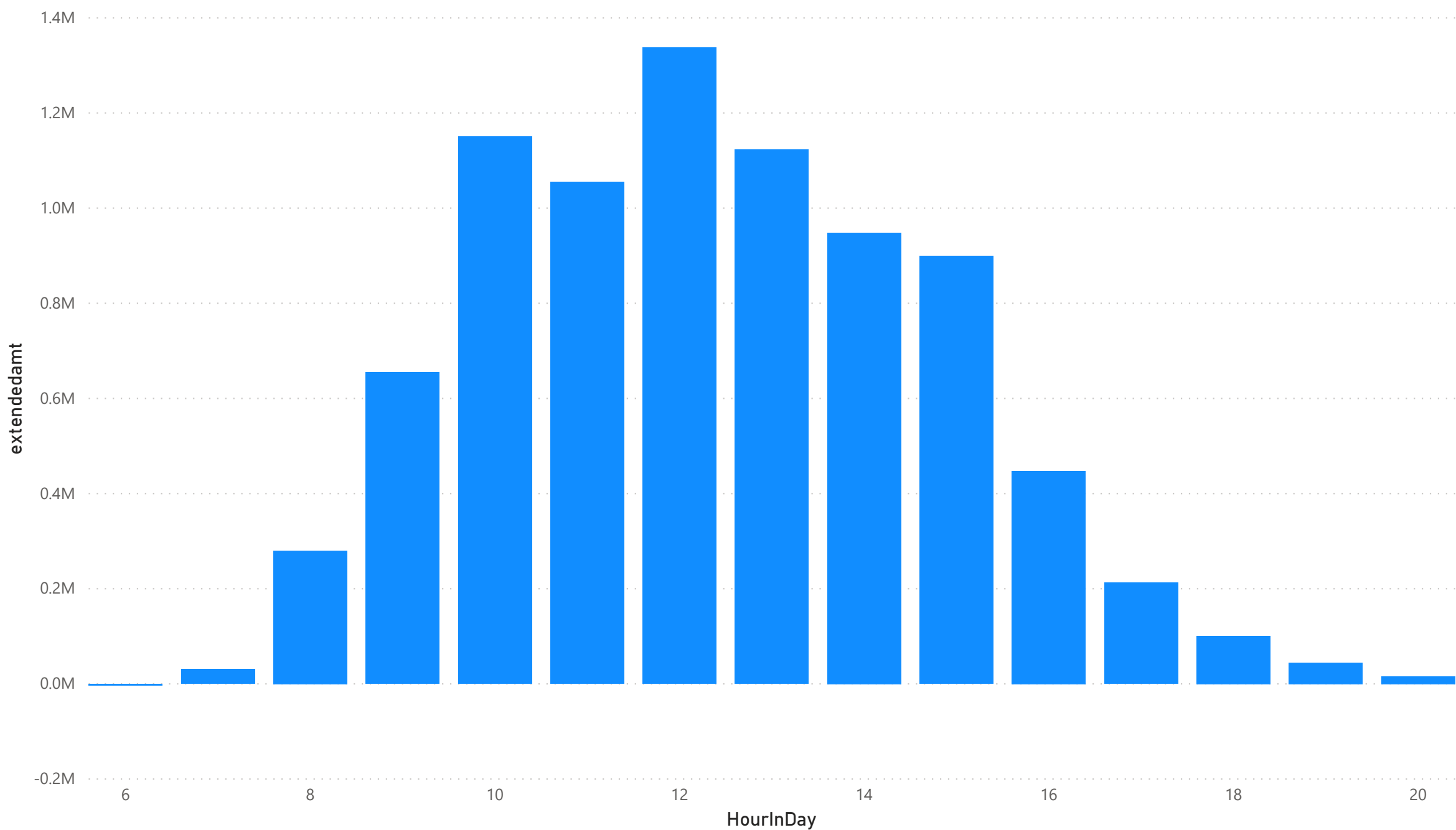


Online Purchase by Hour of Day

extendedamt by HourInDay



Unit Sales by Customer

4372

Customers

7.75M

CY Sales

- 5.00K

CY Discounts

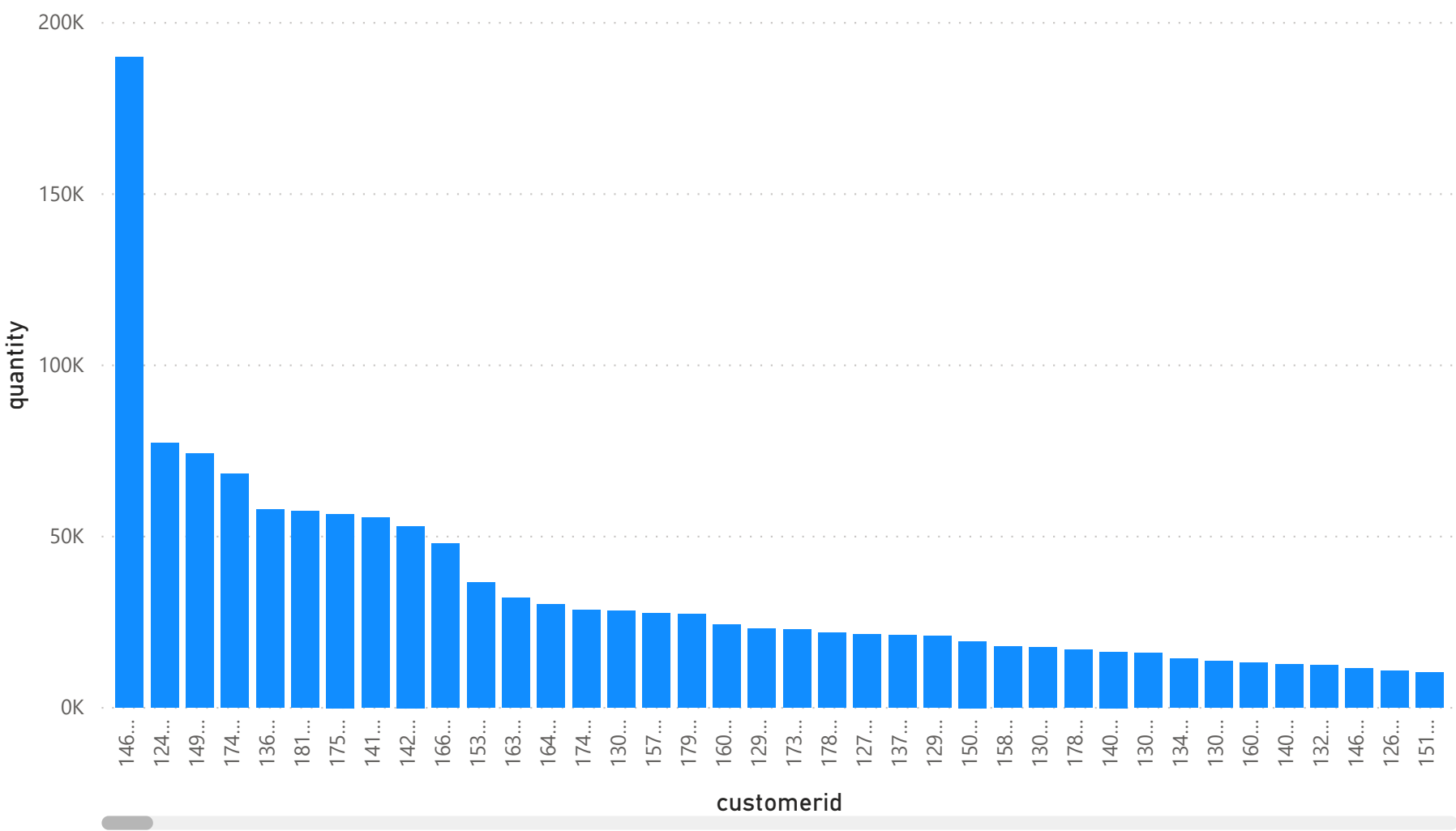
20K

CY Orders Shipped

378.16

CY Average Transaction Value

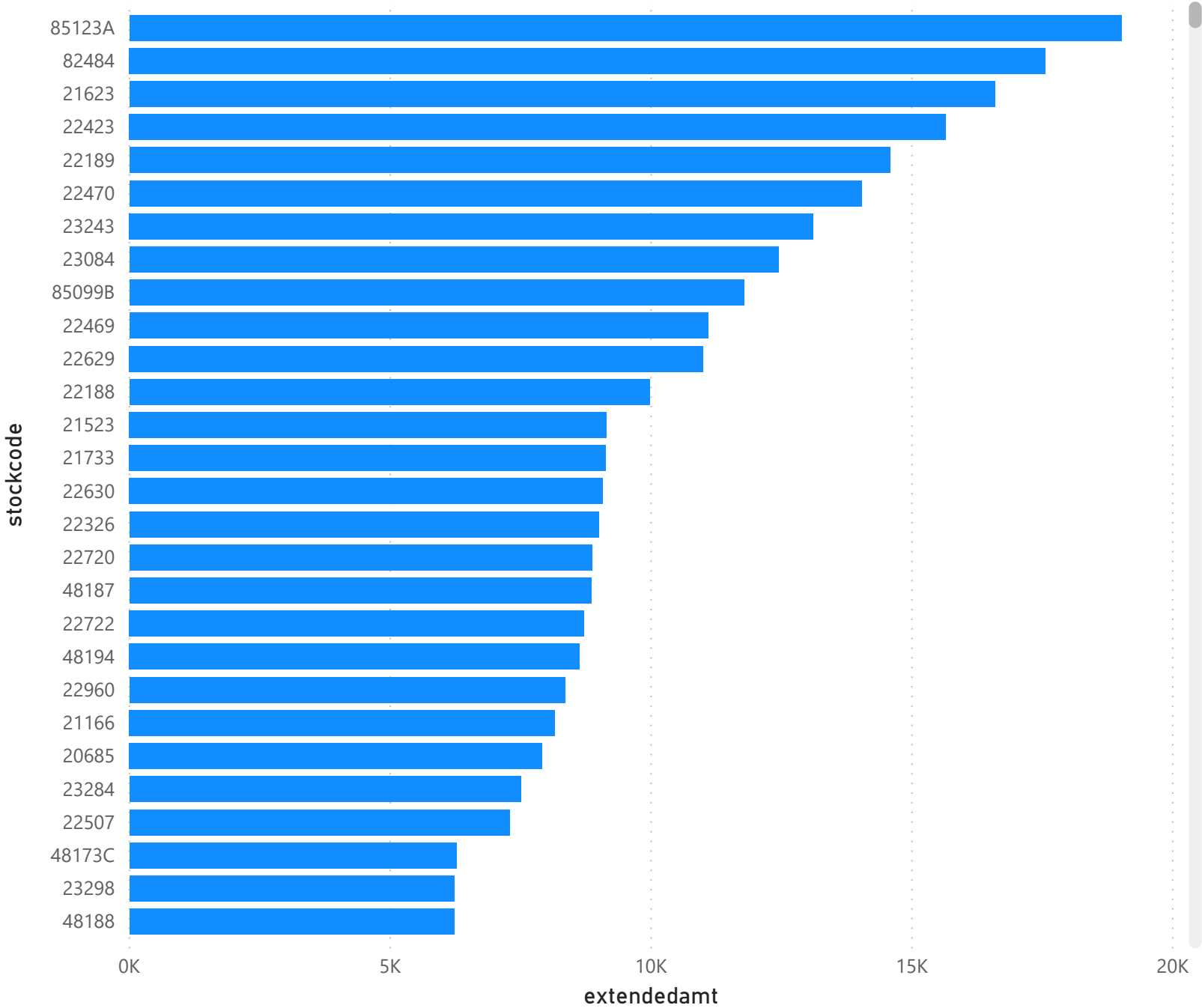
quantity by customerid



customerid	quantity	extendedamt	Average Transaction Value
14646	190005	270,897.14	3,611.96
12415	77242	123,725.45	4,758.67
14911	74242	125,815.49	542.31
17450	68243	185,453.33	3,499.12
13694	57959	59,768.06	1,048.56
18102	57427	228,603.88	3,941.45
17511	56604	81,490.62	1,940.25
