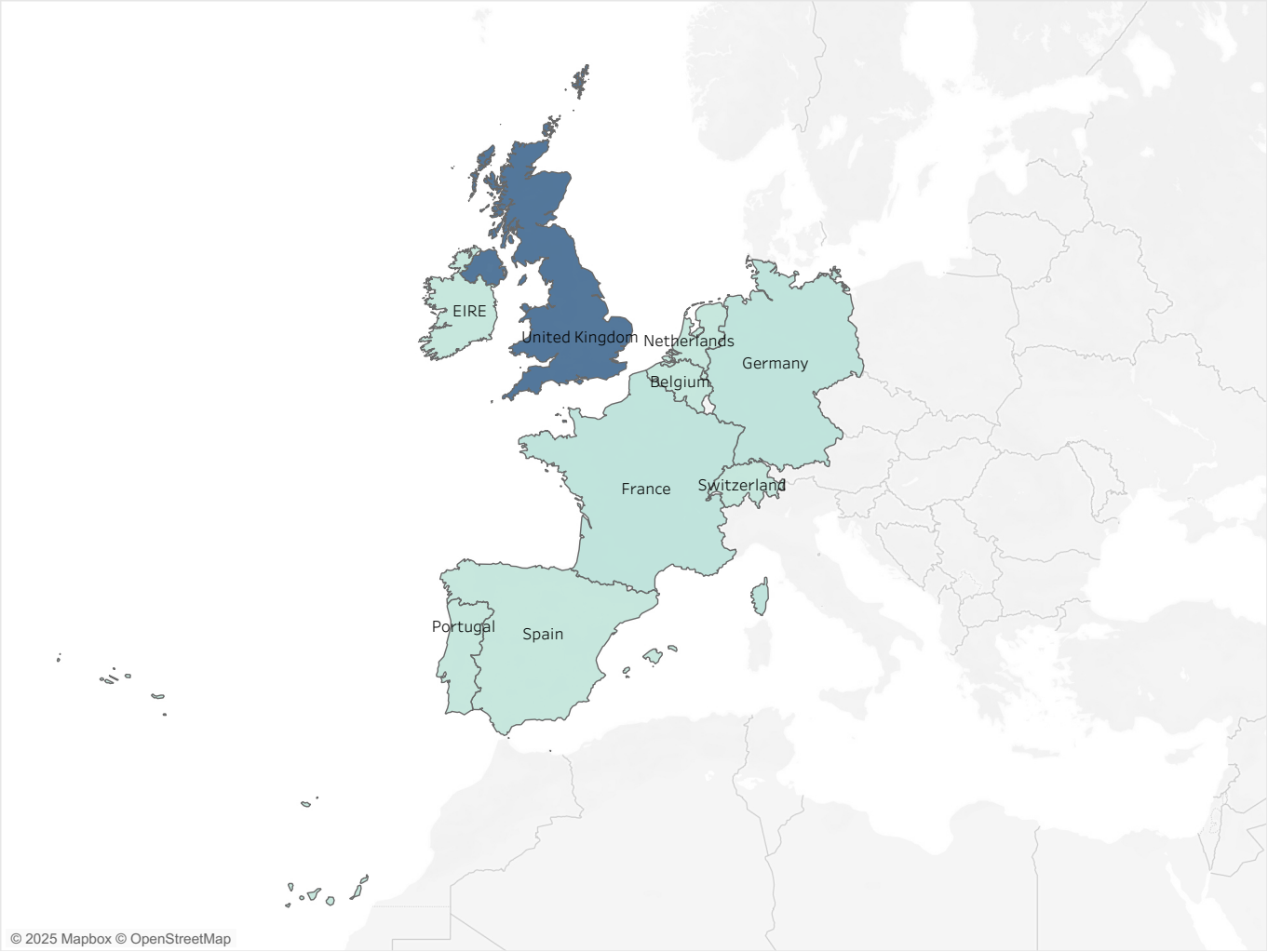
