

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

## Key Performance Indicators

Revenue  
**£9,756,809**

Total Orders  
**534,726**

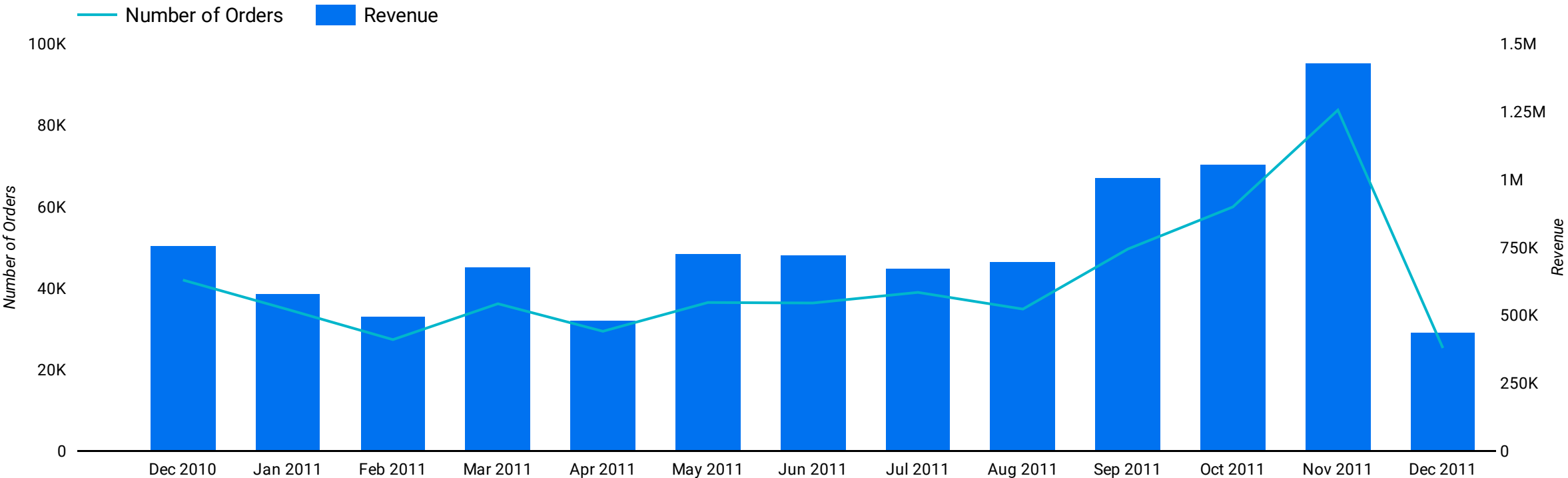
# of Units Ordered  
**5,288,855**

Average Order Price  
