

Sales

£9.69M

Total Sales

First Transaction on

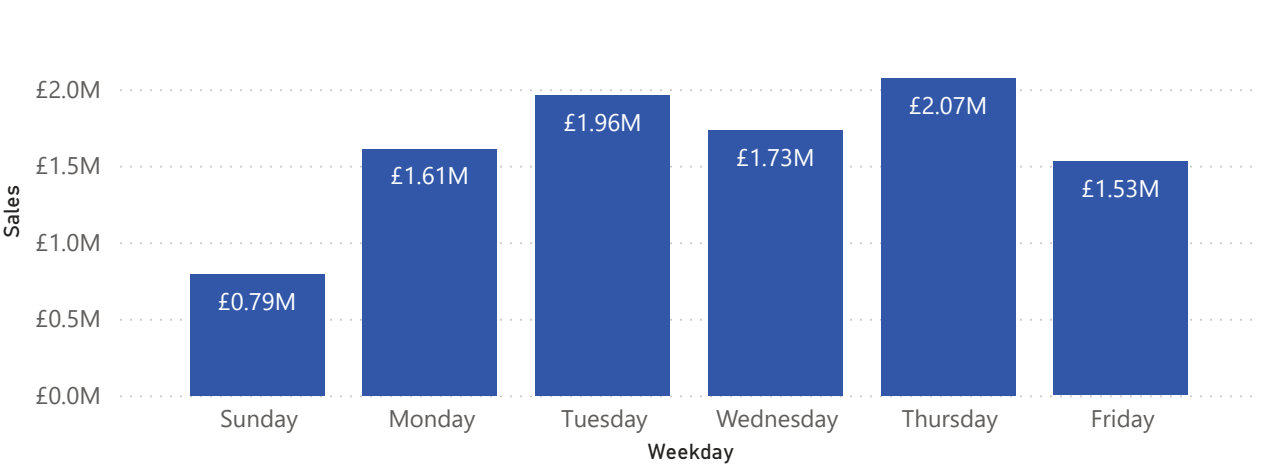
December 1, 2010

Last Transaction on

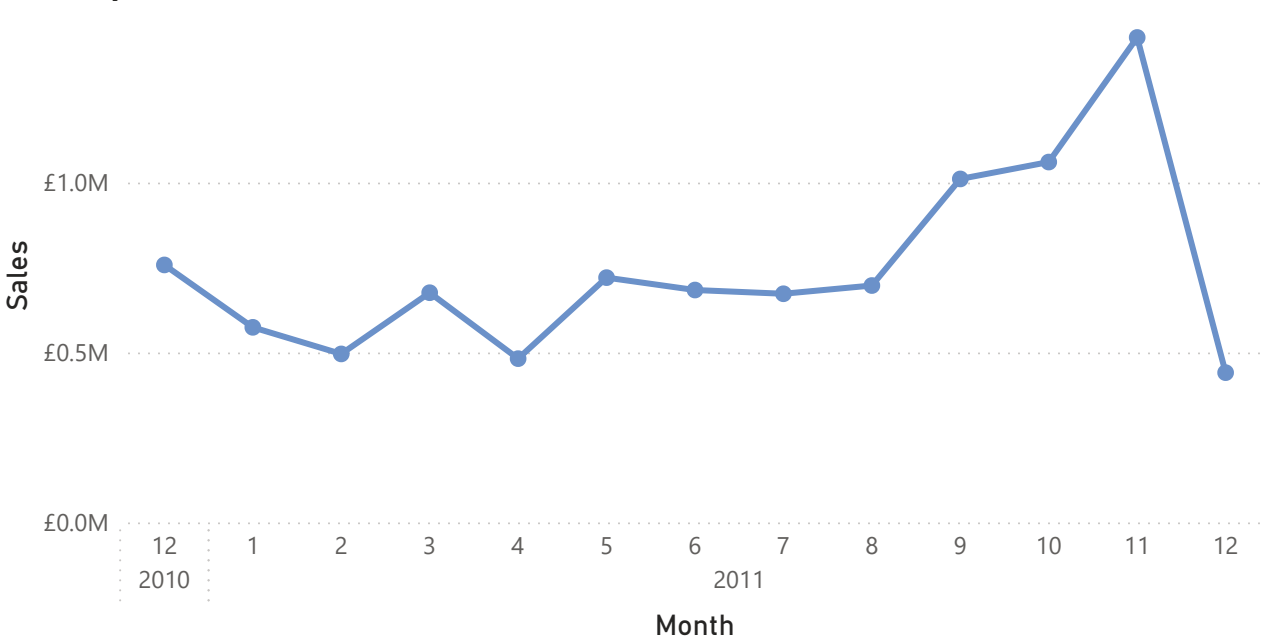
December 9, 2011



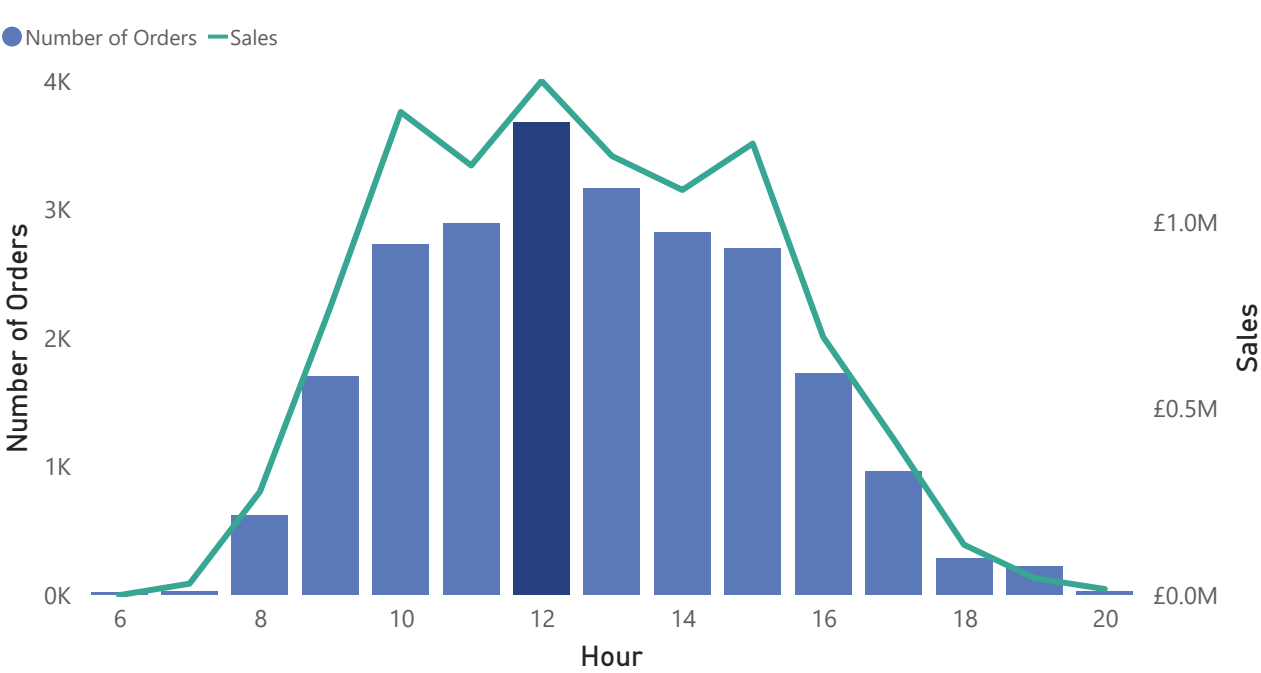
Sales Performance by Weekday



Sales by Month



Hourly Order and Sales Volume

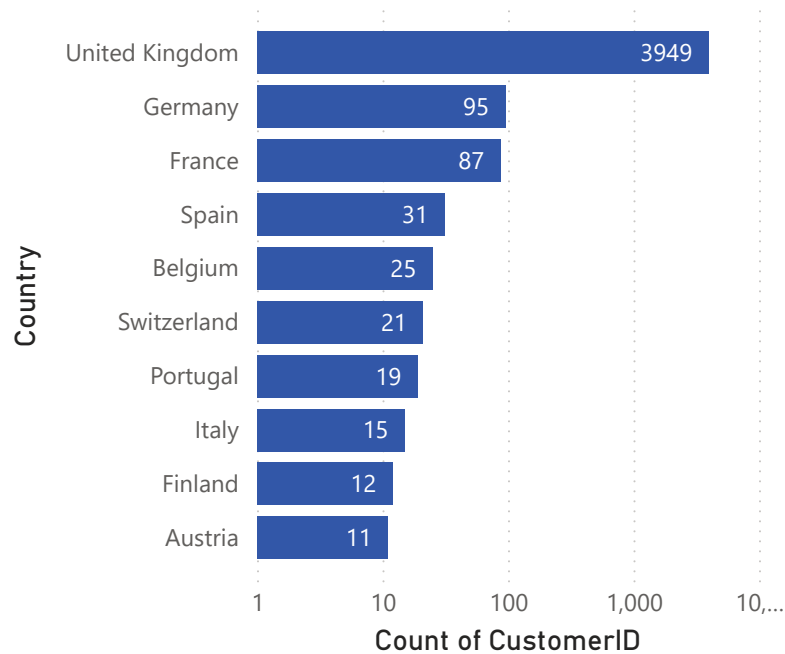


Customers

4371

Total Customers