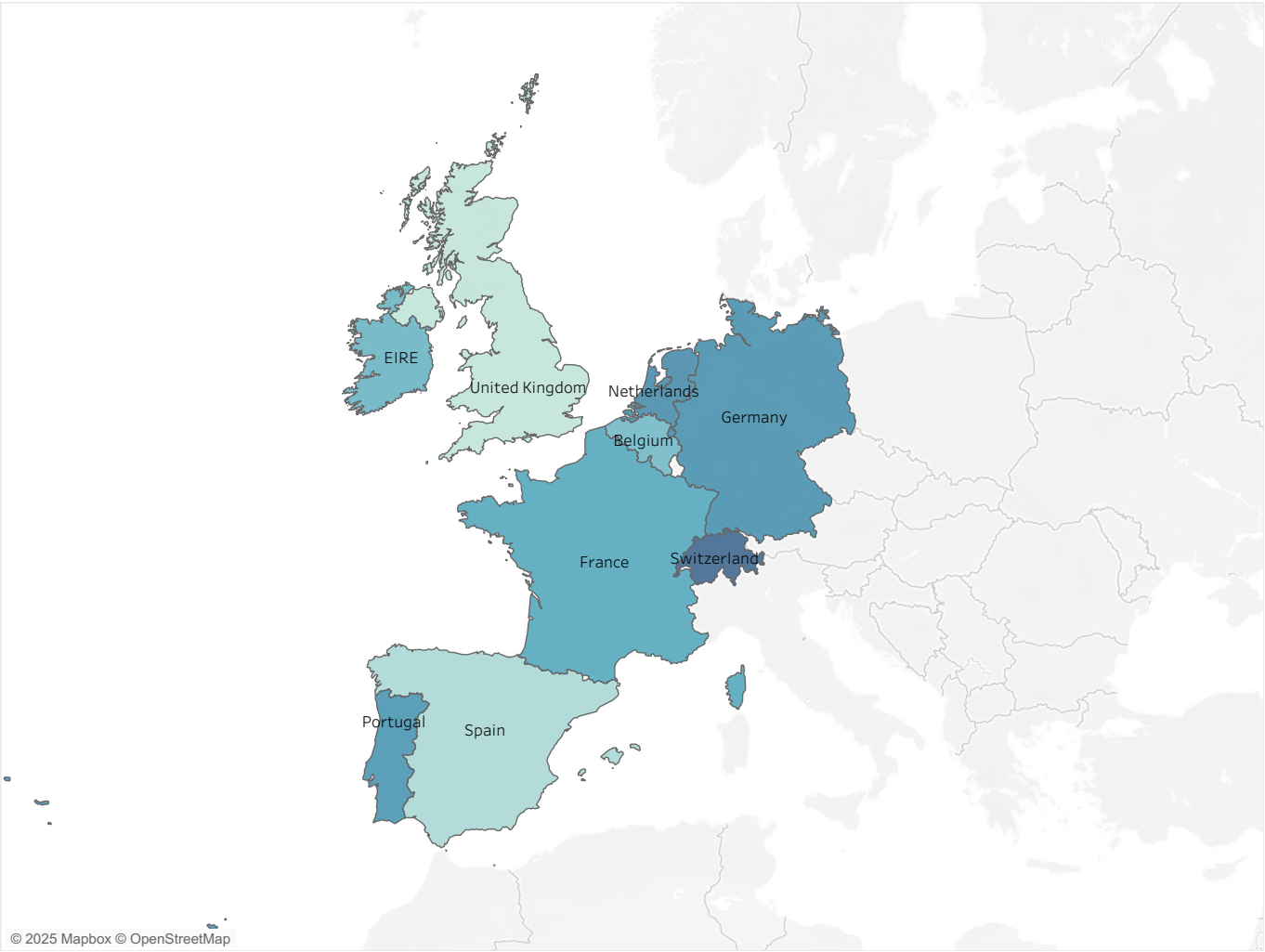


