

Executive Overview

[Reset all filters](#)

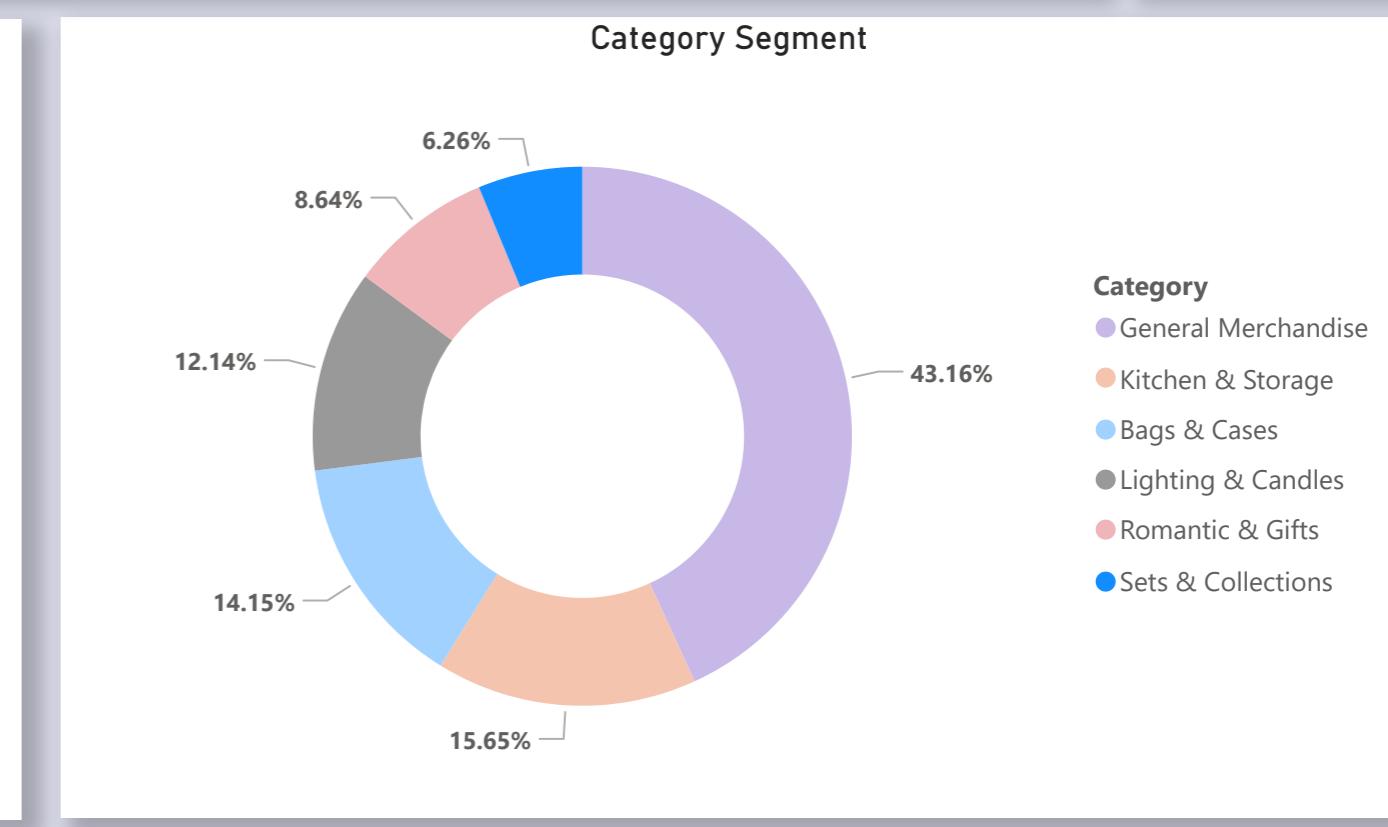
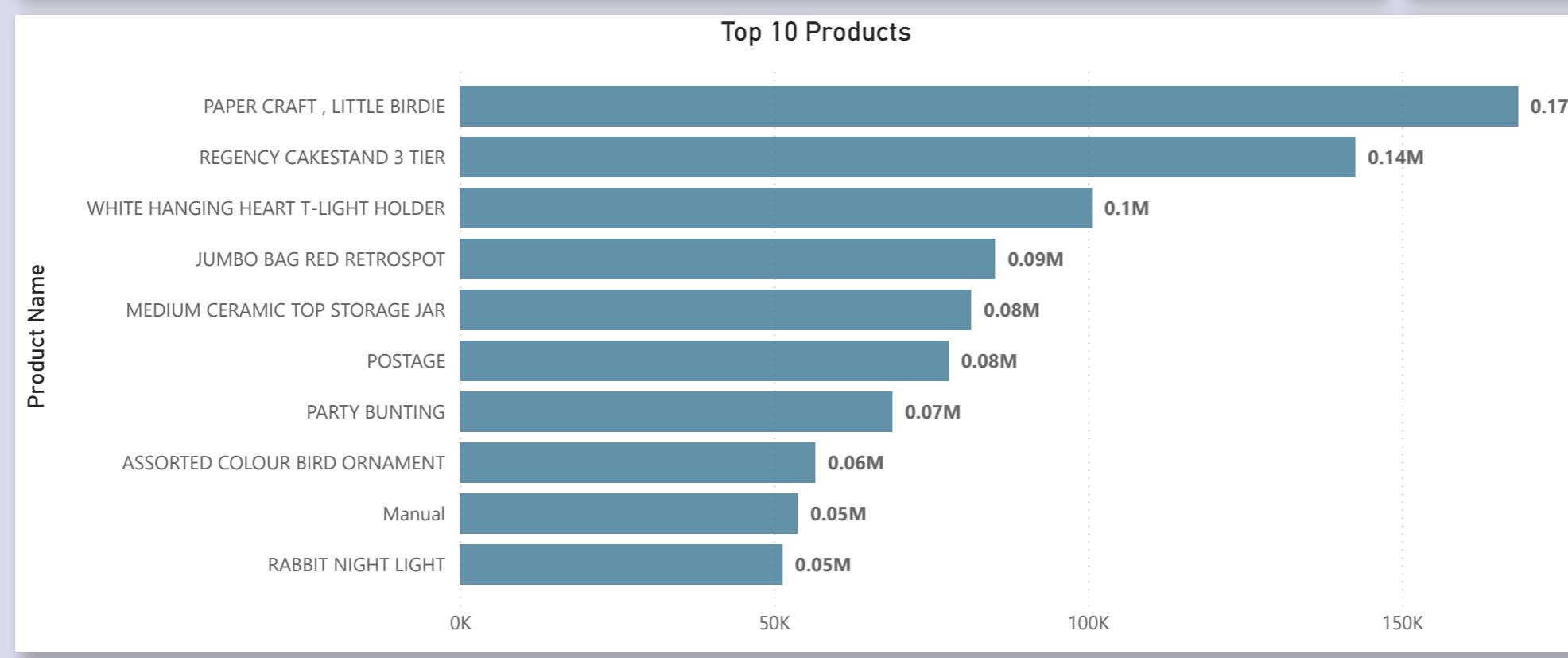