Top 10 Countries by Customer Count



1323

Single Purchase Customers

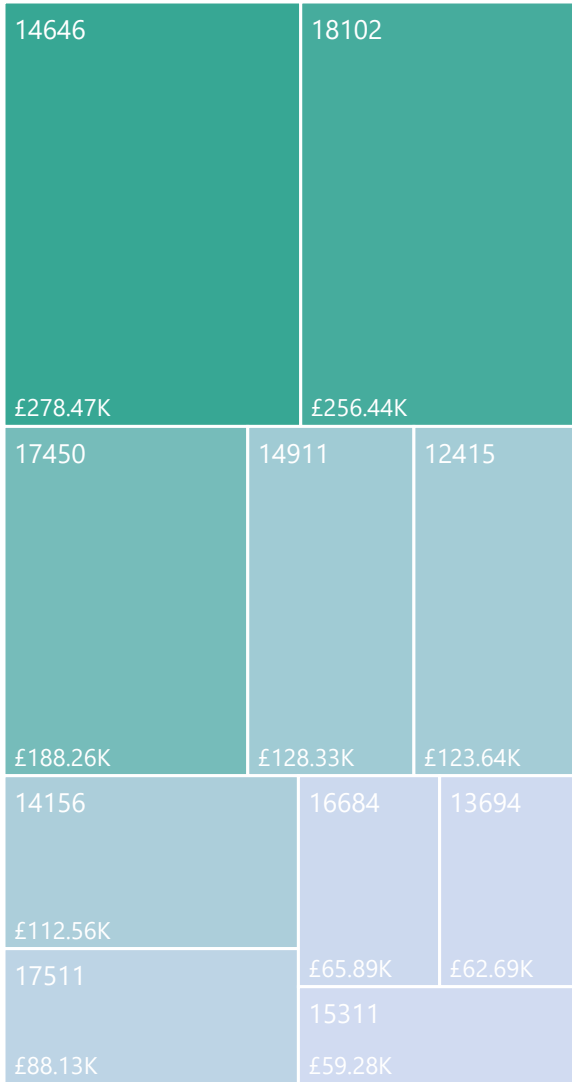
30%

of Customers

£9.69M

Net Sales

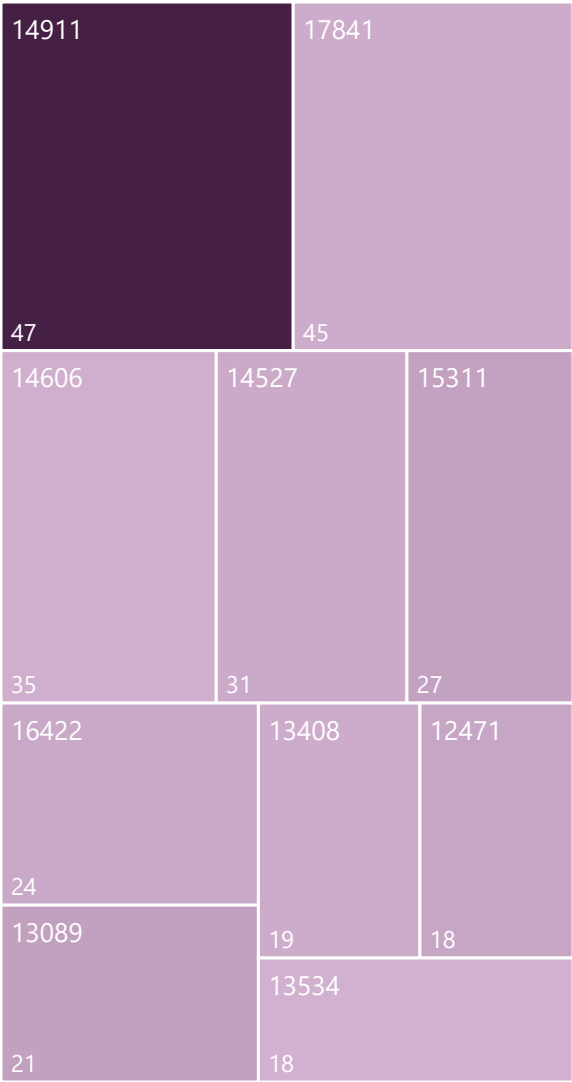
Top 10 Customers by Sales



-£631.48K

Returned Sales

Top 10 Customers by Returned Orders



Number of Orders

24K



3696

Cancelled/ Returned Orders

16K

Net Orders

CustomerID	InvoiceNo	Sales
12346	541431	£77,183.60
12346	C541433	-£77,183.60
12347	537626	£711.79
12347	542237	£475.39
12347	549222	£636.25
12347	556201	£382.52
12347	562032	£584.91
12347	573511	£1,294.32
12347	581180	£224.82
12348	539318	£652.80
12348	541998	£187.44
12348	548955	£327.00
12348	568172	£270.00
12349	577609	£1,457.55
12350	543037	£294.40
12352	544156	£296.50
12352	545323	£104.35
12352	545323	£104.35
Total		£9,694,236.46

