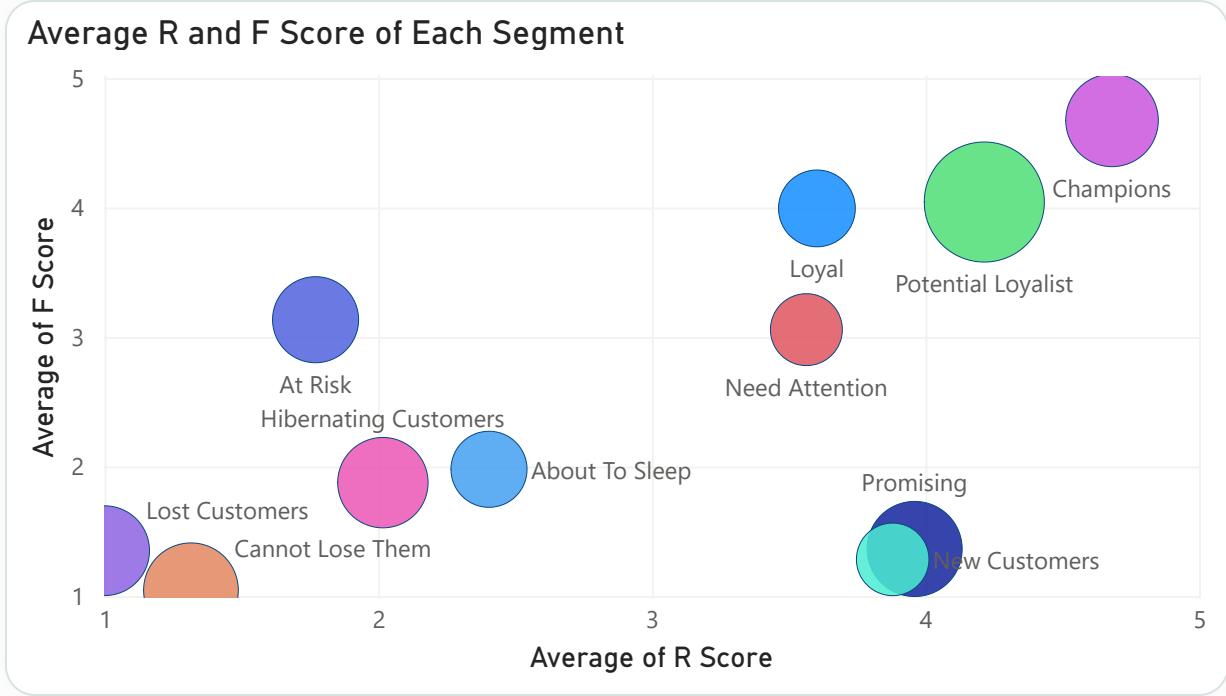
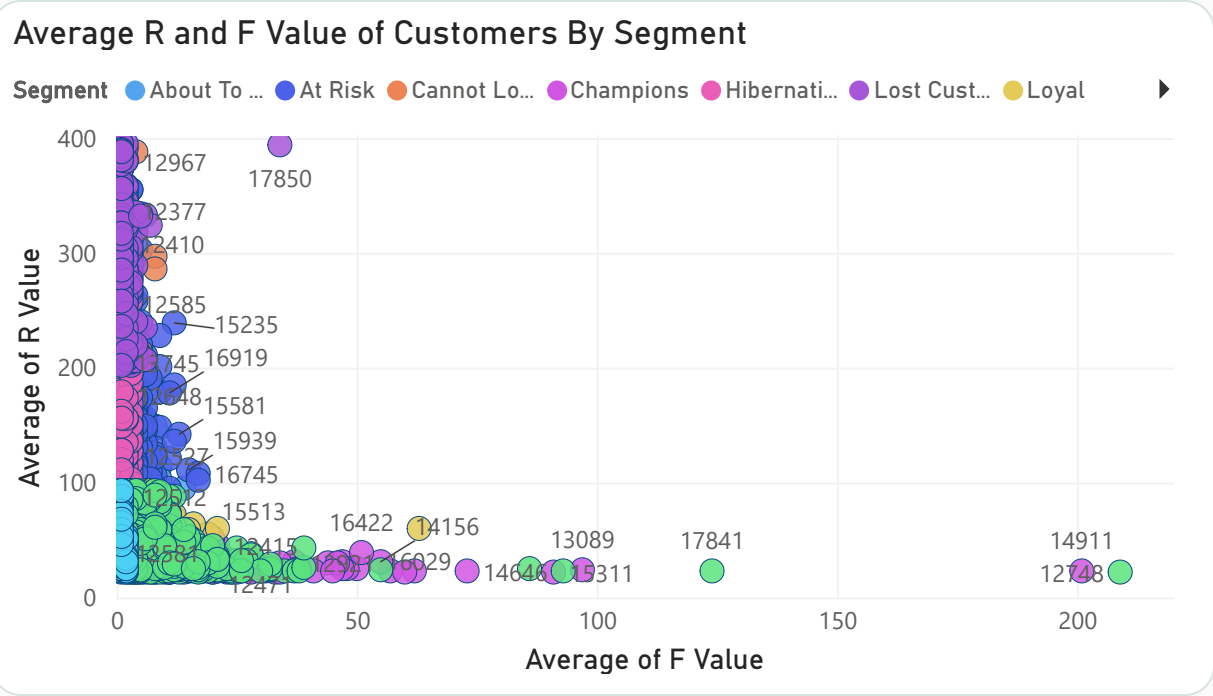
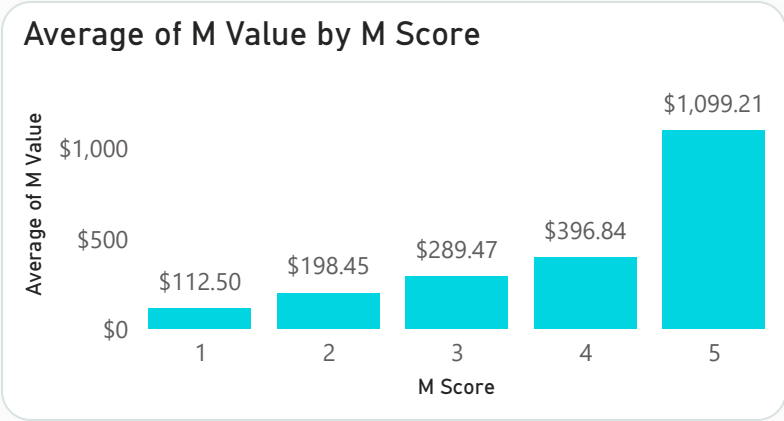