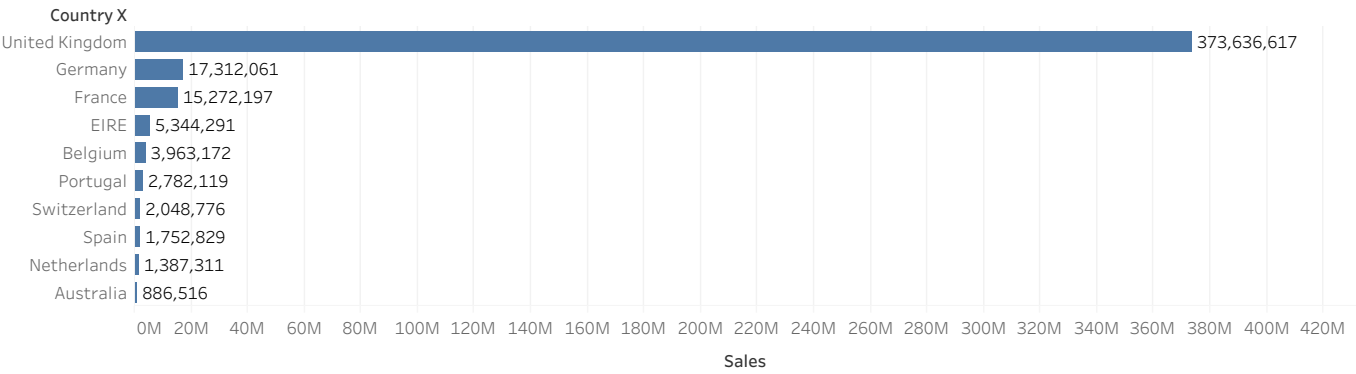
Identifying High-Grossing Countries by Sales Volume



