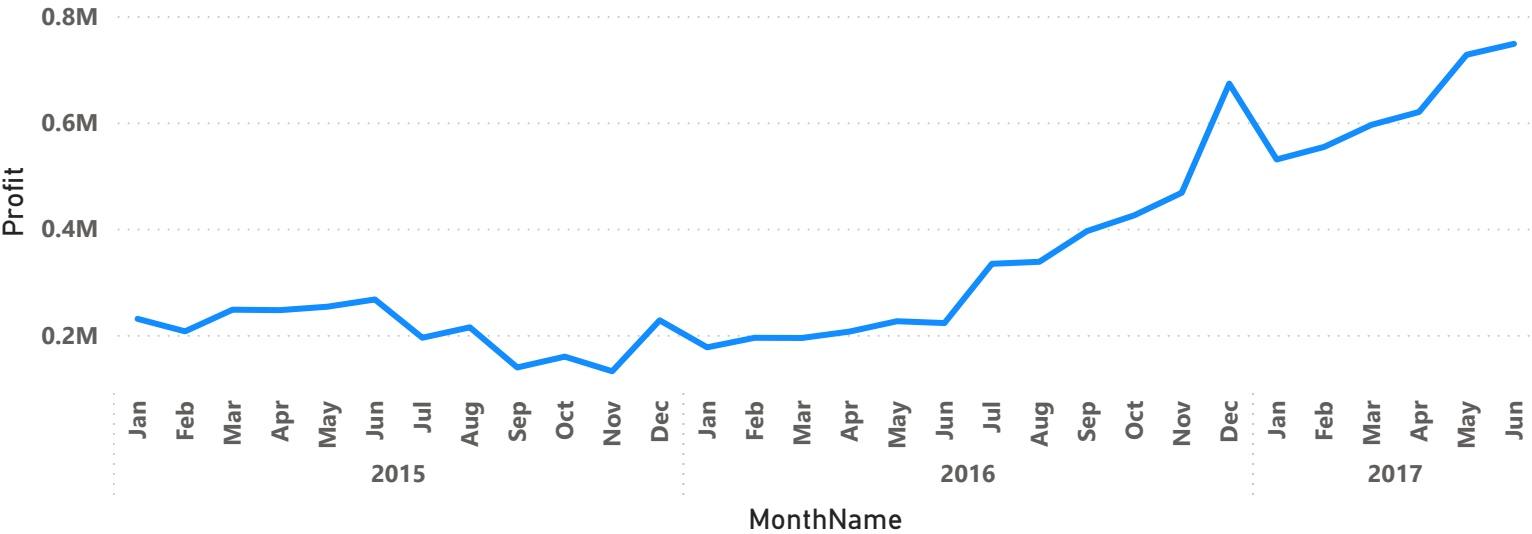
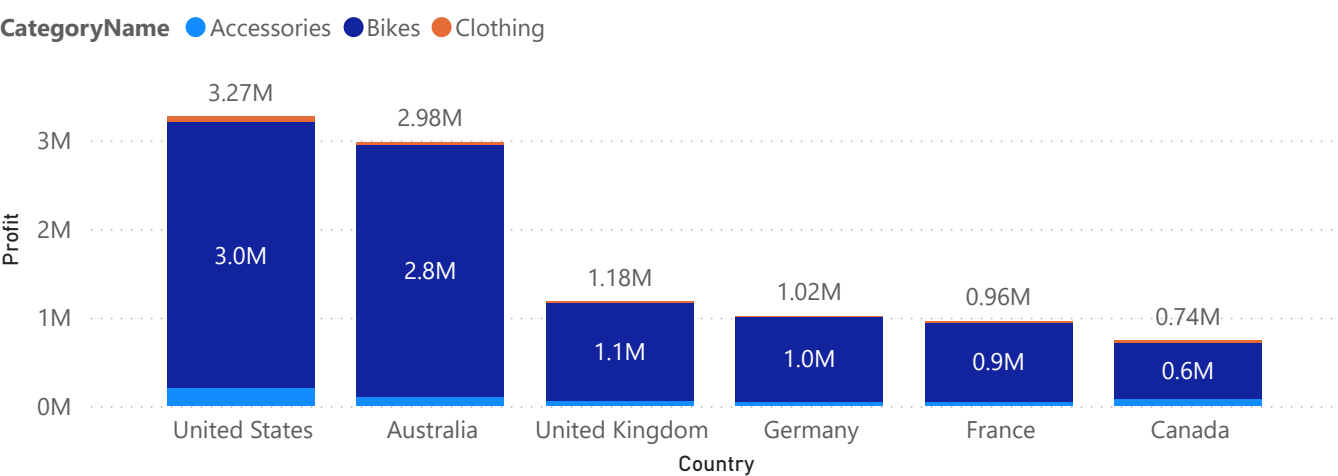




