

Overview

Overview

Sales Analysis

RFM Analysis

Date

01-12-2010 09-12-2011

10.64M

Net Sales

38

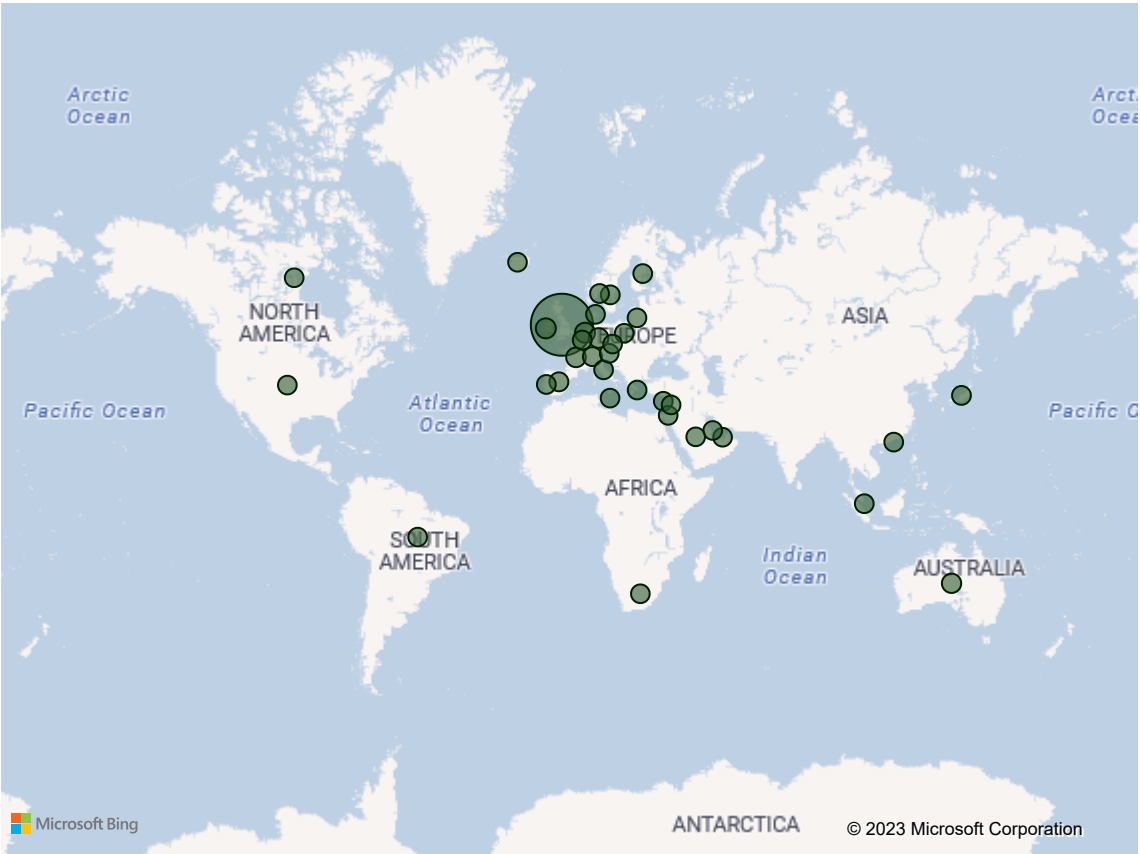
Countries

6M

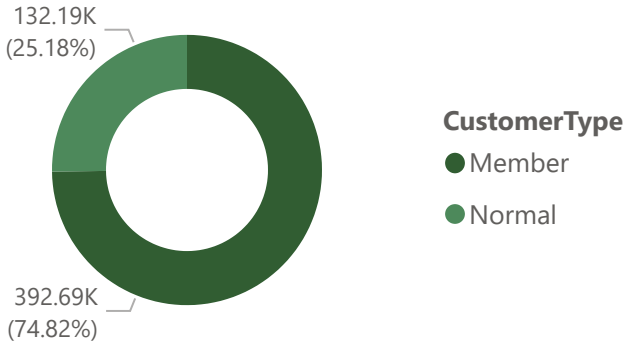
Quantity Sold

- Country
- ☐ Australia
 - ☐ Austria
 - ☐ Bahrain
 - ☐ Belgium
 - ☐ Brazil
 - ☐ Canada
 - ☐ Channel Islands
 - ☐ Cyprus
 - ☐ Czech Republic
 - ☐ Denmark
 - ☐ European Community
 - ☐ Finland
 - ☐ France
 - ☐ Germany
 - ☐ Greece

