

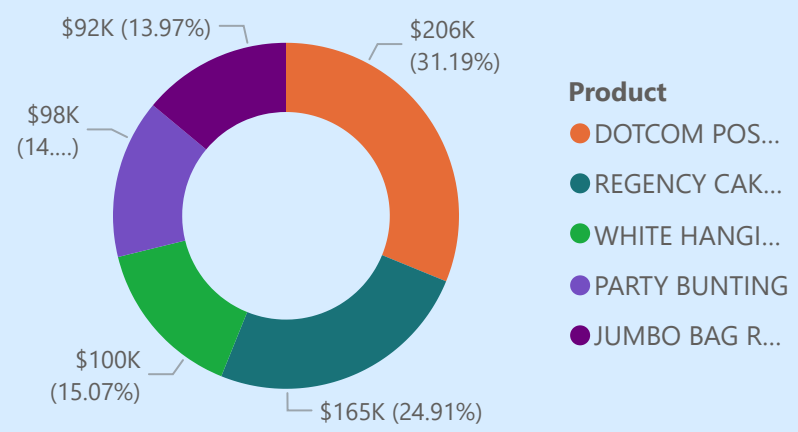
ECOMMERCE SALES AND CUSTOMER INSIGHT REPORT

SALES OVERVIEW

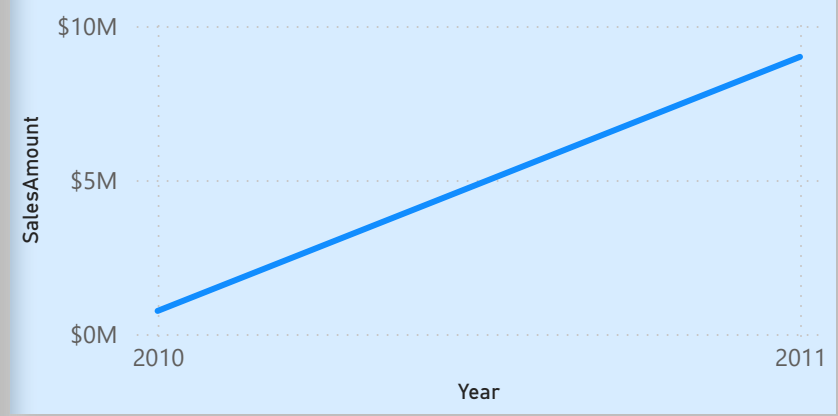


SalesAmount	TotalOrders	TotalCustomers	AvgOrderValue	TotalUniqueProducts
\$10M	26K	4.4K	\$376.36	4K