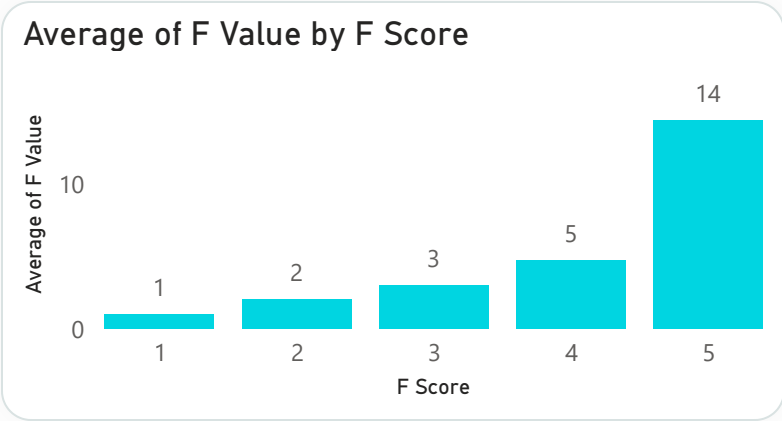
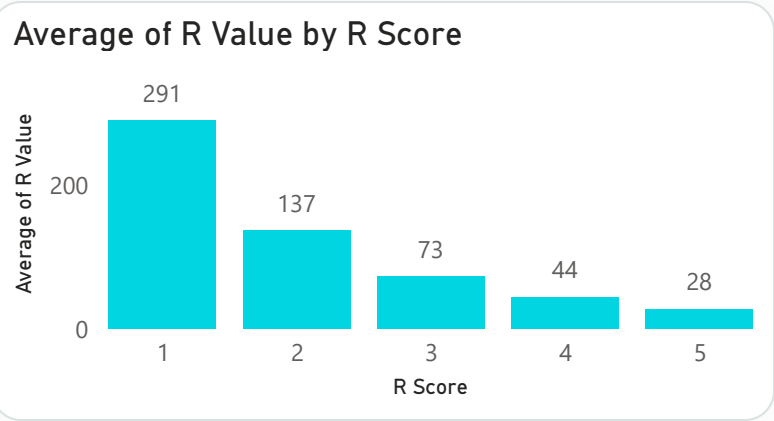


