



PURCHASE PATTERN ANALYTICS

ACTUAL REVENUE vs BUSINESS GOAL



PRODUCT CONTRIBUTION

PAPER CRAFT	REGENCY...	WHITE...
168.47K	134.25K	96.93K
JUMBO BAG RE...	PARTY...	ASS...
84.32K	66.77K	56.08K
MEDIUM CERA...	RABBIT NIGHT ...	
80.85K		
POSTAGE	MANUAL	
72.66K		

TOTAL REVENUE

8.56M



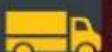
TOTAL TRANSACTIONS

18K



AVERAGE BASKET SIZE

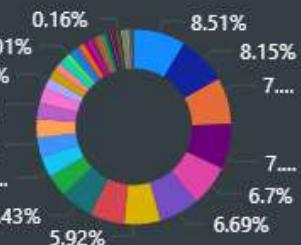
21.36



SALES MOMENTUM INDICATOR



TOTAL CUSTOMER vs QUANTITY



TOP CUSTOMER

4297



TOP PRODUCTS

3846



CUSTOMER ANALYSIS

CustomerID	Total Transactions	Total Revenue
14646	74	2,80,206.02
18102	60	2,59,657.30
17450	46	1,94,550.79
16446	2	1,68,472.50
12415	21	1,24,914.53
17511	31	91,062.38
16029	63	81,024.84
12346	1	77,183.60
16684	28	66,653.56
14096	17	65,164.79
Total	343	14,08,890.31

REVENUE CONTRIBUTION BY COUNTRY

