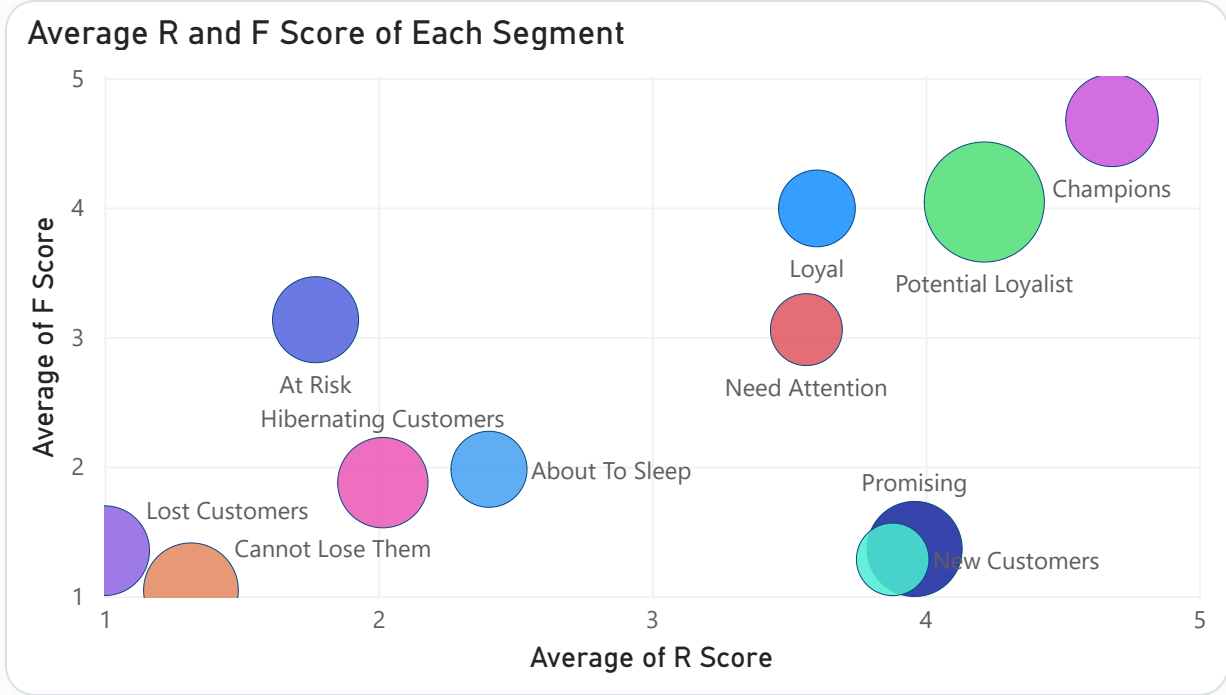
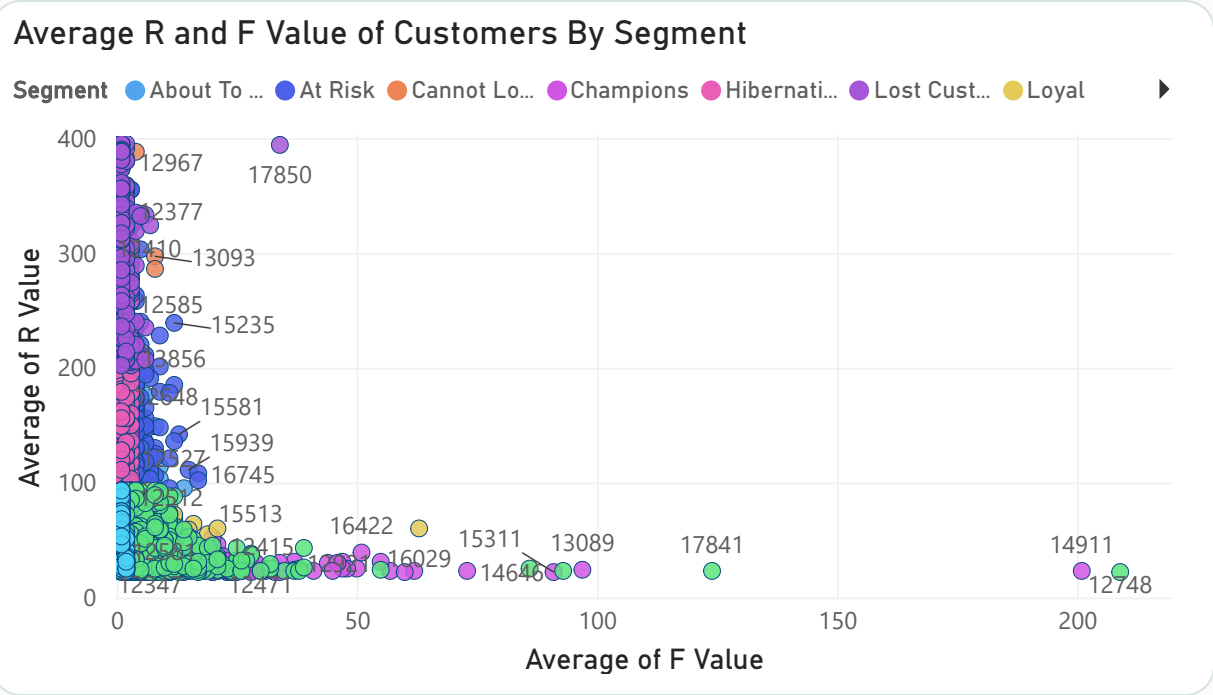
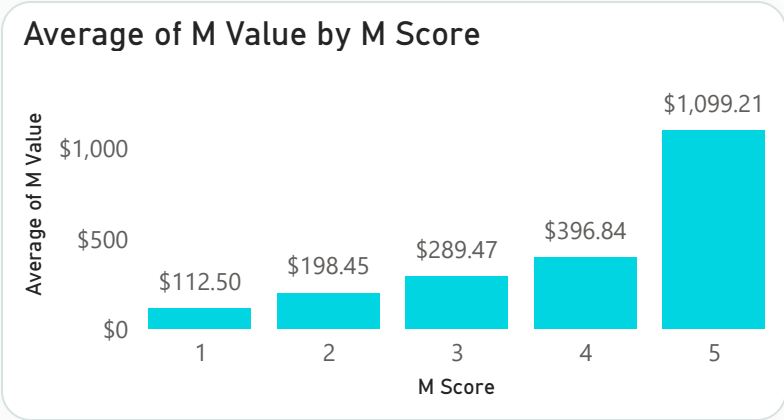
