



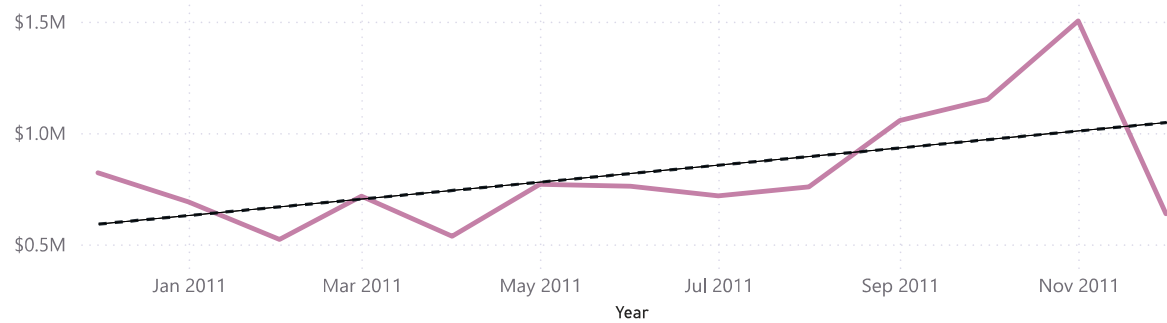
\$10.64M

Total Revenue

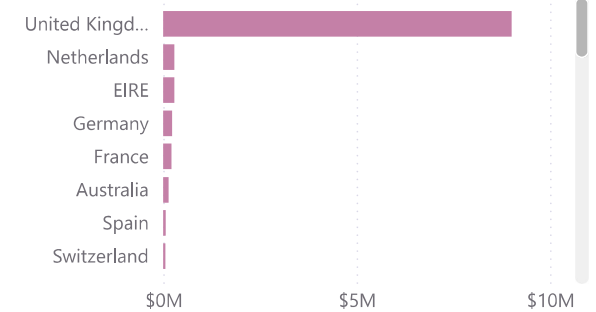
20K

Total Orders

Total Revenue Per Month



Total Revenue by Country



Total Transactions Per Month

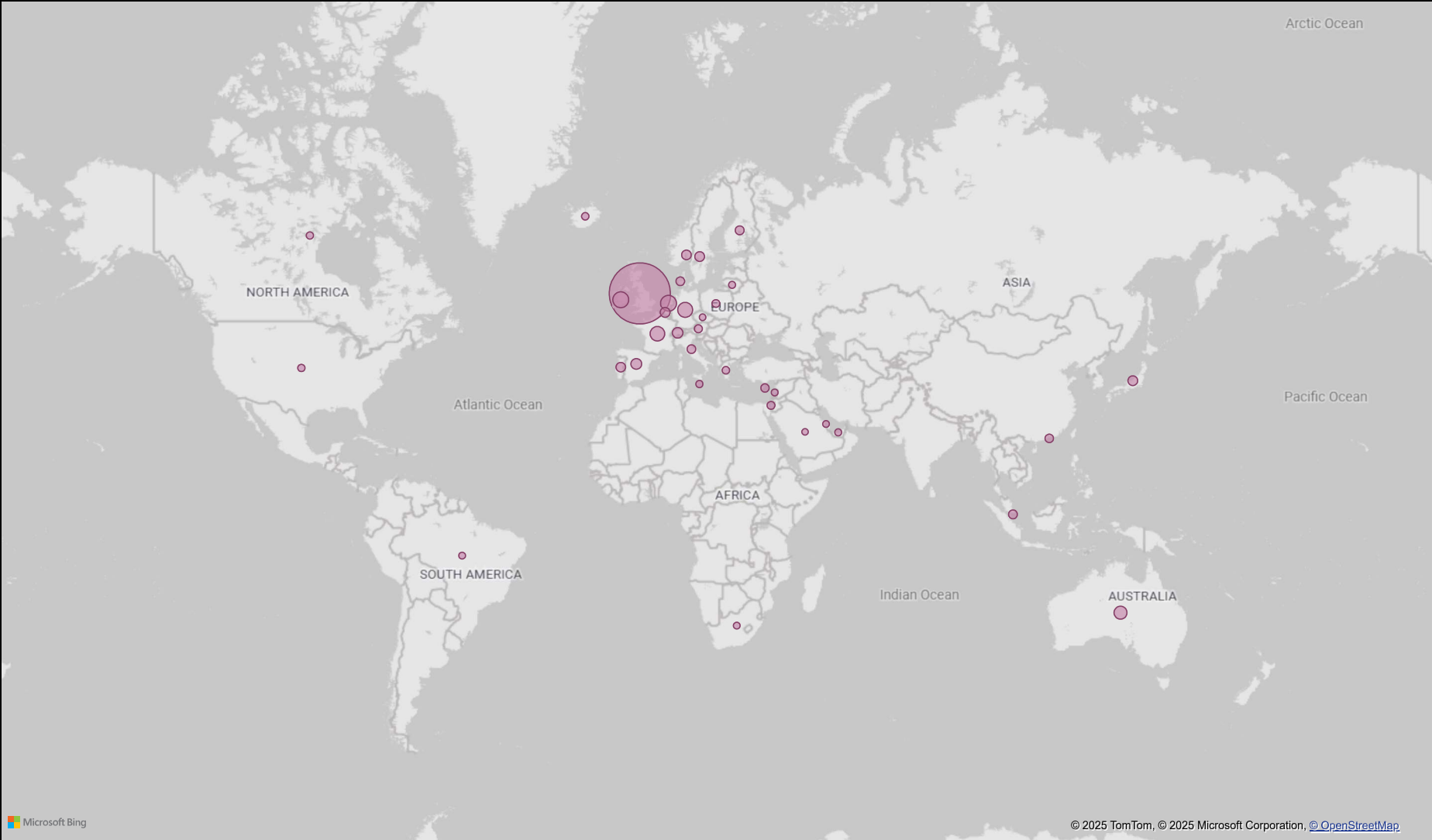


Top 10 Countries with most transactions

Country	Total Transactions
United Kingdom	18019
Germany	457
France	392
EIRE	288
Belgium	98
Netherlands	94
Spain	90
Portugal	58
Total	19607



REVENUE BY COUNTRY





4339

Registered Unique Customers

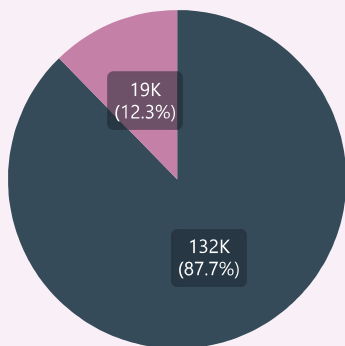
2846

Repeat Customers

65.59%

Repeat Customer Rate

Non-Registered Customer Orders and Registered Customer Orders



● Non-Registered Customer Orders ● Registered Customer Orders



Most customers place an online order as guests without registering on the website.

Top 10 Customers (by total revenue)

Customer ID	Total Revenue
0	\$1,754,894.41
14646	\$280,206.02
18102	\$259,657.30
17450	\$194,390.79
16446	\$168,472.50
14911	\$143,711.17
12415	\$124,914.53
14156	\$117,210.08
17511	\$91,062.38
16029	\$80,850.84
Total	\$3,215,370.02



Customer ID 0 indicates non-registered customers.

Top 10 Customers (by total orders)

Customer ID	Total Orders
16029	241
12971	305
13089	1814
14646	2076
15311	2366
14606	2677
12748	4412
14911	5670
17841	7676
0	132184
Total	159421

Filter by Country

- ☒ Select all
- ☐
- ☐ Australia
- ☐ Austria
- ☐ Bahrain
- ☐ Belgium
- ☐ Brazil
- ☐ Canada
- ☐ Channel Islands
- ☐ Cyprus
- ☐ Czech Republic
- ☐ Denmark
- ☐ EIRE
- ☐ European Commu...
- ☐ Finland
- ☐ France
- ☐ Germany
- ☐ Greece
- ☐ Hong Kong
- ☐ Iceland
- ☐ Israel
- ☐ Italy
- ☐ Japan



