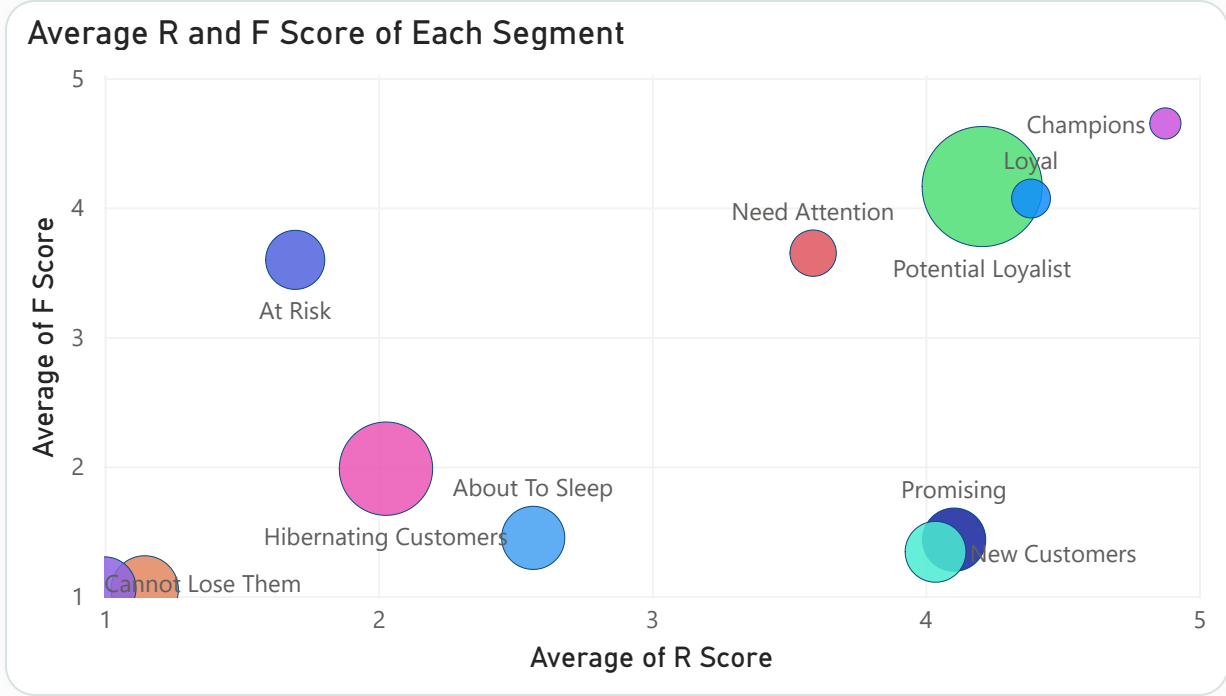
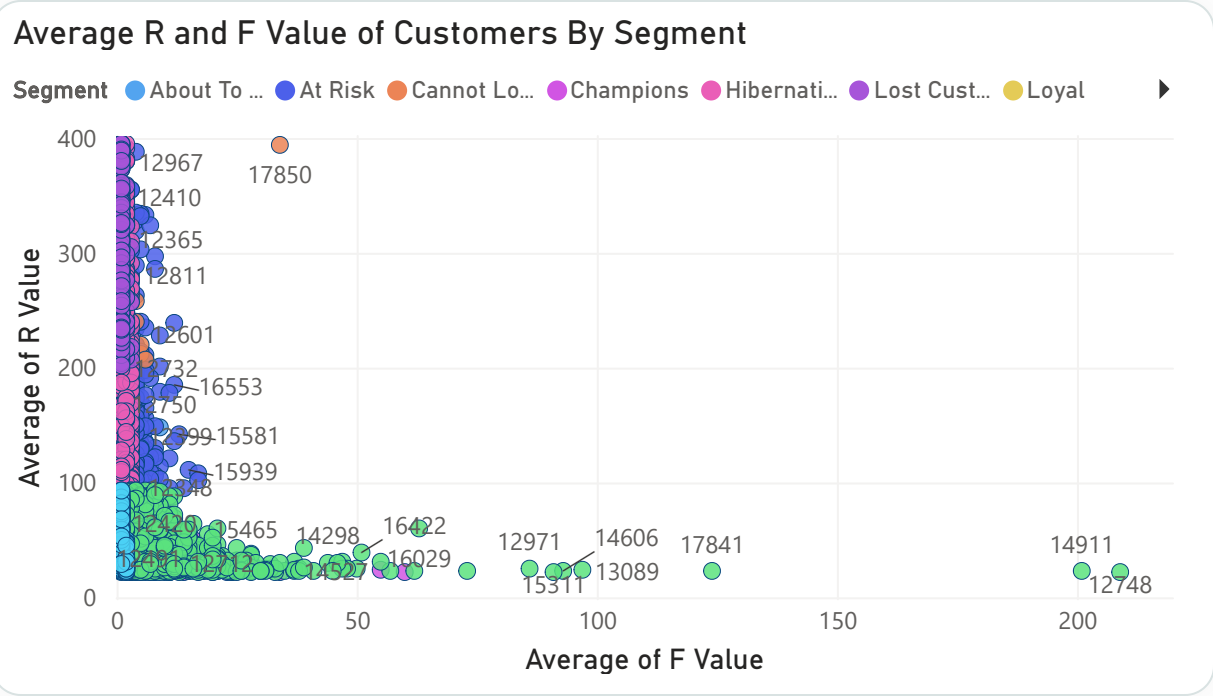
