



Home



Customer



Products



Region

Business Overview



1/1/2010



12/9/2011



Month



Year



All



All



Total Revenue

15.99M

Total Quantity

10M

Total Customers

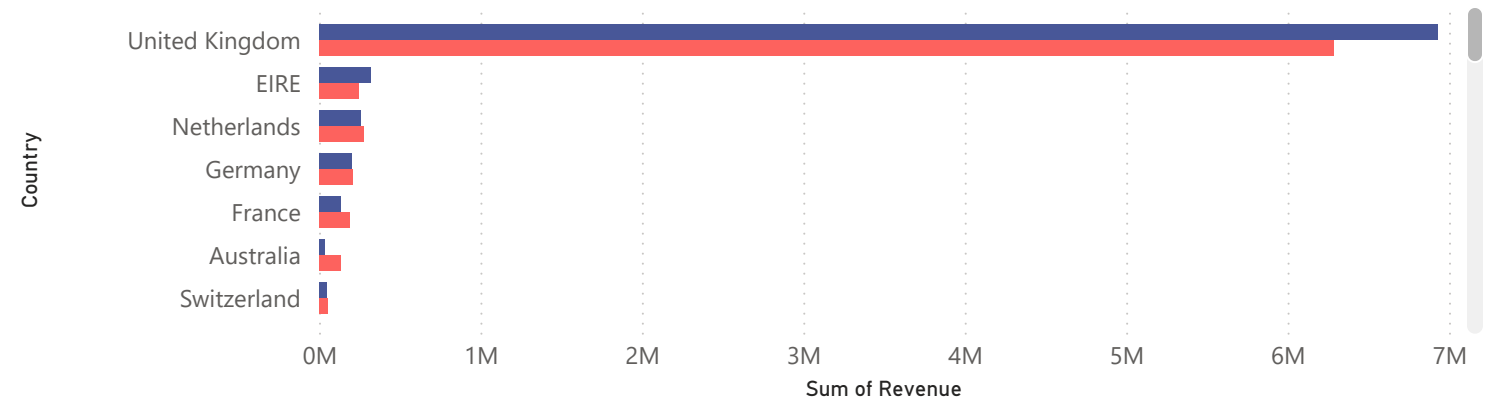
5842

Total Orders

42.98K

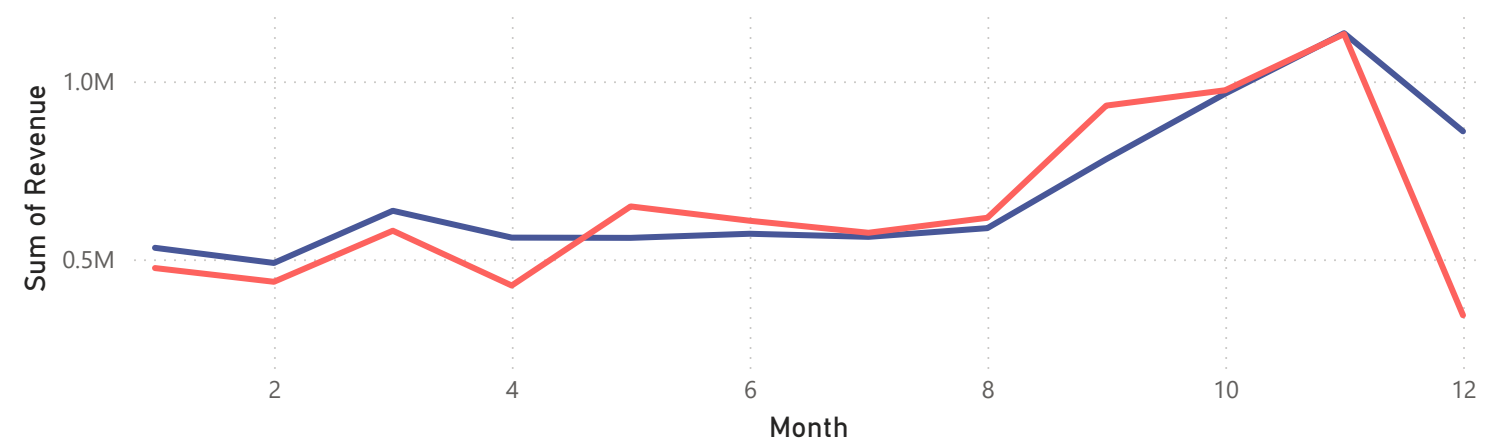
Top Revenue By Region

Year ● 2010 ● 2011



Revenue By Month

Year ● 2010 ● 2011





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

