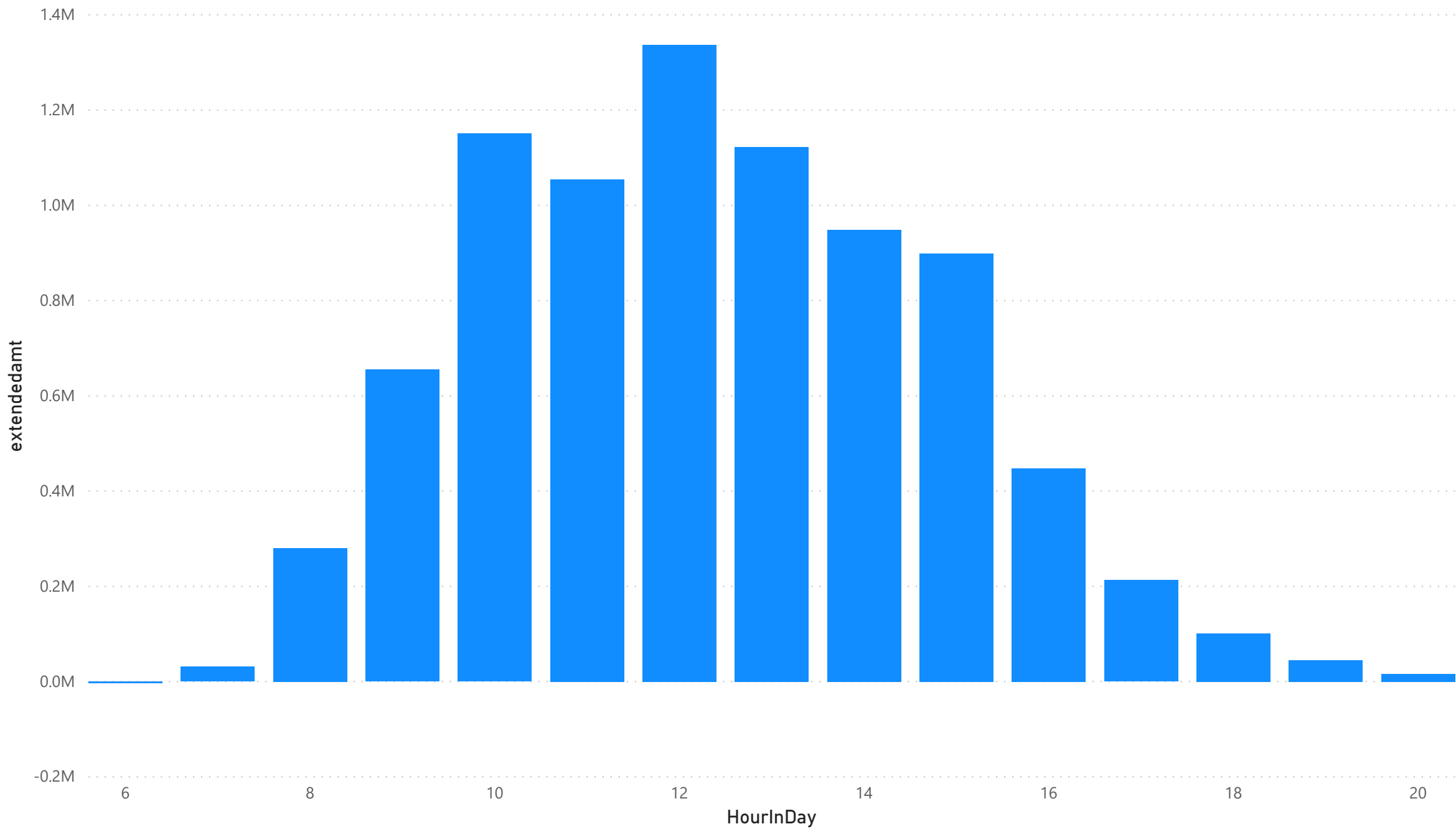


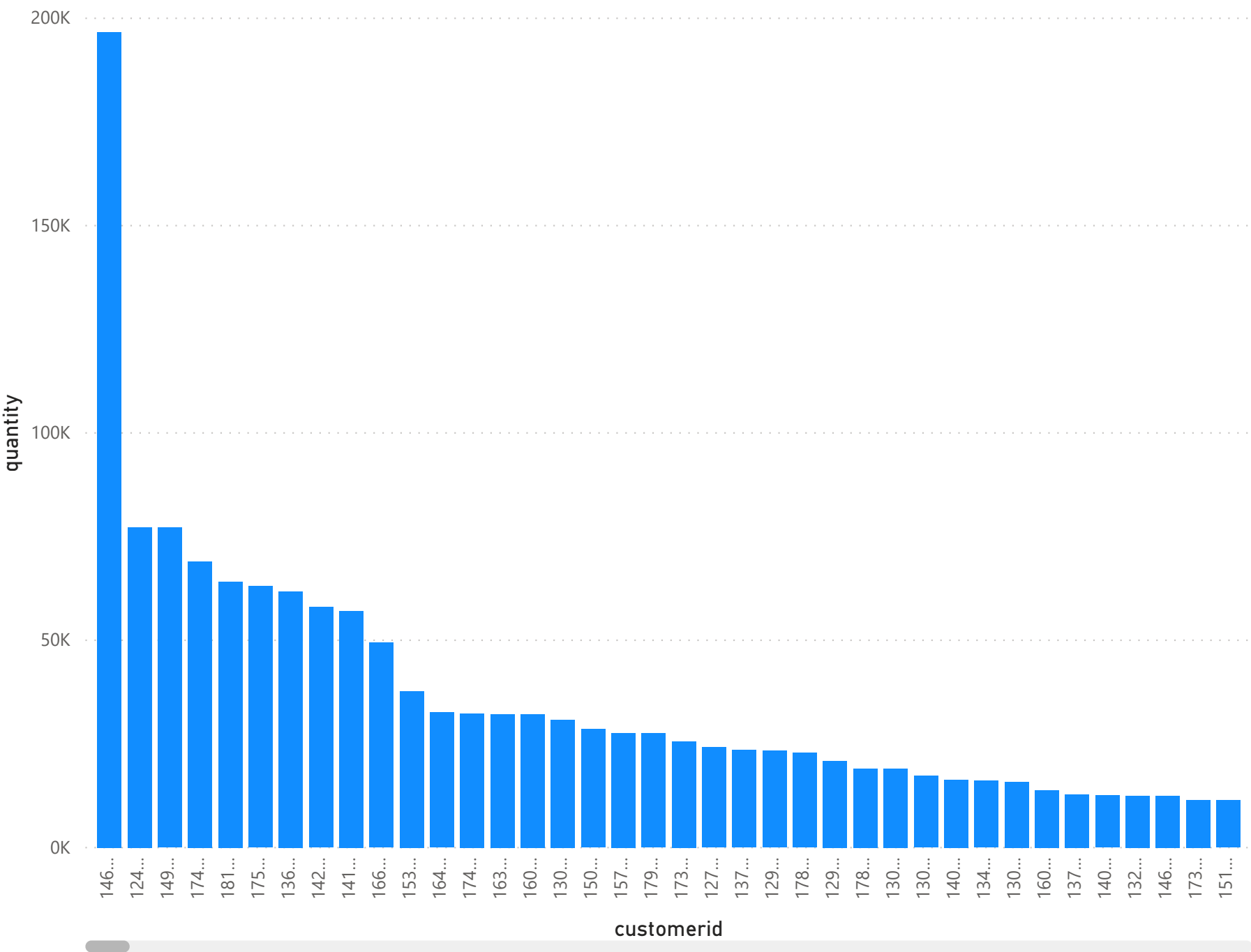
Online Purchase by Hour of Day

extendedamt by HourInDay



Unit Sales by Customer

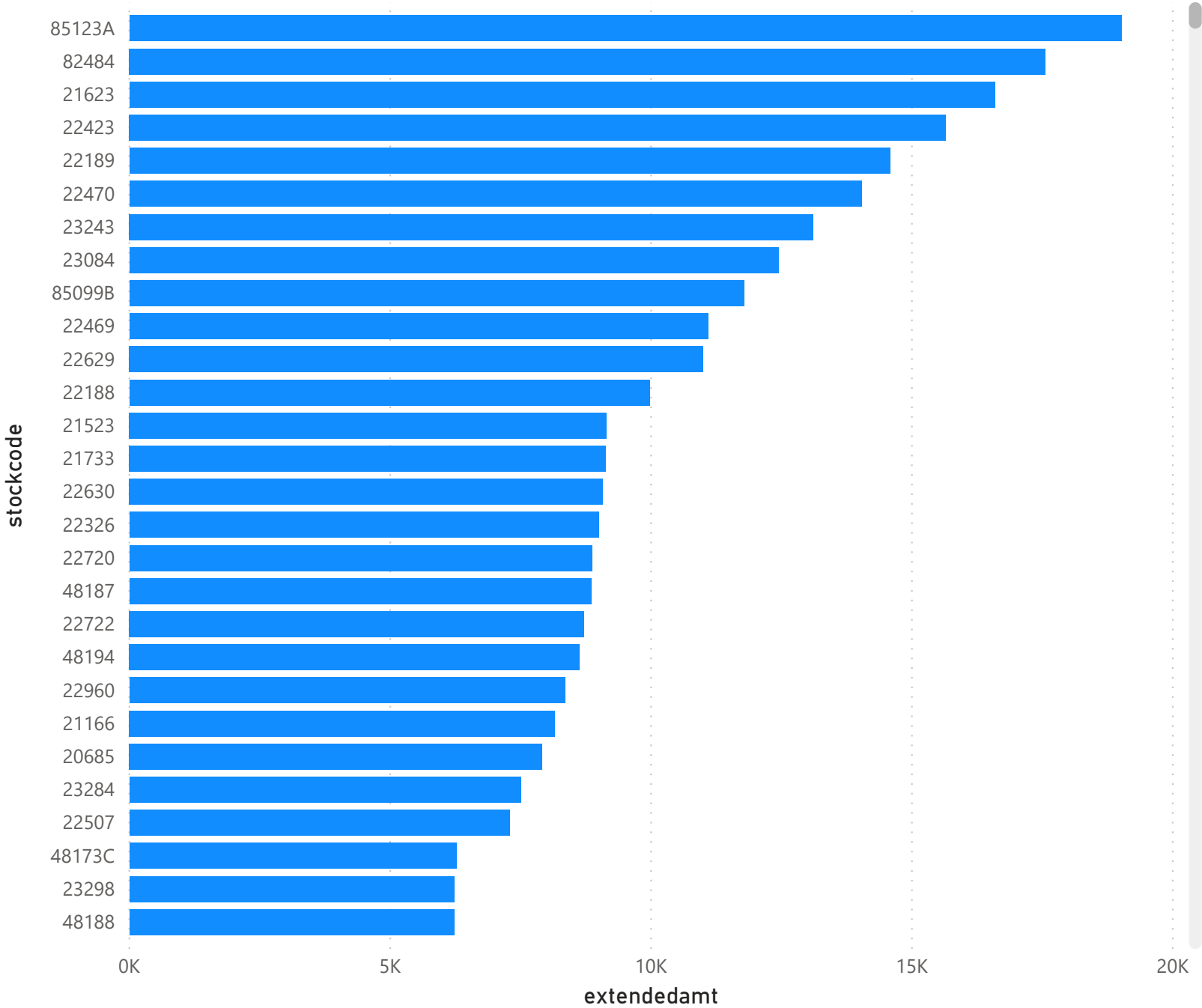
quantity by customerid



customerid	quantity	extendedamt	Average Transaction Value
14646	196719	279,489.02	3,629.73
12415	77242	123,725.45	4,758.67
14911	77180	132,572.62	534.57
17450	69029	187,482.17	3,408.77
18102	64122	256,438.49	4,136.10
17511	63012	88,125.38	1,915.77
13694	61803	62,653.10	1,044.22
14298	58021	50,862.44	1,130.28
14156	57025	113,384.14	1,717.94
16684	49390	65,892.08	2,125.55
15311	37720	59,419.34	503.55
16422	32592	33,805.69	450.74
17404	32324	30,300.82	1,683.38
16333	32184	26,626.80	1,210.31
16029	32148	50,992.61	670.96
13089	30787	57,385.88	486.32
15061	28590	54,228.74	985.98
15769	27660	51,823.72	1,787.02
17949	27571	52,750.84	1,014.44
17381	25646	20,272.43	675.75
12748	24210	29,072.10	129.79
13798	23514	36,351.42	577.01
12931	23377	33,462.81	1,673.14
17841	22865	40,340.78	238.70
12901	20915	16,293.10	452.59
17857	19086	26,763.34	1,070.53
13081	19021	27,964.48	1,331.64
13027	17280	6,912.00	1,152.00
14096	16335	57,120.91	1,680.03
13408	16119	27,487.41	339.35
Total	4906888	8,300,065.81	374.05

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
18188	5,668.58
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