Identifying Top-Performing Countries by Average Sales



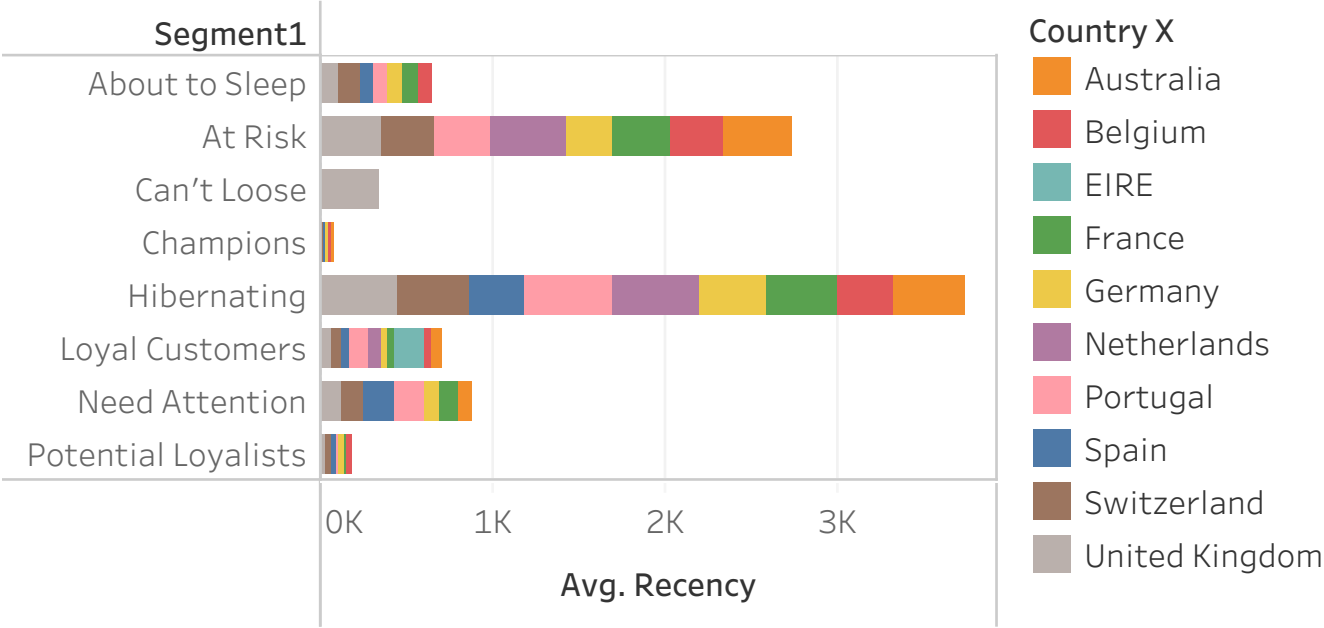
Which Countries Drive The Most Revenue?



