

# ONLINE RETAIL REPORT

Home

4363

Number of customers

405K

Number of invoices

2.90

Average price per unit

Year

☐ 2010

☐ 2011

Revenue

Revenue over time

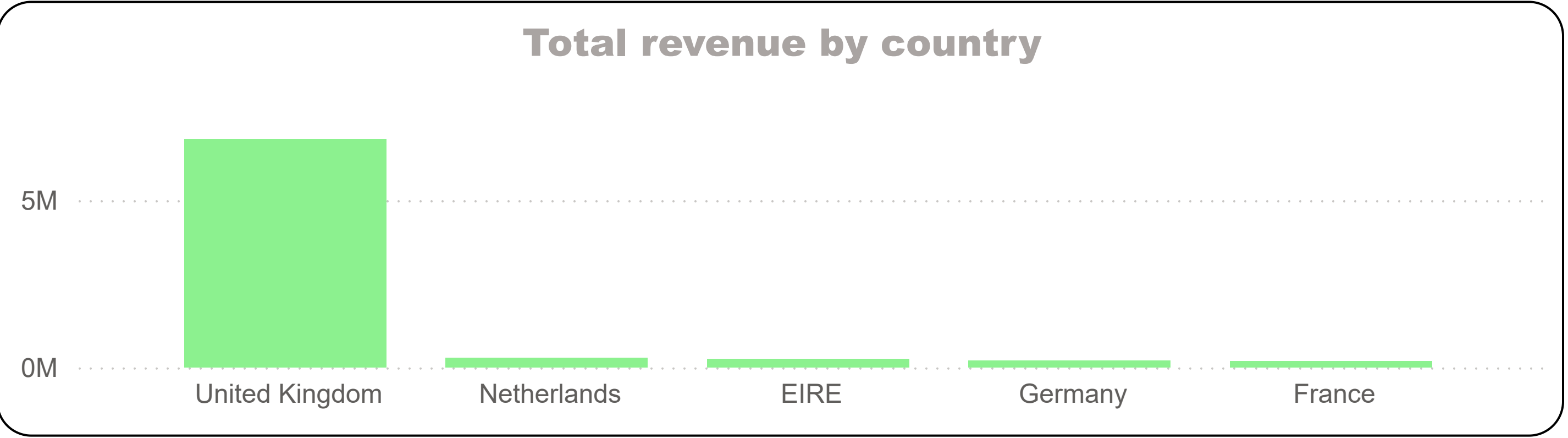


Returned order

RFM

Description	Sold quantity
ASSORTED COLOUR BIRD ORNAMENT	35,314.00
JUMBO BAG RED RETROSPOT	45,066.00
MINI PAINT SET VINTAGE	25,880.00
PACK OF 12 LONDON TISSUES	25,321.00
PACK OF 60 PINK PAISLEY CAKE CASES	24,163.00
PACK OF 72 RETROSPOT CAKE CASES	33,409.00
POPCORN HOLDER	30,504.00

Total revenue by country



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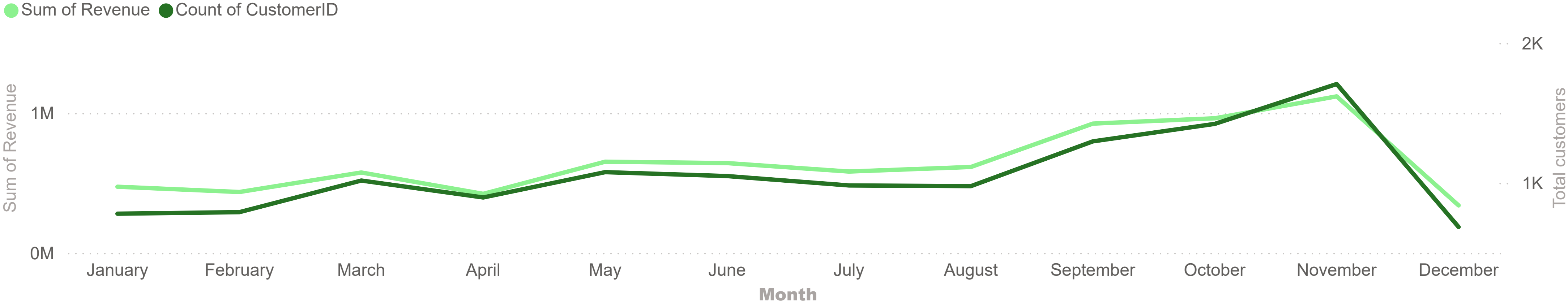
Home