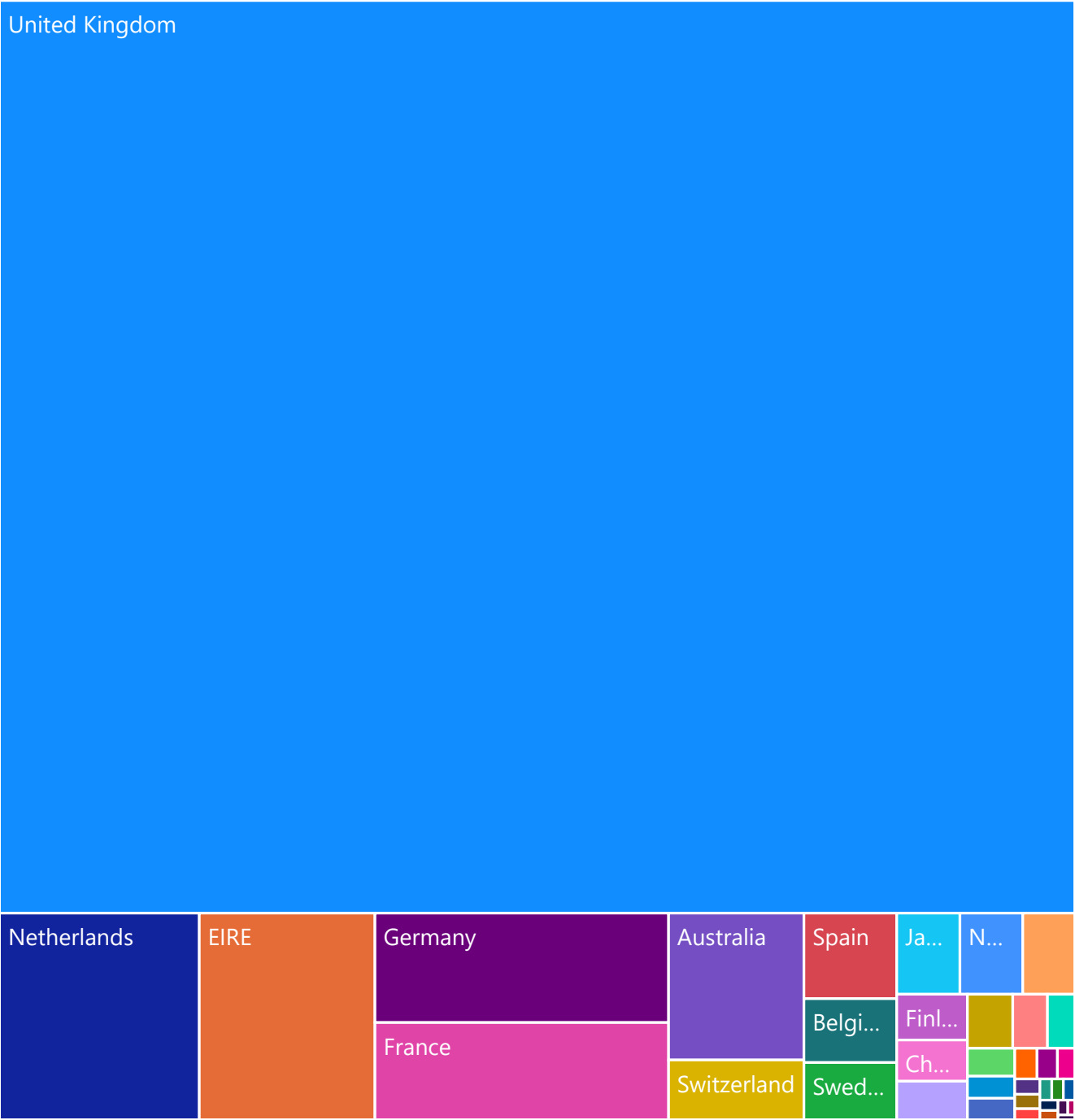
extendedamt by country



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

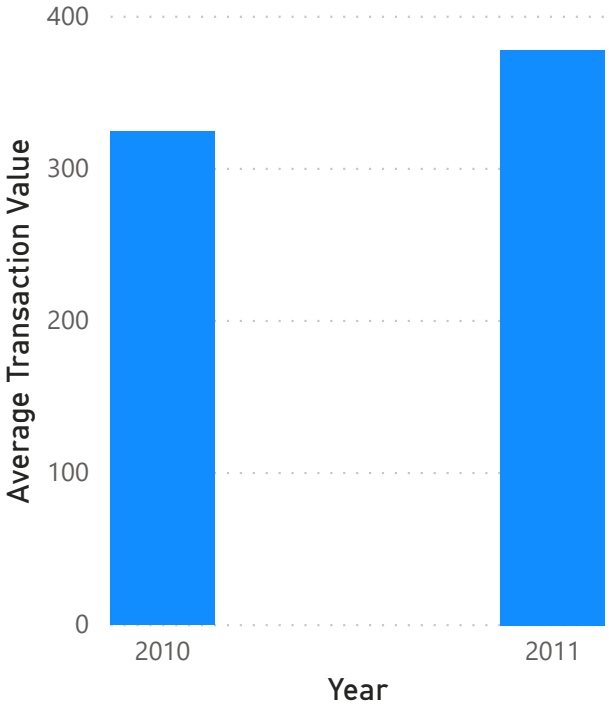
country	extendedamt
United Kingdom	6,767,873.39
Netherlands	284,661.54
EIRE	250,285.22
Germany	221,698.21
France	196,712.84
