Retail Sales and Inventory Performance Analysis

Sales Performence

9.75M	4373	5M	26K	-485K
Revenue	total customers	Quantities sold out	total orders	Returned Quantity

Year, Month Name: All

Country: All

Revenue, total orders and Returned Quantity by Country

Top 10 Selling products by revenue

Description	Revenue
WHITE HANGING HEART T-LIGHT HOLDER	99,668.47
REGENCY CAKESTAND 3 TIER	164,762.19
RABBIT NIGHT LIGHT	66,756.59
POSTAGE	66,230.64
PARTY BUNTING	98,302.98
PAPER CHAIN KIT 50'S CHRISTMAS	63,791.94
JUMBO BAG RED RETROSPOT	92,356.03
DOTCOM POSTAGE	206,245.48
CHILLI LIGHTS	53,768.06
ASSORTED COLOUR BIRD ORNAMENT	58,959.73
Total	**970,842.11**

Number of non return items per invoice

InvoiceNo	non Returned Quantity
536365	40
536366	12
536367	83
536368	15
536369	3
536370	449
536371	80
536372	12
536373	88
536374	32
536375	88
536376	112
536377	12
536378	454
536380	24
Total	**5660981**

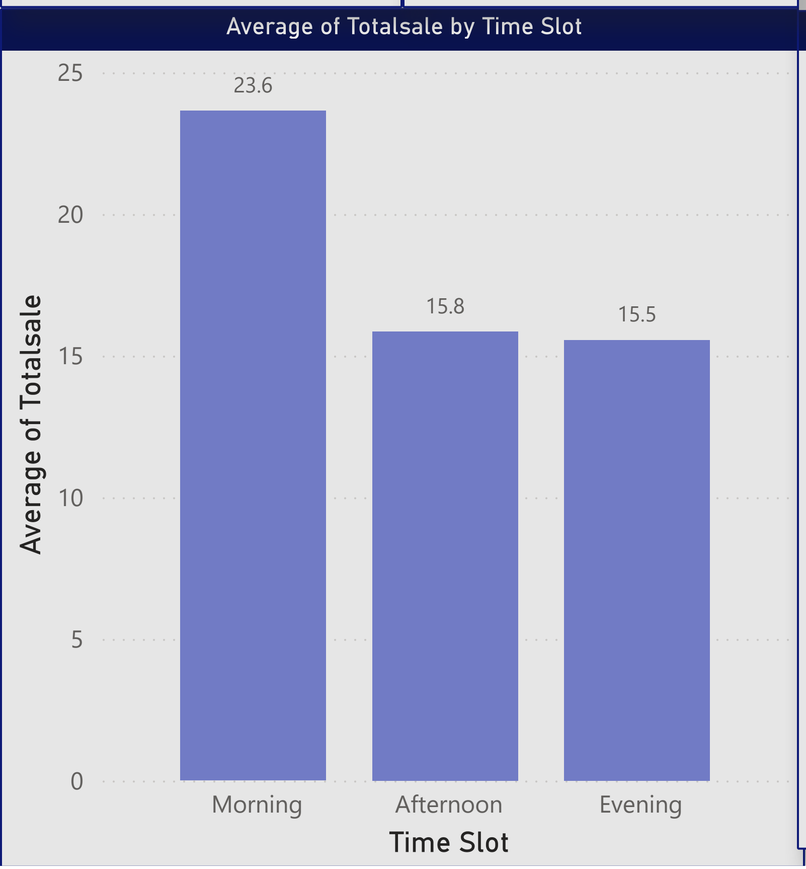
Number of return items per invoice

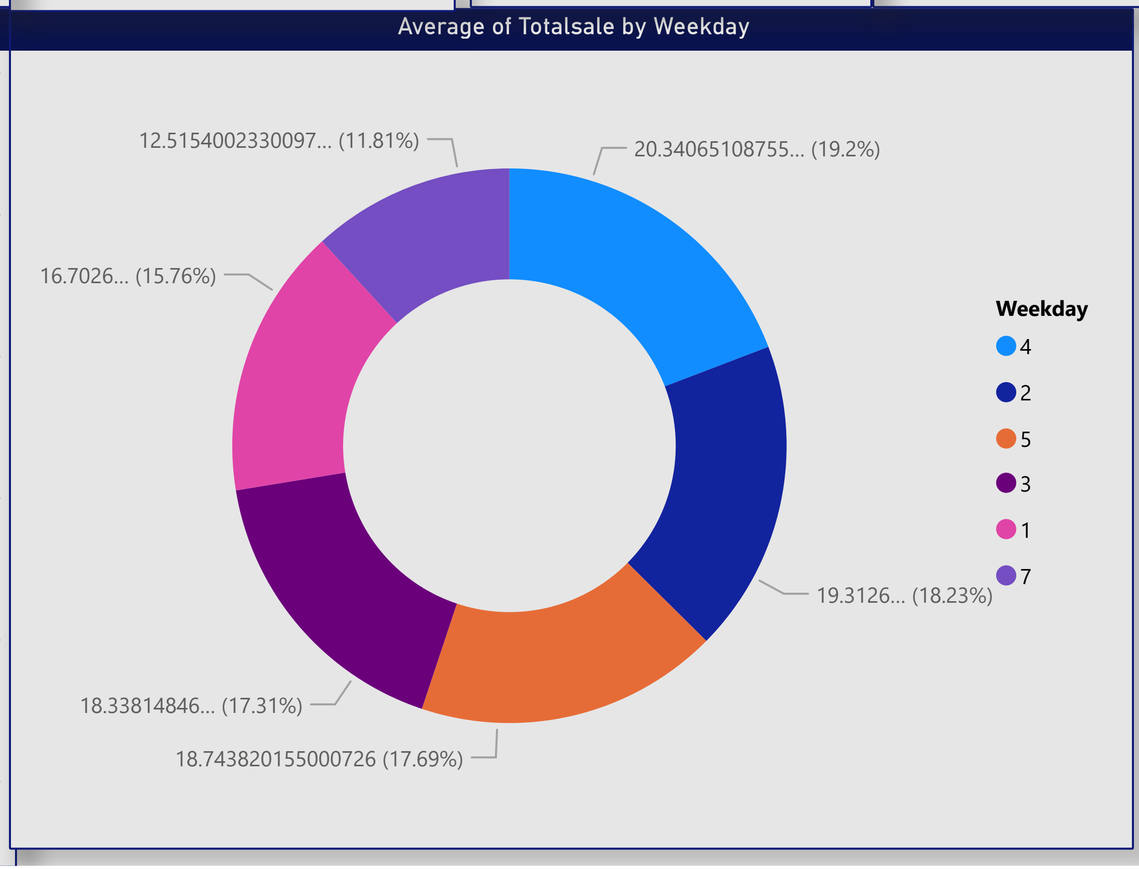
InvoiceNo	Returned Quantity
581484	-80995
541433	-74215
556690	-9600
556691	-9600
536757	-9360
556687	-9058
550456	-9014
570556	-6480
546152	-5368
573596	-4830
566768	-3667
565304	-3167
560039	-3100
545990	-3000
569466	-2880
560600	-2834
573593	-2618

Retail Sales and Inventory Performance Analysis

Customer Behavior

5M Quantities sold out	**26K** total orders	**9.75M** Customer Lifetime Value	**79** One time customers	**4294** Repeat_Customers	Country: All
9.75M Revenue	**-485K** Returned Quantity	**4373** total customers			Year, Month Name: All





CustomerID	Revenue
14646	279,489.02
18102	256,438.49
17450	187,482.17
14911	132,572.62
12415	123,725.45
14156	113,384.14
17511	88,125.38
16684	65,892.08
13694	62,653.10
15311	59,419.34
13089	57,385.88
14096	57,120.91
15061	54,228.74
Total	**8,300,065.81**

