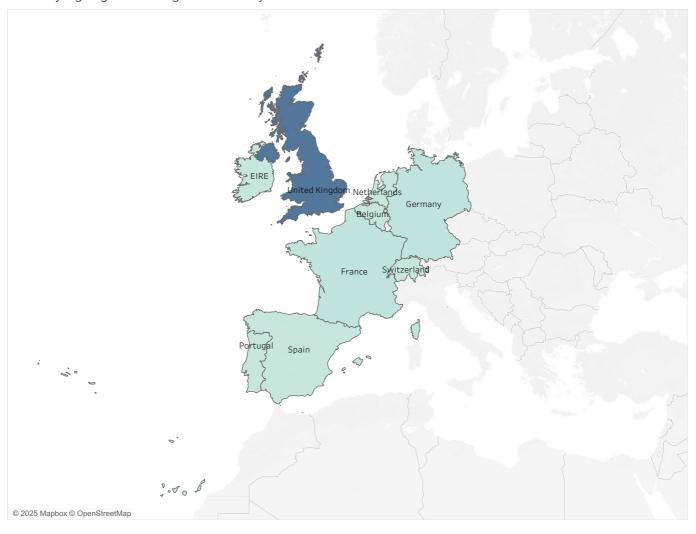
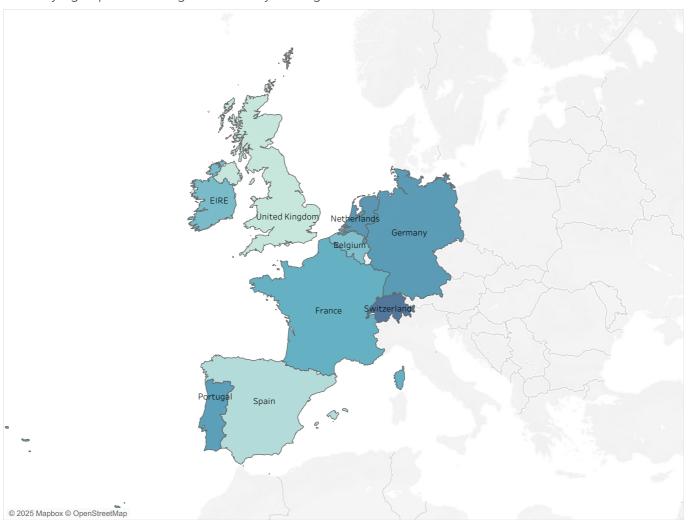
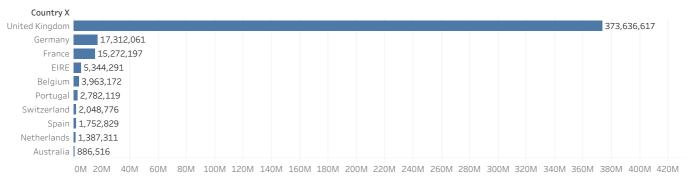
Identifying High-Grossing Countries by Sales Volume



Identifying Top-Performing Countries by Average Sales



Which Countries Drive The Most Revenue?



Sales

PARTY BUNTING WALL TIDY RETROSPOT RED/WHITF DOT MINI CASES BUT PARTY BUNTING WALL TIDY RETROSPOT RED/WHITE DOT MINI CASES

WOODLAND STICKERS RED RETROSPOT PLATE RED SPOTTY CHILDS APRON JUMBO STORAGE BAG SKULLS BLUE POLYADOT PLATE JUMBO BAG OWLS

RED/WHITE DOT MINI CASES

RED/WHITE DOT MINI CASES

STRAWBERRY BATH SPONGE RIBBON REEL STRIPES DESIGN

RED RETROSPOT PICKIE BAG GREEN SPOTTY BOWL

PAPER BUNTING RETROSPOT PICKIE BAG SKULLS BLUE POLYADOT PLATE

PAPER BUNTING RETROSPOT PICKIE BAG SWITHDAY SUNTING

PLEASE ONE PERSON METAL SEAS PACEBOY DESIGN SPACE BOY BIRTHDAY SUNTING

PLEASE ONE PERSON METAL SEAS PACEBOY DESIGN SPACE BOY BIRTHDAY SUNTING

WICTORIAN GLASS HANGING T-LIGHT

WASH BAG VINTAGE ROSE PAISLEY

BAKING SET 9 PIECE RETROSPOT

SET OF 3 HEART COOKIE CUTTERS

SET/G RED SPOTTY PLATE

RED RETROSPOT CHARLOTTE BAG, SWITH WHITE SPOTS

DOORMAT RED SPOT CHARLOTTE BAG, SWITH WHITE SPOTS

DOORMAT RED SPOT CHARLOTTE BAG, PINK/WHITE SPOTS RED/WHITE DOTS RUFFLED UMBRELLLA

WOODEN PICTURE FRAME WHITE FINISH RED SPOTTY PLATE

BAG SEAD TO CHARLOTTE BAG, PINK/WHITE SPOTS RED/WHITE DOTS RUFFLED UMBRELLLA

WOODEN PICTURE FRAME WHITE FINISH RED SPOTTY PLATE

BAG SEAD TO CHARLOTTE BAG, SWITH AND STORAGE BAG SKULLS BLUE POLICE POLICE PART OF THE SPOTT SPOTT SET CREAMIC TRINKET BOX PINKS 3 PIECE MINI DOTS CUTLERY SET BINGO SET