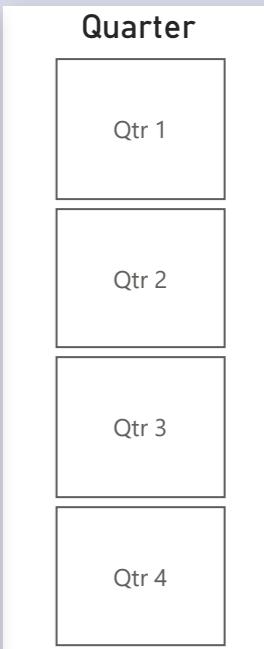
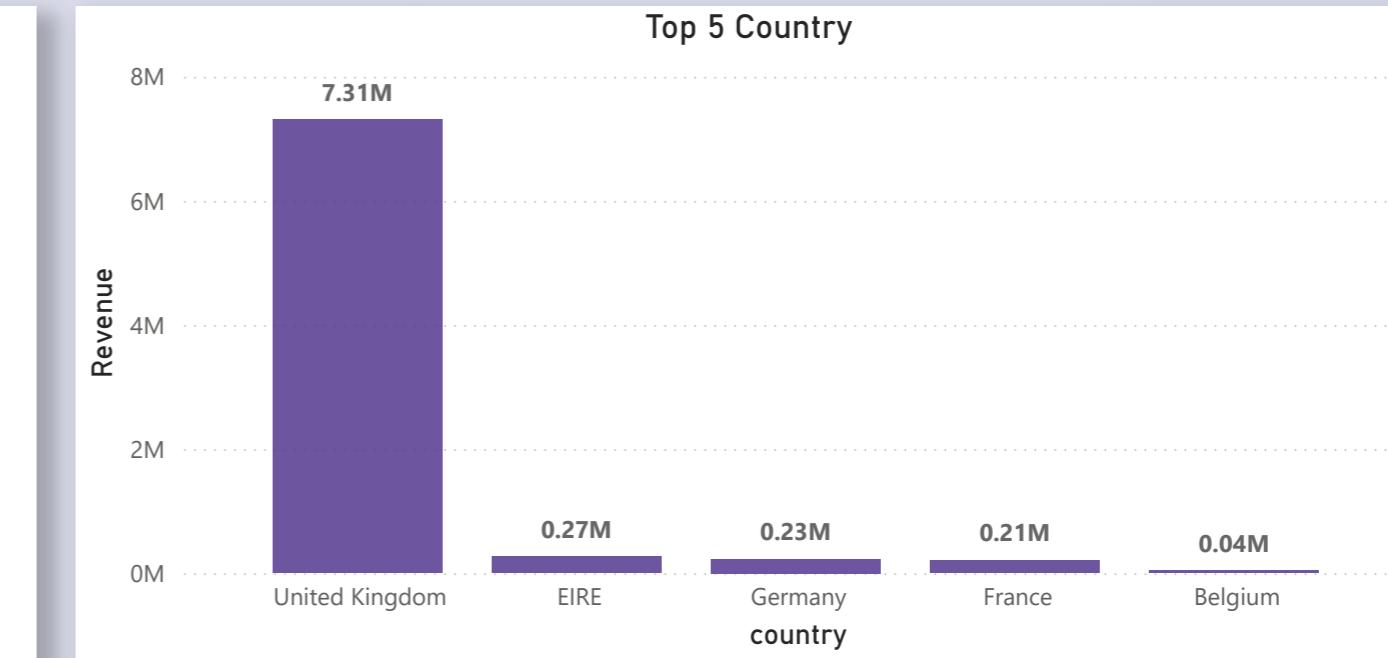
8.91M
Sum of total_amount