14156	55479	113,069.44	1,766.71
14298	53045	46,172.98	1,154.32
16684	48042	62,778.68	2,325.14
15311	36575	56,810.13	541.05
16333	32184	26,626.80	1,210.31
16422	30202	31,860.43	455.15
17404	28610	27,654.52	1,843.63
13089	28328	51,552.67	477.34
15769	27624	51,731.92	1,847.57
17949	27451	51,436.84	1,008.57
16029	24192	37,880.09	541.14
12931	23157	33,285.81	1,849.21
17381	22758	16,668.71	617.36
17841	21817	37,877.21	235.26
12748	21375	24,894.42	133.13
Total	4610526	7,745,461.79	378.16

Top 10 Customer Key Products

extendedamt by stockcode



stockcode	extendedamt
85123A	19,016.99
82484	17,558.65
21623	16,592.08
22423	15,650.25
22189	14,582.42
22470	14,033.19
23243	13,111.33
23084	12,438.56
85099B	11,782.44
22469	11,090.58
22629	10,997.70
22188	9,970.56
21523	9,149.90
21733	9,130.96
22630	9,073.50
22326	8,997.15
22720	8,870.74
48187	8,853.10
22722	8,717.35
48194	8,633.40
22960	8,353.98
21166	8,156.16
20685	7,914.40
23284	7,503.40
22507	7,287.79
48173C	6,267.98
23298	6,228.40
48188	6,227.85
48185	6,179.60
47566	6,020.35
48188	5,869.58
Total	1,369,181.79

customerid	extendedamt
14646	279,489.02
18102	256,438.49
17450	187,482.17
14911	132,572.62
12415	123,725.45
14156	113,384.14
17511	88,125.38
16684	65,892.08
13694	62,653.10
15311	59,419.34
Total	1,369,181.79