Revenue

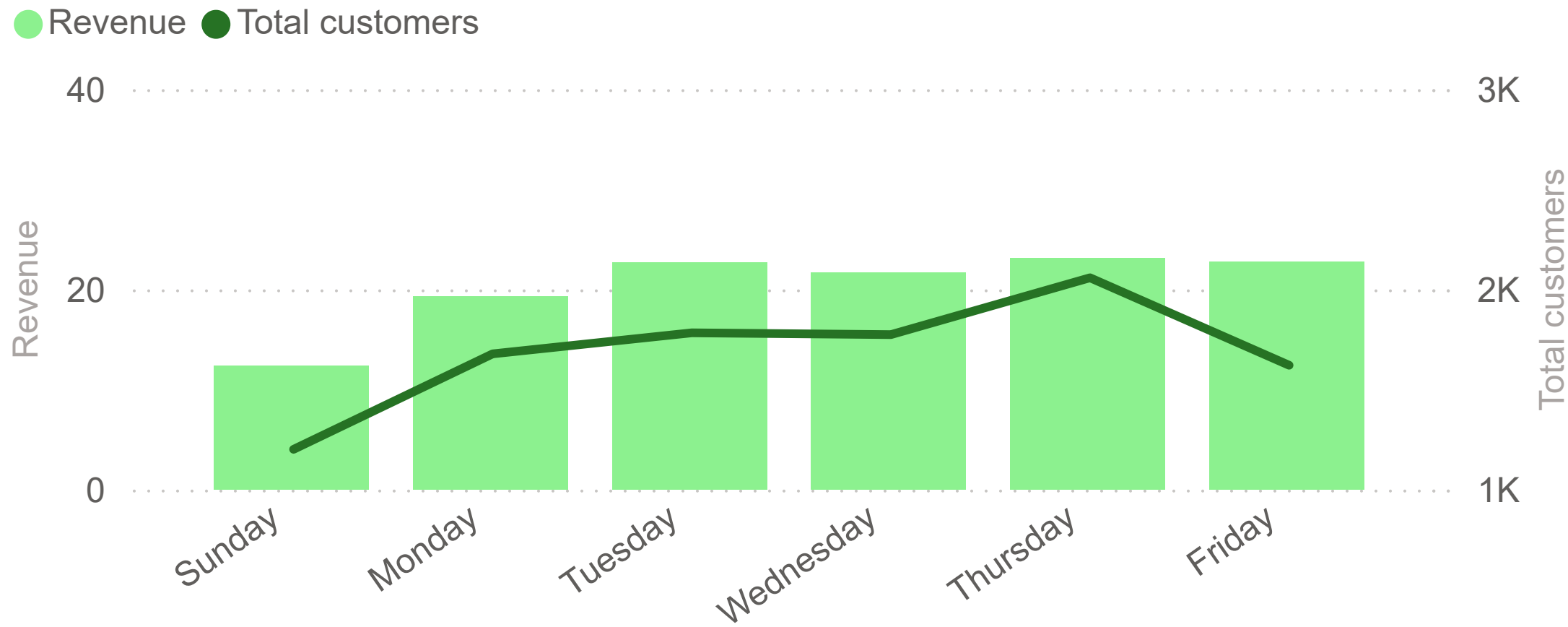
Returned order

RFM

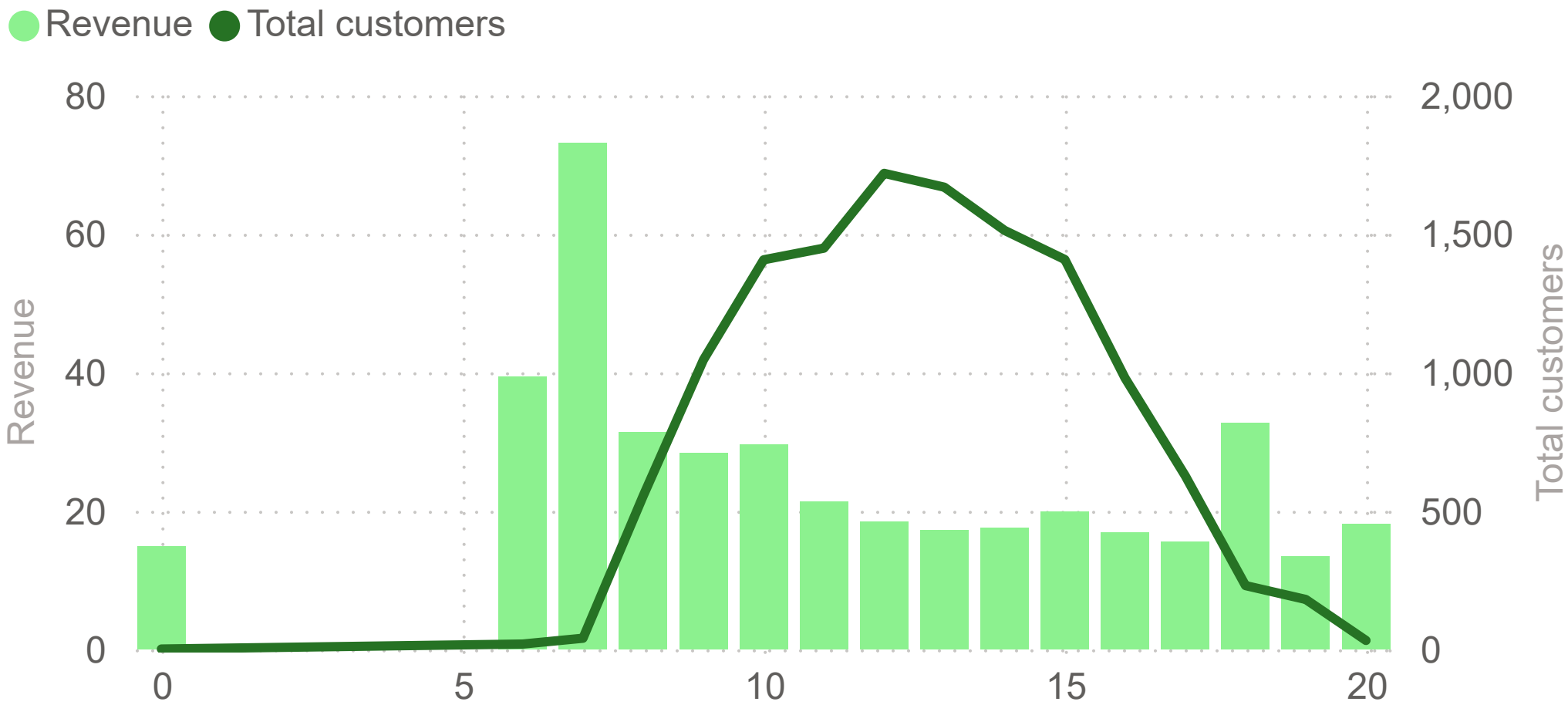
Total Revenue and Customers by Month



Revenue and Total customers within week



Revenue and Total customers within day



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Home

Revenue

Returned  
order

RFM

41.76%

% value of returned items on total bill

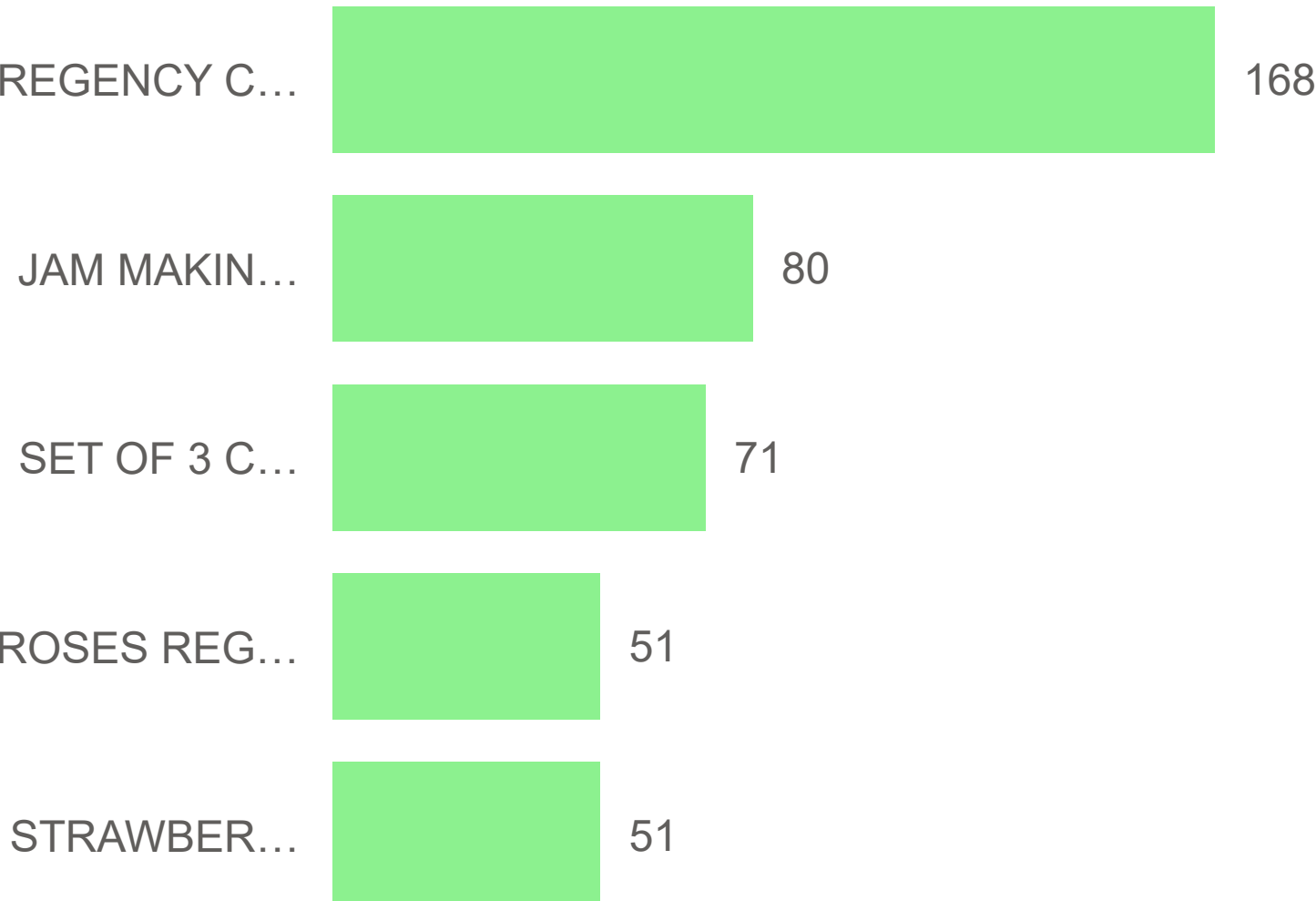
3.49%

% returned orders