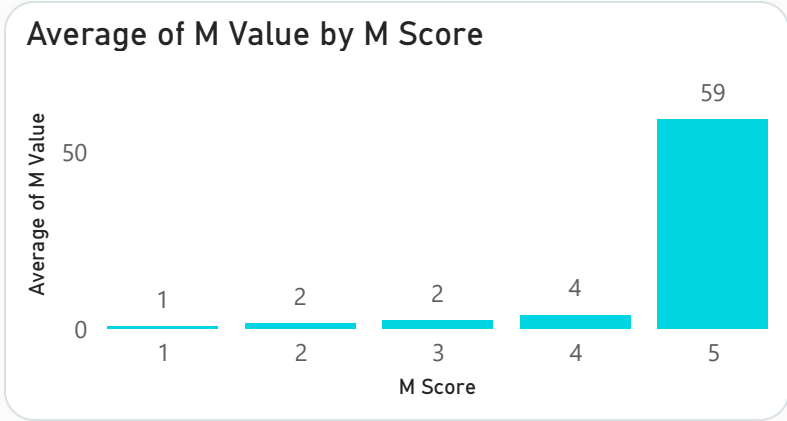
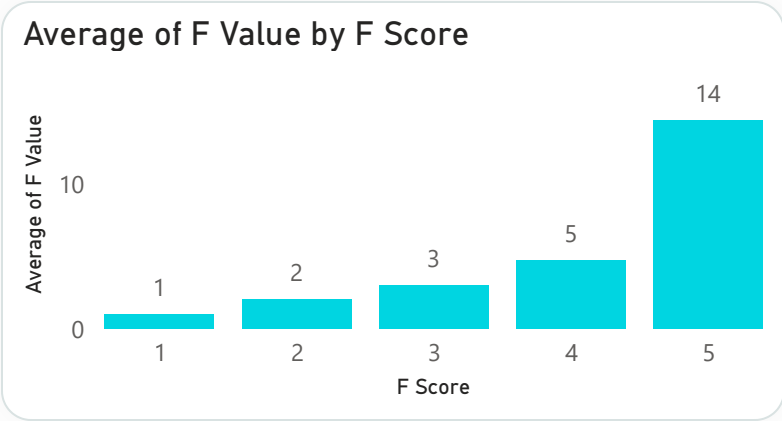
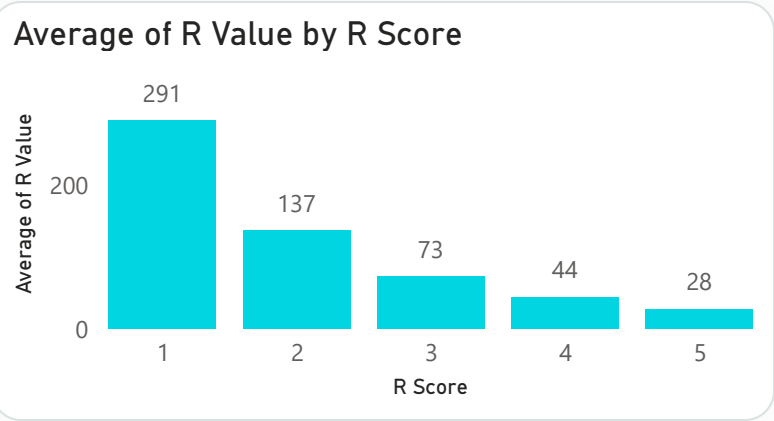