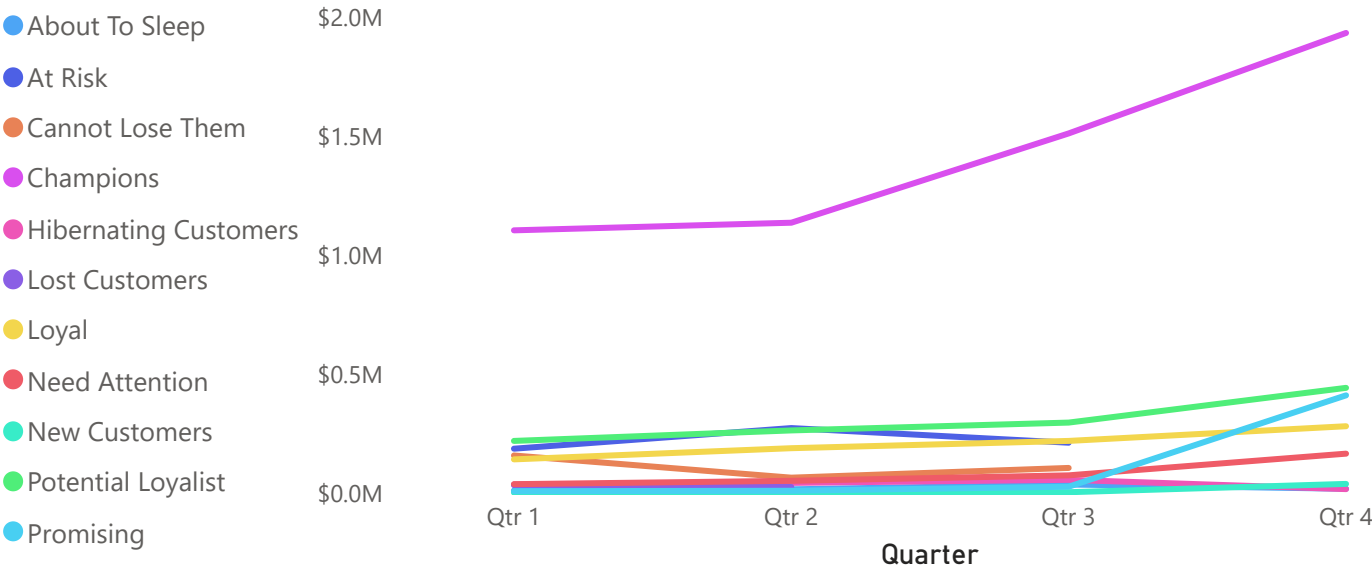
Customer Segments By RFM

Recency (R): Time since last order | Frequency (F): Total number of purchases | Monetary (M): Average spending on purchases

Potential Loyalist	Promising	Cannot Lose Them	Champions	Hibernating Cust...	Lost Customers	At Risk	Loyal	About To ...	New Cus...	Need Att...
17.45%	10.53%	10.44%	9.94%	9.43%	9.29%	8.46%	6.57%	6.43%	5.79%	5.67%