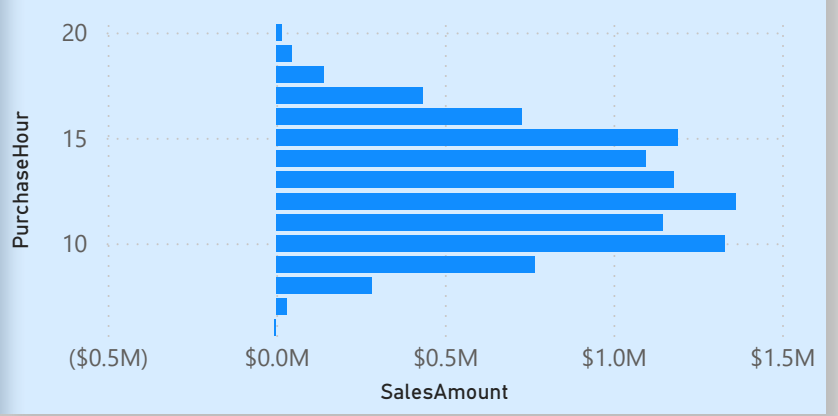
SalesAmount by Product



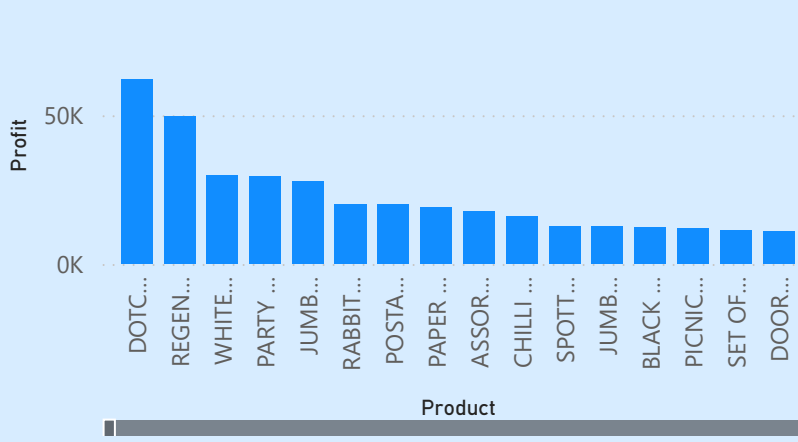
SalesAmount by Year



SalesAmount by PurchaseHour



Profit by Product



SalesAmount by Country

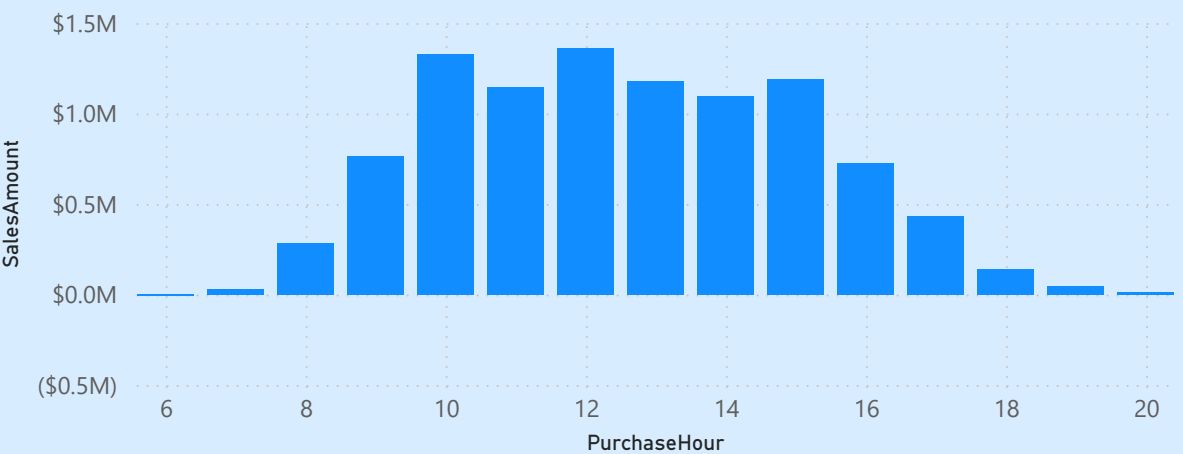


OrderMonthDate

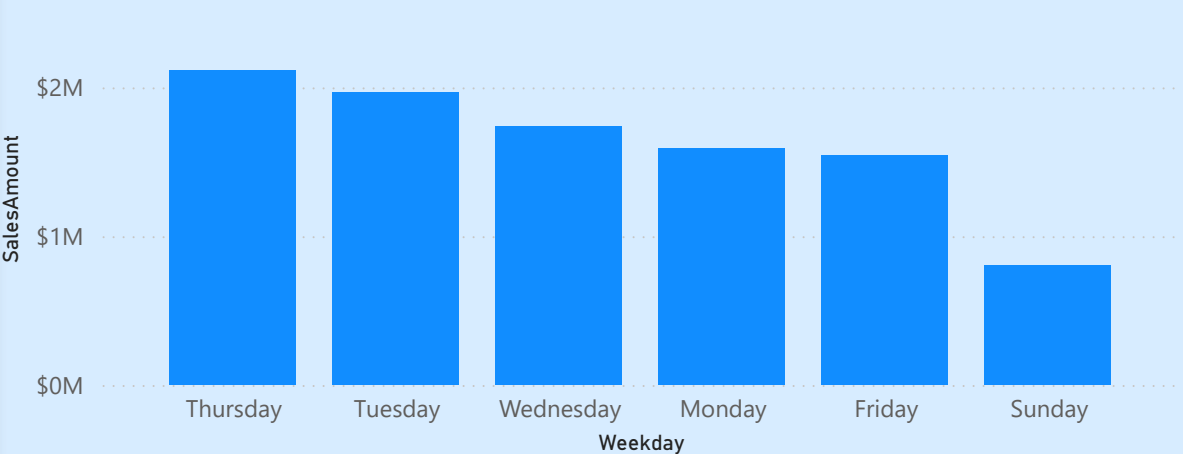
TIME AND CUSTOMER INSIGHTS



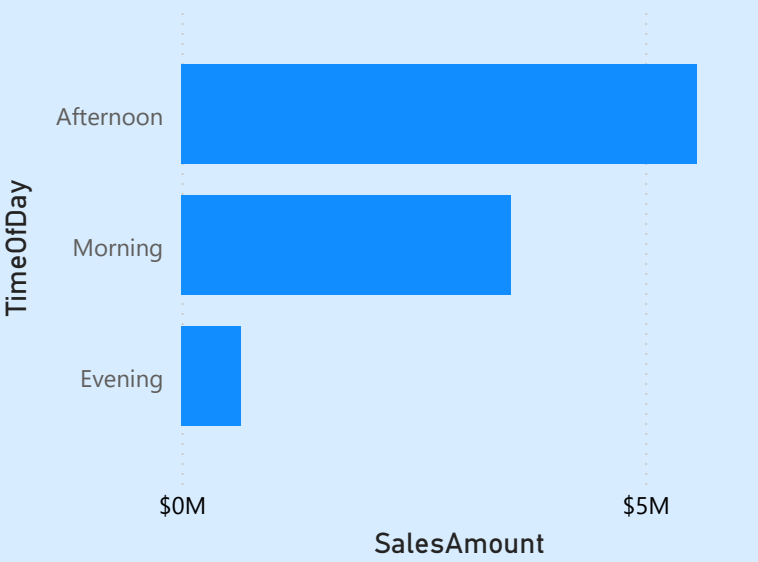
SalesAmount by PurchaseHour



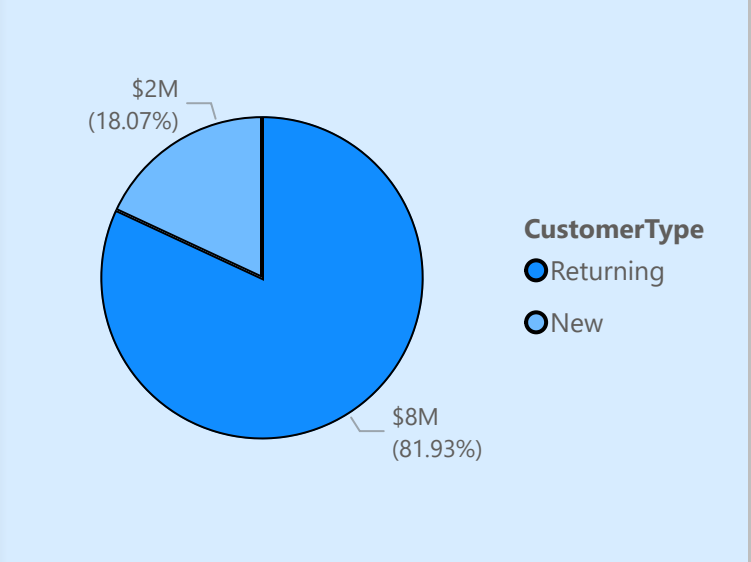