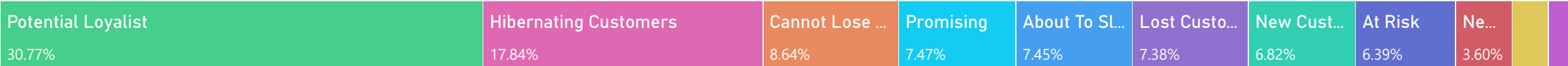
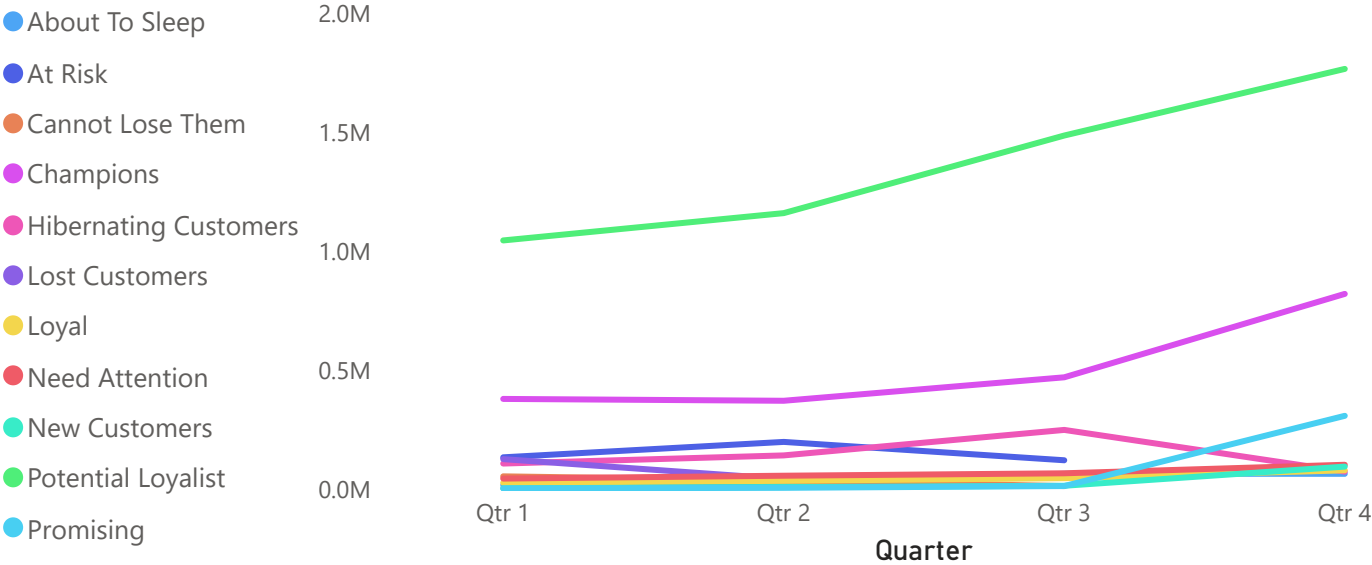