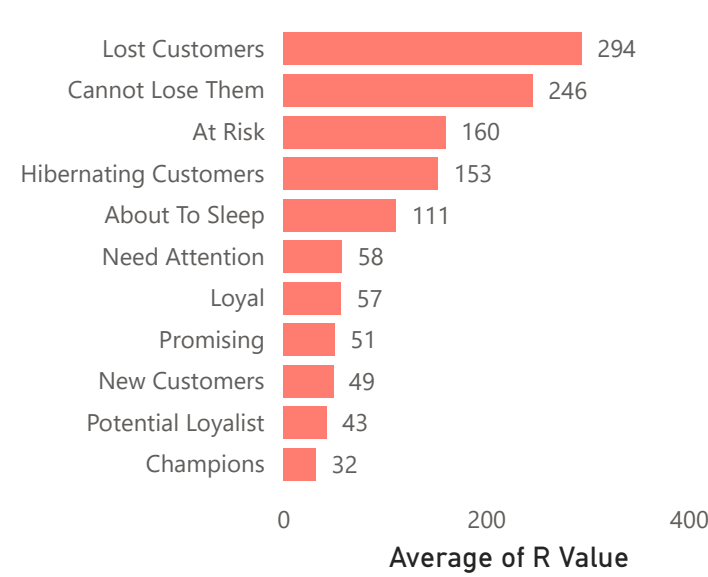
Sales Revenue By Time and Customer Type



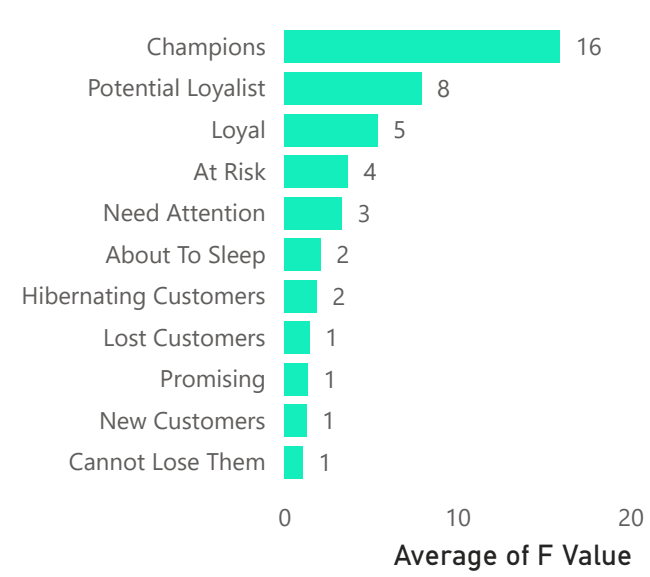
Count of Customers Each Segment



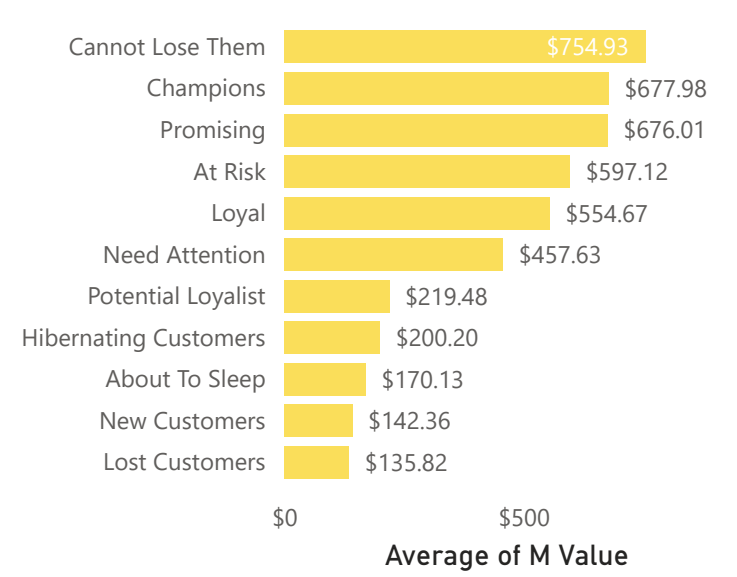
Recency By Customer Type



Frequency By Customer Type



Monetary By Customer Type



Product Performance

\$1,565,985.3

Total Sales

880907

Total Quantity

1829

Total Invoices

Country

All

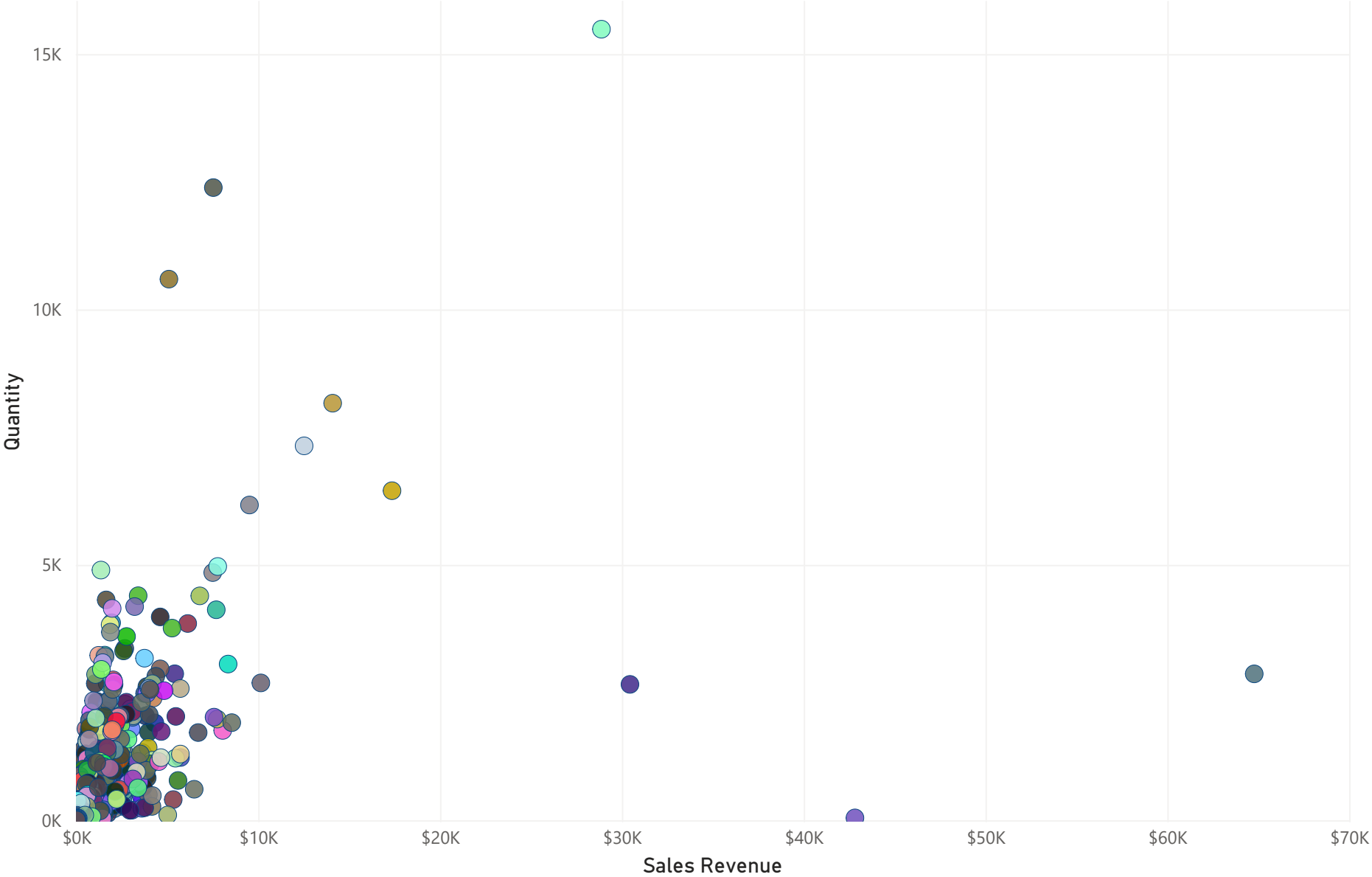
Top 10 Products By Sales Revenue

StockCode	Sales Revenue
POST	\$64,779.9
M	\$42,820.1
22423	\$30,446.3
23084	\$28,877.0
22326	\$17,360.0
22629	\$14,095.8
22630	\$12,525.2
84997D	\$10,145.3
21731	\$9,519.8
23245	\$8,545.7
Total	\$239,115.1

Bottom 10 Products By Sales Revenue

StockCode	Sales Revenue
81952V	\$1.9
72134	\$1.7
23416	\$1.7
84549	\$1.7
23331	\$1.3
47563A	\$1.3
20735	\$0.9
84199	\$0.8
84596J	\$0.4
79063C	\$0.2
Total	\$11.7