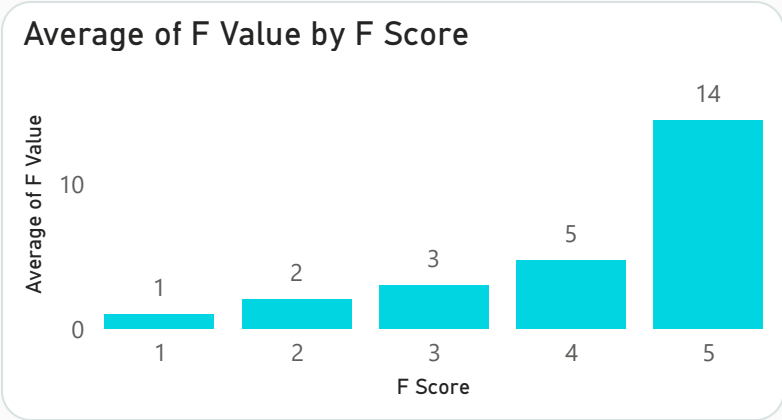
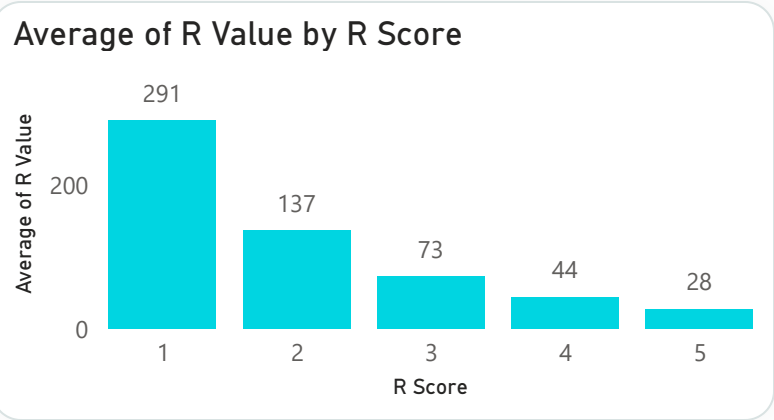


