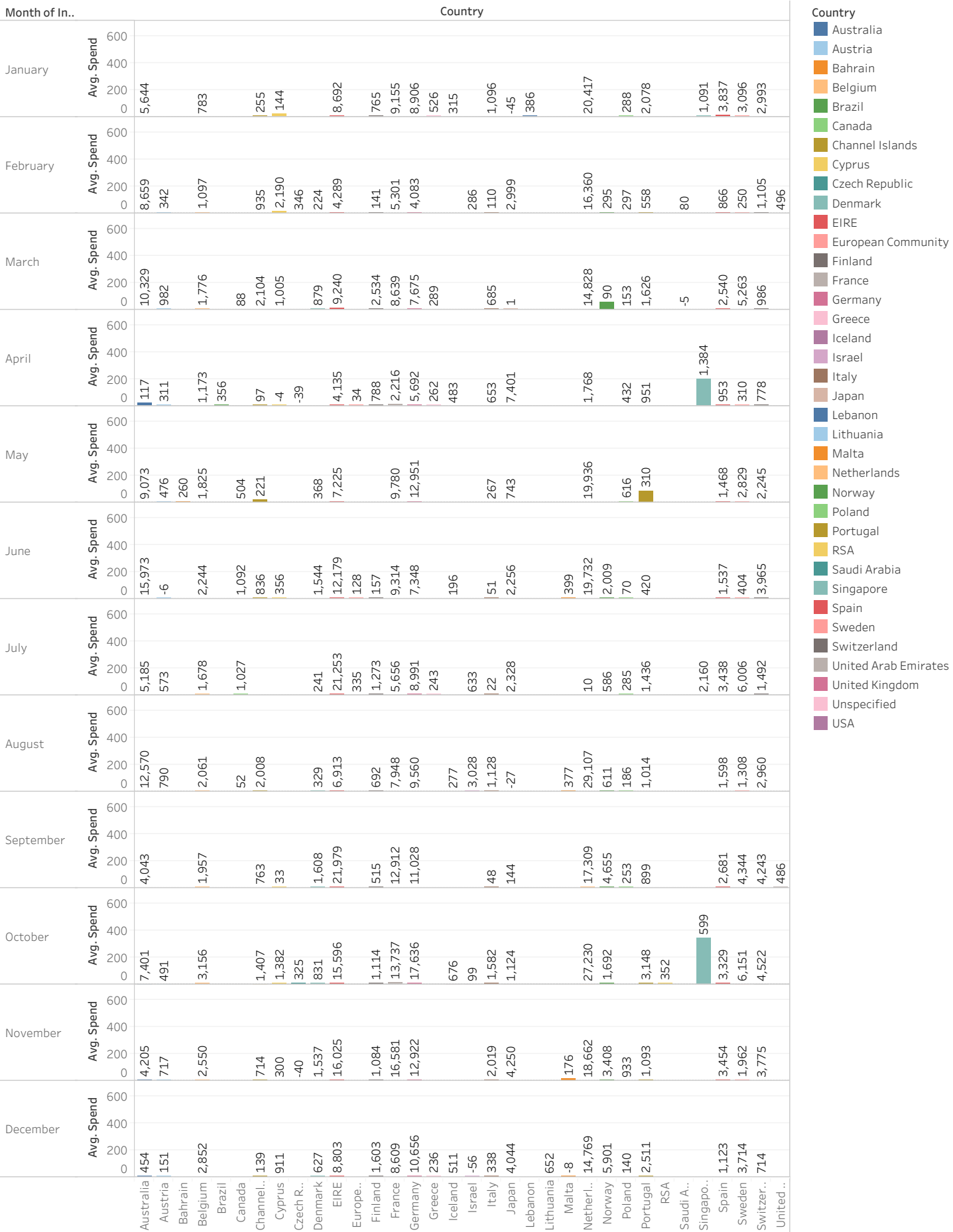


Country-wise analysis for avg spend

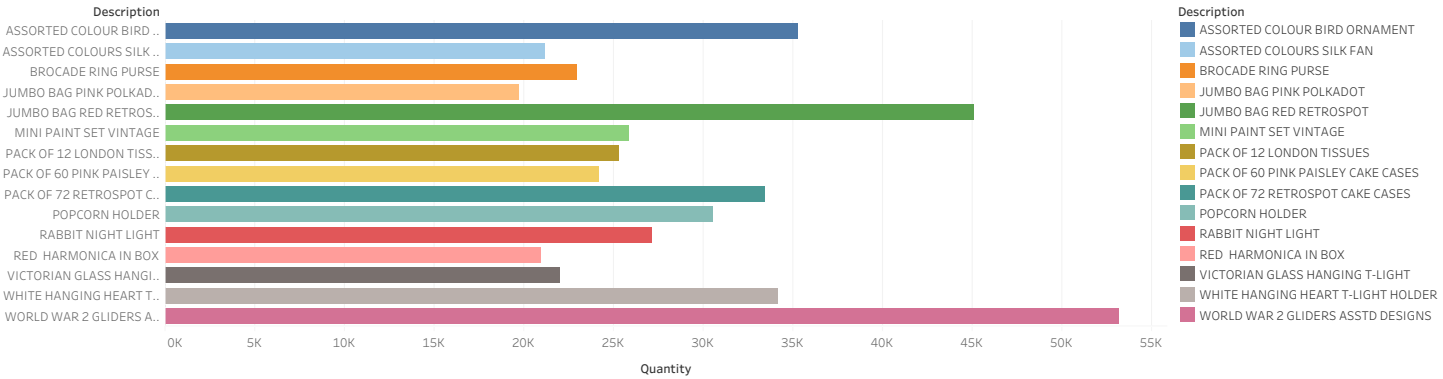


Country-wise analysis for avg spend

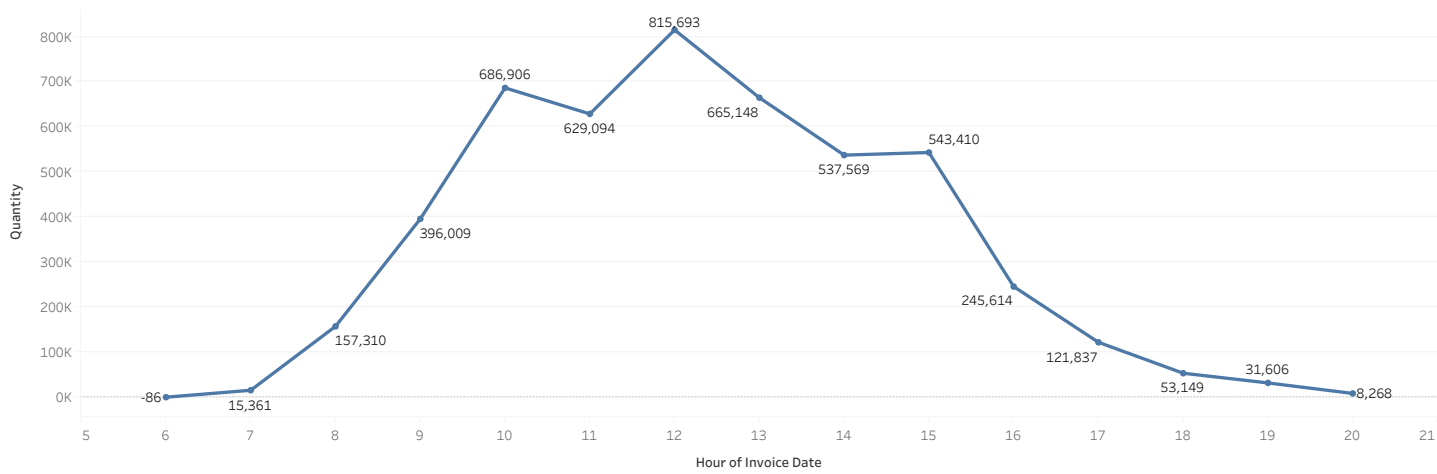
| Month of In.. |            | Country   |         |
|---------------|------------|-----------|---------|
| January       | Avg. Spend | 600       |         |
|               |            | 400       |         |
|               |            | 200       |         |
|               |            | 0         | 198,957 |
|               |            |           |         |
| February      | Avg. Spend | 600       |         |
|               |            | 400       |         |
|               |            | 200       |         |
|               |            | 0         | 211,524 |
|               |            |           |         |
| March         | Avg. Spend | 600       |         |
|               |            | 400       |         |
|               |            | 200       |         |
|               |            | 0         | 272,305 |
|               |            |           |         |
| April         | Avg. Spend | 600       |         |
|               |            | 400       |         |
|               |            | 200       |         |
|               |            | 0         | 247,915 |
|               |            |           | 282     |
| May           | Avg. Spend | 600       |         |
|               |            | 400       |         |
|               |            | 200       |         |
|               |            | 0         | 296,101 |
|               |            |           | 654     |
| June          | Avg. Spend | 600       |         |
|               |            | 400       |         |
|               |            | 200       |         |
|               |            | 0         | 274,640 |
|               |            |           | 78      |
| July          | Avg. Spend | 600       |         |
|               |            | 400       |         |
|               |            | 200       |         |
|               |            | 0         | 297,977 |
|               |            |           | 590     |
| August        | Avg. Spend | 600       |         |
|               |            | 400       |         |
|               |            | 200       |         |
|               |            | 0         | 301,937 |
|               |            |           | 185     |
| September     | Avg. Spend | 600       |         |
|               |            | 400       |         |
|               |            | 200       |         |
|               |            | 0         | 447,596 |
|               |            |           |         |
| October       | Avg. Spend | 600       |         |
|               |            | 400       |         |
|               |            | 200       |         |
|               |            | 0         | 455,597 |
|               |            |           | 489     |
| November      | Avg. Spend | 600       |         |
|               |            | 400       |         |
|               |            | 200       |         |
|               |            | 0         | 573,588 |
|               |            |           |         |
| December      | Avg. Spend | 600       |         |
|               |            | 400       |         |
|               |            | 200       |         |
|               |            | 0         | 430,396 |
|               |            |           | 408     |
|               |            | United .. |         |
|               |            | Unspeci.. |         |
|               |            | USA       |         |