**£18.25**

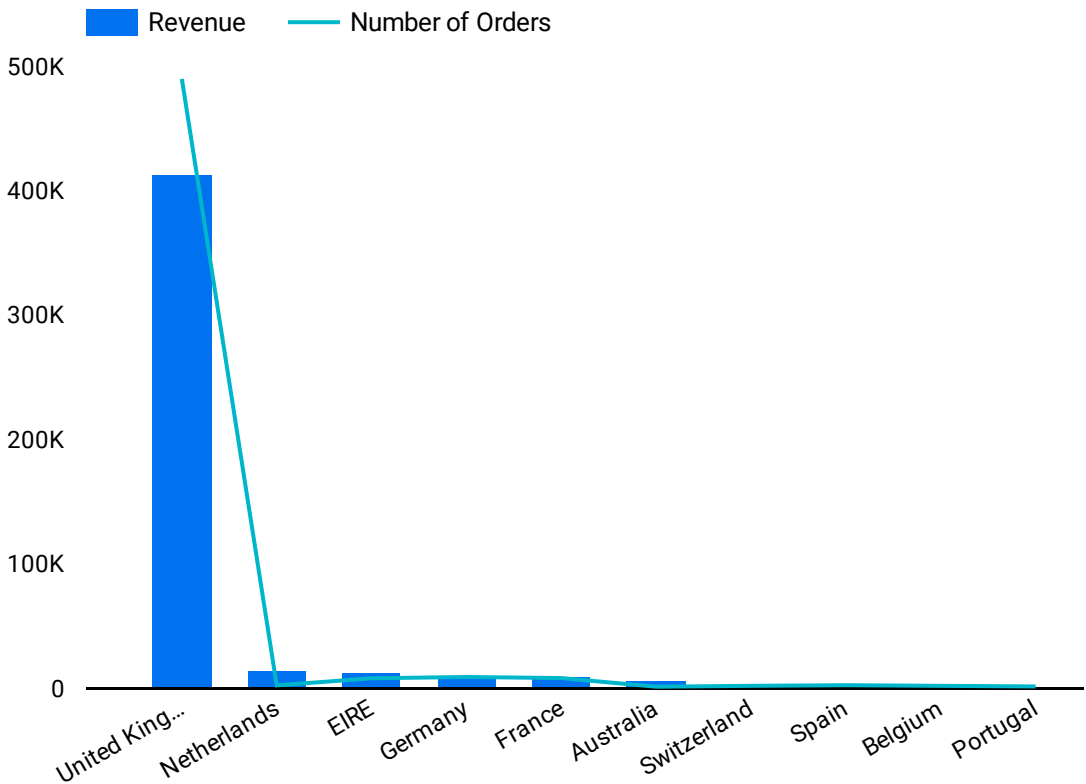
Average Order Size  
**10**

# of Unique Countries  
**38**

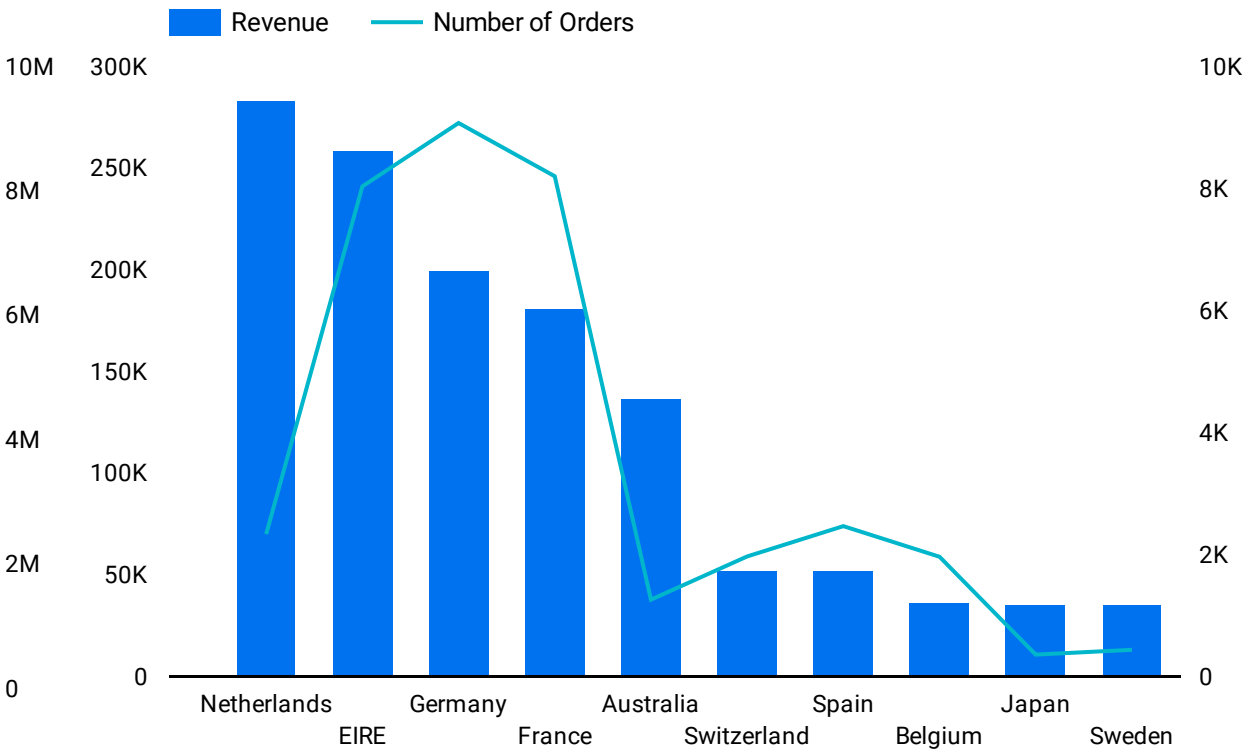
## Monthly Sales Trends



## Top Countries

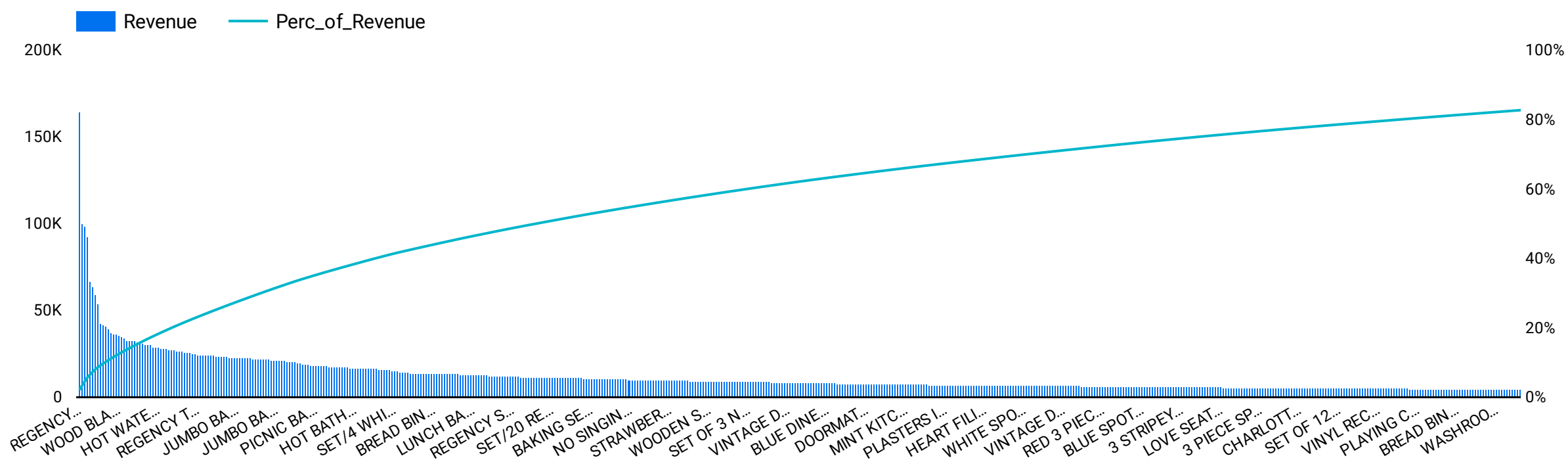