Retail Sales and Inventory Performance Analysis

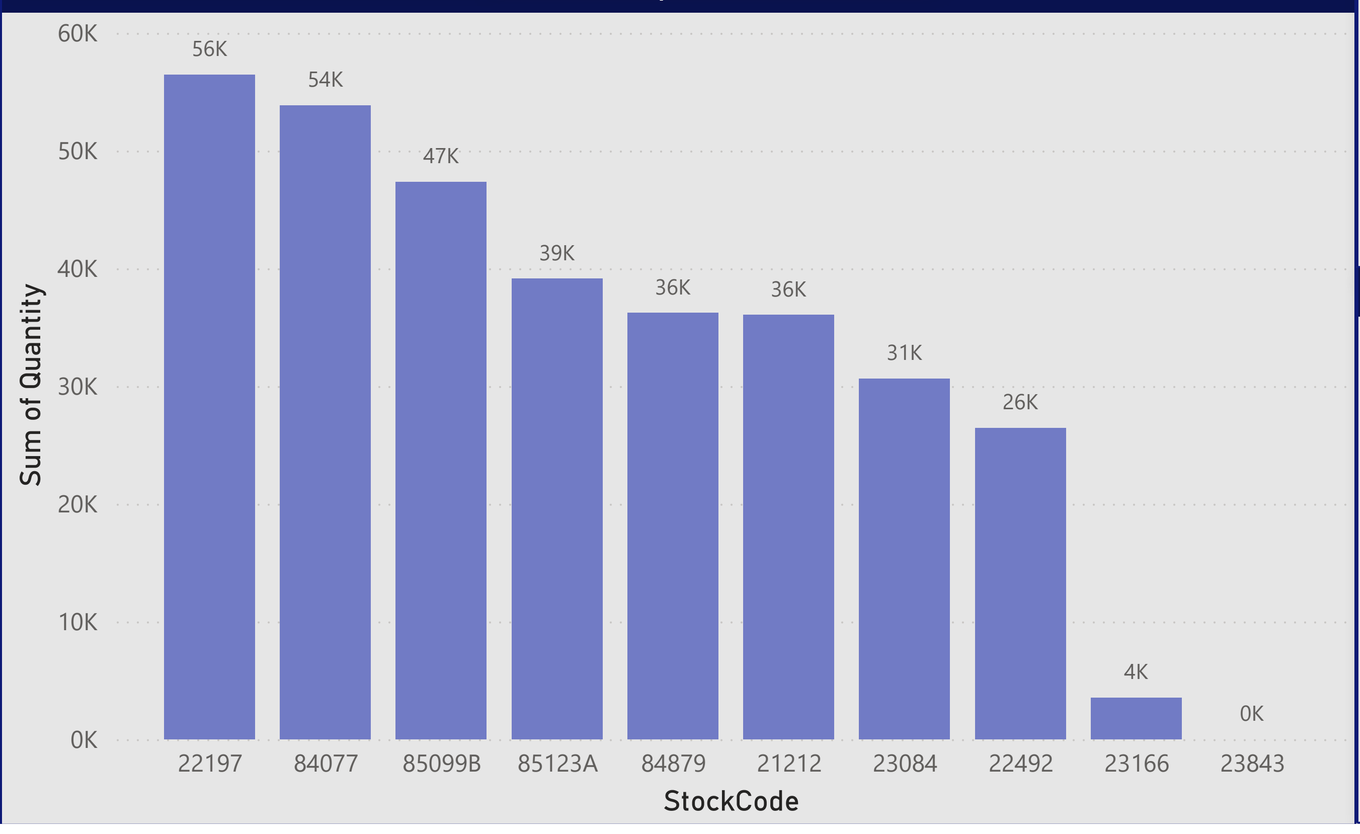
Product Analytics

26K	6M	4.87M
total orders	total sold Quantity	Estimated Cost
9.75M	-485K	
Revenue	Returned Quantity	