Products

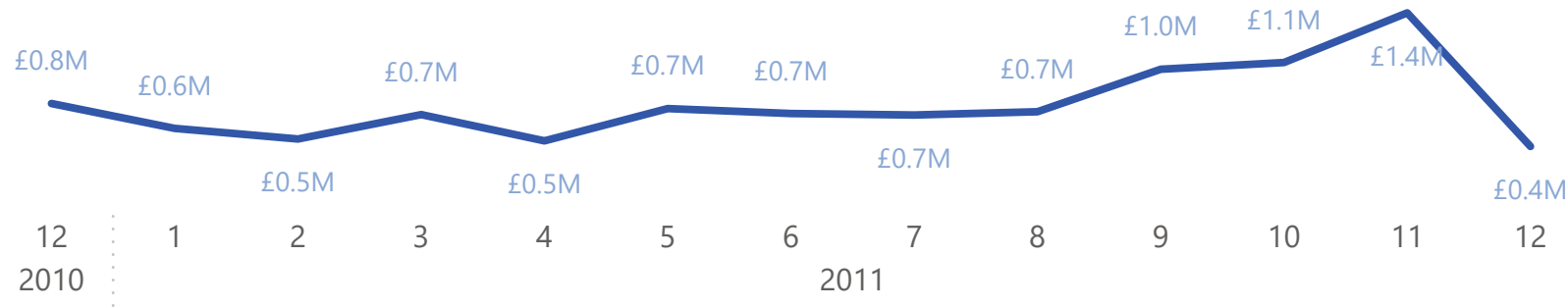
5M

Quantity Sold

23.56K

Count of InvoiceNo

Sales Trend by Month



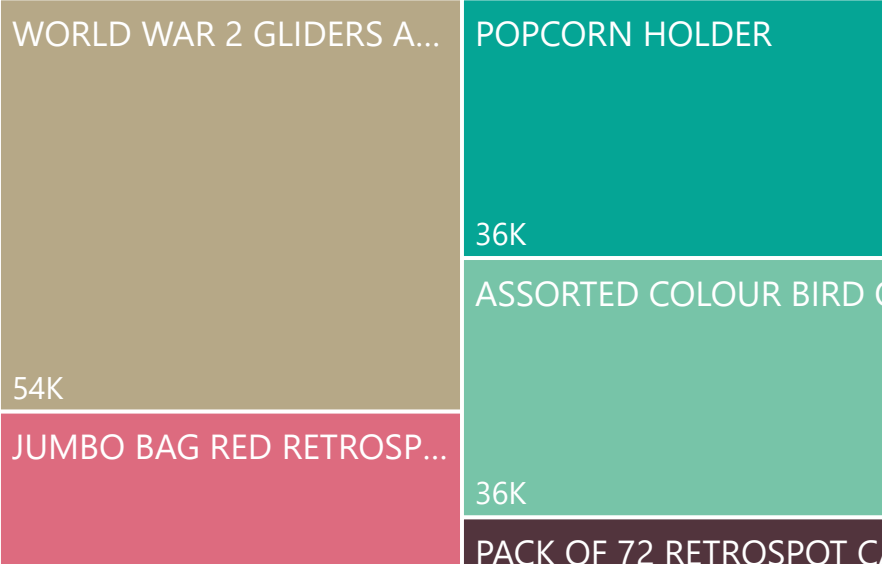
Average Unit Price by Country



Top 10 Products by Sales



Top 10 Products by Quantity Sold





Invoice Details

InvoiceDate	CustomerID	InvoiceNo	Description	Sales
12/20/2010	14646	539491	200 RED + WHITE BENDY STRAWS	£1.25
12/20/2010	14646	539491	CHARLOTTE BAG SUKI DESIGN	£1.70
12/20/2010	14646	539491	FUNKY WASHING UP GLOVES ASSORTED	£2.10
12/20/2010	14646	539491	JAM MAKING SET WITH JARS	£4.25
12/20/2010	14646	539491	JUMBO STORAGE BAG SUKI	£1.95
12/20/2010	14646	539491	PACK OF 12 PINK POLKADOT TISSUES	£3.48
12/20/2010	14646	539491	PACK OF 12 WOODLAND TISSUES	£3.48
12/20/2010	14646	539491	PACK OF 20 SPACEBOY NAPKINS	£1.70
12/20/2010	14646	539491	PENCIL CASE LIFE IS BEAUTIFUL	£2.95
12/20/2010	14646	539491	PINK PARTY BAGS	£4.20
12/20/2010	14646	539491	RED RETROSPOT BIG BOWL	£9.90
12/20/2010	14646	539491	RETROSPOT PARTY BAG + STICKER SET	£3.30
12/20/2010	14646	539491	SET OF 3 CAKE TINS PANTRY DESIGN	£9.90