- Country
- Australia
  - Austria
  - Bahrain
  - Belgium
  - Brazil
  - Canada
  - Channel Islands
  - Cyprus
  - Czech Republic
  - Denmark
  - EIRE
  - European Community
  - Finland
  - France
  - Germany
  - Greece
  - Iceland
  - Israel
  - Italy
  - Japan
  - Lebanon
  - Lithuania
  - Malta
  - Netherlands
  - Norway
  - Poland
  - Portugal
  - RSA
  - Saudi Arabia
  - Singapore
  - Spain
  - Sweden
  - Switzerland
  - United Arab Emirates
  - United Kingdom
  - Unspecified
  - USA

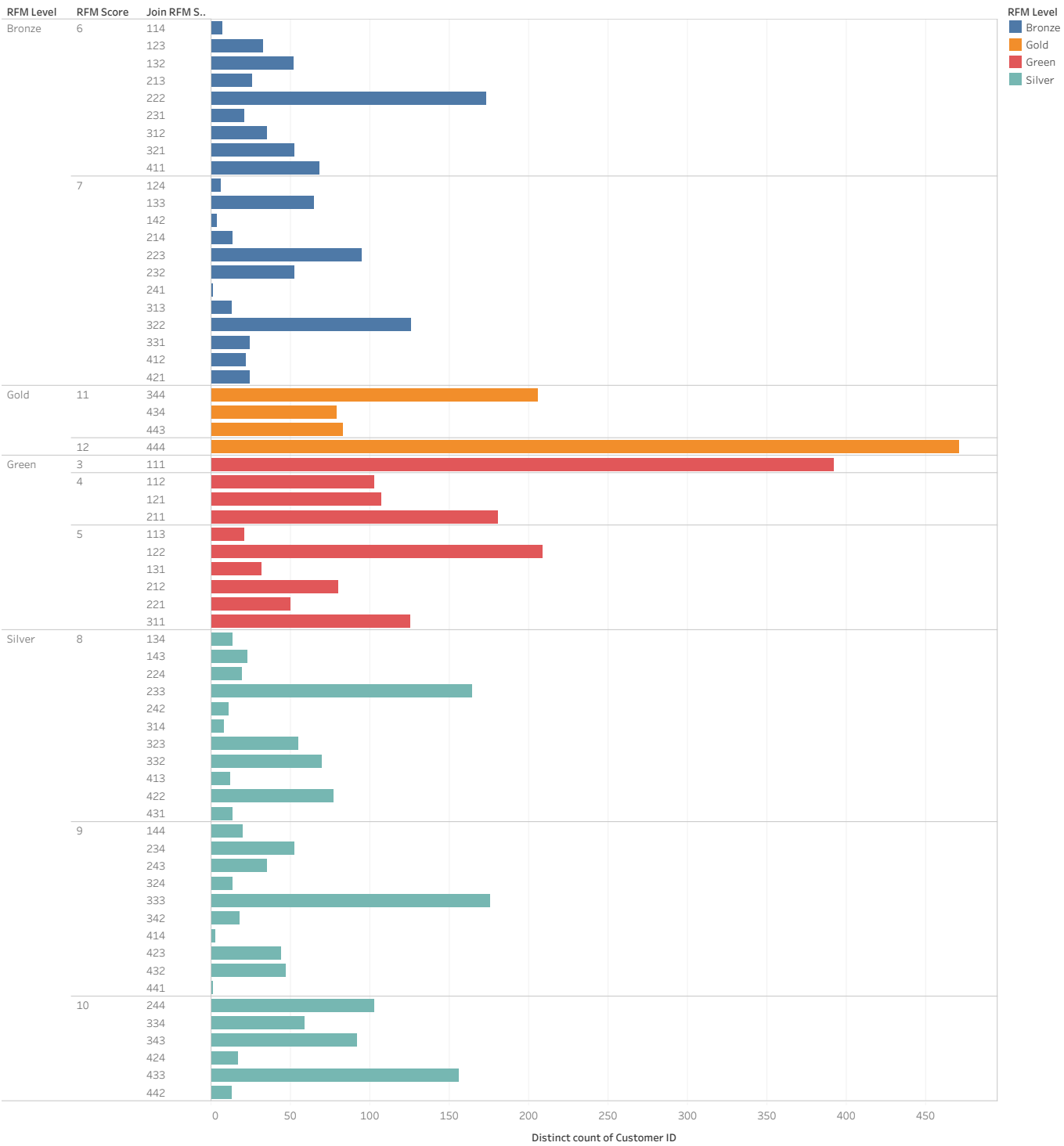
Top 15 Products Ordered & Qty



Peak Hours of Orders



Distribution of RFM values (2)



# Distribution of RFM values

| RFM Score | Join RFM S.. | RFM Level | RFM Level |
|-----------|--------------|-----------|-----------|
| 3         | 111          | Green     | 392       |
| 4         | 112          | Green     | 103       |
|           | 121          | Green     | 107       |
|           | 211          | Green     | 181       |
| 5         | 113          | Green     | 21        |
|           | 122          | Green     | 209       |
|           | 131          | Green     | 32        |
|           | 212          | Green     | 80        |
|           | 221          | Green     | 50        |
|           | 311          | Green     | 125       |
| 6         | 114          | Bronze    | 7         |
|           | 123          | Bronze    | 33        |
|           | 132          | Bronze    | 52        |
|           | 213          | Bronze    | 26        |
|           | 222          | Bronze    | 173       |
|           | 231          | Bronze    | 21        |
|           | 312          | Bronze    | 35        |
|           | 321          | Bronze    | 53        |
|           | 411          | Bronze    | 68        |
| 7         | 124          | Bronze    | 6         |
|           | 133          | Bronze    | 65        |
|           | 142          | Bronze    | 4         |
|           | 214          | Bronze    | 14        |
|           | 223          | Bronze    | 95        |
|           | 232          | Bronze    | 53        |