4339
Count of customer_id

18.54K
Count of invoice_no

480.76
Average of total_amount

Categories



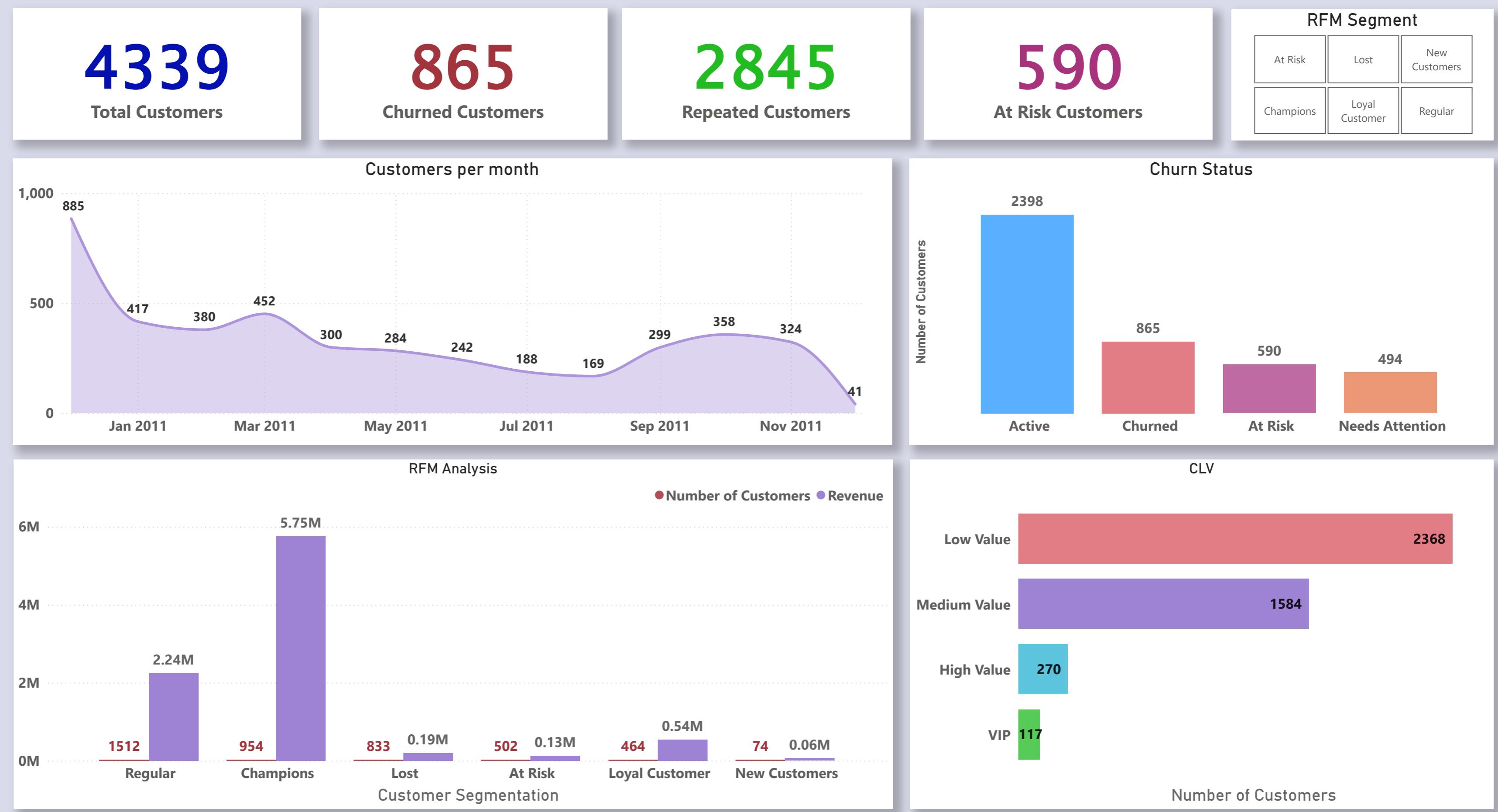
**UK Retail
Shop
Analysis**

- Overview**
- Customer Intelligence Report**
- Product Performance Analysis**
- Sales Analytics**
- Advance Insights**