Sales by Geographical Area

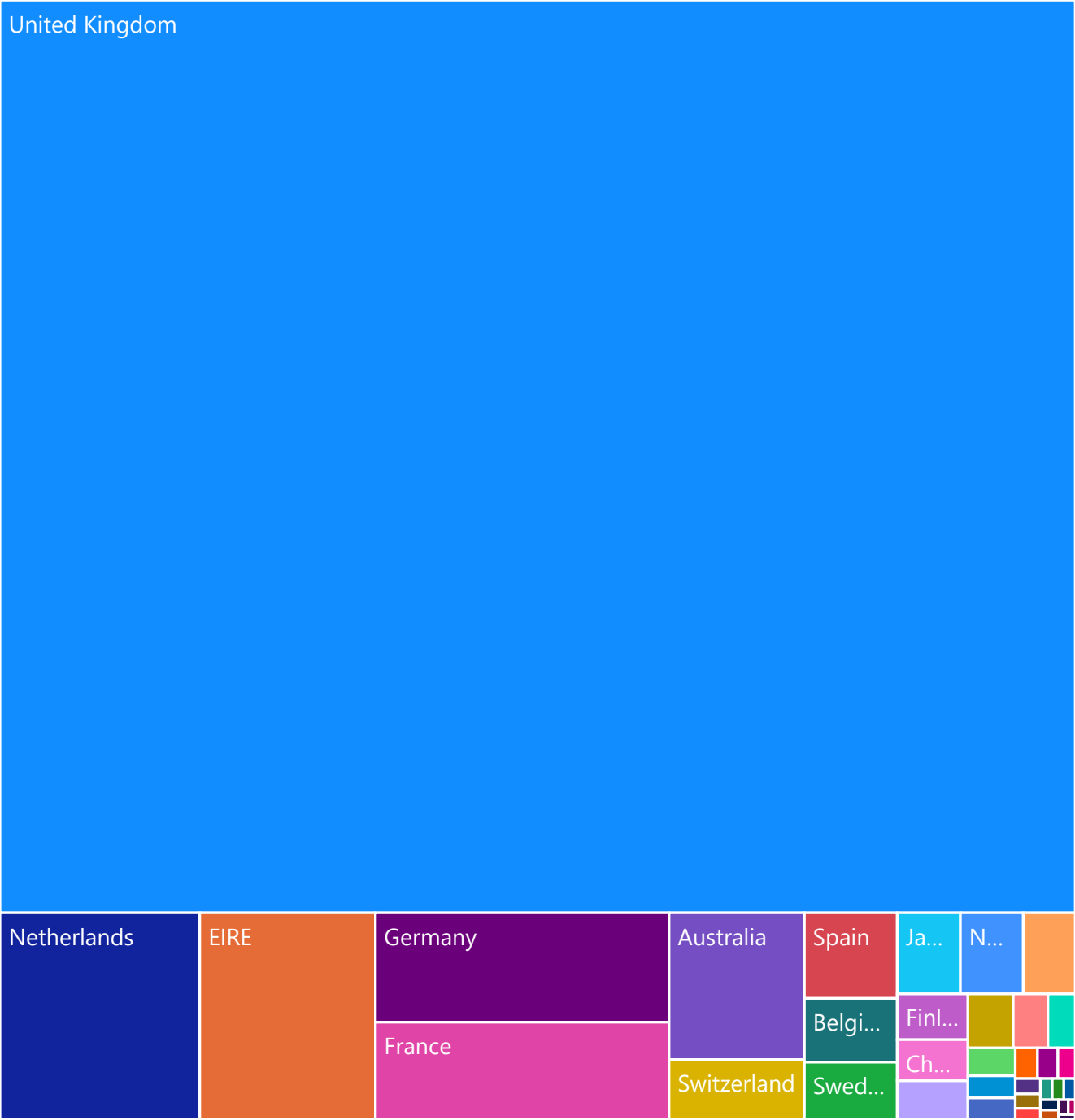
extendedamt by country



region	extendedamt
Europe	8,097,047.27
Oceania	137,077.27
Asia-Pac	55,730.99
North America	5,397.30
Unspecified	2,667.07
South America	1,143.60
Africa	1,002.31
Total	8,300,065.81