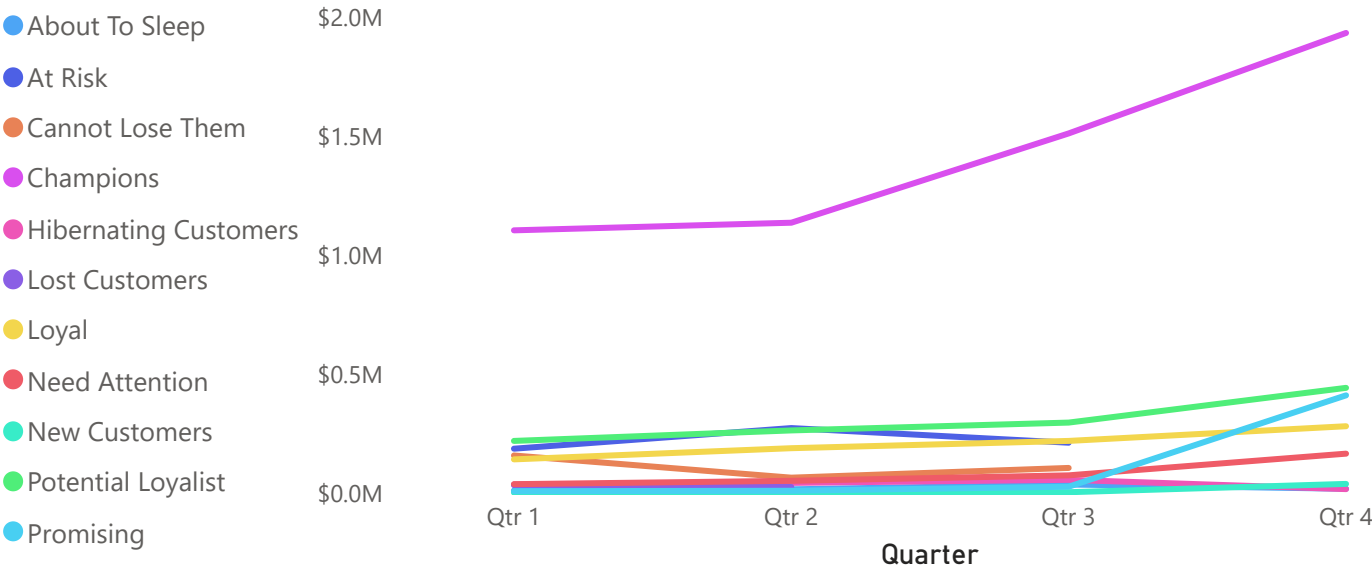
Customer Segments By RFM

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%



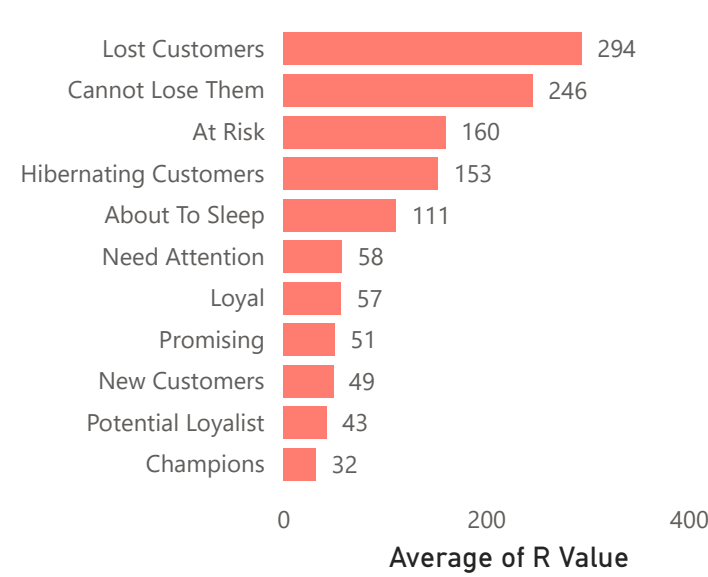
Sales Revenue By Time and Customer Type



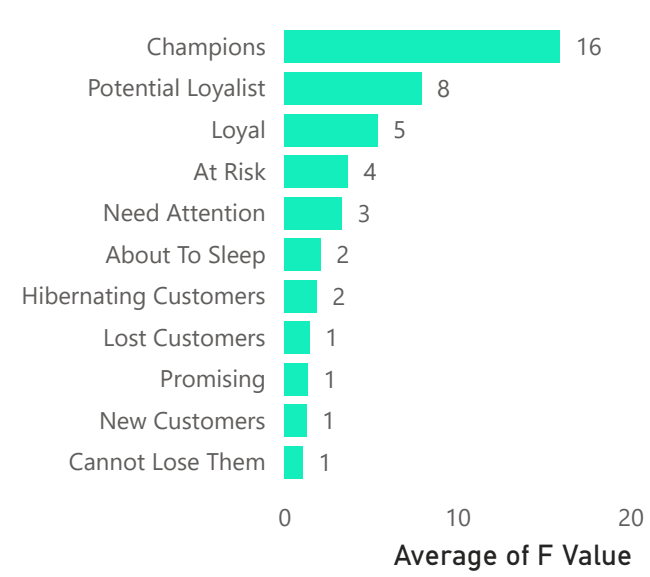
Count of Customers Each Segment