Customer Intelligence Report

[Reset all filters](#)

**UK Retail
Shop
Analysis**



UK Retail Shop Analysis

- Overview**
- Customer Intelligence Report**
- Product Performance Analysis**
- Sales Analytics**
- Advance Insights**

Product Performance Analysis

3639
Unique Products

PAPER CRAFT , LITTLE BIRDIE
Top Product

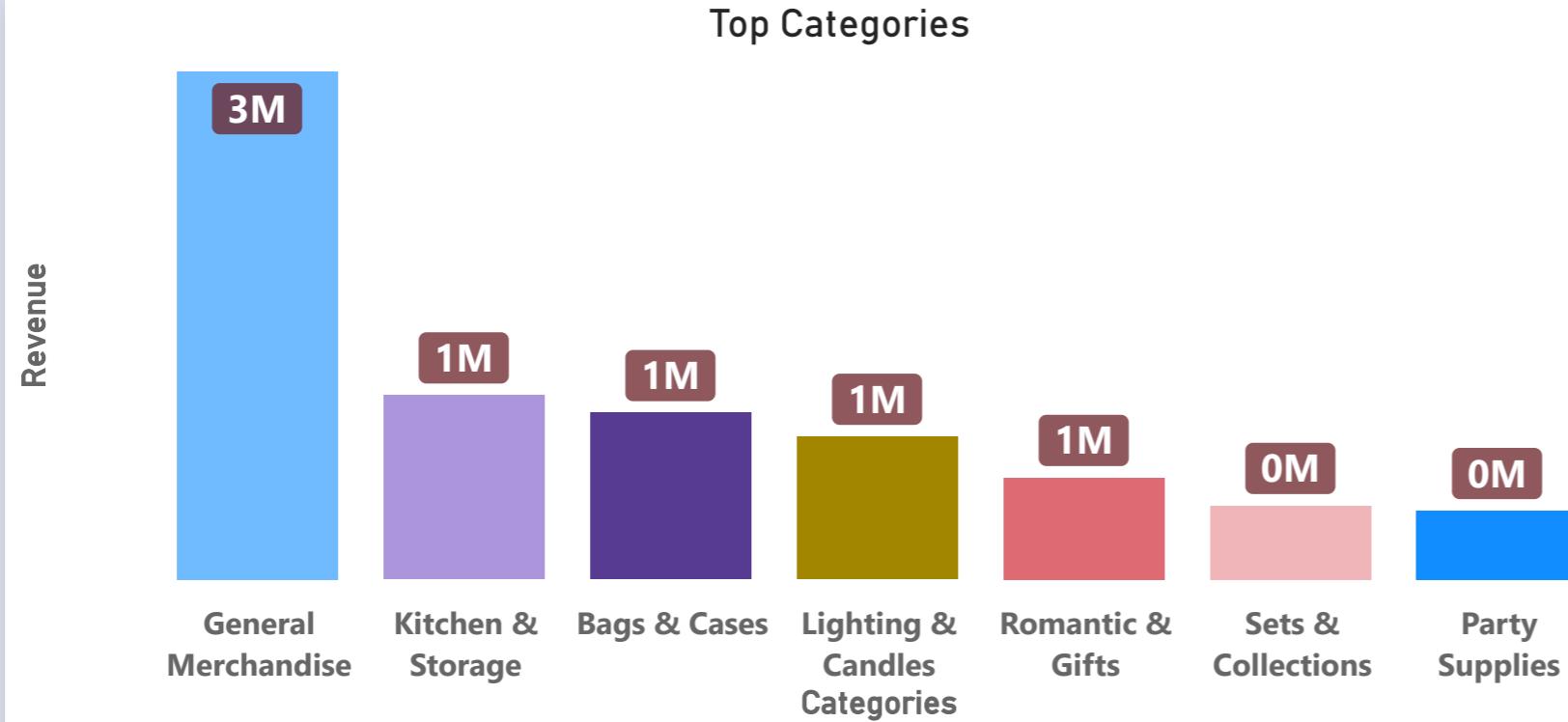
5M
Quantity Sold

3.12
Average Price

Country

All
 ▼

Top Categories

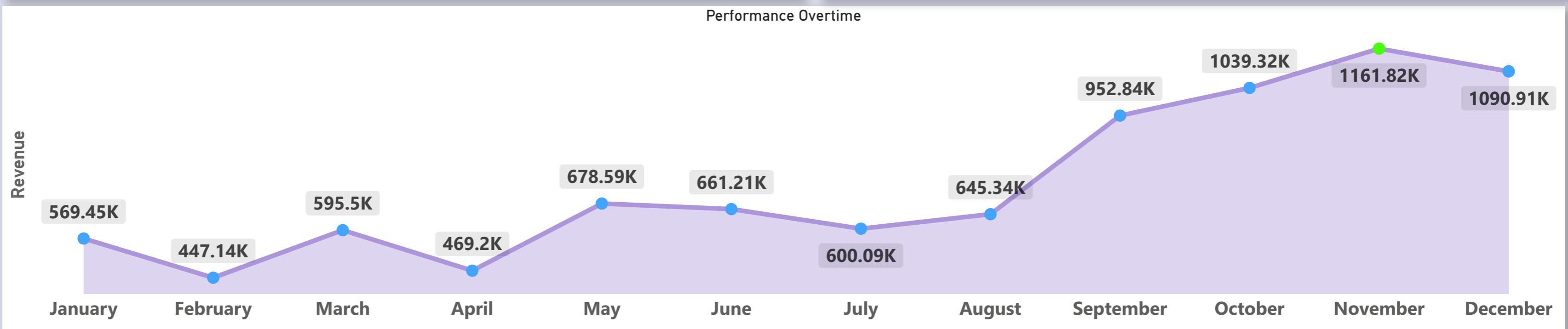


Category	Revenue
General Merchandise	3M
Kitchen & Storage	1M
Bags & Cases	1M
Lighting & Candles	1M
Romantic & Gifts	1M
Sets & Collections	0M
Party Supplies	0M

Product Name

Product Name	Category	Quantity	Revenue	% Revenue
PAPER CRAFT , LITTLE BIRDIE	Party Supplies	80995	168K	39.44%
REGENCY CAKESTAND 3 TIER	Kitchen & Storage	12412	143K	12.43%
WHITE HANGING HEART T-LIGHT HOLDER	Lighting & Candles	36782	101K	11.31%
JUMBO BAG RED RETROSPOT	Bags & Cases	46181	85K	8.22%
MEDIUM CERAMIC TOP STORAGE JAR	Kitchen & Storage	77916	81K	7.10%
POSTAGE	General Merchandise	3120	78K	2.46%
PARTY BUNTING	Kitchen & Storage	15295	69K	6.00%
ASSORTED COLOUR BIRD ORNAMENT	General Merchandise	35362	57K	1.79%
Manual	General Merchandise	7179	54K	1.70%
RABBIT NIGHT LIGHT	Lighting & Candles	27202	51K	5.77%
Total		342444	887K	9.95%

Performance Overtime



Month	Revenue
January	569.45K
February	447.14K
March	595.5K
April	469.2K
May	678.59K
June	661.21K
July	600.09K
August	645.34K
September	952.84K
October	1039.32K
November	1161.82K
December	1090.91K