ASSOCIATED COLOURS RISD ORNAMENT ROUND FOOD CONTAINER S/S RETROSPOT

WOOD LAND CHARLOTTE BAG

BILD STORAGE BAG SKULLS BLUE POLICE BAG SWILLS BLUE POLICE POLI WOODEN PICTURE HAME WHITE HINSH RED SPOTTY PLATE FUNK CREAM FELL CORP. I NUMBER BOX. A STORTED COLOUR BIRD ORNAMENT ROUND FOOD CONTAINER S/S RETROSPOT WOODLAND CHARLOTTE BAG JUMBO BAG SCANDINAVIAN BLUE PAISLEY HANGING HEART ZINCT-LIGHT HOLDER HANGING HEART ZINCT-L FELTCRAFT 6 FLOWER FRIENDS JUMBO STORAGE BAG SUKI ROUND SNACK BOXES SET OF 4 FRUITS RETROSPOT TEA SET CERAMIC 11 PC LUNCH BAG SPACEBOY DESIGN OFFICE MUST WARRIER FIRST LUNCH BAG RED RETROSPOTLUNCH BAG WOODLAND JUMBO BAG RED WHITE SPOTTY JUMBO BAG PINK VINTAGE PAISLEY ROUND SNACK BOXES SET OF4 WOODLAND 11 PC CERAMIC TEASET POLKADOT ASSORTED COLOUR MINI CASES JUMBO BAG RED RETROSP VINTAGE HEADS AND TAILS CARD GAME WHITE HANGING HEART T-LIGHT LUNCHBOX WITH CUTLERY RETROSPOT JUMBO SHOPPER VINTAGE RED PAISLEY RED RETROSPOT CHARLOTTE BAG LUNCH BAG RED SPOTTY COOK WITH WINE METAL SIGN

LUNCH BAG VARS BLUE JUMBO BAG BAROQUE BLACK WHITE

LUNCH BAG PINK RETROSPOT JUMBO BAG WOODLAND ANIMALS

CHARLOTTE BAG SUKI DESIGN

LUNCH BAG PINK RETROSPOT PINK BLUE STRAWBERRY LUNCH BOX WITH CUTLERY

LUNCHBAG PINK RETROSPOT PINK BLUE FELT CRAFT TRINKET BOX

RED RETROSPOT CHILDRENS UMBRELLA RED 3 PIECE MINI DOTS CUTLERY SET DOOR MAT UNION PLAG STRAWBERRY CERAMIC TRINKET POT

LUNCH BAG PINK POLKADOT

ZINC METAL HEART DECORATION

BATHROOM METAL SIGN

PACK OF 6 SKULL PAPER PLATES

LUNCH BAG PINK VOIL BAG PINK VITHAGE PAISEY PLOADE BAG WAD TO THE METAL SIGN

PACK OF 6 SKULL PAPER PLATES

LUNCHBAG SPAFERRY DESIGN

GREEN POLKADOT ROWL

GREEN POLKADOT ROWL

GREEN POLKADOT ROWL

GREEN POLKADOT ROWL

STRAWBERRY SHOPPEP BAG

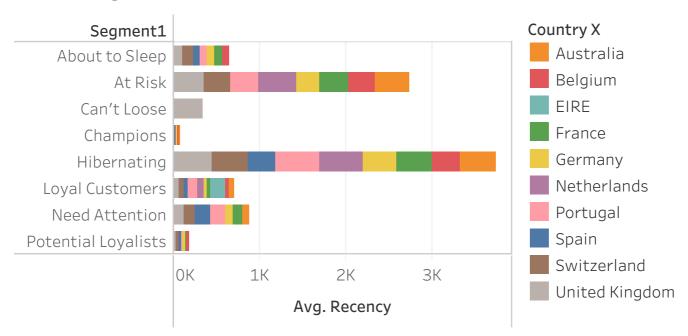
STRAWBERRY SHOPPEP BAG CHILDRENS CUTLERY POLKADOT PINK LUNCH BAG CARS BLUE JUMBO BAG BAROQUE BLACK WHITE ROUND SNACK BOXES, SET4, WOODLAND OK WITH WINE METAL SIGN PAPER CHAIN KIT 50'S CHRISTMAS PLEASE ONE PERSON METAL SIGN STRAWBERRY SHOPPER BAG
FLY HEARTS OF 6 SKULL PAPER PLATES GIN AND TONIC DIET METAL SIGN PAPER CHAIN KIT 50°S CHRISTIMAS PLEASE ONE PERSON METAL SIGN STRAWBERKY SHOP LUNCHBAG SPACEBOY DESIGN GREEN POLKADOT BOWL FELTCRAFT BUTTERFLY HEARTS