8.81%

% revenue of returned orders

## Top 5 highest number of returned



### Quarter

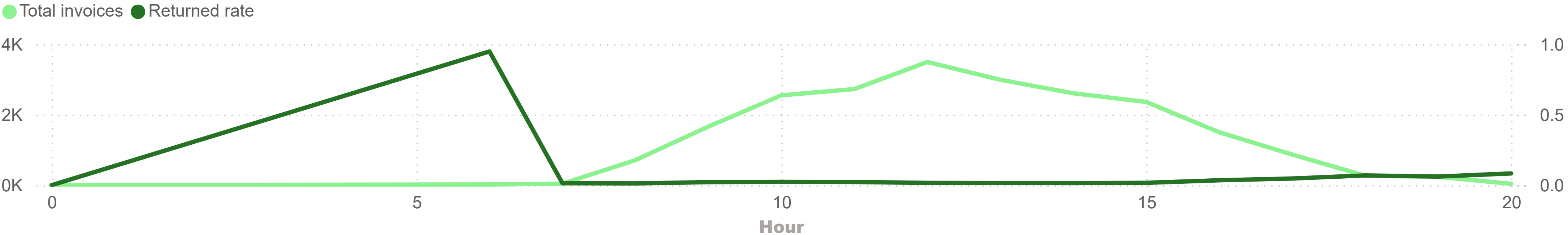
- ☐ Qtr 1
- ☐ Qtr 2
- ☐ Qtr 3
- ☐ Qtr 4

### Month\_year

All



## Comparison between total invoices and returned rate within day



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Home

Revenue

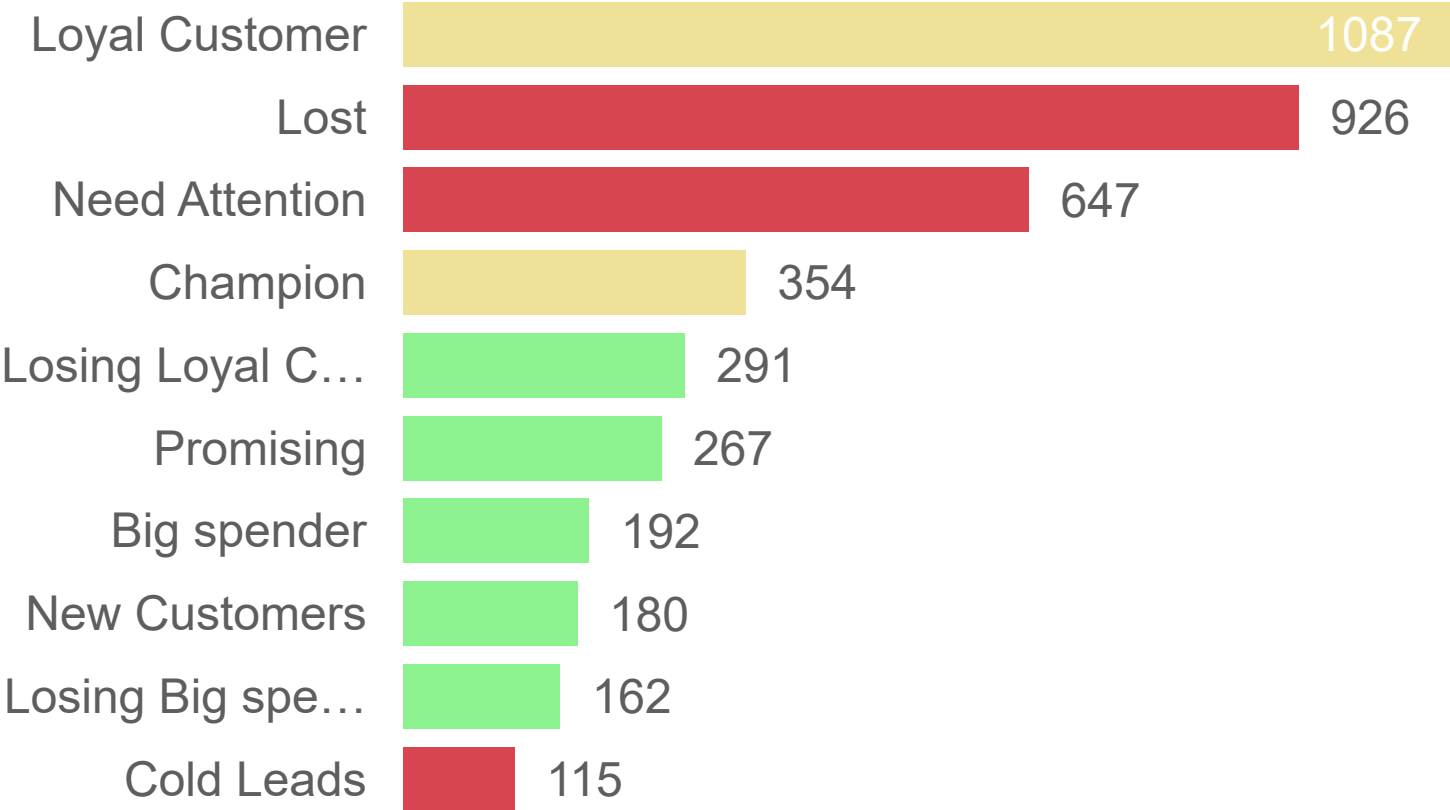
Returned order

RFM

RFM table

