

Sales

£9.69M

Total Sales

First Transaction on

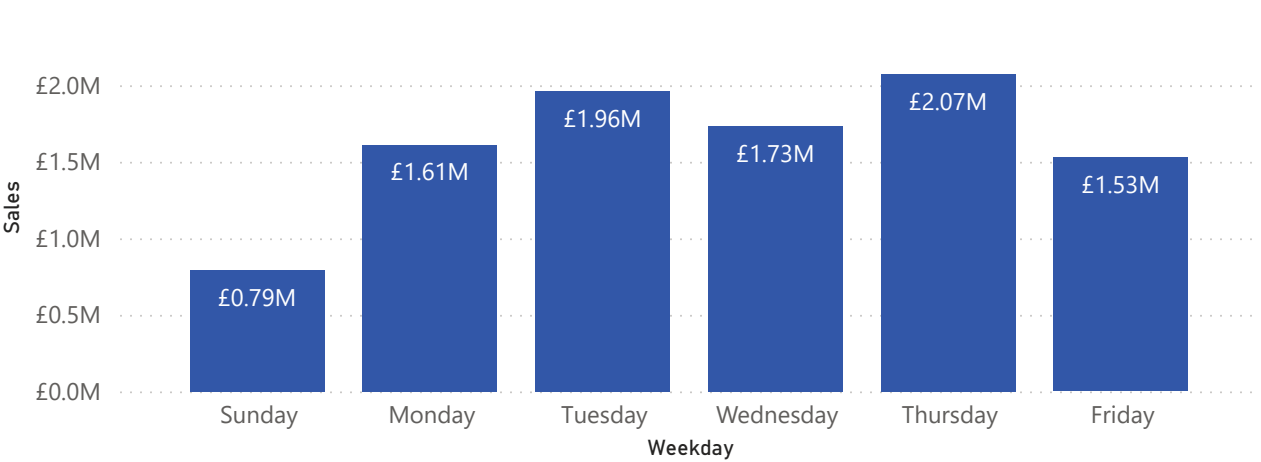
December 1, 2010

Last Transaction on

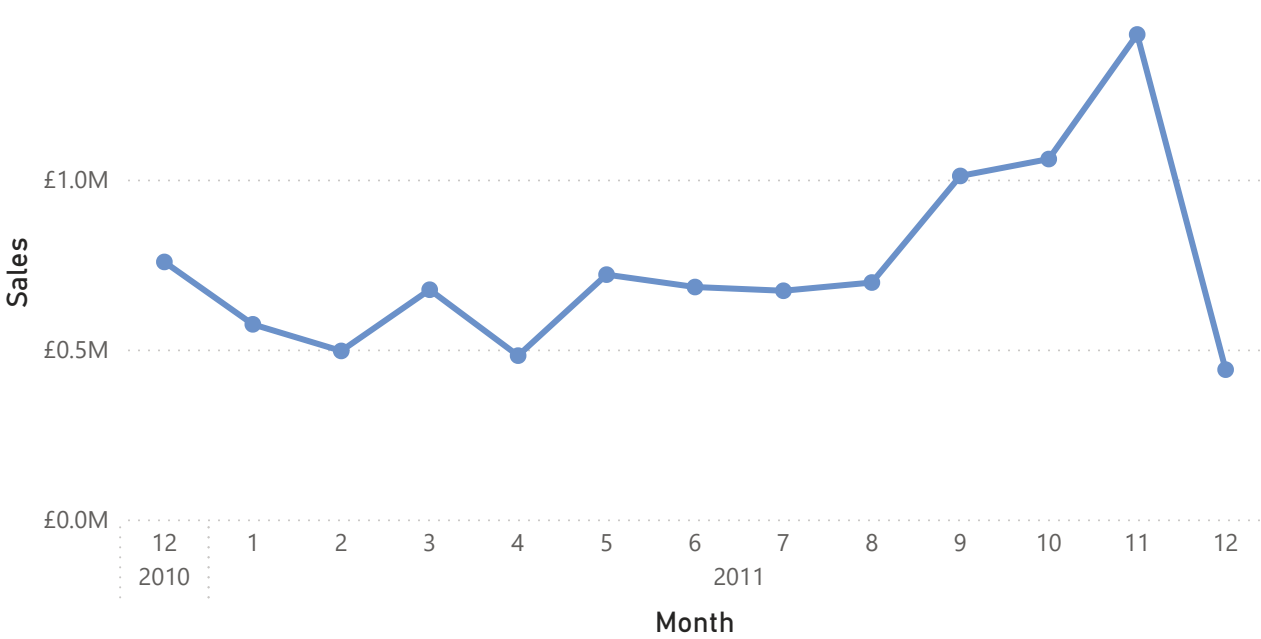
December 9, 2011



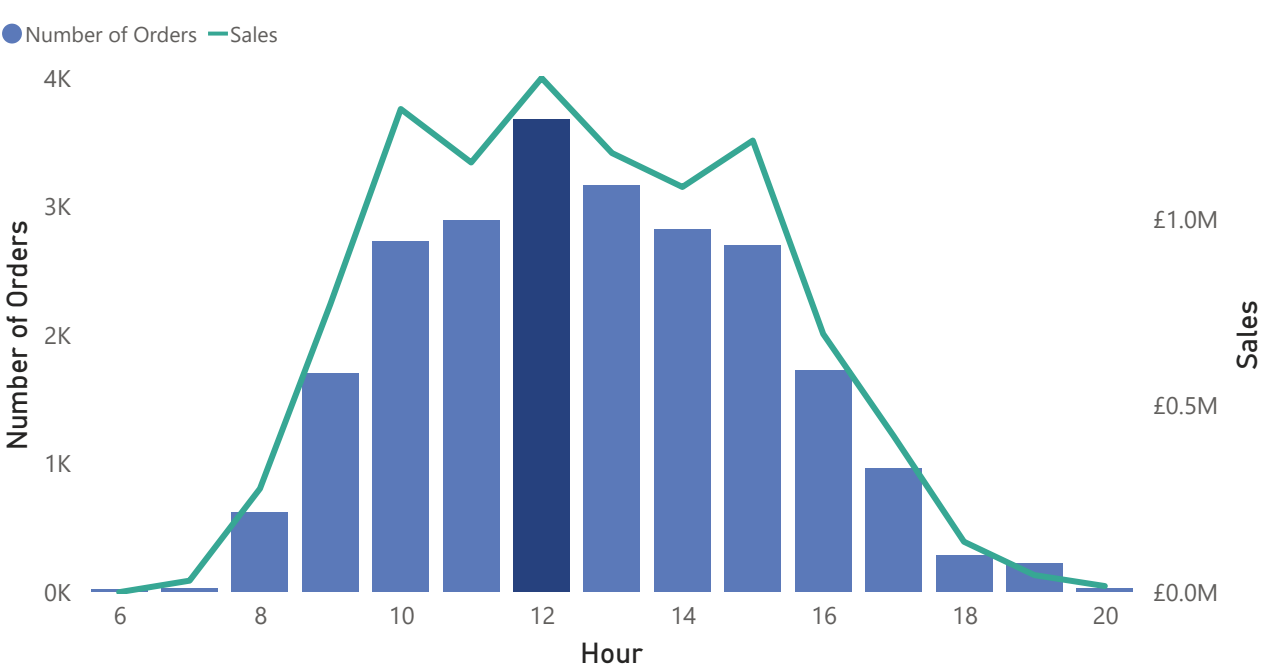
Sales Performance by Weekday



Sales by Month



Hourly Order and Sales Volume

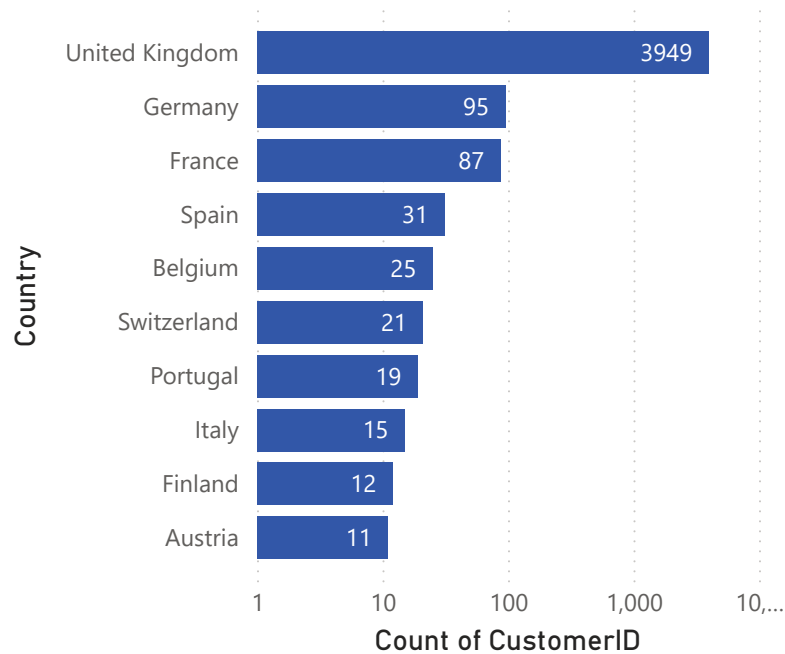


Customers

4371

Total Customers

Top 10 Countries by Customer Count



1323

Single Purchase Customers