Sales Analytics

8.91M
Sum of total_amount

18.54K
Count of invoice_no

4339
Count of customer_id

37
Count of country

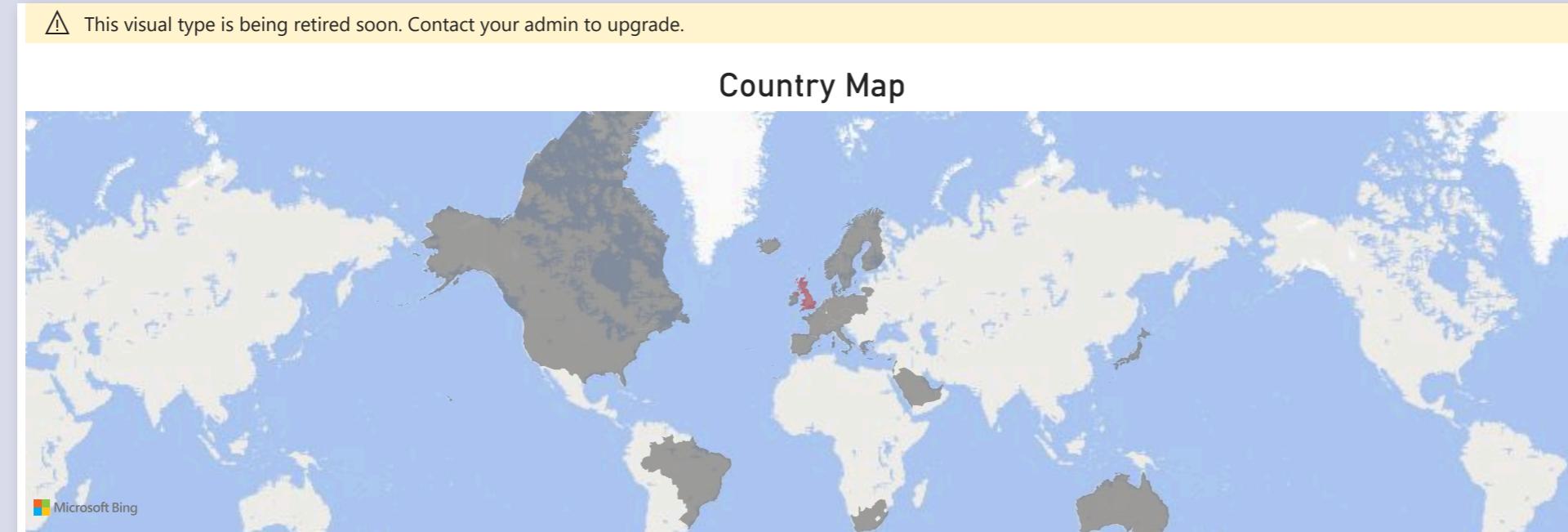