Popular Product in All At A Glance

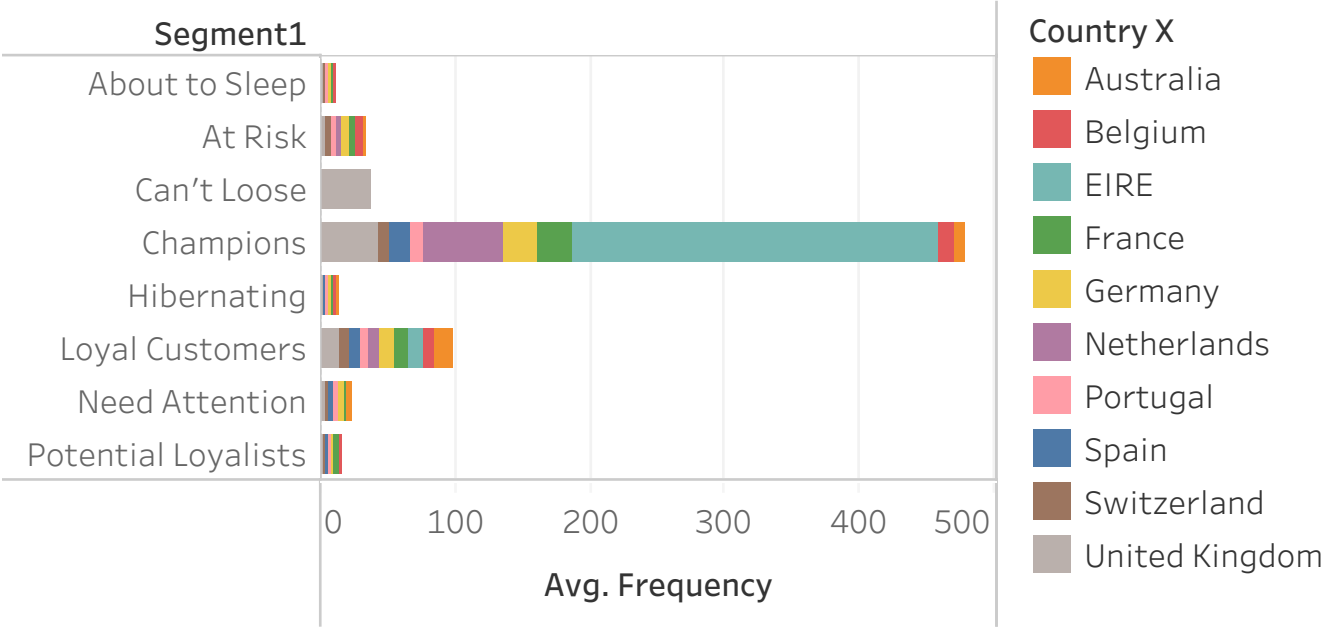
Country
All

RFM_Sgmt



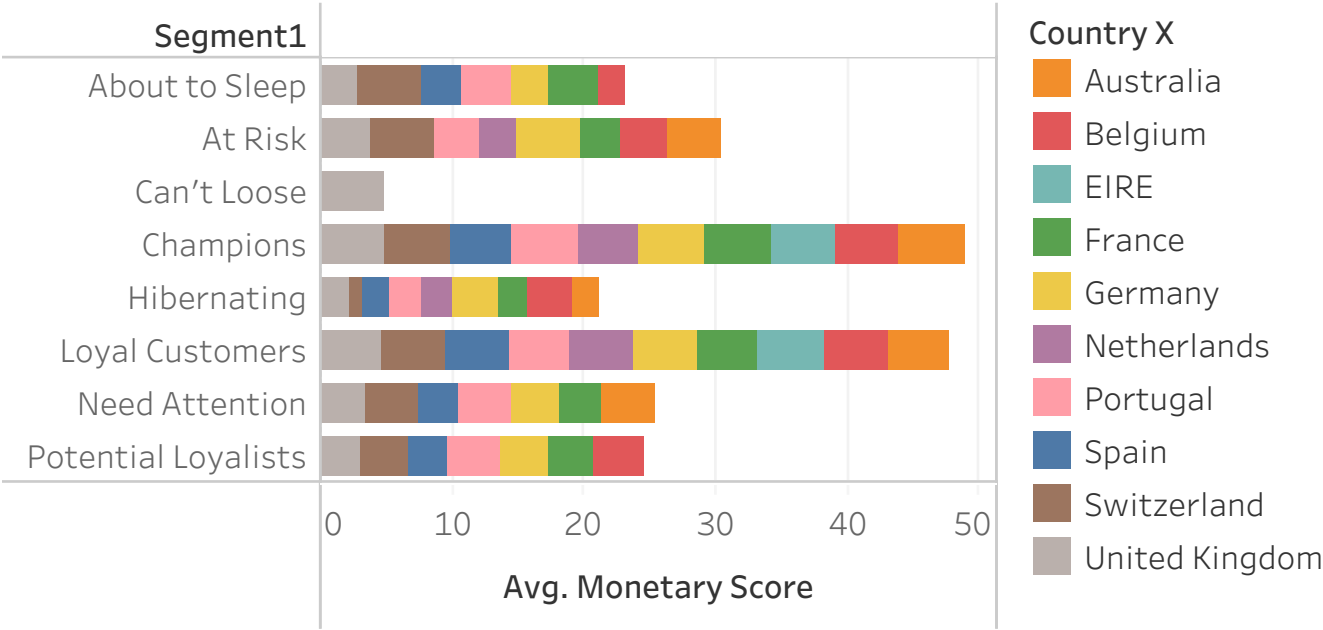
Average of Frequency, average of Monetary Score and average of Recency for each Segment1. Color shows details about Country X. The view is filtered on Segment1 and Country X. The Segment1 filter keeps 8 of 8 members. The Country X filter keeps 10 of 10 members.

RFM_Sgmt



Average of Frequency, average of Monetary Score and average of Recency for each Segment1. Color shows details about Country X. The view is filtered on Segment1 and Country X. The Segment1 filter keeps 8 of 8 members. The Country X filter keeps 10 of 10 members.

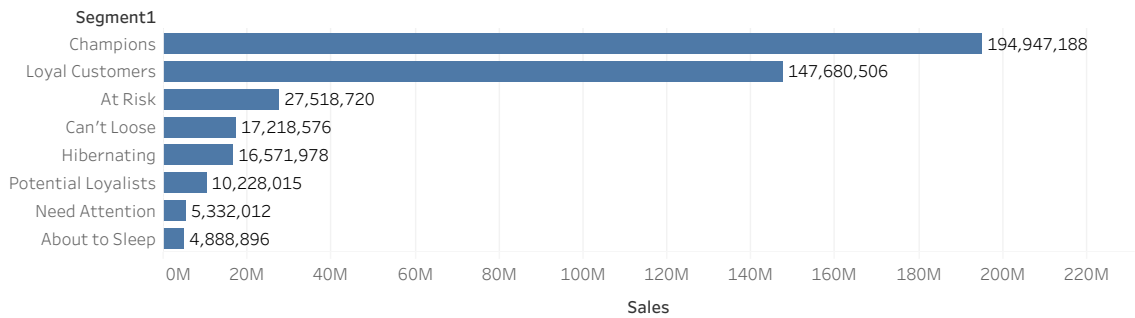
RFM_Sgmt



Average of Frequency, average of Monetary Score and average of Recency for each Segment1. Color shows details about Country X. The view is filtered on Segment1 and Country X. The Segment1 filter keeps 8 of 8 members. The Country X filter keeps 10 of 10 members.

Champions Lead the Way: Segment-Wise Sales Performance

Country
All



What Are Customers in All Buying Most?