Country: All

Year, Month Name: All

inventory movement

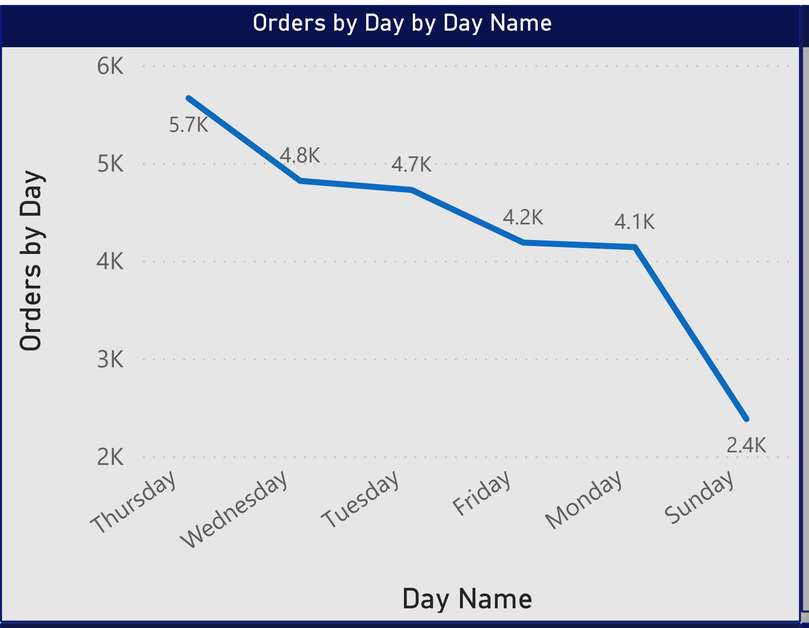
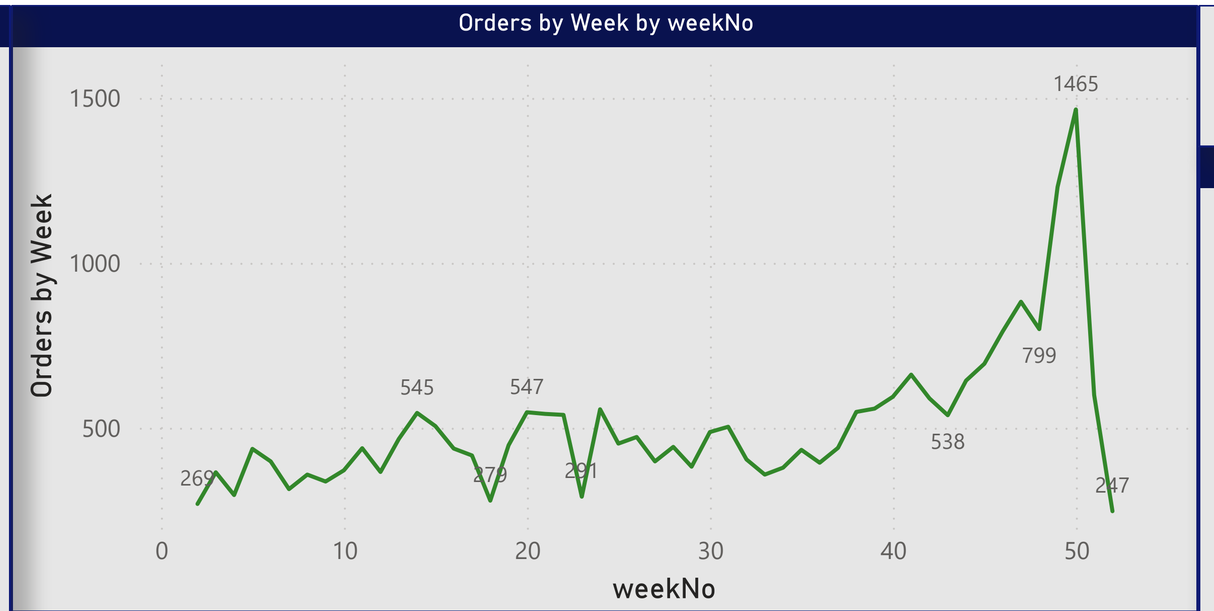
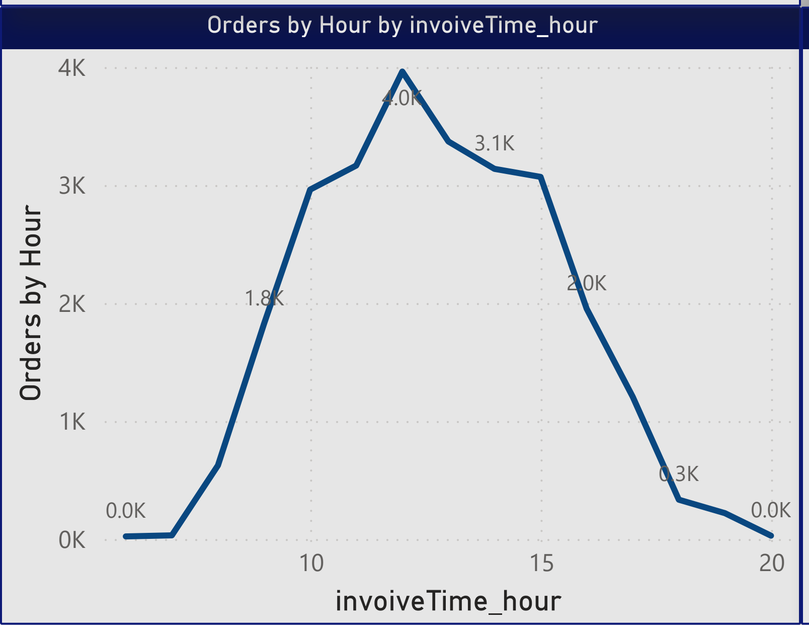
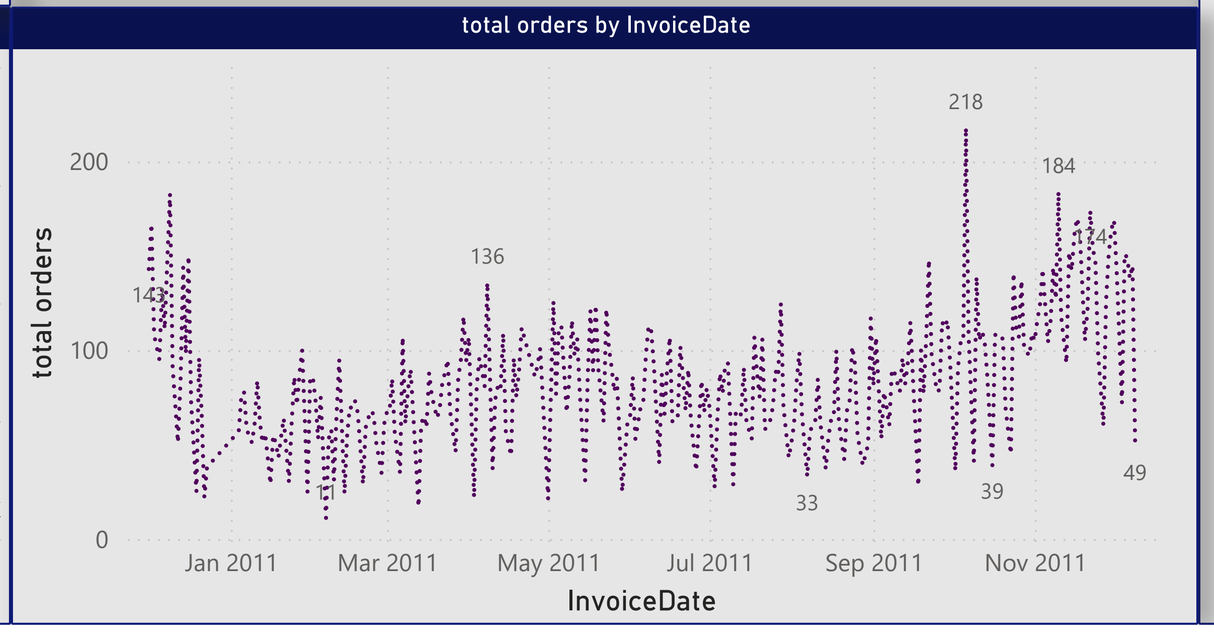


Low performers (based on revenue and volume)

Description	Average of TotalRevenue	Average of TotalVolume
came coded as 20713	0.00	3100.00
did a credit and did not tick ret	0.00	1300.00
TEA TIME TEA TOWELS	3,022.50	1300.00
wrongly coded 23343	0.00	1000.00
ASSTD DESIGN 3D PAPER STICKERS	13.64	545.80
mailout	0.00	400.00
Total	**34.94**	**18.55**

high performers products(based on revenue and volume)

Description	Average of TotalRevenue	Average of TotalVolume
ASSORTED COLOUR BIRD ORNAMENT	196.53	121.27
CHILLI LIGHTS	216.81	41.25
DOTCOM POSTAGE	908.57	3.11
JUMBO BAG RED RETROSPOT	305.81	156.83
PAPER CHAIN KIT 50'S CHRISTMAS	396.22	117.40
PARTY BUNTING	332.10	60.89
POSTAGE	238.24	10.80
Total	**380.13**	**83.65**

Retail Sales and Inventory Performance Analysis

Operational Efficiency