Reset all filters

Month

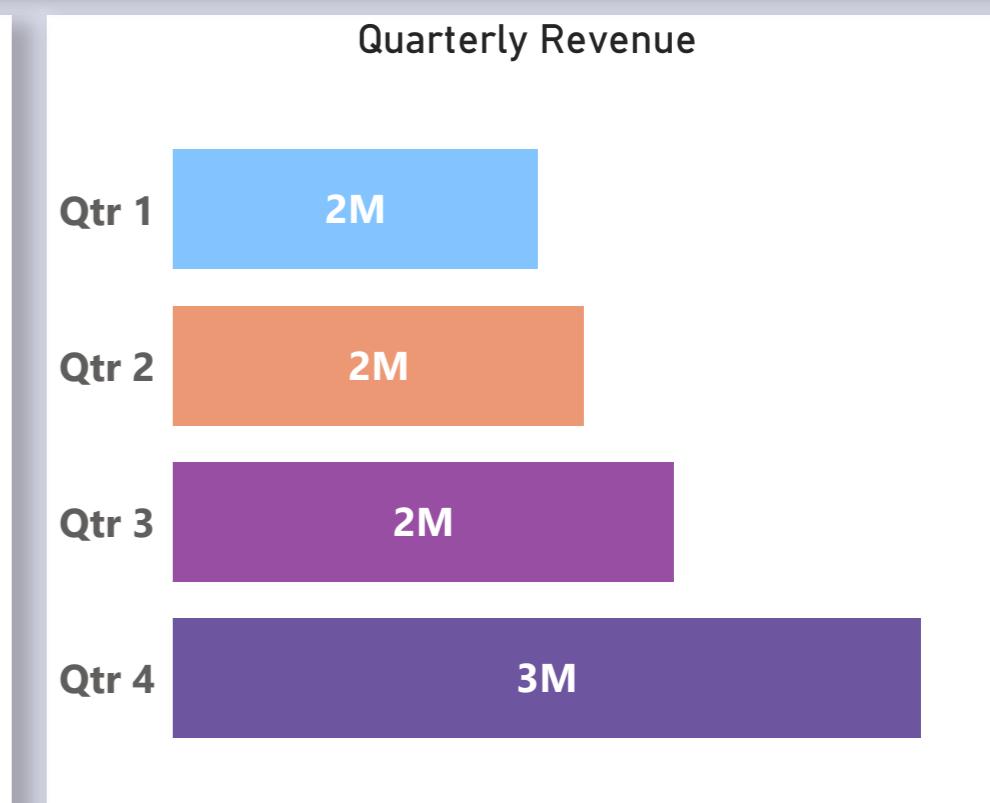
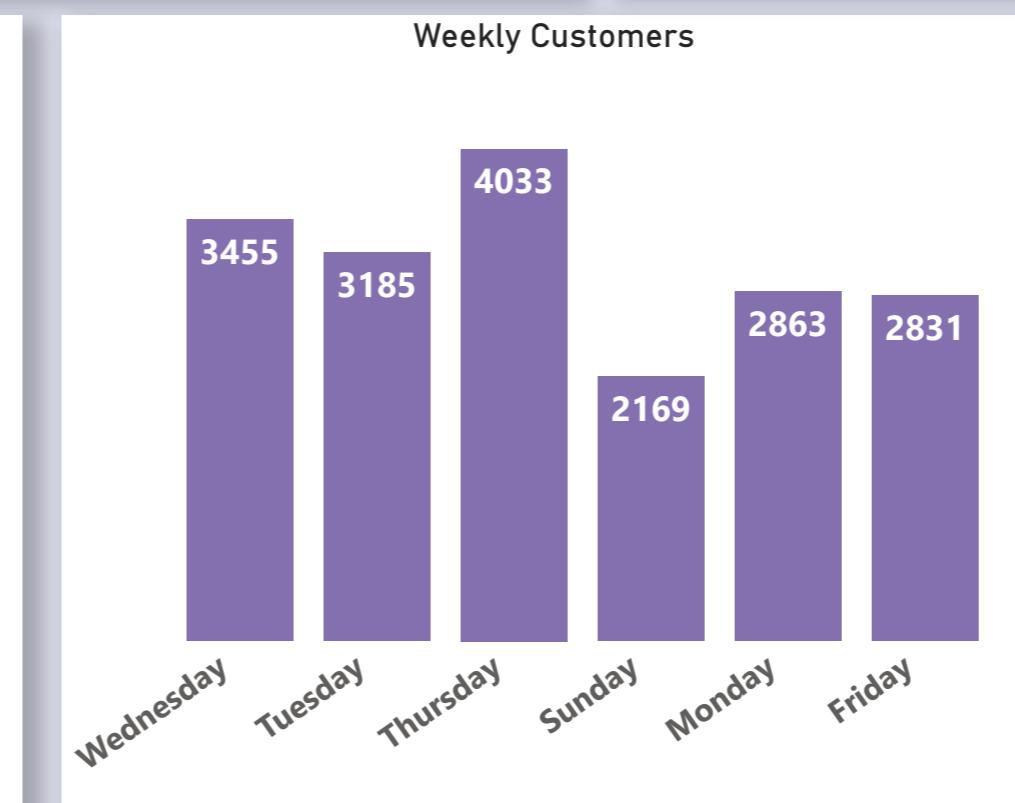
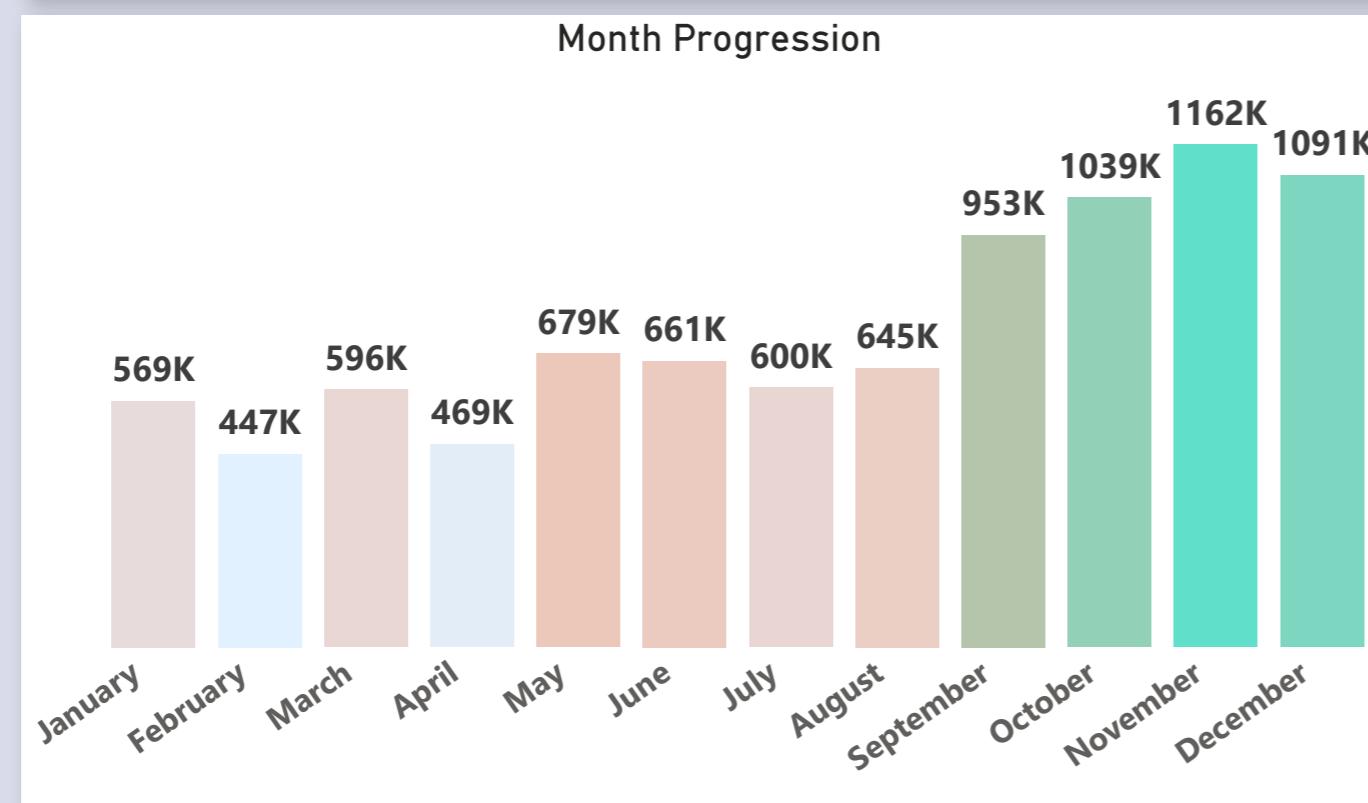
All