		Country X			Country All
Stock Code	Description	Australia	Belgium	EIRE	
20712	JUMBO BAG WOODLAND ANIMALS				
20725	LUNCH BAG RED RETROSPOT				
	LUNCH BAG RED SPOTTY				
20726	LUNCH BAG WOODLAND				
20728	LUNCH BAG CARS BLUE				
20750	RED RETROSPOT MINI CASES				
21929	JUMBO BAG PINK VINTAGE PAISLEY				
21931	JUMBO STORAGE BAG SUKI				
22326	ROUND SNACK BOXES SET OF4 WOODLAND				
22411	JUMBO SHOPPER VINTAGE RED PAISLEY				
85099B	JUMBO BAG RED RETROSPOT				
	JUMBO BAG RED WHITE SPOTTY				
	RED RETROSPOT JUMBO BAG				
85099F	JUMBO BAG STRAWBERRY				
85123A	WHITE HANGING HEART T-LIGHT HOLDER				

Top Product Combinations for Cross-Selling in All

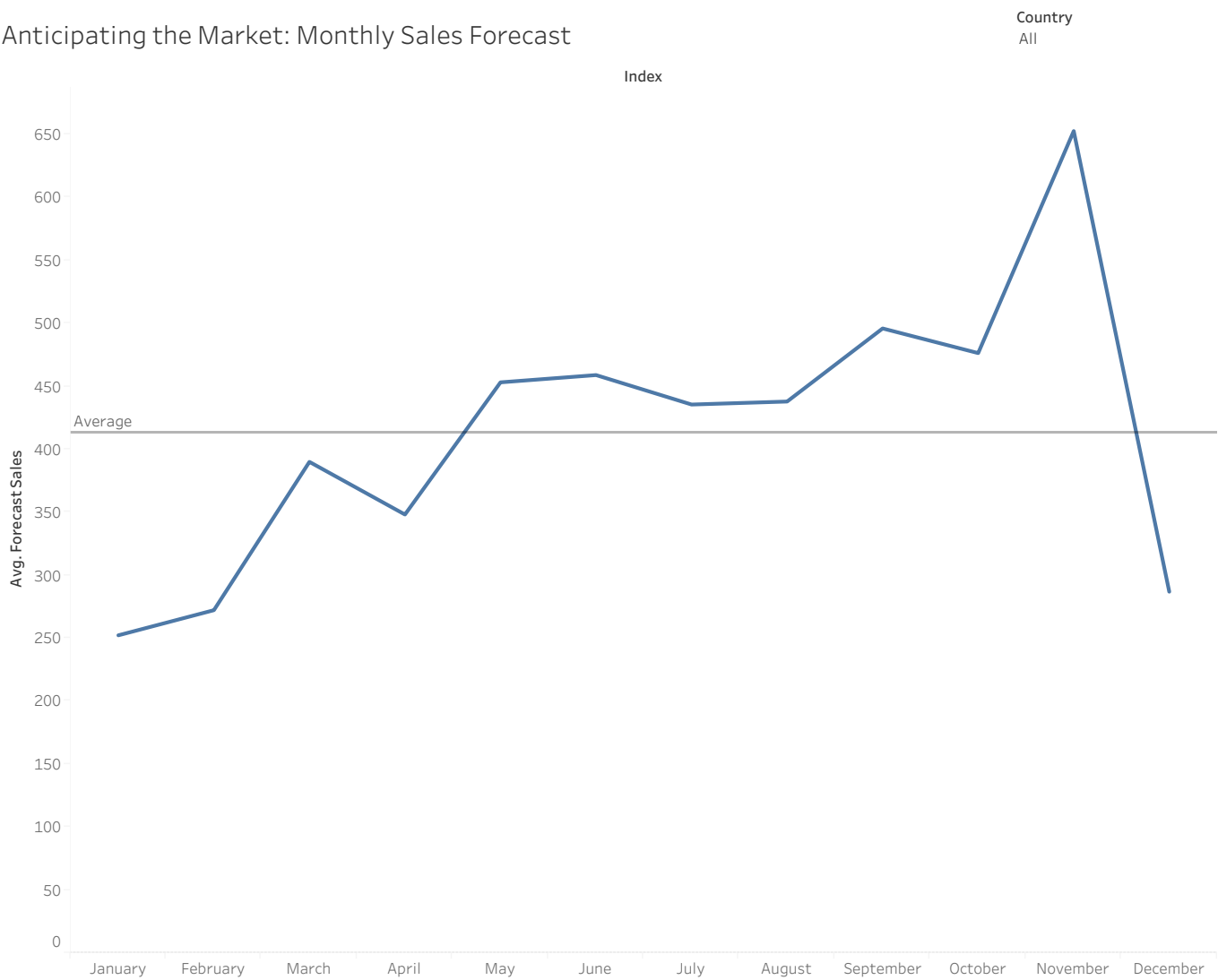
Country
All

			Country X
Stock Code	Description	Associated Product	Australia
85099B	JUMBO BAG RED RETROSPOT	JUMBO BAG RED RETROSPOT,CHARLOTTE BAG SUKI DESIGN	
		JUMBO BAG RED RETROSPOT,HEART OF WICKER SMALL	
		JUMBO BAG RED RETROSPOT,JUMBO BAG ALPHABET	
		JUMBO BAG RED RETROSPOT,JUMBO BAG APPLES	
		JUMBO BAG RED RETROSPOT,JUMBO BAG BAROQUE BLACK WHITE	
		JUMBO BAG RED RETROSPOT,JUMBO BAG OWLS	
		JUMBO BAG RED RETROSPOT,JUMBO BAG PINK POLKADOT	
		JUMBO BAG RED RETROSPOT,JUMBO BAG PINK VINTAGE PAISLEY	
		JUMBO BAG RED RETROSPOT,JUMBO BAG SPACEBOY DESIGN	
		JUMBO BAG RED RETROSPOT,JUMBO BAG STRAWBERRY	