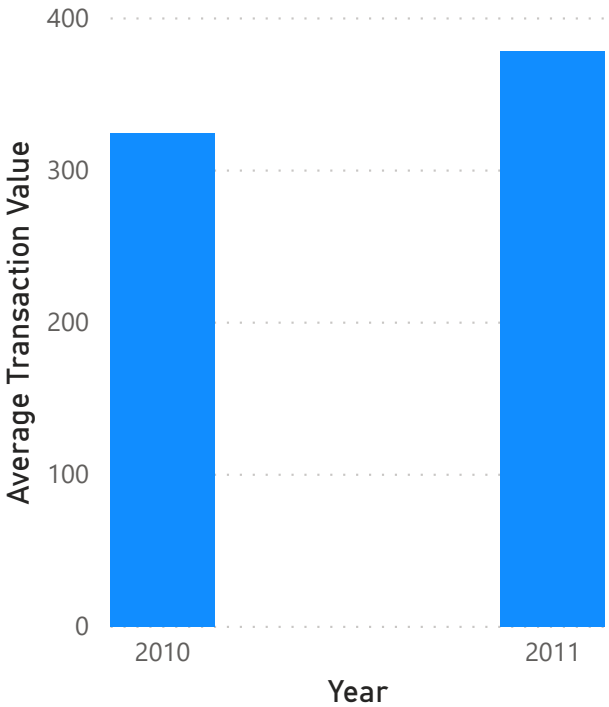
country	extendedamt
United Kingdom	6,767,873.39
Netherlands	284,661.54
EIRE	250,285.22
Germany	221,698.21
France	196,712.84
Australia	137,077.27
Switzerland	55,739.40
Spain	54,774.58
Belgium	40,910.96
Sweden	36,595.91
Japan	35,340.62
Total	8,300,065.81