Country

All



country	Total Amount	No of Orders	No of Customers	Average Amount	% of Revenue
United Kingdom	7,308K	16649	3921	0.44K	82.01%
Netherlands	285K	95	9	3.00K	3.20%
EIRE	266K	260	3	1.02K	2.98%
Germany	229K	457	94	0.50K	2.57%
France	209K	389	87	0.54K	2.35%
Australia	139K	57	9	2.43K	1.55%
Total	8,911K	18536	4339	0.48K	100.00%



Advance Insights

 Reset all filters

UK Retail Shop Analysis

Overview

Customer Intelligence Report

Product Performance Analysis

Sales Analytics

Advance Insights

2.05K

Average of lifetime_value

65.57%

Repeat Purchase

19.90

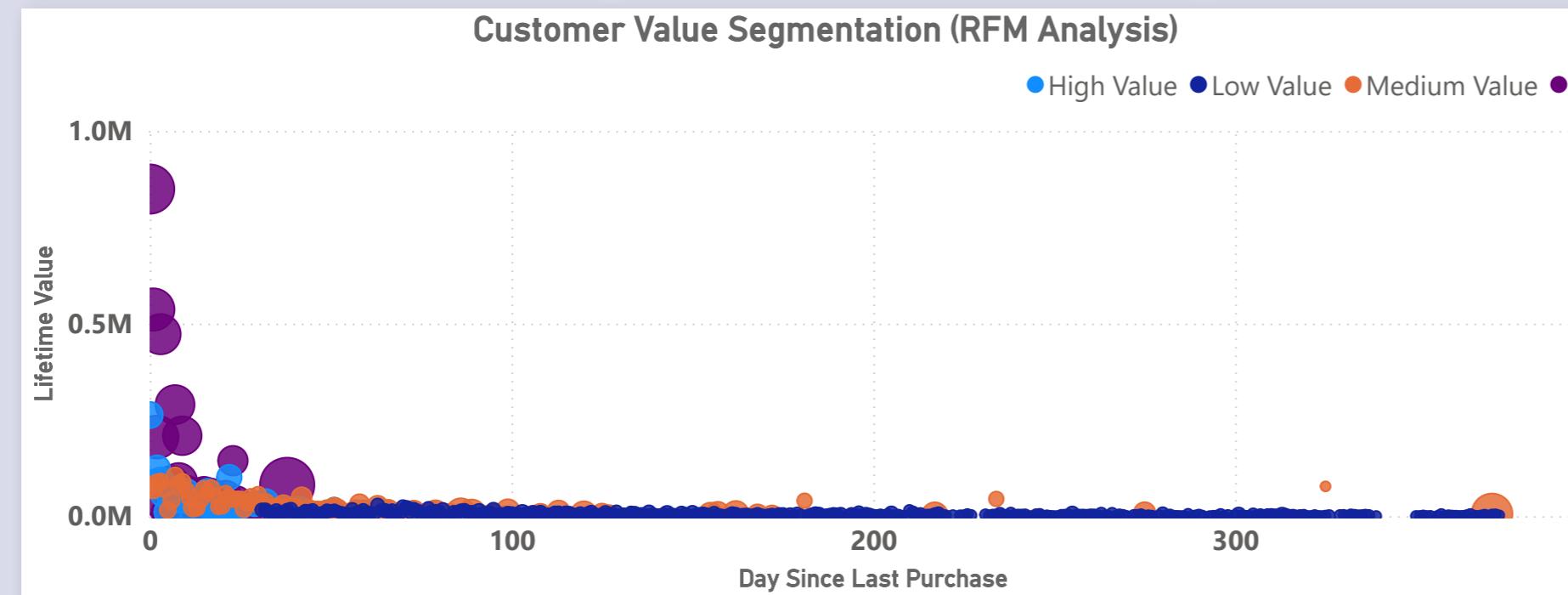
Churn Rate

91.52

Average Days Since Purchase

1455

Risky Customers



COHORT RETENTION HEATMAP

Year	Month	m0_pct	m1_pct	m2_pct	m3_pct	m4_pct	m5_pct
2010	December	100.00	36.60	32.30	38.40	36.30	39.80
2011	January	100.00	37.90	0.00	23.00	32.10	28.80
	February	100.00	18.70	28.40	0.00	27.10	24.70
	March	100.00	15.00	25.20	19.90	22.40	16.80
	April	100.00	21.30	20.30	21.00	19.70	22.70
	May	100.00	19.00	17.30	17.30	20.80	23.20
	June	100.00	17.40	15.70	26.50	23.10	33.50
	July	100.00	18.10	20.70	22.30	27.10	11.20

Market Basket Analysis

Product A	Product B	Bought Both	Confidence %	Lift
JUMBO BAG RED RETROSPOT	JUMBO BAG PINK POLKADOT	546	34.13	7.26
ROSES REGENCY TEACUP AND SAUCER	GREEN REGENCY TEACUP AND SAUCER	541	69.09	18.53
ALARM CLOCK BAKELIKE RED	ALARM CLOCK BAKELIKE GREEN	530	60.43	14.19
LUNCH BAG PINK POLKADOT	LUNCH BAG RED RETROSPOT	523	56.18	8.08
LUNCH BAG SUKI	LUNCH BAG RED	519	49.76	7.15

CUSTOMER SEGMENT BREAKDOWN

ID	Country	Away	Orders	Lifetime Value
12346	United Kingdom	325	1	77,183.60
15749	United Kingdom	234	3	44,534.30
15098	United Kingdom	181	3	39,916.50
16180	United Kingdom	99	8	10,254.18
12590	Germany	210	2	9,864.26
13093	United Kingdom	275	8	7,832.47
12980	United Kingdom	157	9	7,374.90
13027	United Kingdom	113	6	6,912.00
16553	United Kingdom	162	12	5,719.82
17050	United Kingdom	271	24	5,201.21