12/20/2010	14646	539491	SET/10 IVORY POLKADOT PARTY CANDLES	£2.50
12/20/2010	14646	539491	WOODLAND PARTY BAG + STICKER SET	£3.30
12/21/2010	14646	539731	ASSORTED EASTER DECORATIONS BELLS	£305.28
12/21/2010	14646	539731	BLUE 3 PIECE POLKADOT CUTLERY SET	£244.08
12/21/2010	14646	539731	CHARLOTTE BAG SUKI DESIGN	£72.00
12/21/2010	14646	539731	CHILDRENS DOLLY GIRL MUG	£278.40
12/21/2010	14646	539731	CLOTHES PEGS RETROSPOT PACK 24	£180.00
12/21/2010	14646	539731	DOLLY HONEYCOMB GARLAND	£124.80
12/21/2010	14646	539731	EASTER TIN BUNNY BOUQUET	£156.60
12/21/2010	14646	539731	EASTER TIN KEEPSAKE	£156.60
12/21/2010	14646	539731	FAWN BLUE HOT WATER BOTTLE	£91.80
12/21/2010	14646	539731	FELT FARM ANIMAL RABBIT	£40.32
12/21/2010	14646	539731	FELTCRAFT CUSHION BUTTERFLY	£81.36
12/21/2010	14646	539731	FELTCRAFT CUSHION OWL	£81.36
12/21/2010	14646	539731	FELTCRAFT CUSHION RABBIT	£81.36
12/21/2010	14646	539731	FELTCRAFT DOLL MOLLY	£122.40
12/21/2010	14646	539731	FELTCRAFT PRINCESS CHARLOTTE DOLL	£162.72
Total				£278,466.02