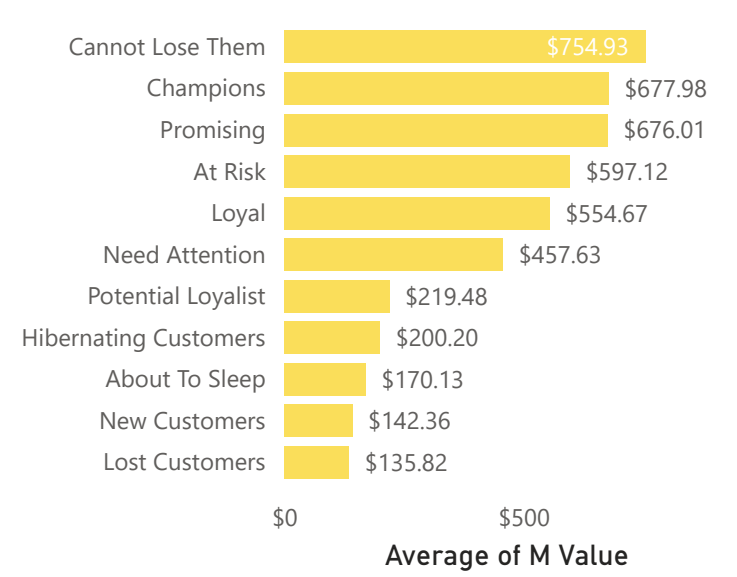
Recency By Customer Type



Frequency By Customer Type



Monetary By Customer Type



Product Performance

Country

All

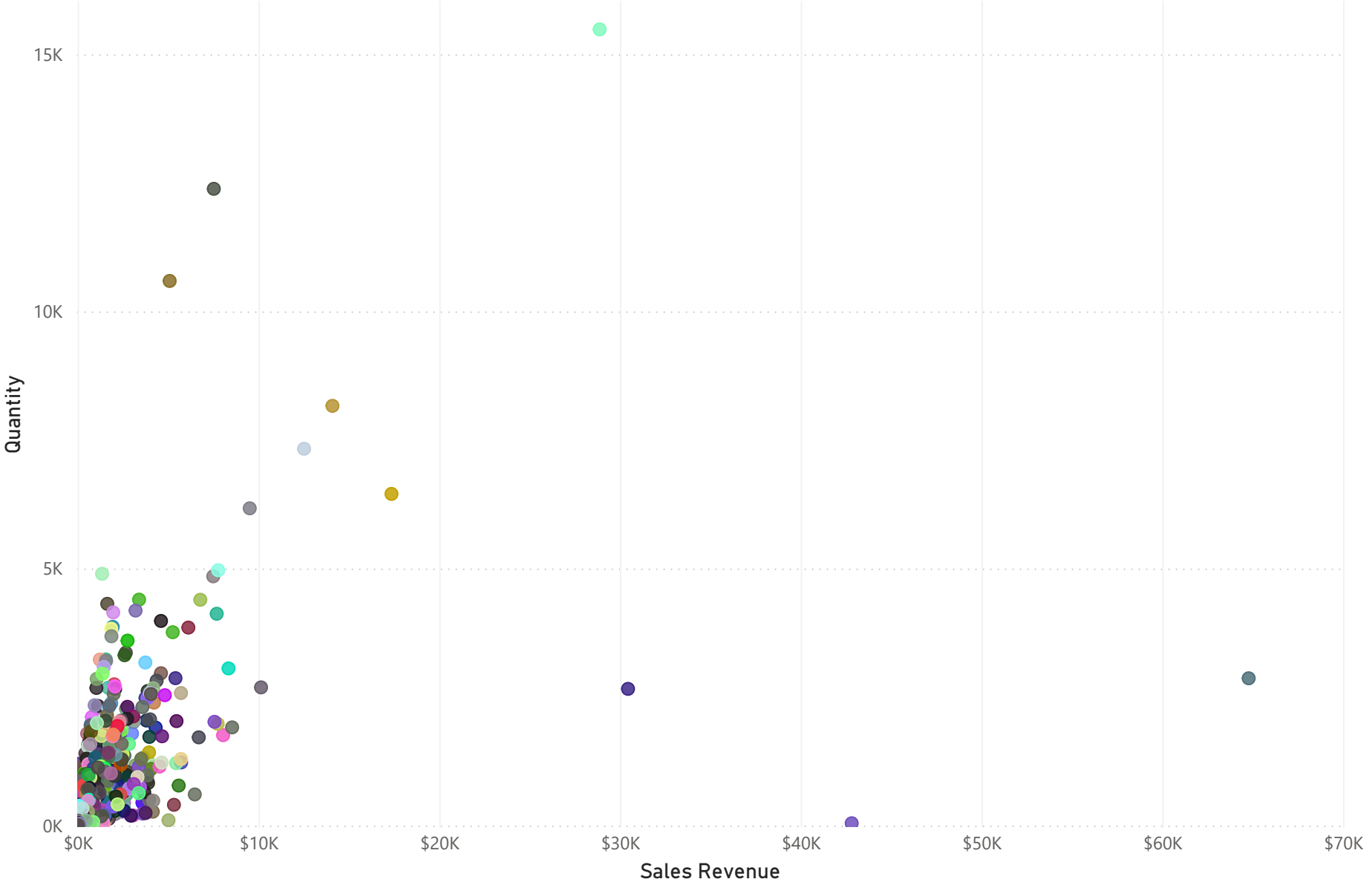
Top 10 Products By Sales Revenue

StockCode	Sales Revenue
POST	\$64,780
M	\$42,820
22423	\$30,446
23084	\$28,877
22326	\$17,360
22629	\$14,096
22630	\$12,525
84997D	\$10,145
21731	\$9,520
23245	\$8,546
Total	\$239,115

Bottom 10 Products By Sales Revenue

StockCode	Sales Revenue
81952V	\$2
72134	\$2
23416	\$2
84549	\$2
23331	\$1
47563A	\$1
20735	\$1
84199	\$1
84596J	\$0
79063C	\$0
Total	\$12