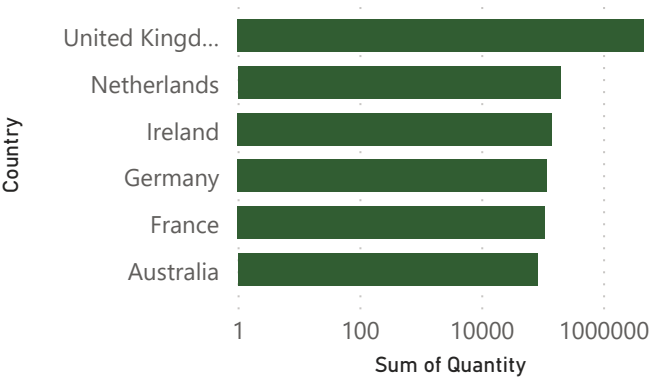
Sales By Country



Customer Type Distribution



Quantity Sold By Country



Sales Analysis

Overview

Sales Analysis

RFM Analysis

Date

01-12-2010 09-12-2011

4017

Types of Products

10.64M

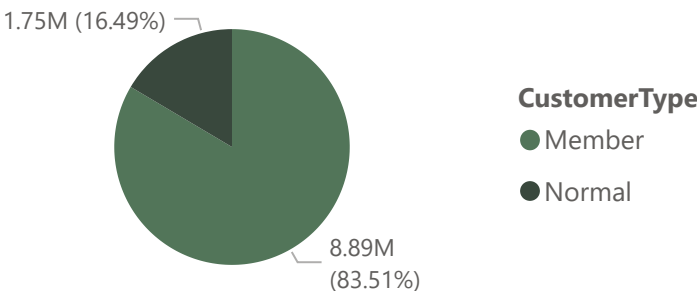
Net Sales

20.28

Average sales value

- Country
- ☐ Australia
 - ☐ Austria
 - ☐ Bahrain
 - ☐ Belgium
 - ☐ Brazil
 - ☐ Canada
 - ☐ Channel Islands
 - ☐ Cyprus
 - ☐ Czech Republic
 - ☐ Denmark
 - ☐ European Community
 - ☐ Finland
 - ☐ France
 - ☐ Germany
 - ☐ Greece

Sales By Customer Type



Sales by Product



Sales Trend



RFM Analysis

Overview

Sales Analysis

RFM Analysis

Date

01-12-2010

09-12-2011

525K

Total Customers

38

Countries

20.28

Average sales / Person

- Country
- ☐ Australia
- ☐ Austria
- ☐ Bahrain
- ☐ Belgium
- ☐ Brazil
- ☐ Canada
- ☐ Channel Islands
- ☐ Cyprus
- ☐ Czech Republic
- ☐ Denmark
- ☐ European Community
- ☐ Finland
- ☐ France
- ☐ Germany
- ☐ Greece

Customer Segmentation

New Customers

Potenti...

At Risk

38.06%

Promising

6.41%

6.14%

Hibern...

Need ...

4.01%

3.76%

Loyal

About...

2.79%

2.28%

Cha...

Cannot L...

1.44%

Lost cust...

33.33%

Customer_ID	Recency Value	Frequency Value	Monetary Value	RFM score
12367	118	1	0.98	555
12442	117	1	0.95	555
12650	117	1	1.24	555
13153	119	1	1.16	555
13349	124	1	1.10	555
13790	118	1	0.47	555
14087	116	1	0.77	555
14093	126	1	1.11	555
14219	118	1	1.15	555

Top 5 Customer Sales