Customer Segments By RFM

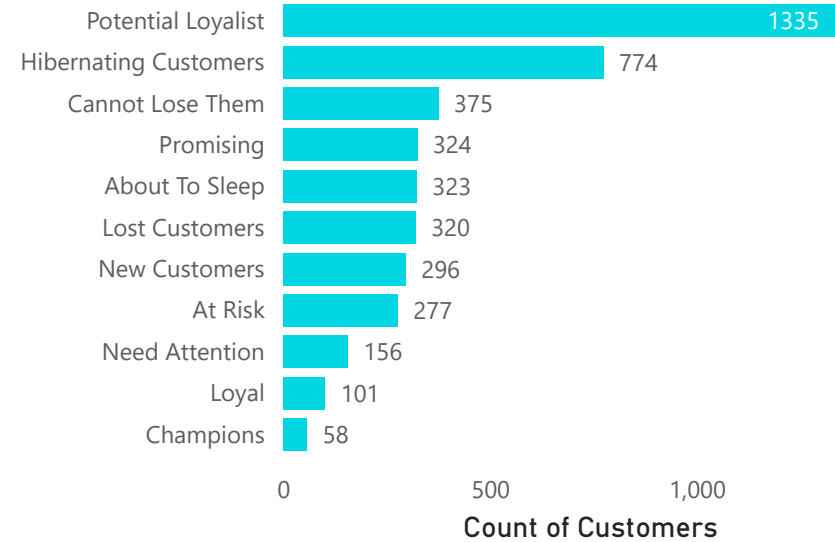
Recency (R): Time since last order | Frequency (F): Total number of purchases | Monetary (M): Average spending on purchases