		JUMBO BAG RED RETROSPOT,JUMBO BAG TOYS	
		JUMBO BAG RED RETROSPOT,JUMBO BAG VINTAGE LEAF	
		JUMBO BAG RED RETROSPOT,JUMBO BAG WOODLAND ANIMALS	
		JUMBO BAG RED RETROSPOT,JUMBO SHOPPER VINTAGE RED PAIS..	
		JUMBO BAG RED RETROSPOT,JUMBO STORAGE BAG SKULLS	
		JUMBO BAG RED RETROSPOT,JUMBO STORAGE BAG SUKI	
		JUMBO BAG RED RETROSPOT,LUNCH BAG BLACK SKULL.	
		JUMBO BAG RED RETROSPOT,LUNCH BAG CARS BLUE	
		JUMBO BAG RED RETROSPOT,LUNCH BAG PINK POLKADOT	
		JUMBO BAG RED RETROSPOT,LUNCH BAG RED RETROSPOT	
		JUMBO BAG RED RETROSPOT,LUNCH BAG SPACEBOY DESIGN	
		JUMBO BAG RED RETROSPOT,LUNCH BAG WOODLAND	
		JUMBO BAG RED RETROSPOT,NATURAL SLATE HEART CHALKBOARD	
		JUMBO BAG RED RETROSPOT,RECIPE BOX PANTRY YELLOW DESIGN	
		JUMBO BAG RED RETROSPOT,RECYCLING BAG RETROSPOT	
		JUMBO BAG RED RETROSPOT,RED RETROSPOT CHARLOTTE BAG	
		JUMBO BAG RED RETROSPOT,RED TOADSTOOL LED NIGHT LIGHT	
		JUMBO BAG RED RETROSPOT,ROUND SNACK BOXES SET OF4 WOO..	
		JUMBO BAG RED RETROSPOT,SET OF 3 NOTEBOOKS IN PARCEL	
		JUMBO BAG RED RETROSPOT,STRAWBERRY CERAMIC TRINKET BOX	
		JUMBO BAG RED RETROSPOT,STRAWBERRY CHARLOTTE BAG	
		JUMBO BAG RED RETROSPOT,WHITE HANGING HEART T-LIGHT HO..	
		JUMBO BAG RED RETROSPOT,WOODEN PICTURE FRAME WHITE FI..	
		JUMBO BAG RED RETROSPOT,WOODLAND CHARLOTTE BAG	