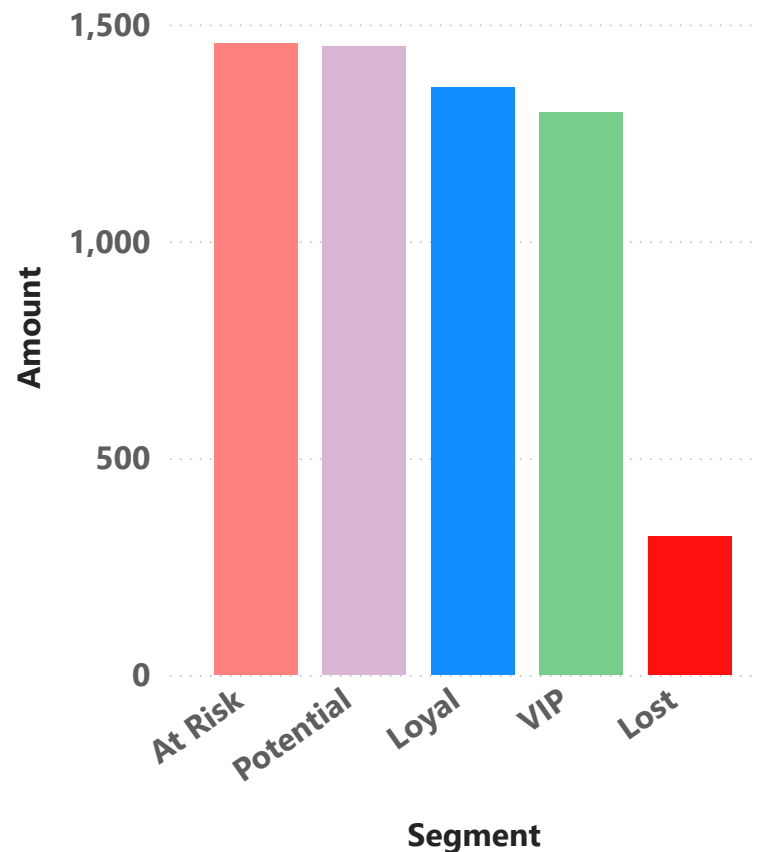
Avg Frequency

6.29

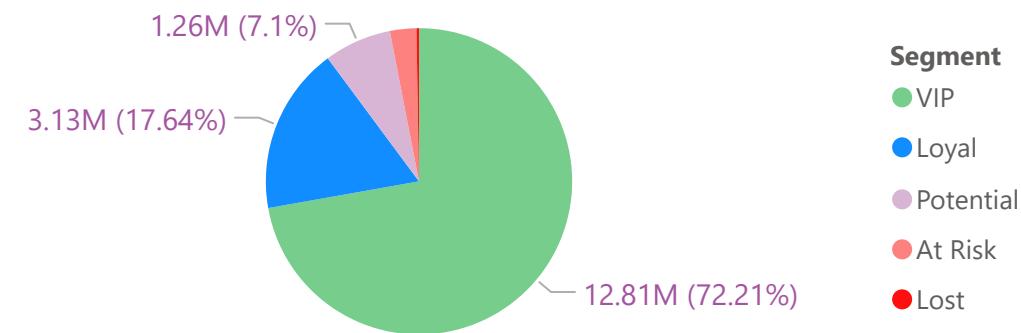
Avg Monetary

3.02K

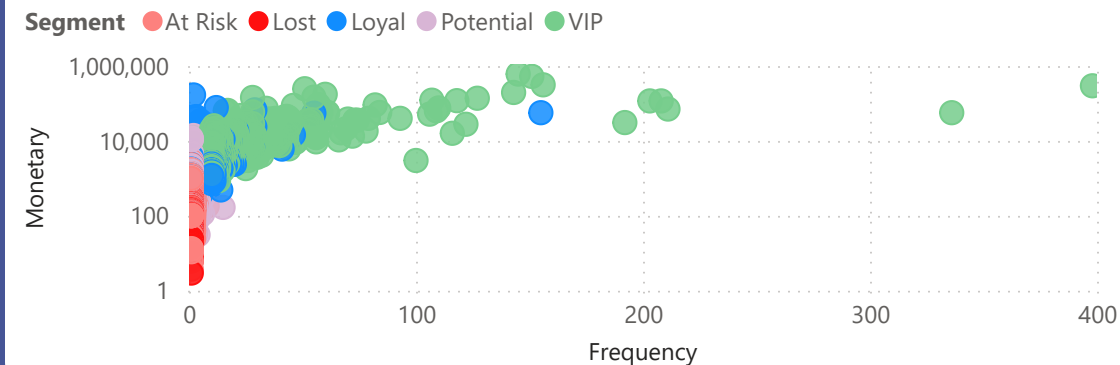
Customer distribution by segment



Share of revenue by customer segment



Correlation between buying frequency and expenditure





Product Performance



1/1/2010



12/9/2011



Month



Year



All



All



Total Products

5157

Total Quantity

10M

Avg Price

3.69

Top Selling Products

