

CUSTOMER SEGMENT ANALYSIS: *Overview.*



\$2,297,200.86

Revenue



\$286,397.02

Total Profit



5,009

Total Orders



793

Customers



\$458.61

AOV



12%

G.P.M



▲ 0.47
Revenue YoY

▲ NA
Revenue MoM

▲ 48%
Profit YoY

▲ NA
Profit MoM

2011

2012

2013

2014

Q1

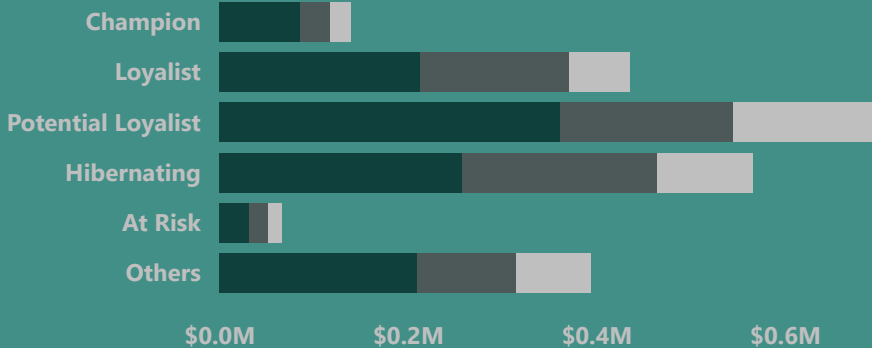
Q2

Q3

Q4

Revenue by Customer Segment and Segment

● Consumer ● Corporate ● Home Office



Customers by Customer Segment



Total Profit by Customer Segment

● Hibernating ● Potential Loyalist ● Loyalist ● Others ● Champion ● At Risk



Jan Feb Mar Apr

May Jun Jul Aug

Sep Oct Nov Dec

Customers

Total Orders

West

East

Central

South

0

500