Filter by date

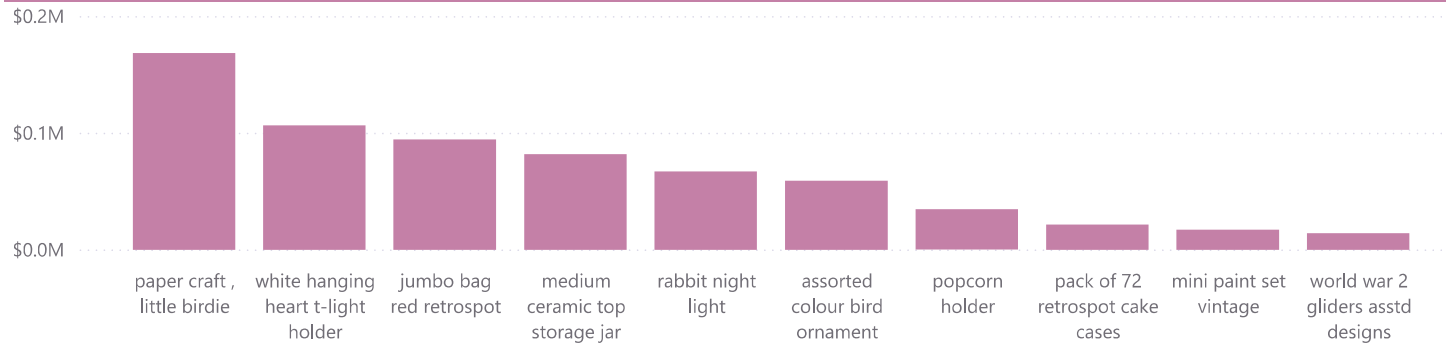
12/1/2010



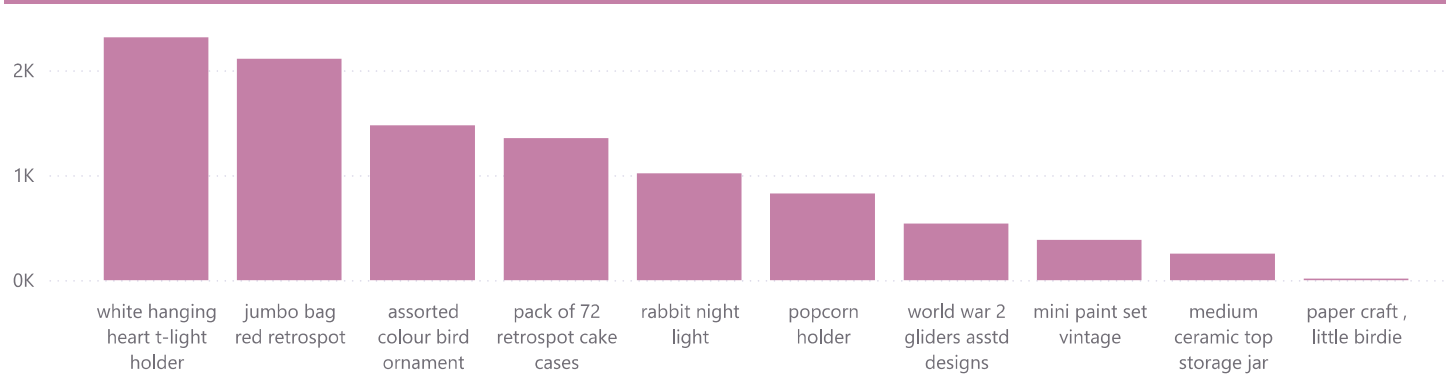
12/9/2011



Top 10 Most Revenue Generating Items



Top 10 Most Selling Items



Filter by Country

- ☒ Select all
- ☐ Australia
- ☐ Austria
- ☐ Bahrain
- ☐ Belgium
- ☐ Brazil
- ☐ Canada
- ☐ Channel Islands
- ☐ Cyprus
- ☐ Czech Republic
- ☐ Denmark
- ☐ EIRE
- ☐ European Commu...
- ☐ Finland
- ☐ France
- ☐ Germany
- ☐ Greece
- ☐ Hong Kong
- ☐ Iceland
- ☐ Israel
- ☐ Italy
- ☐ Japan