30%

of Customers

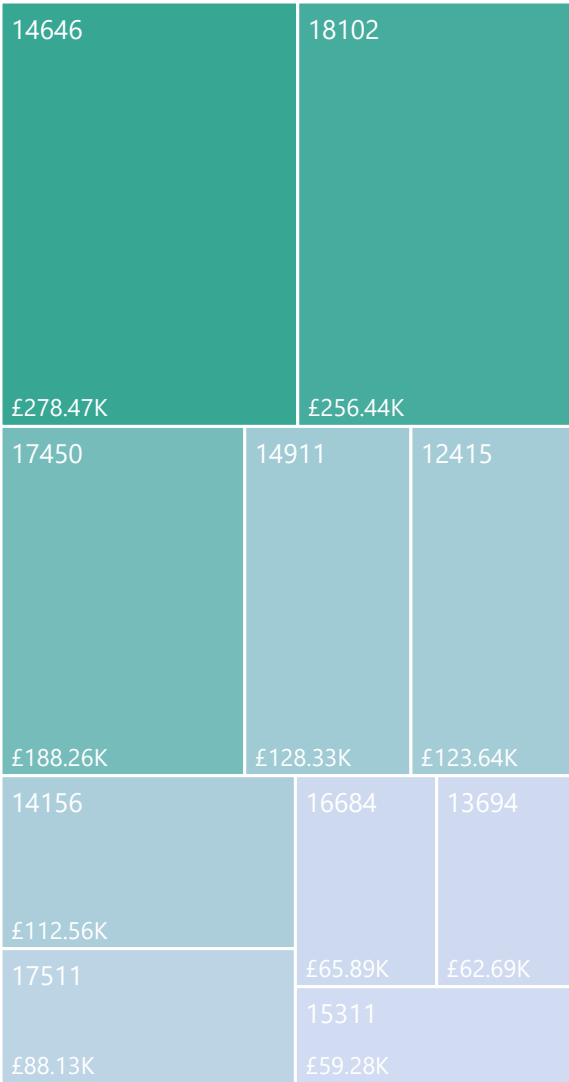
£9.69M

Net Sales

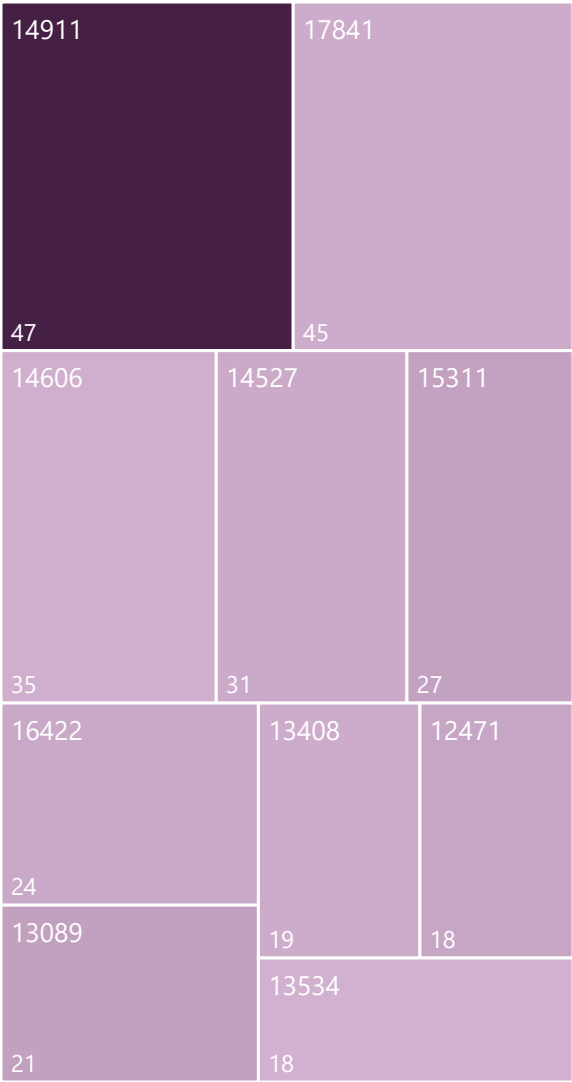
-£631.48K

Returned Sales

Top 10 Customers by 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

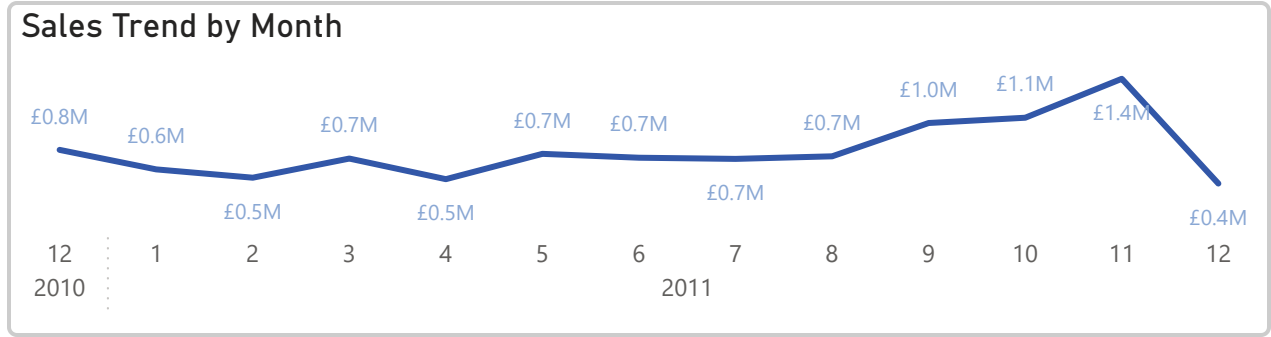
Products

5M

Quantity Sold

23.56K

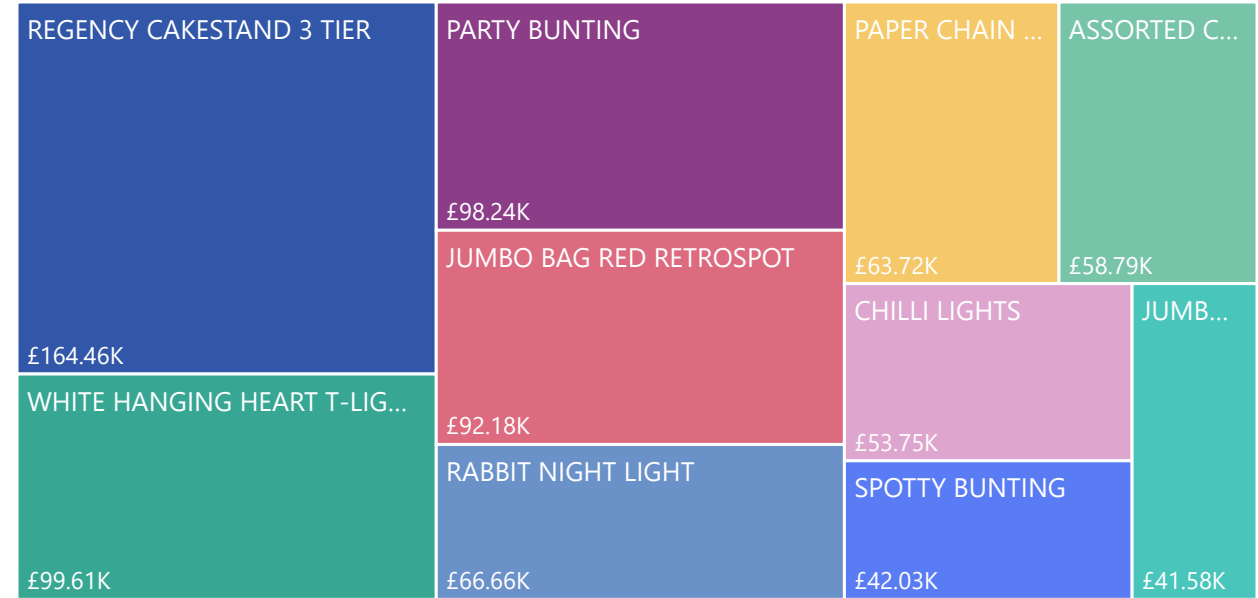
Count of InvoiceNo



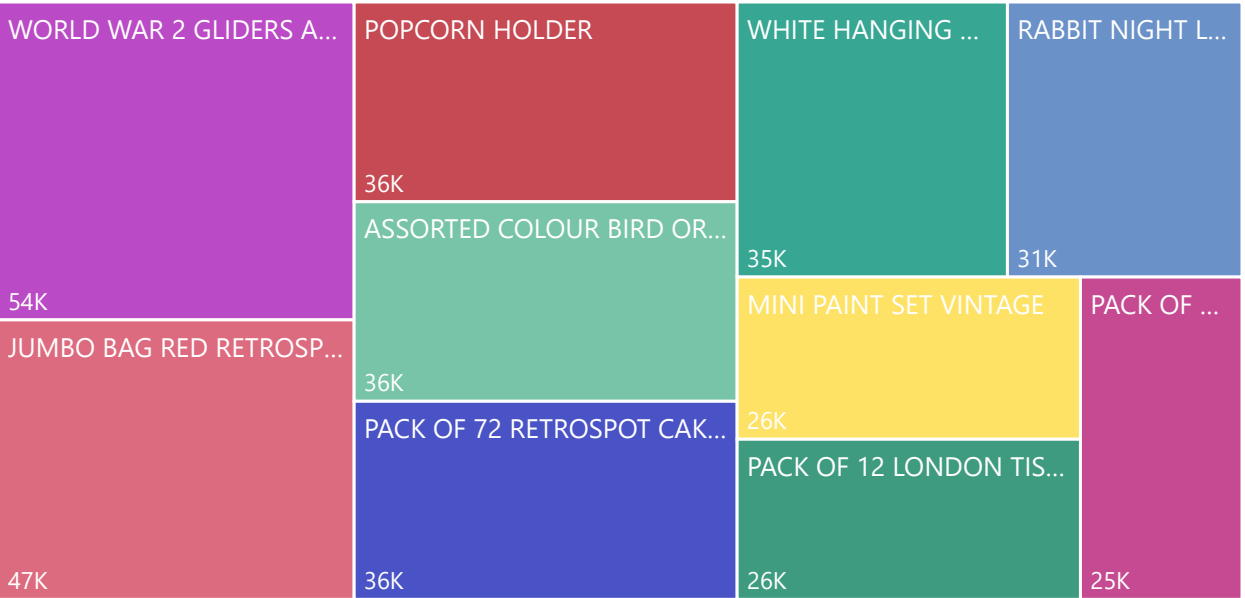
Average Unit Price by Country



Top 10 Products by Sales