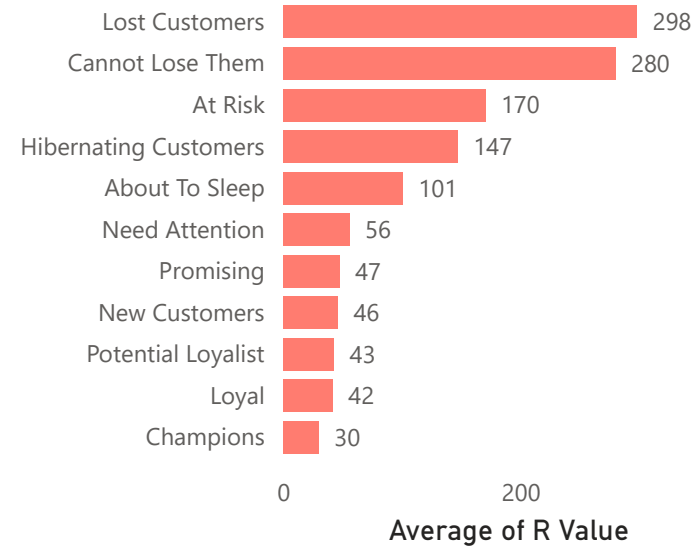
Sales Revenue By Time and Customer Type



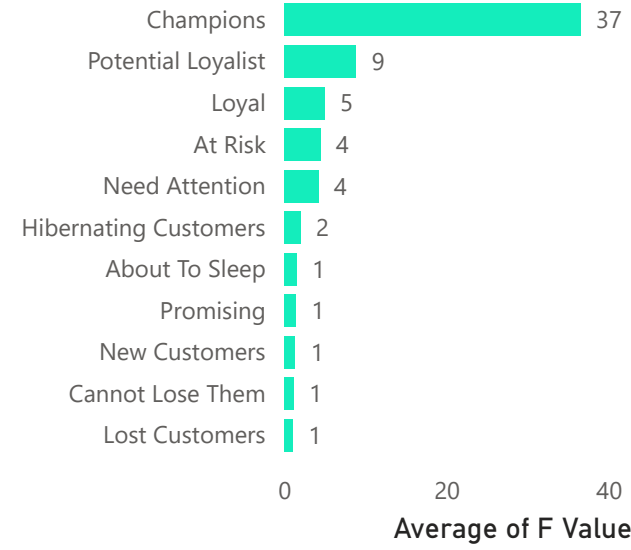
Count of Customers Each Segment



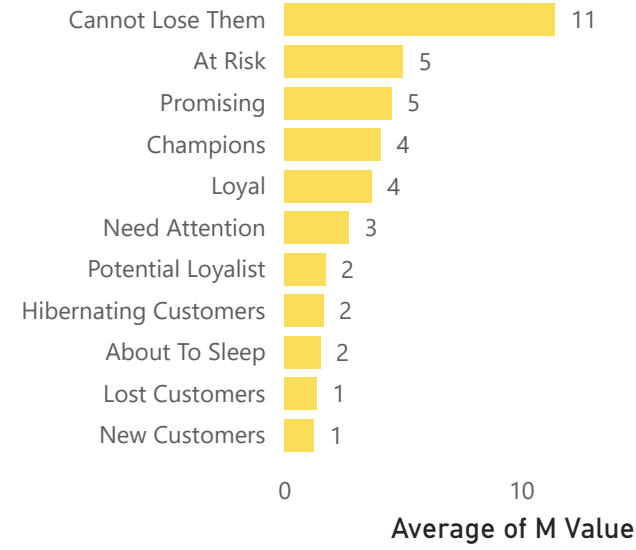
Recency By Customer Type



Frequency By Customer Type



Monetary By Customer Type



Product Performance

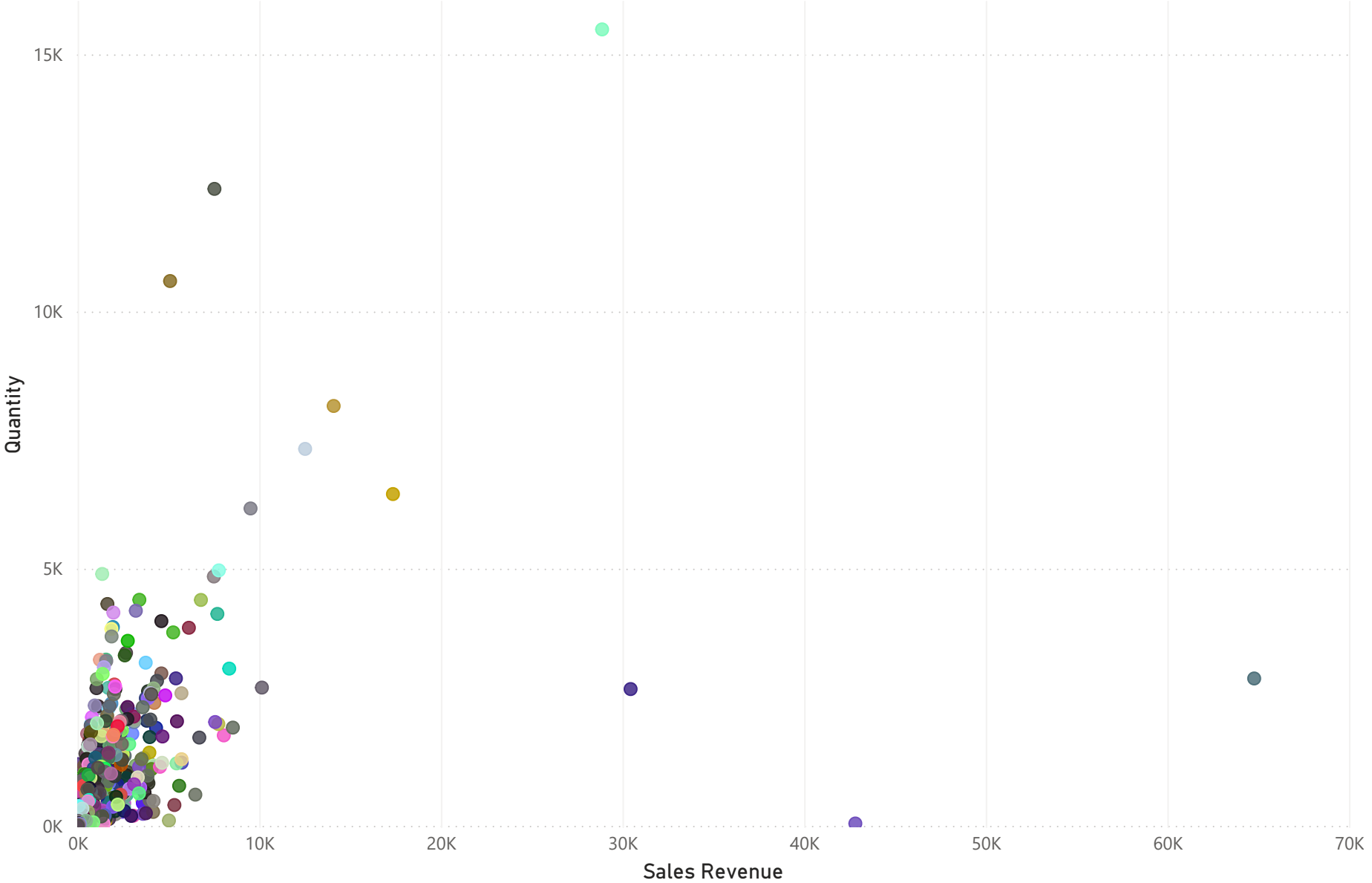
Top 10 Products By Sales Revenue

StockCode	Sales Revenue
POST	64779.940
M	42820.120
22423	30446.250
23084	28877.040
22326	17360.050
22629	14095.800
22630	12525.150
84997D	10145.280
21731	9519.750
23245	8545.700
Total	239115.080

Bottom 10 Products By Sales Revenue

StockCode	Sales Revenue
81952V	1.900
72134	1.700
23416	1.650
84549	1.650
23331	1.260
47563A	1.250
20735	0.850
84199	0.840
84596J	0.420
79063C	0.190
Total	11.710