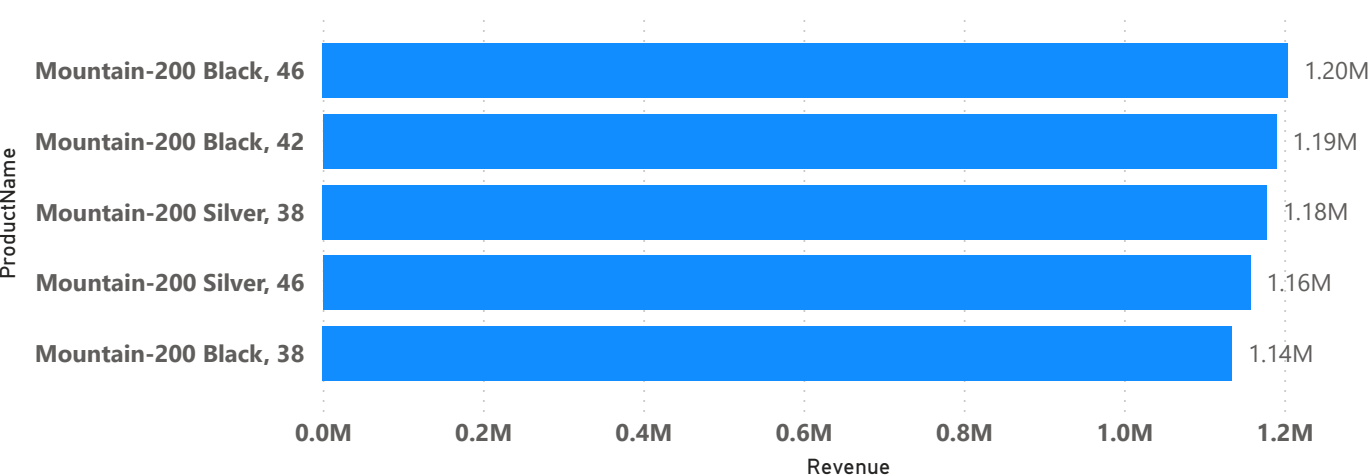
Profit by Year and MonthName



Profit by Country and CategoryName



Top 5 Product Name by Revenue



Country	Revenue	% GT_Revenue (YoY)	Max month Revenue
Australia	7176275.74	125.1%	437,241.39
Canada	1724743.55	148.5%	150,401.60
France	2281608.31	178.2%	183,545.74
Germany	2438064.47	202.7%	202,990.59
United Kingdom	2818394.71	213.6%	235,793.70
United States	7710222.21	189.8%	653,407.57
Total	24149308.98	166.3%	1,770,467.14

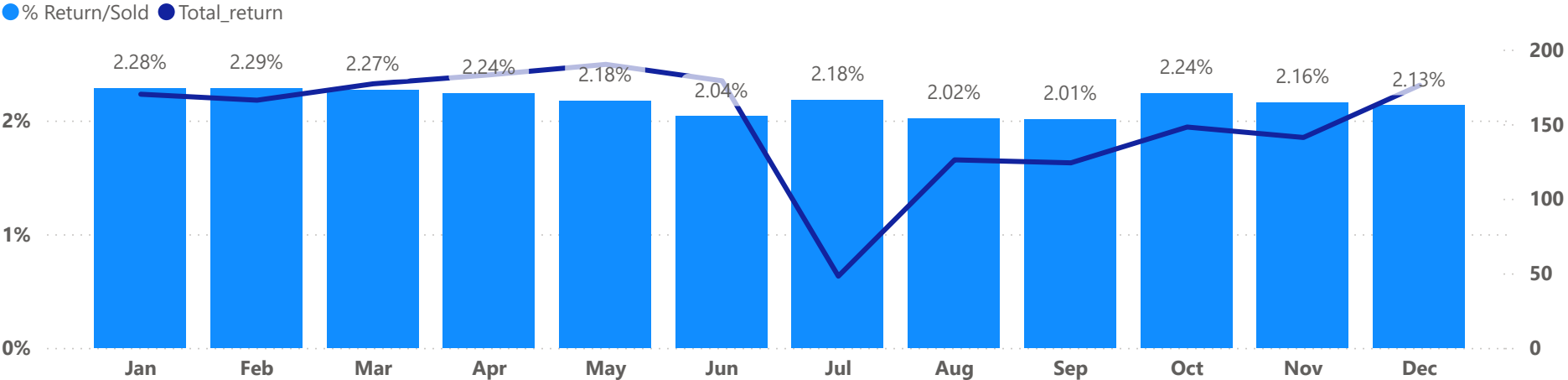
2015	2016	2017
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Total_return

