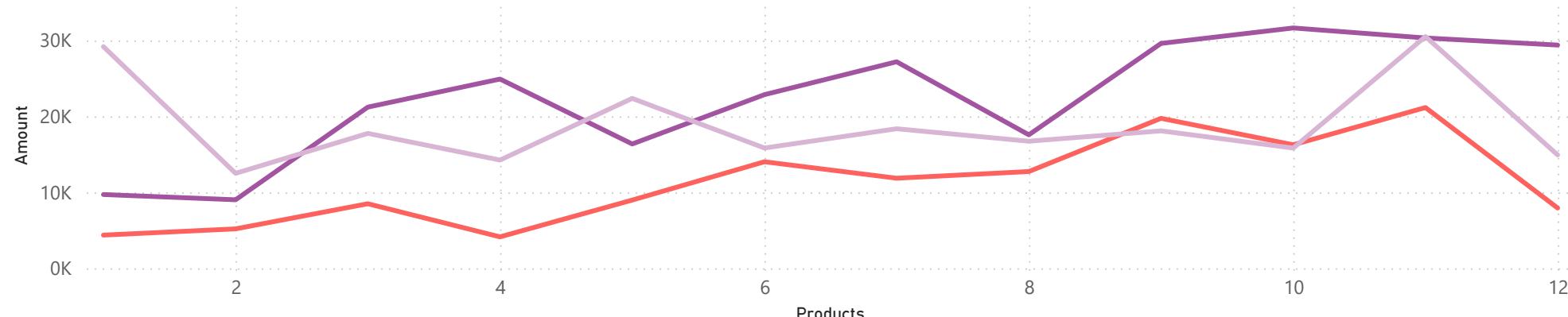
## Sum of Revenue Ordered

REGENCY CAKESTAND 3 TIER	269,736.70	3659
WHITE HANGING HEART T-LIGHT HOLDER	226,282.65	4738
JUMBO BAG RED RETROSPOT	134,845.16	2683
ASSORTED COLOUR BIRD ORNAMENT	119,095.81	2571
POSTAGE	109,554.67	1931

 Products

## Annual purchasing trends of the top 3 best-selling products

Description ● JUMBO BAG RED RETROSPOT ● REGENCY CAKESTAND 3 TIER ● WHITE HANGING HEART T-LIGHT HOLDER

 Region

 Home Customer Products Region

# Region Analyst



1/1/2010

12/9/2011

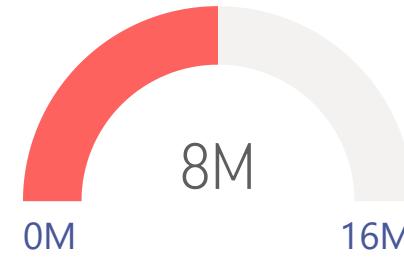
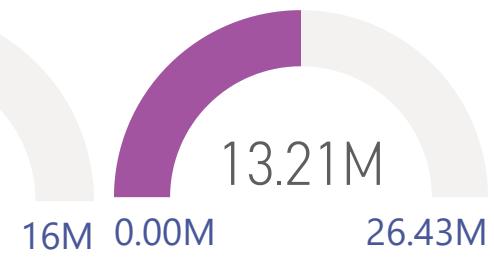
Month

All

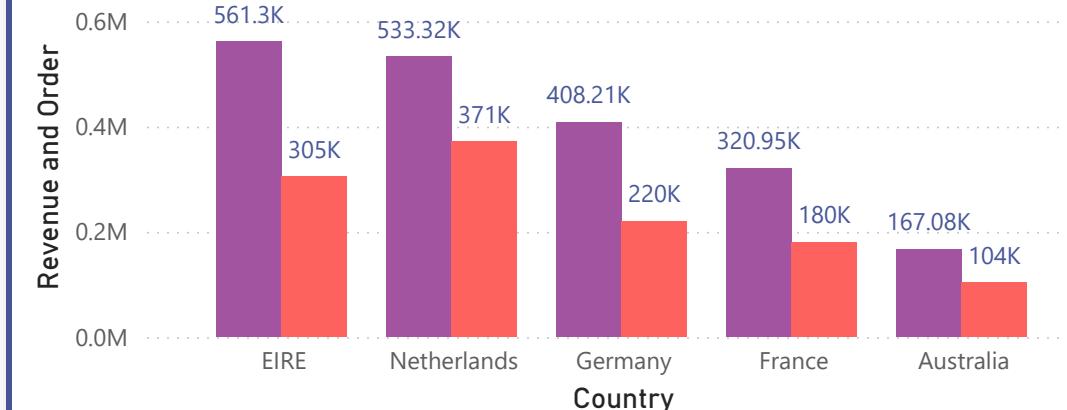
Year

All

## Sales Trends

**Order****Revenue**

## Top 5 Country By Revenue Except UK

 Revenue    Order

## Buying behavior trends in the UK market