DOORMAT UNION FLAG RED SPOTTY COIR DOORMAT HOME BUILDING BLOCK WORD PACK OF 6 SKULL PAPER CUPS BLUE HARMONICA IN BOX

GREEN SPOTTY PLATE

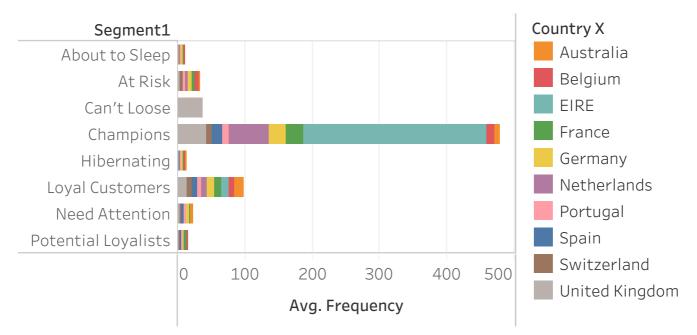
RECYCLING BAG RETROSPOT RED/WHITE SPOT PICNIC BAG DOORMAT RED RETROSPOTAPPLE BATH SPONGE VINTAGE SNAP CARDS

RFM_Sgmt



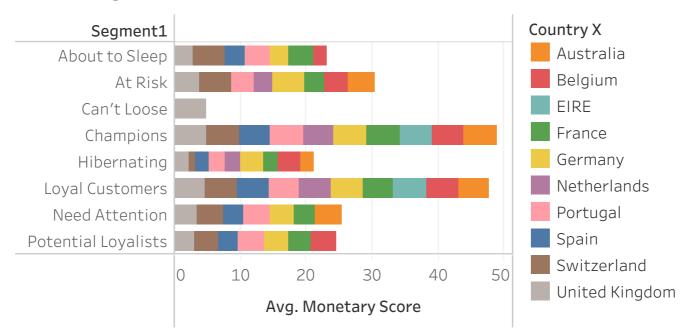
Average of Frequency, average of Monetary Score and average of Recency for each Segment1. Color shows details about Country X. The view is filtered on Segment1 and Country X. The Segment1 filter keeps 8 of 8 members. The Country X filter keeps 10 of 10 members.

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.

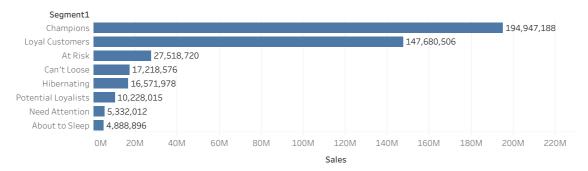
RFM_Sgmt



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



What Are Customers in All Buying Most?

Country All

		Country X		
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 X
Stock Code	Description	Associated Product	Australia
85099B	JUMBO BAG RED	JUMBO BAG RED RETROSPOT, CHARLOTTE BAG SUKI DESIGN	
	RETROSPOT	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 0F4 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

Country All

				Country X	
Stock Code	Description	Associated Product	Segment1	Australia	Belgium
		RETROSPOT, JUMBO STORAGE	Champions		
			Loyal Customers		
			At Risk		
			Can't Loose		
		Hibernating			
			Potential Loyalists		
			Need Attention		
			About to Sleep		

50

January

February

March

April

May

June

July

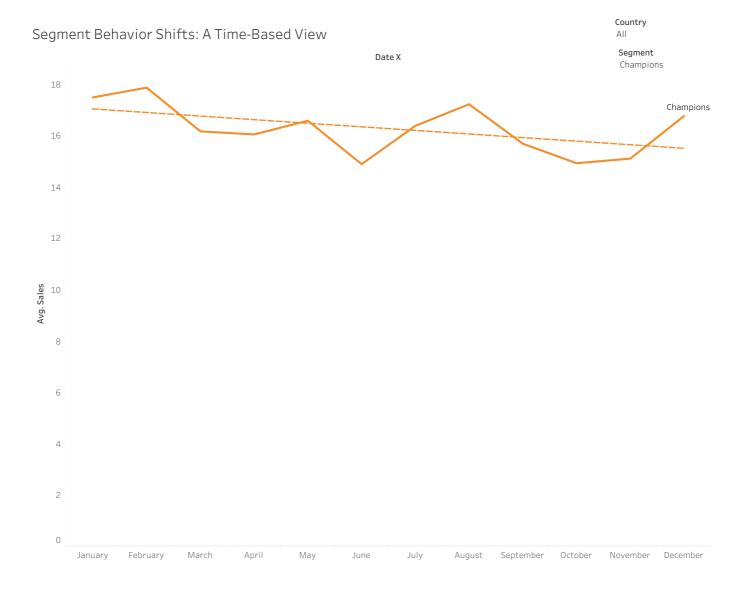
August

September

October

November

December



Number of Customers By Segment

Champions		At Risk	
	Hibernating	Can't Loose	
Loyal Customers			
	Potential Loyalists		
	Need Attention		