|           | 241          | Bronze    | 1         |
|           | 313          | Bronze    | 13        |
|           | 322          | Bronze    | 126       |
|           | 331          | Bronze    | 24        |
|           | 412          | Bronze    | 22        |
|           | 421          | Bronze    | 24        |
| 8         | 134          | Silver    | 14        |
|           | 143          | Silver    | 23        |
|           | 224          | Silver    | 19        |
|           | 233          | Silver    | 164       |
|           | 242          | Silver    | 11        |
|           | 314          | Silver    | 8         |
|           | 323          | Silver    | 55        |
|           | 332          | Silver    | 70        |
|           | 413          | Silver    | 12        |
|           | 422          | Silver    | 77        |
|           | 431          | Silver    | 14        |
| 9         | 144          | Silver    | 20        |
|           | 234          | Silver    | 53        |

# Distribution of RFM values

| RFM Score | Join RFM S.. | RFM Level | RFM Level |
|-----------|--------------|-----------|-----------|
| 9         | 243          | Silver    | 35        |
|           | 324          | Silver    | 14        |
|           | 333          | Silver    | 176       |
|           | 342          | Silver    | 18        |
|           | 414          | Silver    | 3         |
|           | 423          | Silver    | 44        |
|           | 432          | Silver    | 47        |
|           | 441          | Silver    | 1         |
| 10        | 244          | Silver    | 103       |
|           | 334          | Silver    | 59        |
|           | 343          | Silver    | 92        |
|           | 424          | Silver    | 17        |
|           | 433          | Silver    | 156       |
|           | 442          | Silver    | 13        |
| 11        | 344          | Gold      | 206       |
|           | 434          | Gold      | 79        |
|           | 443          | Gold      | 83        |
| 12        | 444          | Gold      | 471       |