Quantity and Sales Revenue By StockCode



Country

All

Sales Performance By Countries

36

Total Countries

880907

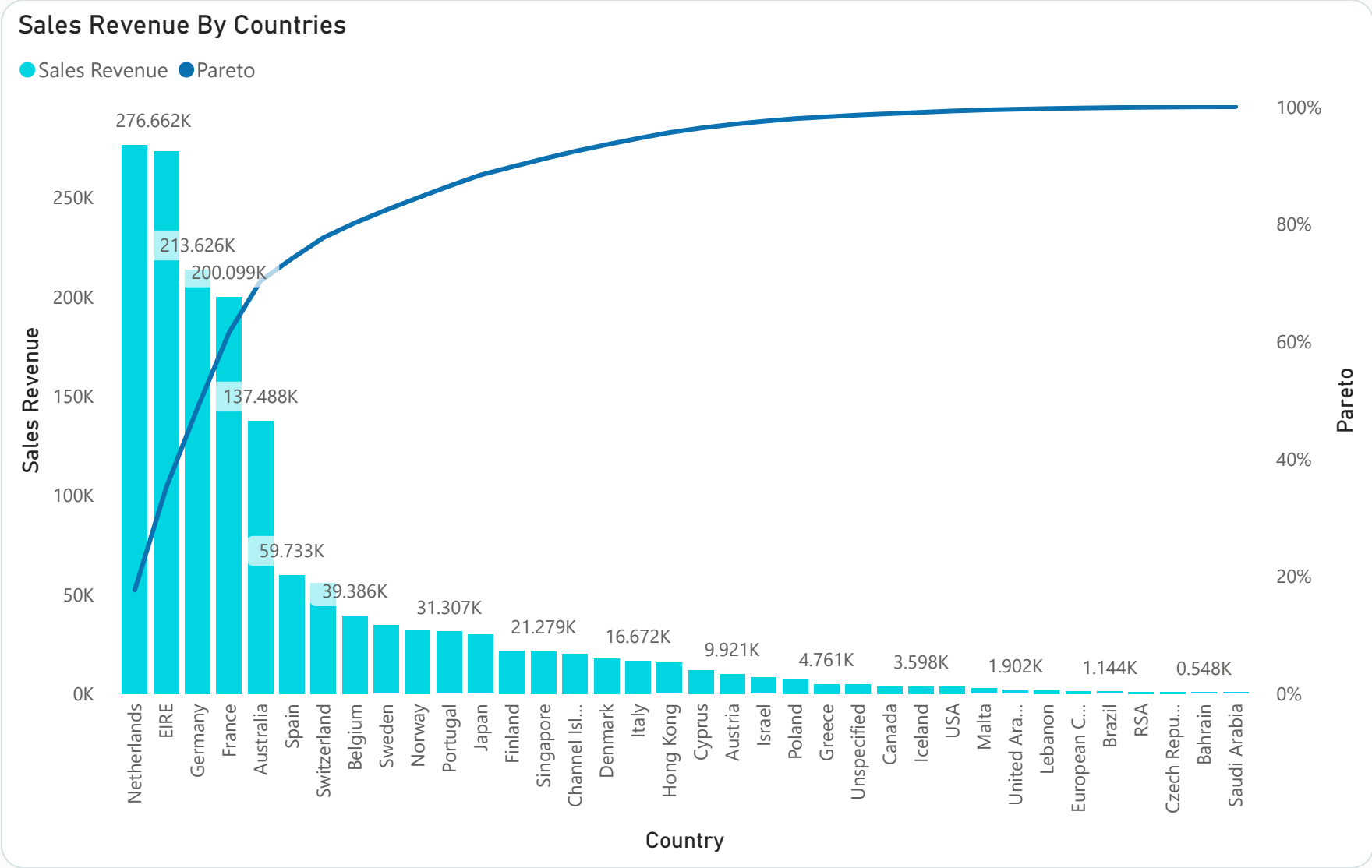
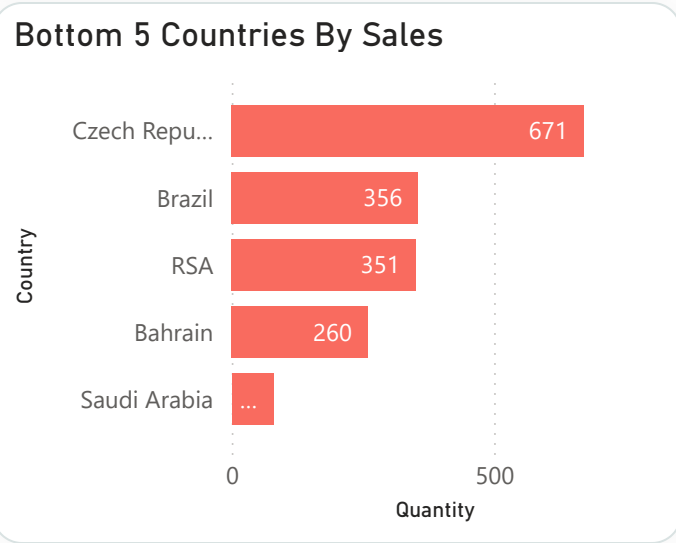
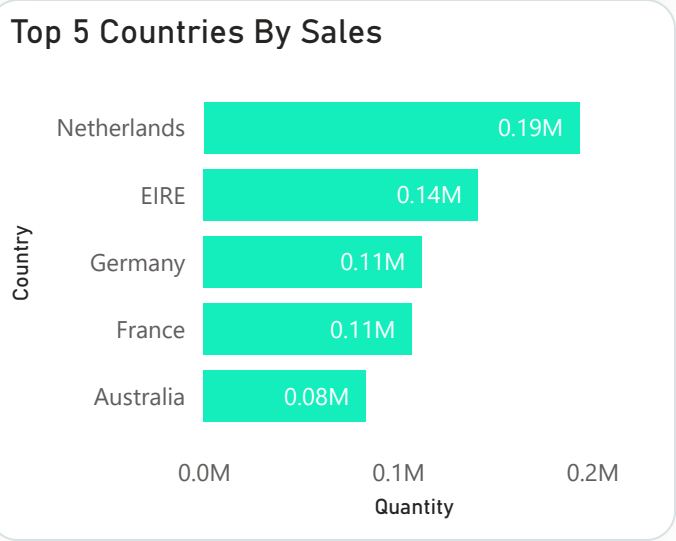
Total Quantities

