



PURCHASE PATTERN ANALYTICS

DATE

01-12-2010

09-12-2011

COUNTRY

All

ITEMNAME

All

ACTUAL REVENUE vs BUSINES GOAL



TOTAL REVENUE

8.56M



TOTAL TRANSACTIONS

18K



AVERAGE BASKET SIZE

21.36



TOP CUSTOMER

4297



TOP PRODUCTS

3846



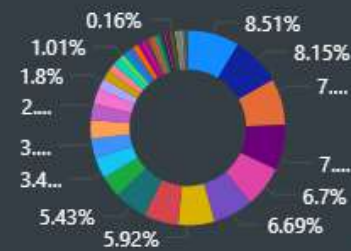
PRODUCT CONTRIBUTION

PAPER CRAF...	REGENCY...	WHIT...
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		

SALES MOMENTUM INDICATOR



TOTAL CUSTOMER vs QUANTITY



REVENUE CONTRIBUTION BY COUNTRY



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