SalesAmount by Weekday



SalesAmount by TimeOfDay



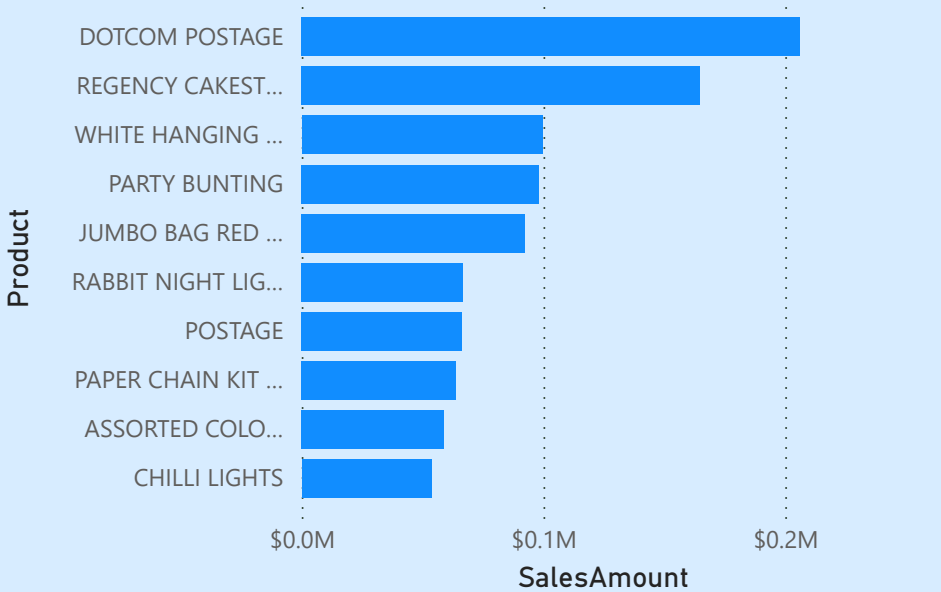
SalesAmount by CustomerType



CustomerID	SalesAmount	Sum of Quantity	TotalOrders
13694	\$62,653	61803	60
16684	\$65,892	49390	31
17511	\$88,125	63012	46
14156	\$113,384	57025	66
12415	\$123,725	77242	26
14911	\$132,573	77180	248
17450	\$187,482	69029	55
18102	\$256,438	64122	62
14646	\$279,489	196719	77
Total	\$2,757,445	985084	4381