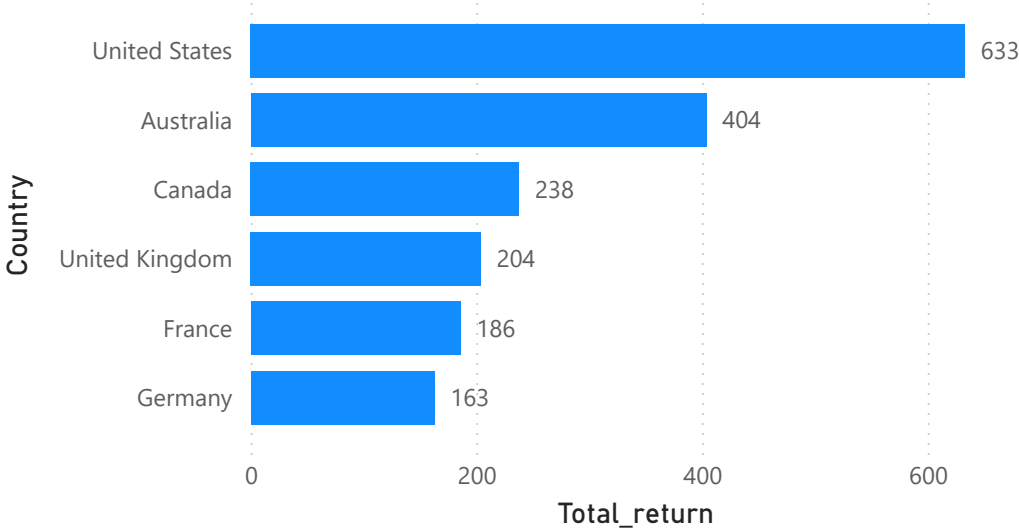
2K

% Return/Sold 2.17%

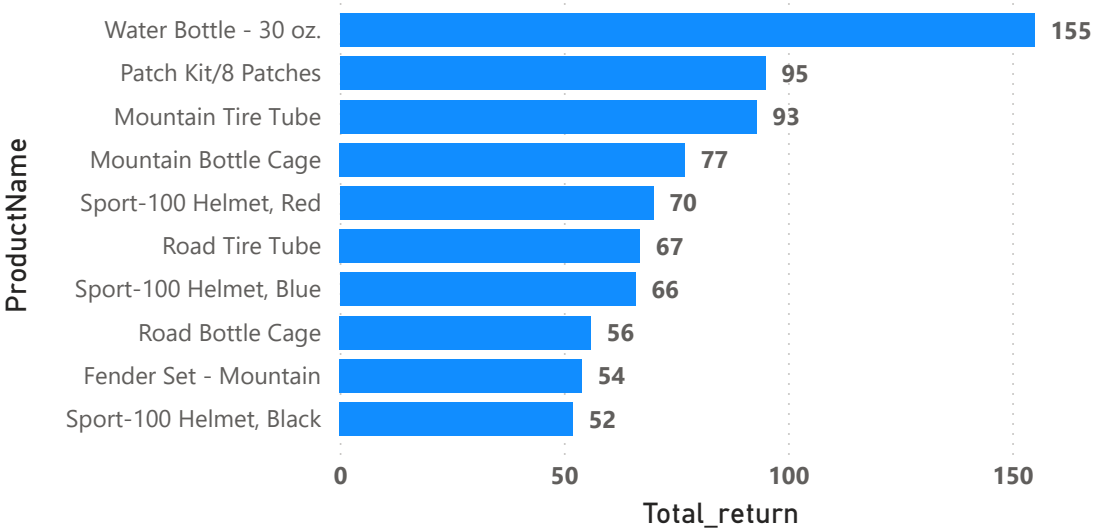
% Return/Sold and Total_return by MonthName