Top 10 Products by Quantity Sold



These three products appear in both the Top 10 by Sales and Top 10 by Quantity sold:

- **JUMBO BAG RED RETROSPOT**
- **WHITE HANGING HEART T-LIGHT HOLDER**
- **ASSORTED COLOUR BIRD ORNAMENT**



Invoice Details

InvoiceDate	CustomerID	InvoiceNo	Description	Sales
12/1/2010	14911	536540	3 STRIPEY MICE FELTCRAFT	£23.40
12/1/2010	14911	536540	BLUE CHARLIE+LOLA PERSONAL DOORSIGN	£17.70
12/1/2010	14911	536540	BLUE DRAGONFLY HELICOPTER	£15.90
12/1/2010	14911	536540	BOX OF VINTAGE ALPHABET BLOCKS	£59.70
12/1/2010	14911	536540	CAMOUFLAGE LED TORCH	£20.28
12/1/2010	14911	536540	CHARLIE+LOLA"EXTREMELY BUSY" SIGN	£15.30
12/1/2010	14911	536540	CHARLOTTE BAG SUKI DESIGN	£42.50
12/1/2010	14911	536540	DOCTOR'S BAG SOFT TOY	£35.80
12/1/2010	14911	536540	FELTCRAFT BUTTERFLY HEARTS	£17.40
12/1/2010	14911	536540	LETS GO SHOPPING COTTON TOTE BAG	£13.50
12/1/2010	14911	536540	LOLITA DESIGN COTTON TOTE BAG	£13.50
12/1/2010	14911	536540	MINI PAINT SET VINTAGE	£23.40
12/1/2010	14911	536540	PAINT YOUR OWN CANVAS SET	£39.60
12/1/2010	14911	536540	RED SHARK HELICOPTER	£15.90
12/1/2010	14911	536540	ROSE COTTAGE KEEPSAKE BOX	£39.80
12/1/2010	14911	536540	TOOL BOX SOFT TOY	£35.80
12/1/2010	14911	536540	TRADITIONAL WOODEN SKIPPING ROPE	£15.00
12/1/2010	14911	536540	WOODEN BOX OF DOMINOES	£30.00
12/1/2010	14911	536540	YELLOW SHARK HELICOPTER	£15.90
Total				£490.38