Quantity and Sales Revenue By StockCode



Sales Performance By Countries

36

Total Countries

880907

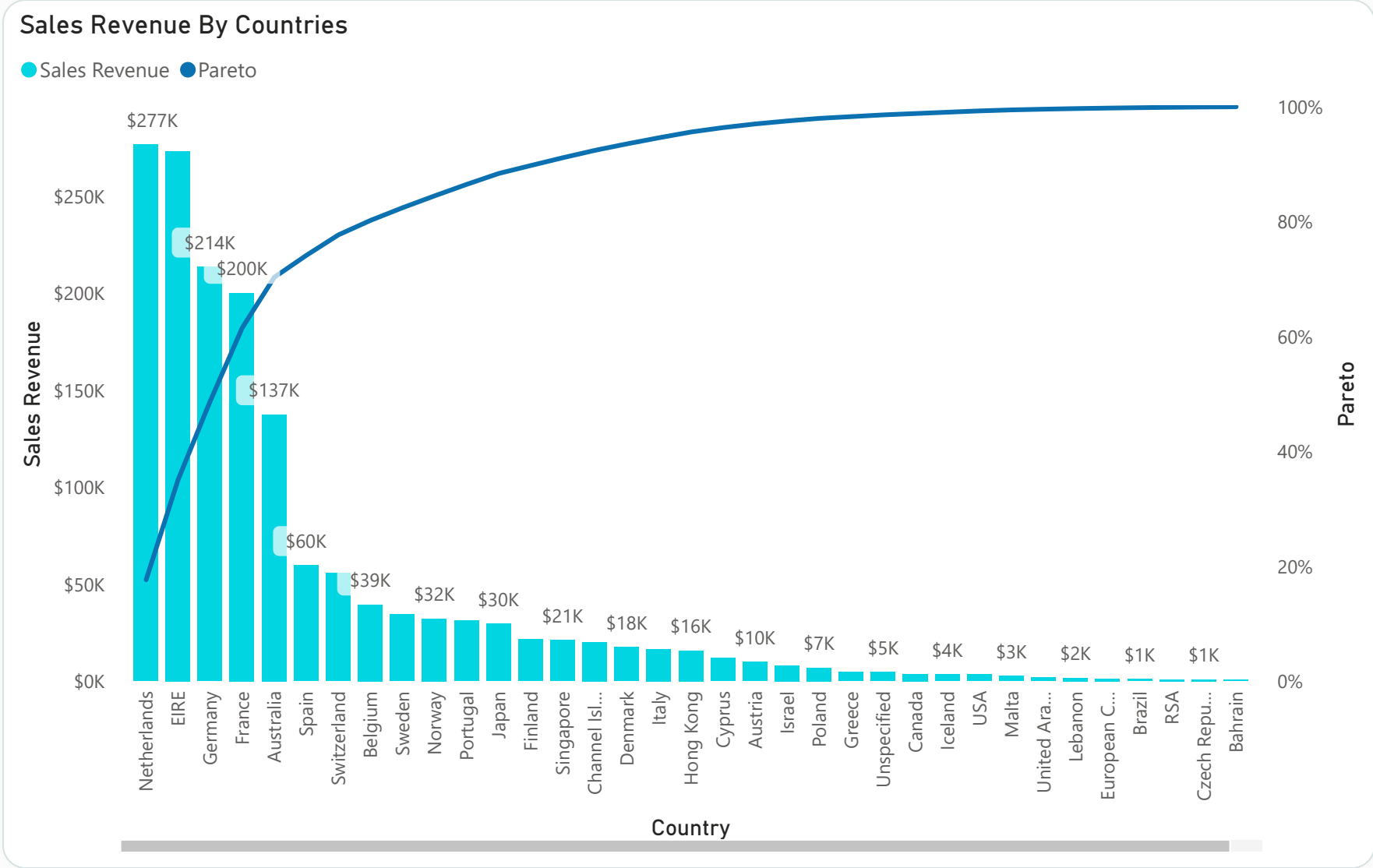
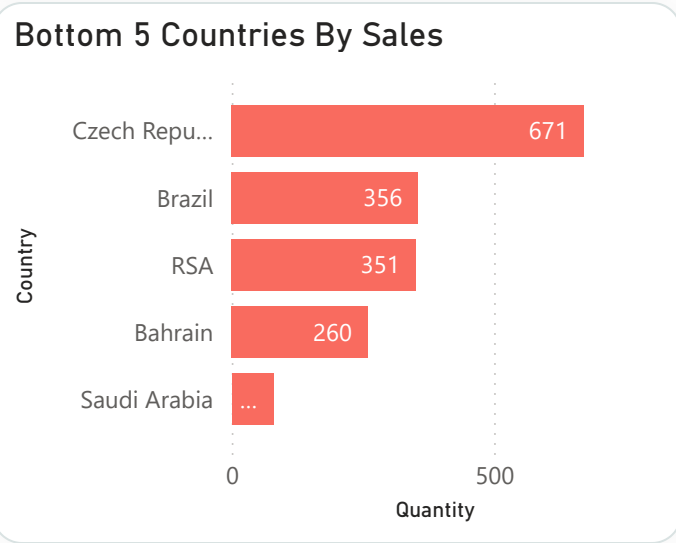
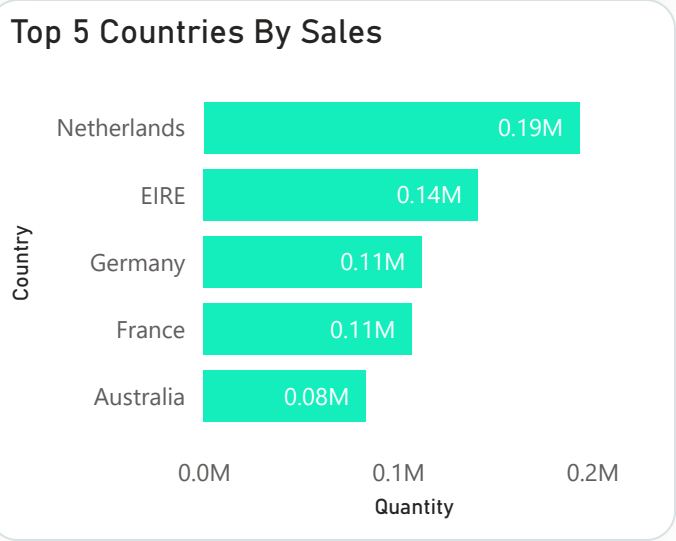
Total Quantities