PRODUCT PERFORMANCE

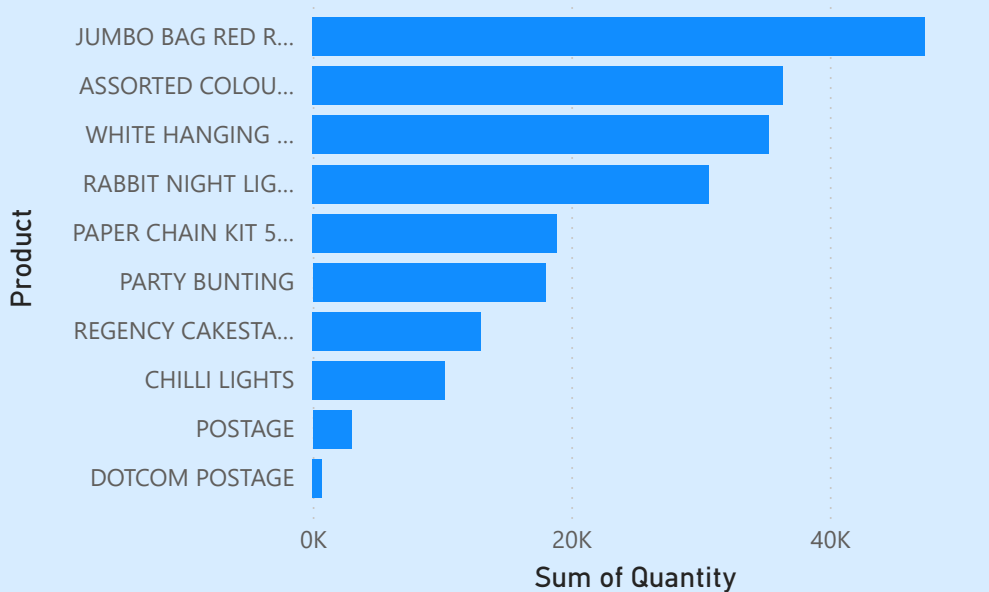
SalesAmount by Product



Product

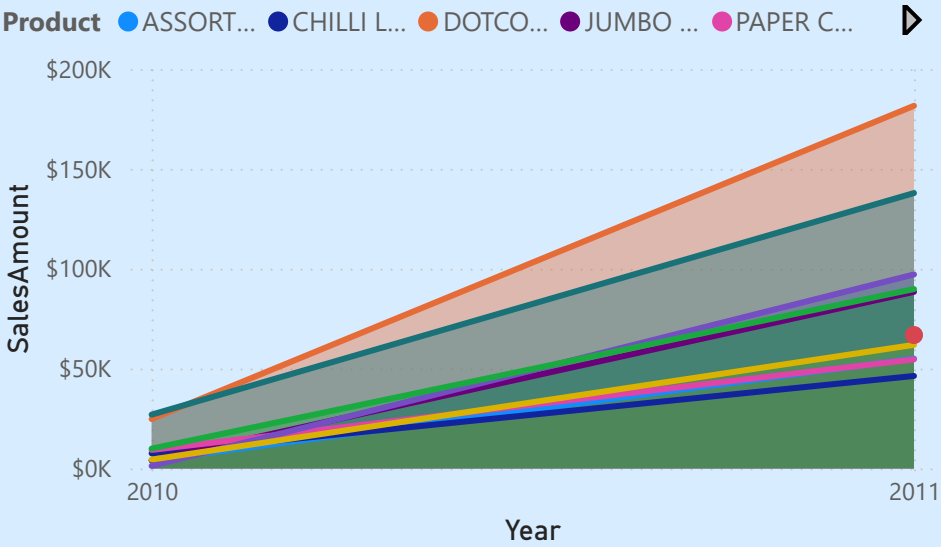
All

Sum of Quantity by Product



DOTCOM
POSTAGE
TopProduct

SalesAmount by Year and Product



Product	Sum of Quantity	SalesAmount	TotalOrders
WHITE HANGING HEART T-LIGHT HOLDER	35317	\$99,668	2302
REGENCY CAKESTAND 3 TIER	13033	\$164,762	2169
JUMBO BAG RED RETROSPOT	47363	\$92,356	2135
PARTY BUNTING	18022	\$98,303	1706
LUNCH BAG RED RETROSPOT	18779	\$34,897	1607
ASSORTED COLOUR BIRD ORNAMENT	36381	\$58,960	1467
SET OF 3 CAKE TINS PANTRY DESIGN	7336	\$37,413	1458
	-13609	\$0	1454
PACK OF 72 RETROSPOT CAKE CASES	36039	\$21,060	1334
LUNCH BAG BLACK SKULL.	12112	\$22,219	1295
NATURAL SLATE HEART CHALKBOARD	9120	\$27,995	1266
Total	5176450	\$9,747,748	25900