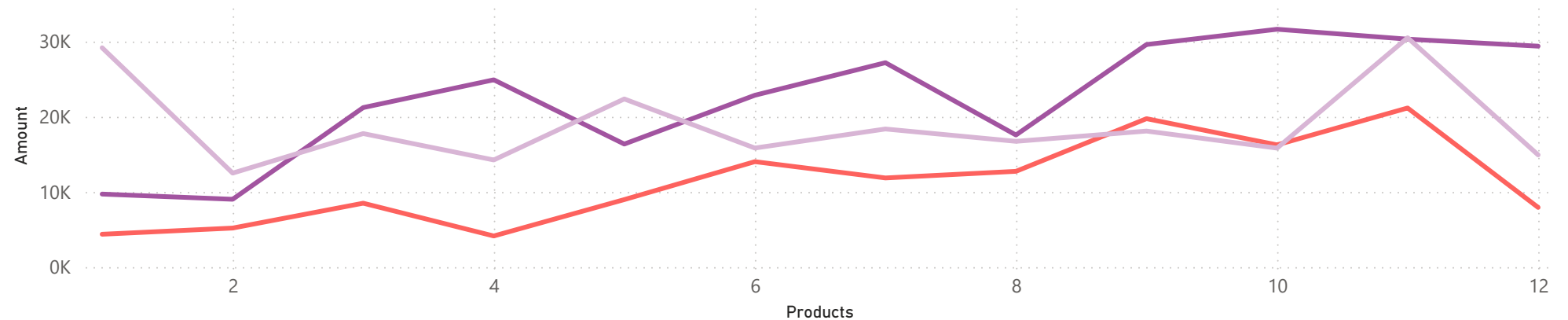
Description

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

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 Analyst



1/1/2010



12/9/2011



Month



Year



All

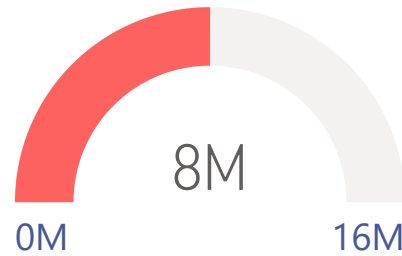


All

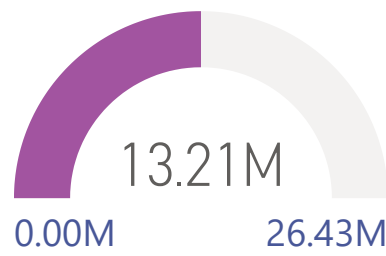


Sales Trends

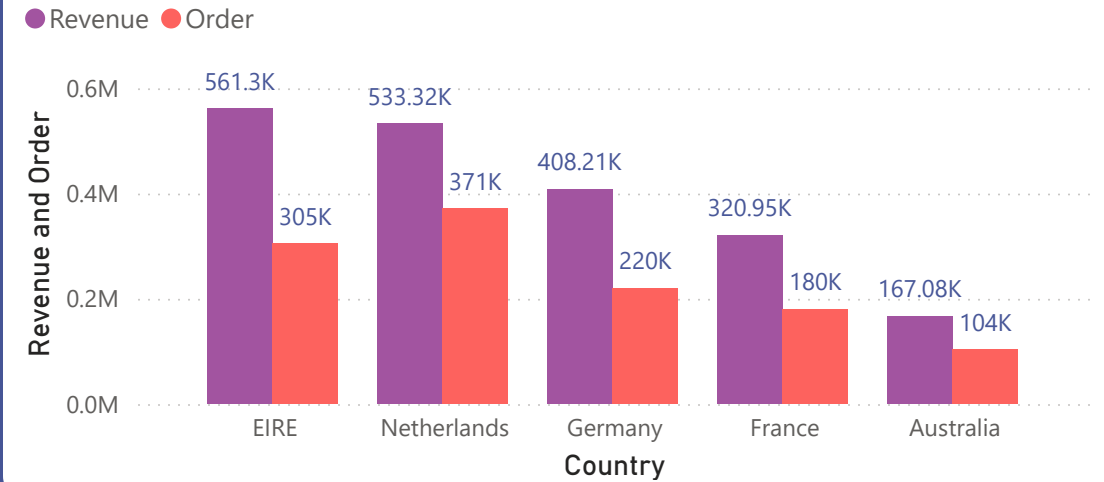
Order



Revenue



Top 5 Country By Revenue Except UK



Buying behavior trends in the UK market