Quantity and Sales Revenue By StockCode



Sales Performance By Countries

36

Total Countries

880907

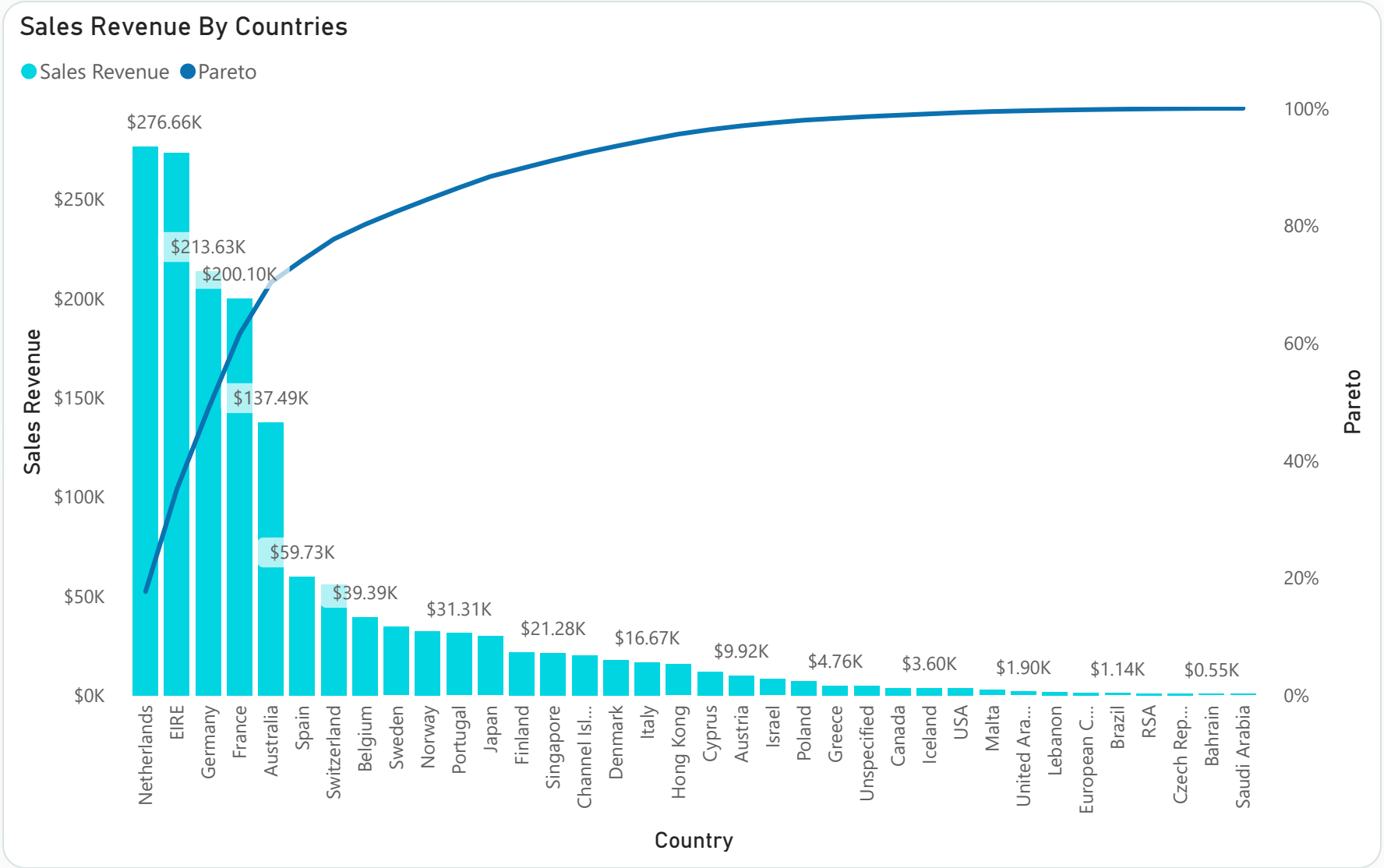
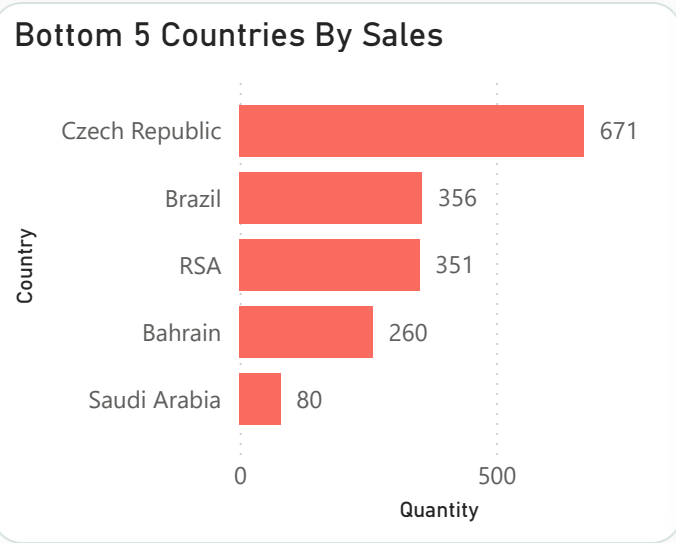
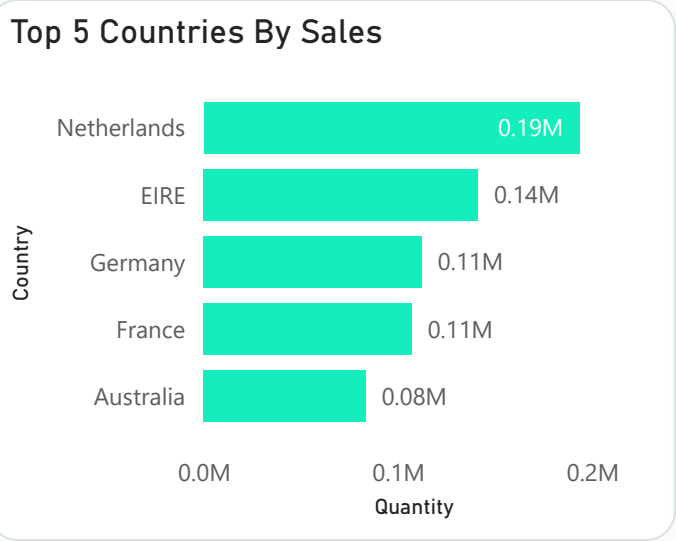
Total Quantity