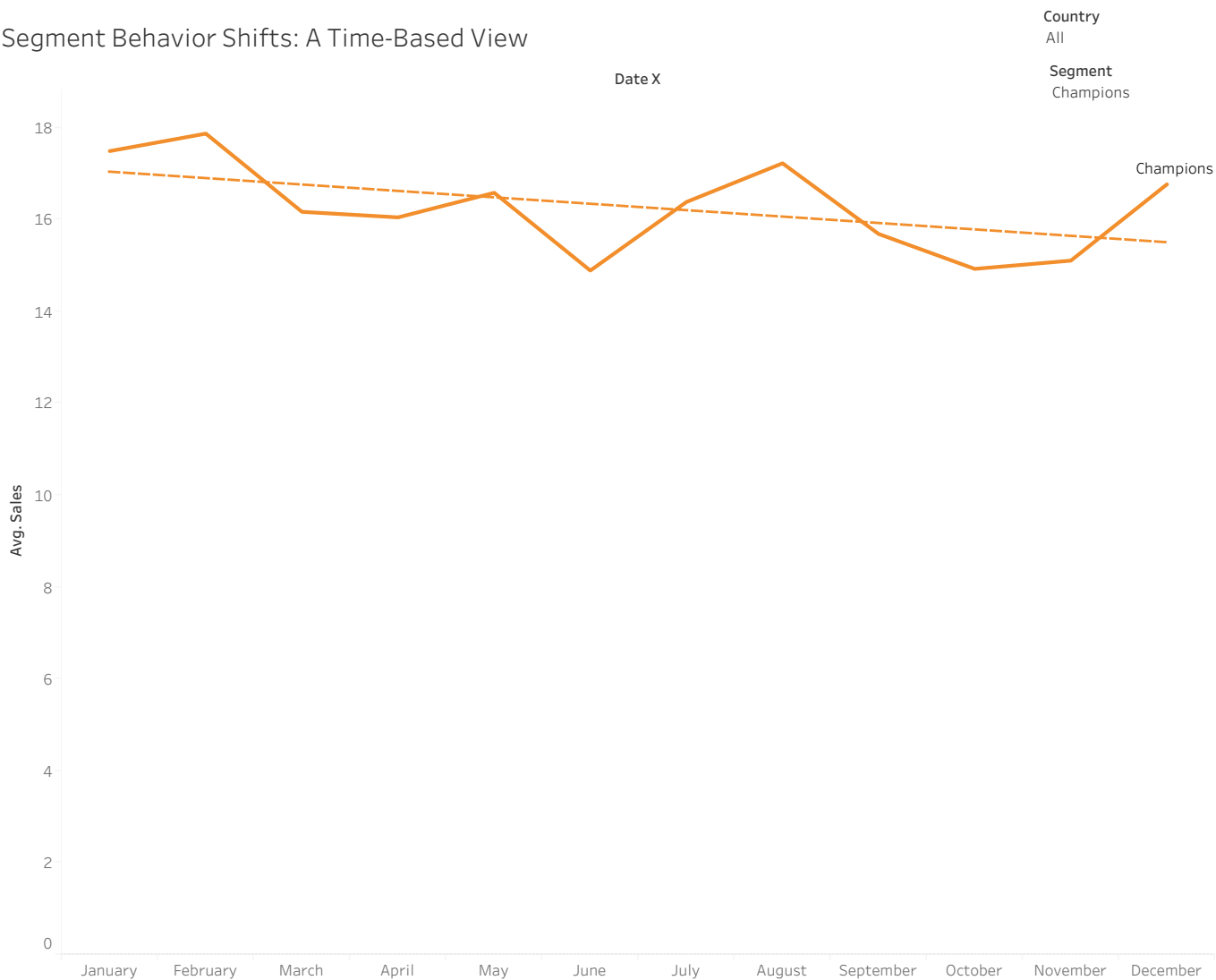
Targeting the Right Segment with the Right Bundle

Targeting the Right Segment with the Right Bundle				Country	
				All	
				Country X	
Stock Code	Description	Associated Product	Segment1	Australia	Belgium
85099B	JUMBO BAG RED RETROSPOT	JUMBO BAG RED RETROSPOT,JUMBO STORAGE BAG SUKI	Champions		
			Loyal Customers		
			At Risk		
			Can't Loose		
			Hibernating		
			Potential Loyalists		
			Need Attention		
			About to Sleep		

Anticipating the Market: Monthly Sales Forecast



Segment Behavior Shifts: A Time-Based View



Number of Customers By Segment