extendedamt by country

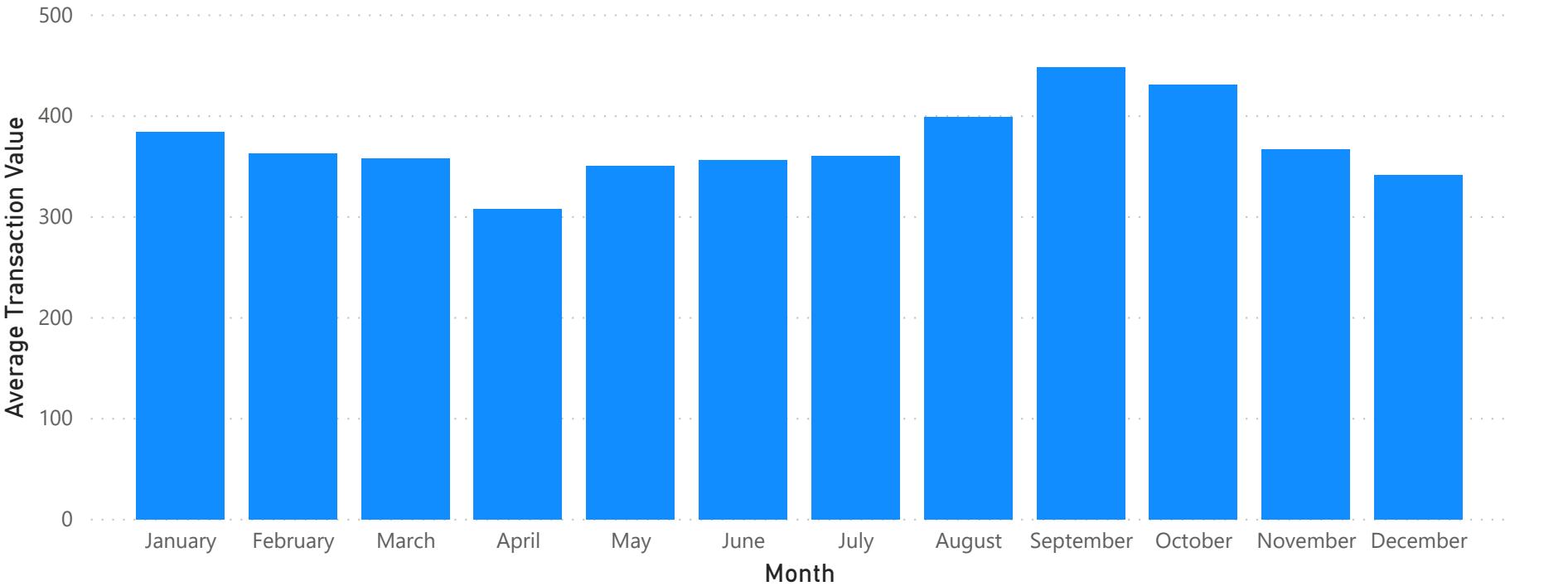


Average Transaction Value - Seasonal

Average Transaction Value by Year



Average Transaction Value by Month

