# Online Retail Dashboard (01/12/2010 to 09/12/2011)

### **Key Performance Indicators**

£9,756,809

Total Orders **534,726** 

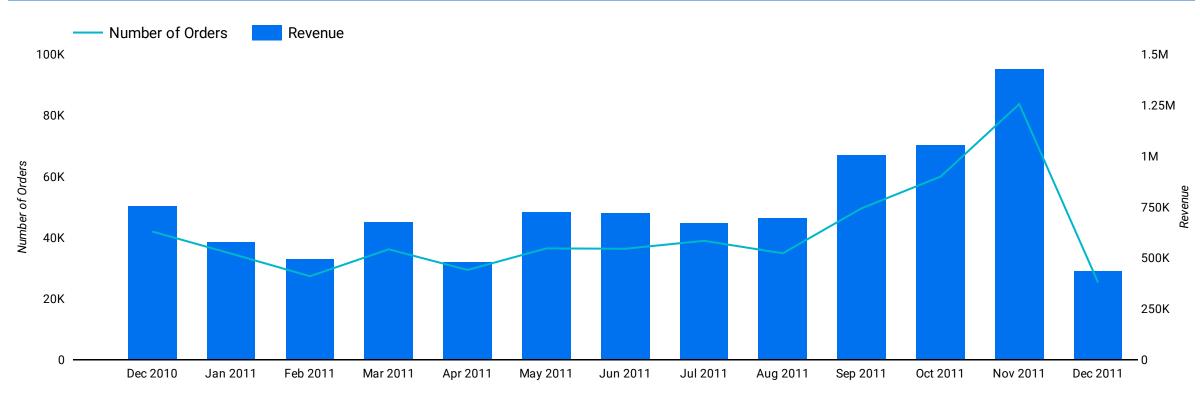
# of Units Ordered **5,288,855** 

Average Order Price £18.25

Average Order Size 10

# of Unique Countries 38

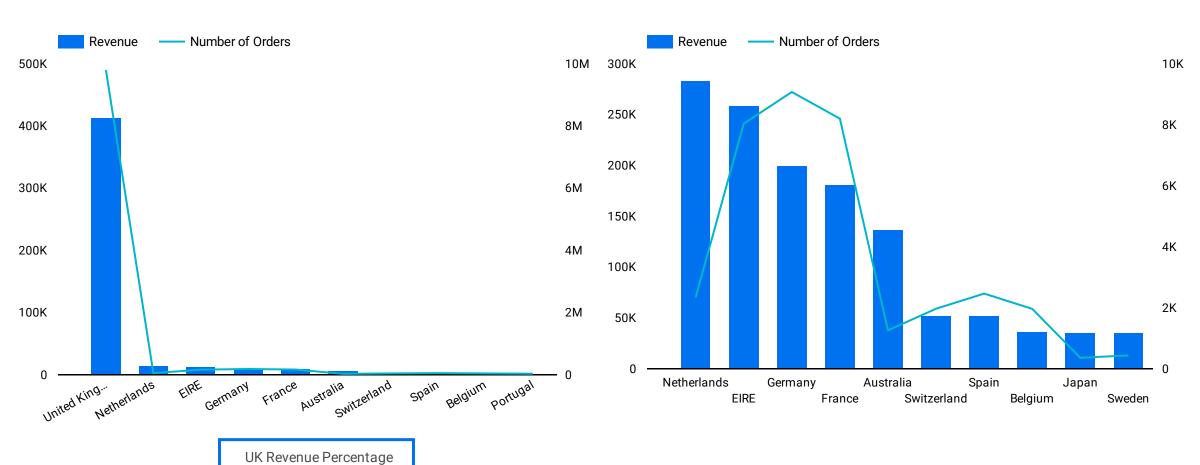
### **Monthly Sales Trends**



## **Top Countries**

85%

# Top Countries Excluding UK



### **Pareto Chart** Revenue Perc\_of\_Revenue 200K 100% 80% 150K 60% 100K 40% 50K 20%

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#### Pareto Analysis

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Top 505 products make 80% of

revenue, therefore the Pareto

the % of products that made a

Principle of 80/20 does not

work in this example, since

total of 80% of revenue was

**12.6%** instead of 20%.

## Top 10 products produced 9% of

total revenue