CustomerID	Sum of R value	Sum of F value	Sum of M value	R score	F score	M score	Segment
12349	41	1	1,457.55	4	1	4	Big spender
12356	45	3	2,487.43	4	3	5	Big spender
12357	56	1	6,207.67	3	1	5	Big spender
12358	24	2	928.06	5	2	4	Big spender
12360	75	3	2,302.06	3	3	5	Big spender
12371	82	1	1,527.96	3	1	4	Big spender
12394	86	2	1,080.48	3	2	4	Big spender
12397	58	2	2,214.90	3	2	5	Big spender
12398	68	1	1,435.66	3	1	4	Big spender
12406	45	3	3,280.75	4	3	5	Big spender
12438	37	2	2,466.85	4	2	5	Big spender
12446	80	1	1,002.31	3	1	4	Big spender
12488	32	3	1,244.66	5	3	4	Big spender
12526	23	3	1,172.66	5	3	4	Big spender
12536	30	2	4,151.26	5	2	5	Big spender
12546	69	3	1,001.50	3	3	4	Big spender
12560	28	3	1,885.39	5	3	4	Big spender
12611	75	1	1,193.32	3	1	4	Big spender
12620	37	3	1,303.41	4	3	4	Big spender
12630	32	2	1,030.88	5	2	4	Big spender
12640	46	3	994.58	4	3	4	Big spender

Number of customers by segment



Revenue by segment