\$1,565,985.3

Total Sales

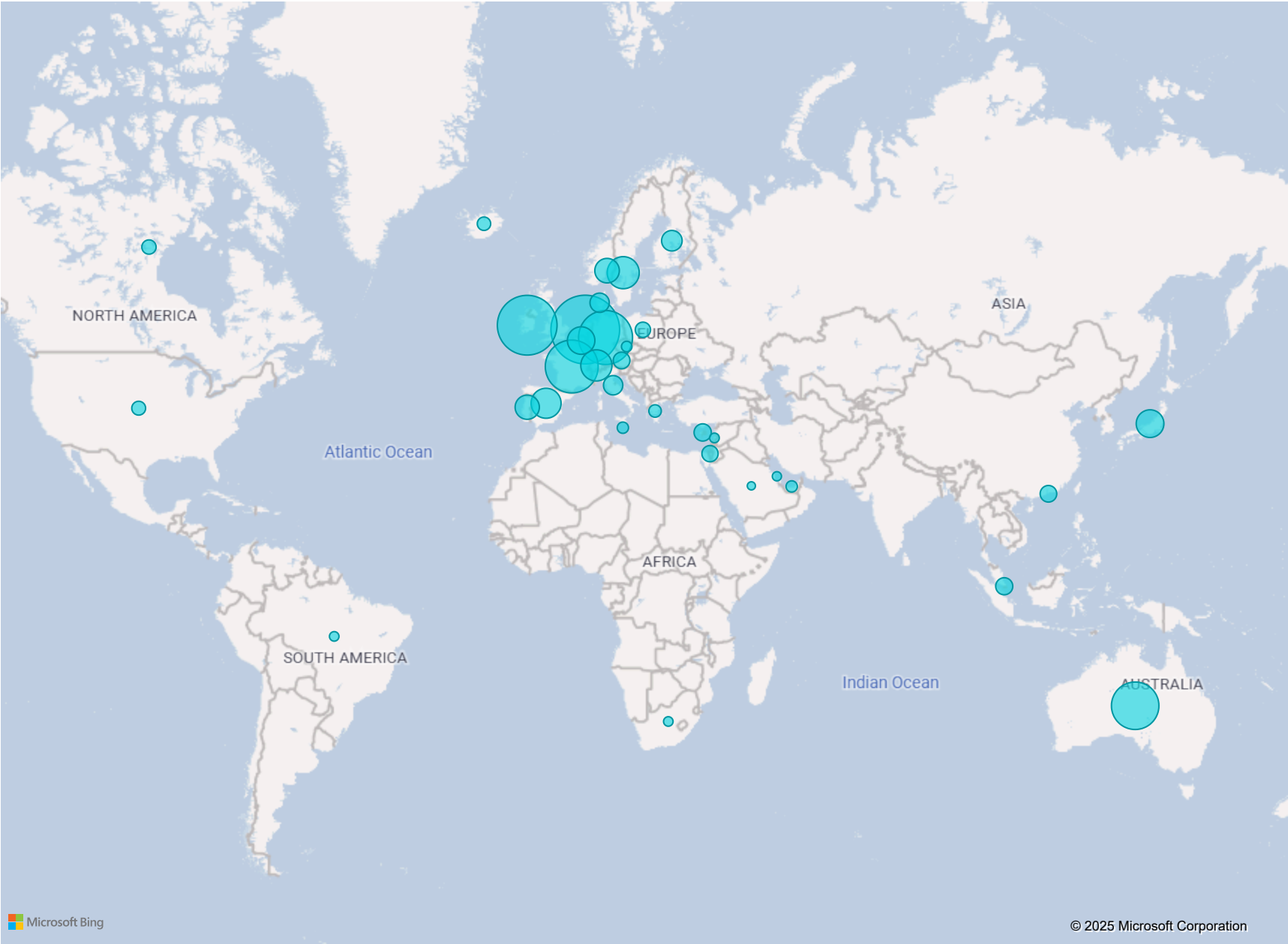
1829

Total Invoices



Demand By Country

Quantity and Revenue by Country



Country	Quantity	Sales Revenue	% Sales Revenue
Netherlands	193550	\$276,661.9	17.67%
EIRE	141403	\$273,420.7	17.46%
Germany	112384	\$213,626.0	13.64%
France	107114	\$200,098.8	12.78%
Australia	83434	\$137,488.5	8.78%
Spain	27073	\$59,733.4	3.81%
Switzerland	29915	\$55,785.0	3.56%
Belgium	21482	\$39,386.4	2.52%
Sweden	32129	\$34,544.0	2.21%
Norway	15754	\$32,378.3	2.07%
Portugal	15274	\$31,307.1	2.00%
Japan	21923	\$29,711.3	1.90%
Finland	9450	\$21,653.3	1.38%
Singapore	5241	\$21,279.3	1.36%
Channel Islands	9411	\$20,086.9	1.28%
Denmark	7781	\$17,673.8	1.13%
Italy	7817	\$16,671.7	1.06%
Hong Kong	4773	\$15,691.8	1.00%