\$1,565,985

Total Sales

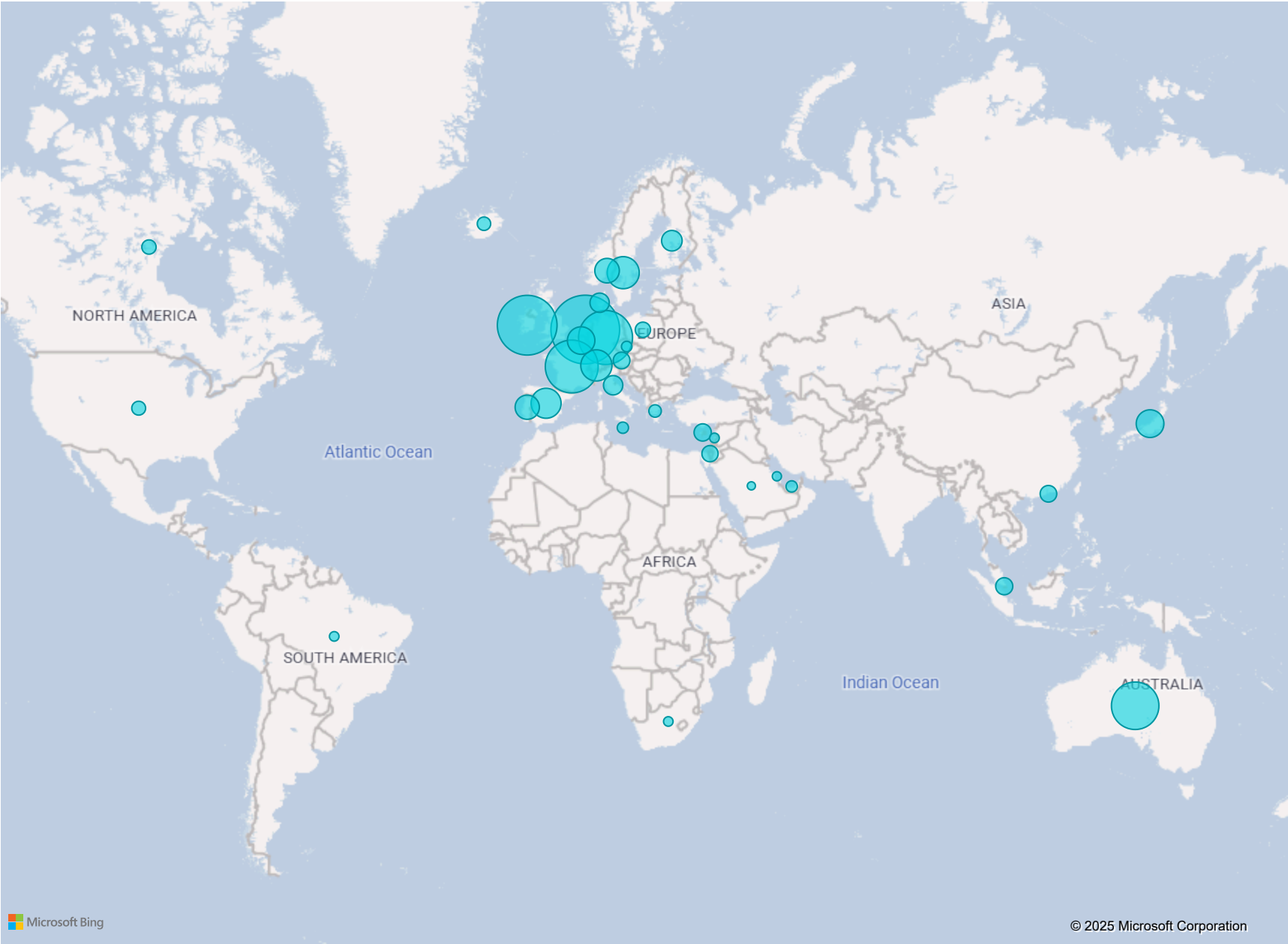
1829

Total Invoices



Demand By Country

Quantity and Revenue by Country



Country	Quantity	Sales Revenue	% Sales Revenue
Netherlands	193550	\$276,662	17.67%
EIRE	141403	\$273,421	17.46%
Germany	112384	\$213,626	13.64%
France	107114	\$200,099	12.78%
Australia	83434	\$137,488	8.78%
Sweden	32129	\$34,544	2.21%
Switzerland	29915	\$55,785	3.56%
Spain	27073	\$59,733	3.81%
Japan	21923	\$29,711	1.90%
Belgium	21482	\$39,386	2.52%
Norway	15754	\$32,378	2.07%
Portugal	15274	\$31,307	2.00%
Finland	9450	\$21,653	1.38%
Channel Islands	9411	\$20,087	1.28%
Italy	7817	\$16,672	1.06%
Denmark	7781	\$17,674	1.13%
Cyprus	5444	\$12,000	0.77%
Singapore	5241	\$21,279	1.36%