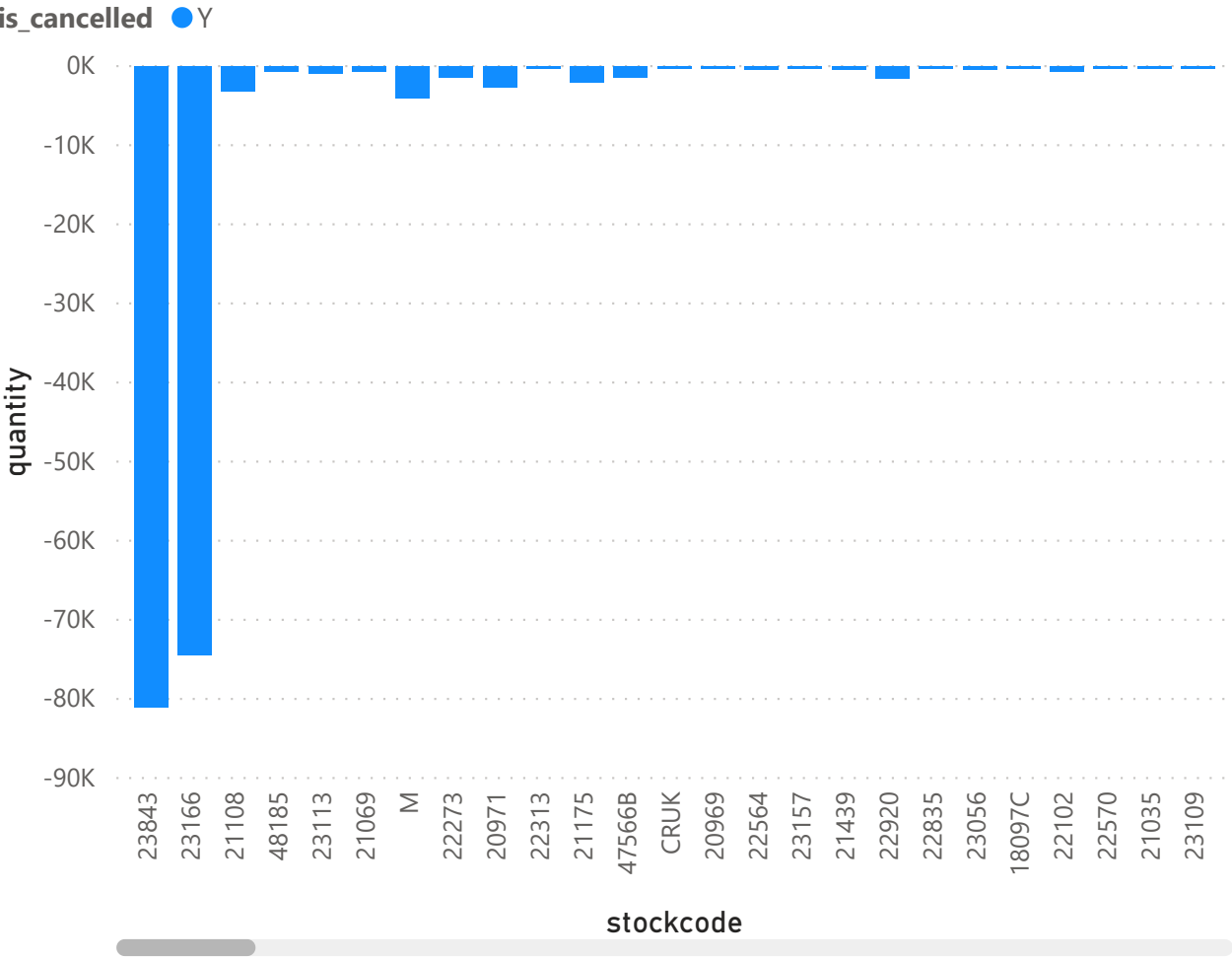


Year	Invoice Count	extendedamt	Average Transaction Value
2010	1708	554,604.02	324.71
2011	20482	7,745,461.79	378.16
Total	22190	8,300,065.81	374.05