Cyprus	5444	\$11,999.6	0.77%
Austria	4830	\$9,921.5	0.63%
Israel	4409	\$8,135.3	0.52%
Poland	3544	\$7,086.5	0.45%
Greece	1557	\$4,760.5	0.30%
Unspecified	3300	\$4,749.8	0.30%
Canada	2763	\$3,666.4	0.23%
Iceland	2139	\$3,598.2	0.23%
USA	2458	\$3,580.4	0.23%
Malta	970	\$2,725.6	0.17%
United Arab Emirates	982	\$1,902.3	0.12%
Total	880907	\$1,565,985.3	100.00%

Sales Trend 2011

\$763,708.6

Total Sales

447337

Total Quantity

789

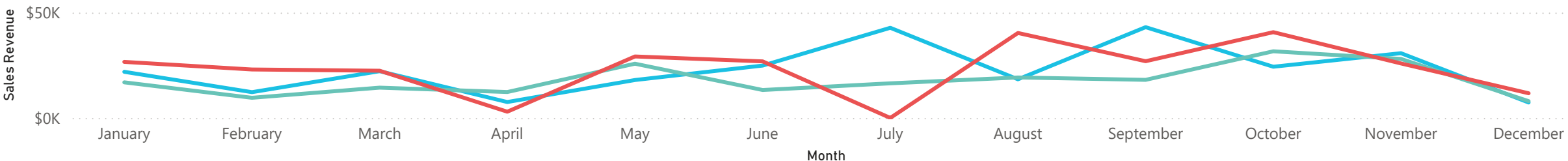
Total Invoices

Country

Multiple selections

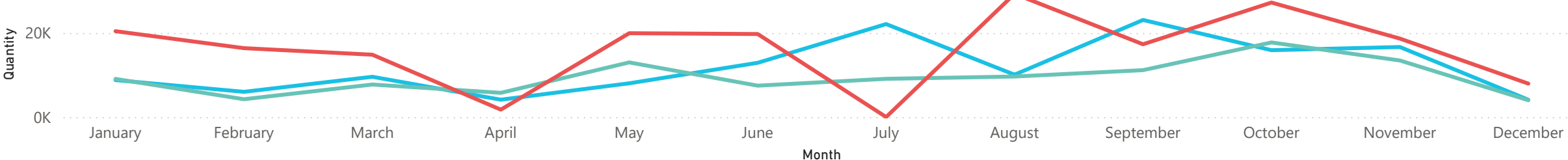
Sales Revenue By Month And Country

Country ● EIRE ● Germany ● Netherlands



Quantity By Month And Country

Country ● EIRE ● Germany ● Netherlands



Number of Invoice By Month And Country

Country ● EIRE ● Germany ● Netherlands