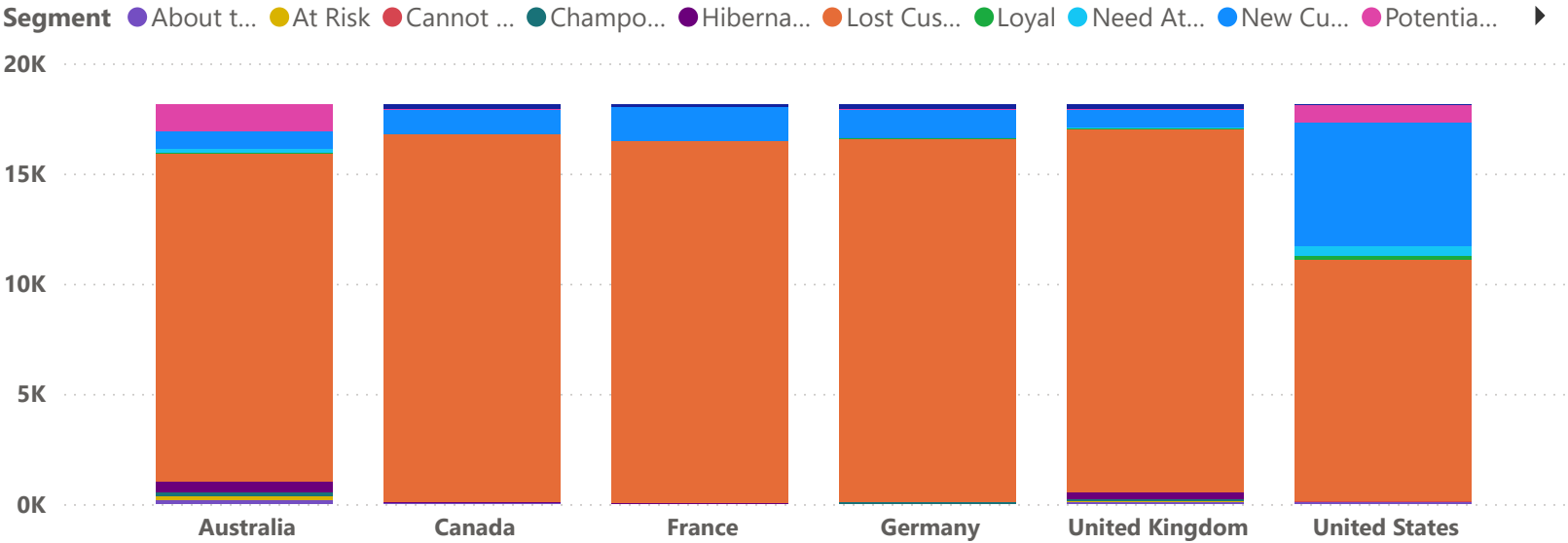
Total_return by Country



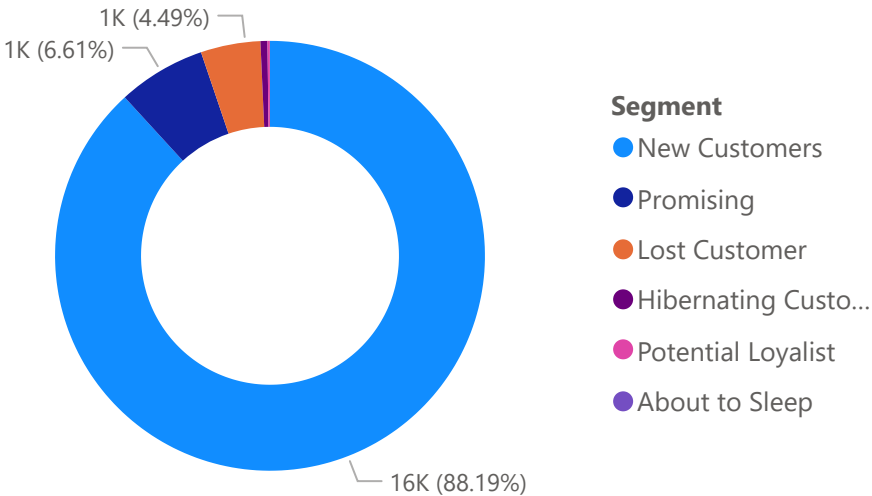
Total_return by ProductName



RFM_count by Country and Segment



RFM_count by Segment



CustomerKey	Recency	Frequency	Monetary	R_score	F_score_	M_score	RFM_score	Segment
11000	3245	2	2,696.31	4	1	2	412	New Customers
11001	3025	2	1,565.74	5	1	2	512	New Customers
11002	3314	2	2,599.78	4	1	2	412	New Customers
11003	3238	2	2,630.02	4	1	2	412	New Customers
11004	3247	2	2,641.35	4	1	2	412	New Customers
11005	3246	2	2,617.47	4	1	2	412	New Customers
11007	3290	2	2,646.13	4	1	2	412	New Customers
11008	3307	2	2,613.75	4	1	2	412	New Customers
11009	3239	2	2,601.49	4	1	2	412	New Customers
11010	3225	2	2,604.86	4	1	2	412	New Customers
11011	3290	2	2,629.32	4	1	2	412	New Customers
11012	3081	2	33.55	5	1	1	511	New Customers
11013	3265	1	15.01	4	1	1	411	New Customers
11014	3248	2	73.00	4	1	1	411	New Customers
11015	3350	1	1,193.76	4	1	1	411	New Customers
Total	3007	25164	14,456,871.39	5	5	5	555	Champions