Austria	4830	\$9,921	0.63%
Hong Kong	4773	\$15,692	1.00%
Israel	4409	\$8,135	0.52%
Poland	3544	\$7,086	0.45%
Unspecified	3300	\$4,750	0.30%
Canada	2763	\$3,666	0.23%
USA	2458	\$3,580	0.23%
Iceland	2139	\$3,598	0.23%
Greece	1557	\$4,761	0.30%
United Arab Emirates	982	\$1,902	0.12%
Malta	970	\$2,726	0.17%
Total	880907	\$1,565,985	100.00%

Sales Trend 2011

\$763,709
Total Sales

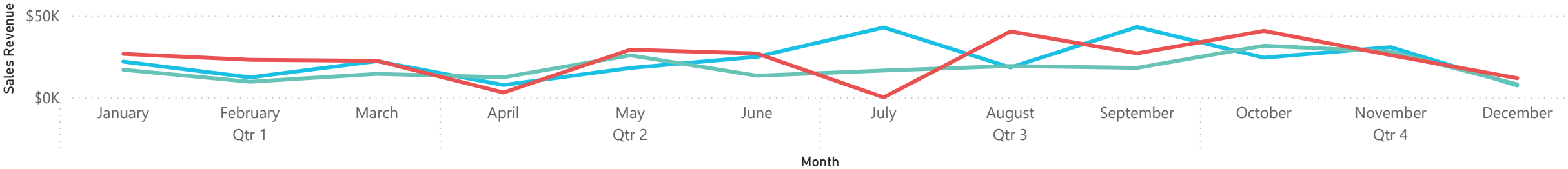
447337
Total Quantities

789
Total Invoices

Country
Multiple selections

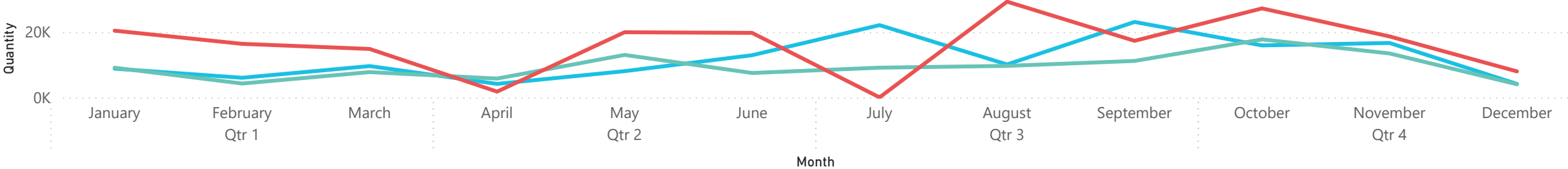
Sales Revenue By Month And Country

Country EIRE Germany Netherlands



Quantity By Month And Country

Country EIRE Germany Netherlands



Number of Invoice By Month And Country

Country EIRE Germany Netherlands