## Top Countries Excluding UK



UK Revenue Percentage  
**85%**

Pareto Chart

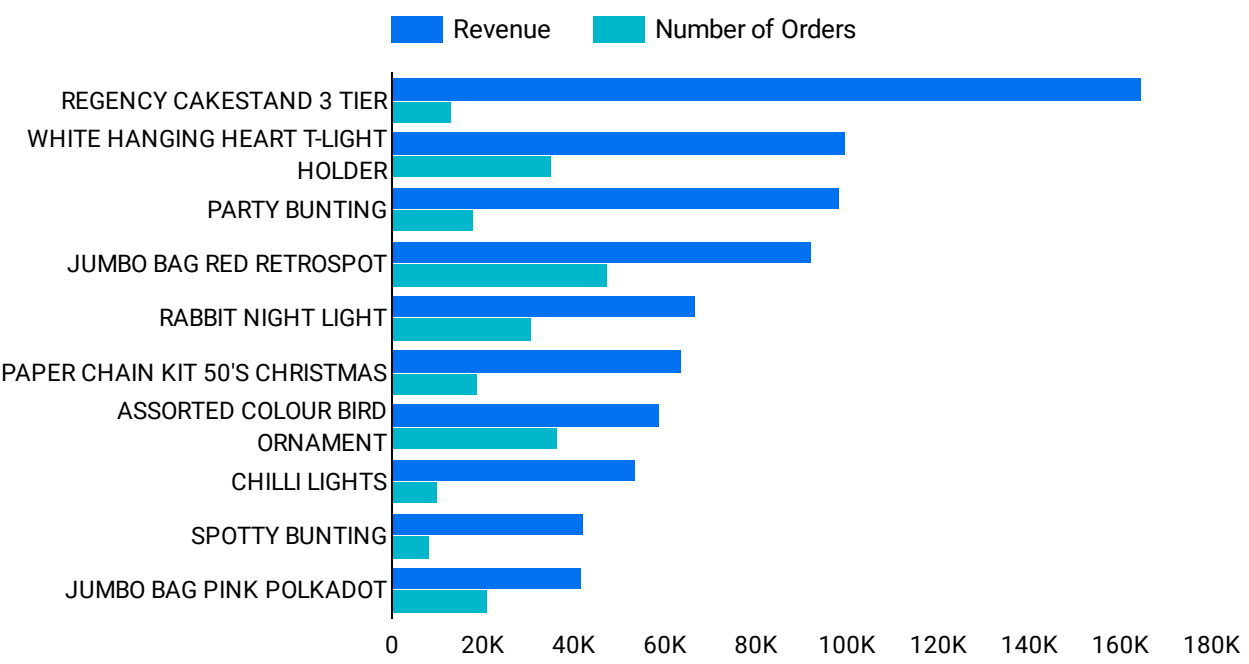


Pareto Analysis

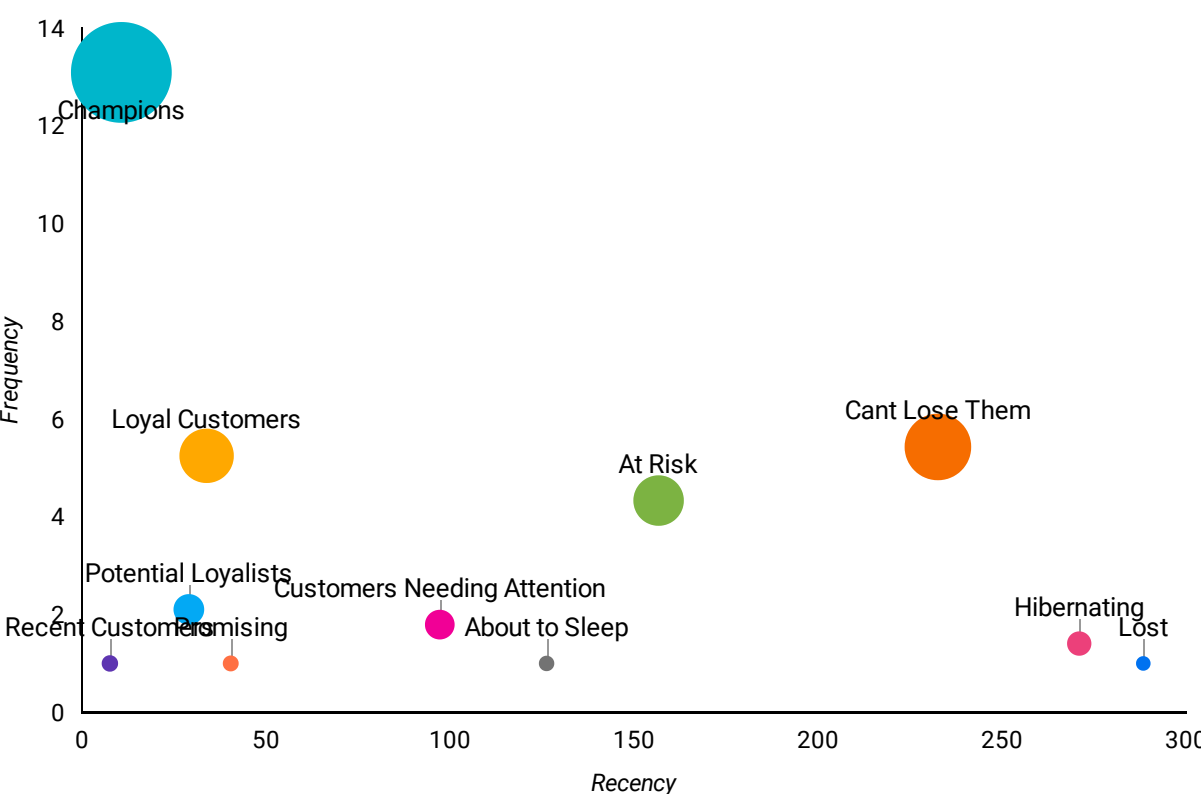
**Top 505** products make **80%** of revenue, therefore the Pareto Principle of **80/20 does not work** in this example, since the % of products that made a total of 80% of revenue was **12.6%** instead of 20%.

**Top 10** products produced **9%** of total revenue

Best Performing Products



RFM Analysis



Biggest Clients