1565985.300

Total Sales

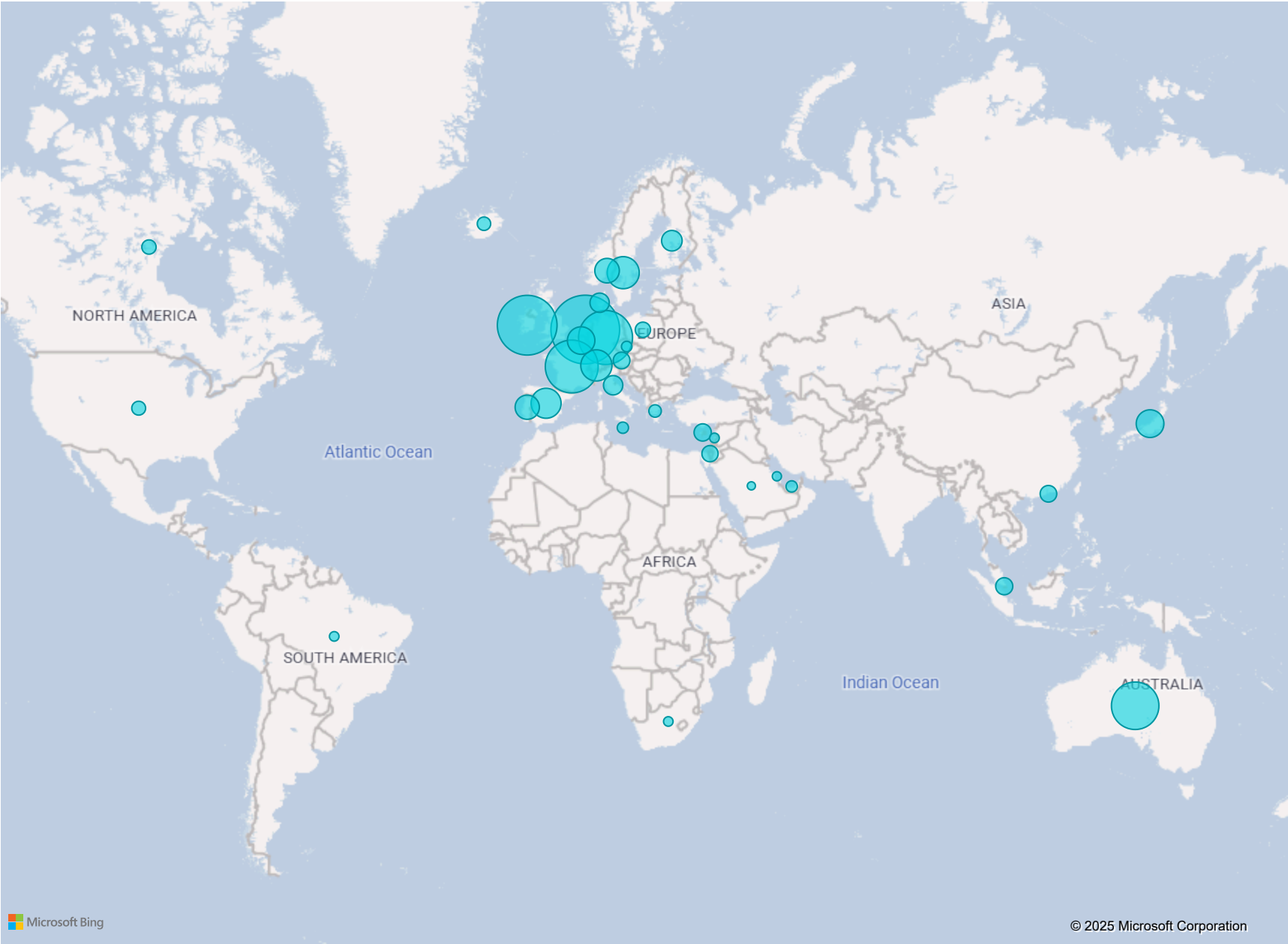
1829

Total Invoices



Demand By Country

Quantity and Revenue by Country



Country	Quantity	Sales Revenue	% Sales Revenue
Netherlands	193550	276661.860	17.67%
EIRE	141403	273420.700	17.46%
Germany	112384	213626.000	13.64%
France	107114	200098.800	12.78%
Australia	83434	137488.460	8.78%
Sweden	32129	34544.030	2.21%
Switzerland	29915	55784.980	3.56%
Spain	27073	59733.380	3.81%
Japan	21923	29711.300	1.90%
Belgium	21482	39386.430	2.52%
Norway	15754	32378.320	2.07%
Portugal	15274	31307.130	2.00%
Finland	9450	21653.280	1.38%
Channel Islands	9411	20086.910	1.28%
Italy	7817	16671.740	1.06%
Denmark	7781	17673.840	1.13%
Cyprus	5444	11999.560	0.77%
Singapore	5241	21279.290	1.36%
Austria	4830	9921.480	0.63%
Hong Kong	4773	15691.800	1.00%
Israel	4409	8135.260	0.52%
Poland	3544	7086.490	0.45%
Unspecified	3300	4749.790	0.30%
Canada	2763	3666.380	0.23%
USA	2458	3580.390	0.23%
Iceland	2139	3598.210	0.23%
Greece	1557	4760.520	0.30%
United Arab Emirates	982	1902.280	0.12%
Malta	970	2725.590	0.17%
Total	880907	1565985.300	100.00%

Sales Trend 2011

763708.560
Total Sales

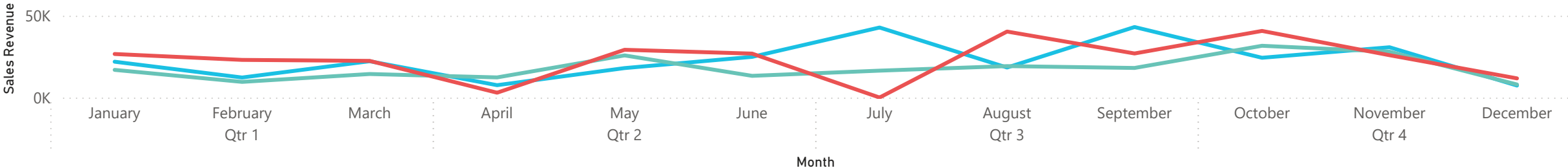
447337
Total Quantities

789
Total Invoices

Country
Multiple selections

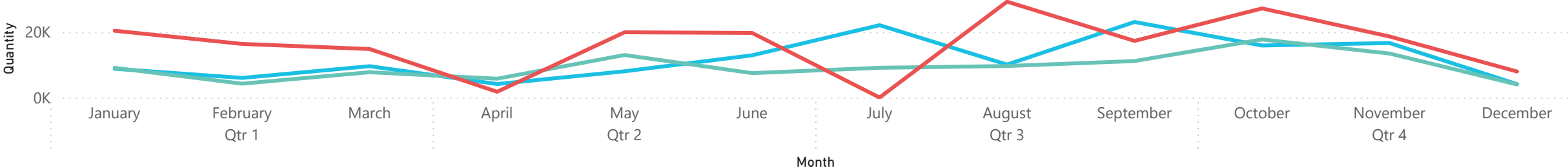
Sales Revenue By Month And Country

Country EIRE Germany Netherlands



Quantity By Month And Country

Country EIRE Germany Netherlands



Number of Invoice By Month And Country

Country EIRE Germany Netherlands