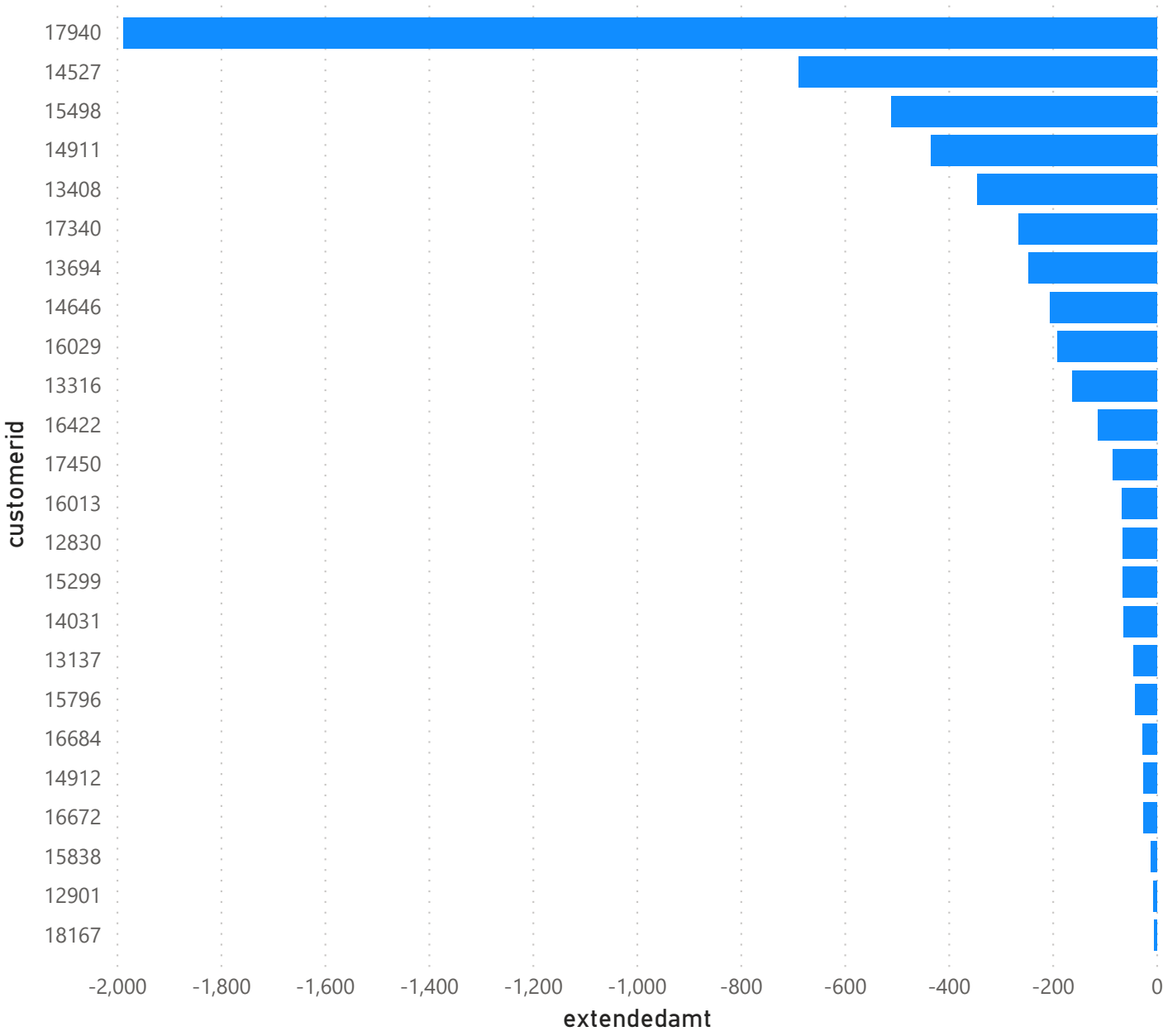
Cancelled Invoices and Discounts

is_cancelled	quantity	extendedamt	Average Transaction Value
Y	-274808	-611,342.09	-167.31
Total	-274808	-611,342.09	-167.31

quantity, extendedamt and Average Transaction Value by stockcode and is_cancelled



extendedamt by customerid



Basket Analysis

Year, Month

2010

January

February

March

April

May

June

July

August

September

October

November

December

2011

January

February

March

April

May

June

July

August

September

October

November

December

Initial Basket

Select all

100

101

110

150

160

161

162

170

171

180

206

207

208

209

210

211

212

213

214

215

216

217

218

219

220

221

222

223

224

225

226

227

Selection Basket

Select all

100

101

110

150

160

161

162

170

171

180

206

207

208

209

210

211

212

213

214

215

216

217

218

219

220

221

222

223

224

225

226

227

Customer	unique Customers	Basket Customers	Selection Customers	Total Basket Customers
12346	1			
12347	1	1	1	1
12348	1			
12349	1	1	1	1
12350	1			
12352	1			
12353	1			
12354	1	1	1	1
12355	1			
12356	1	1	1	1
12357	1	1	1	1
12358	1			
12359	1	1	1	1
12360	1	1	1	1
12361	1			
12362	1	1	1	1
12363	1			
12364	1	1	1	1
12365	1			
12367	1			
12370	1	1	1	1
12371	1	1	1	1
12372	1			
12373	1			
12374	1			
12375	1			
12377	1	1	1	1
12378	1	1	1	1
12379	1	1	1	1
12380	1			
Total	4244	1369	1369	1369