Australia	137,077.27
Switzerland	55,739.40
Spain	54,774.58
Belgium	40,910.96
Sweden	36,595.91
Japan	35,340.62
Total	8,300,065.81

extendedamt by country

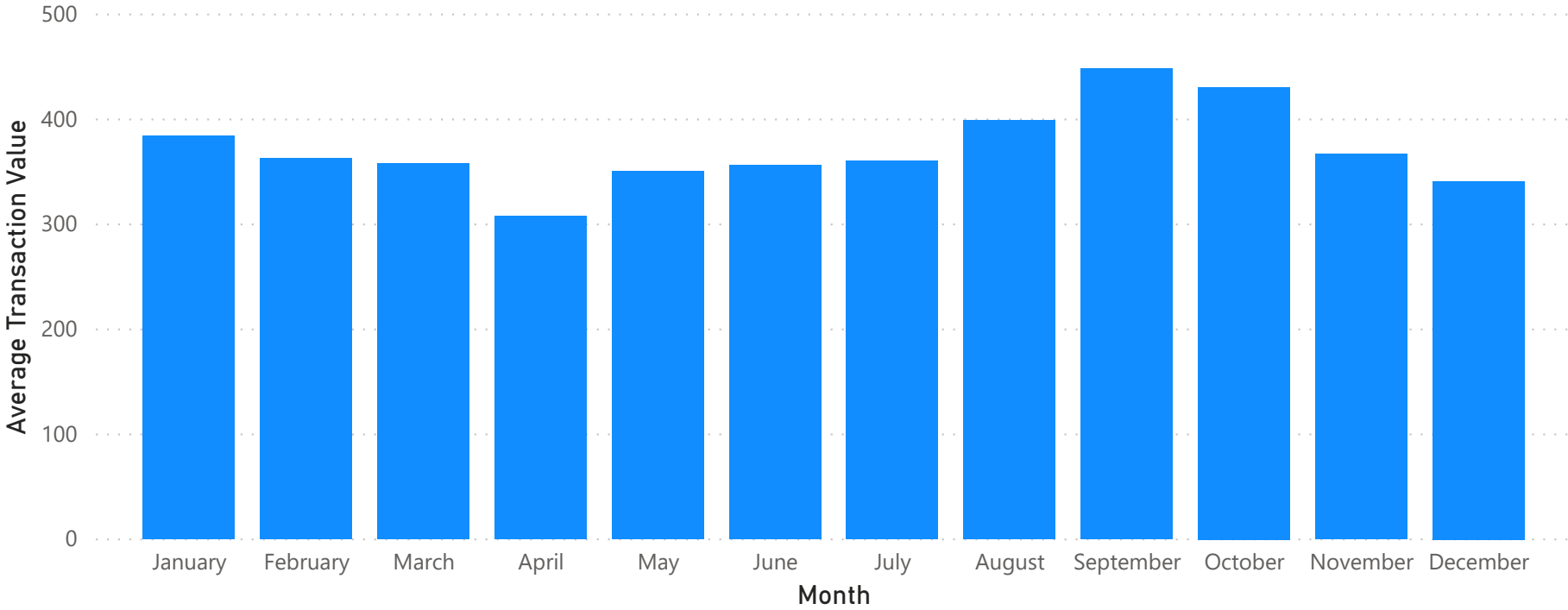


Average Transaction Value - Seasonal

Average Transaction Value by Year



Average Transaction Value by Month

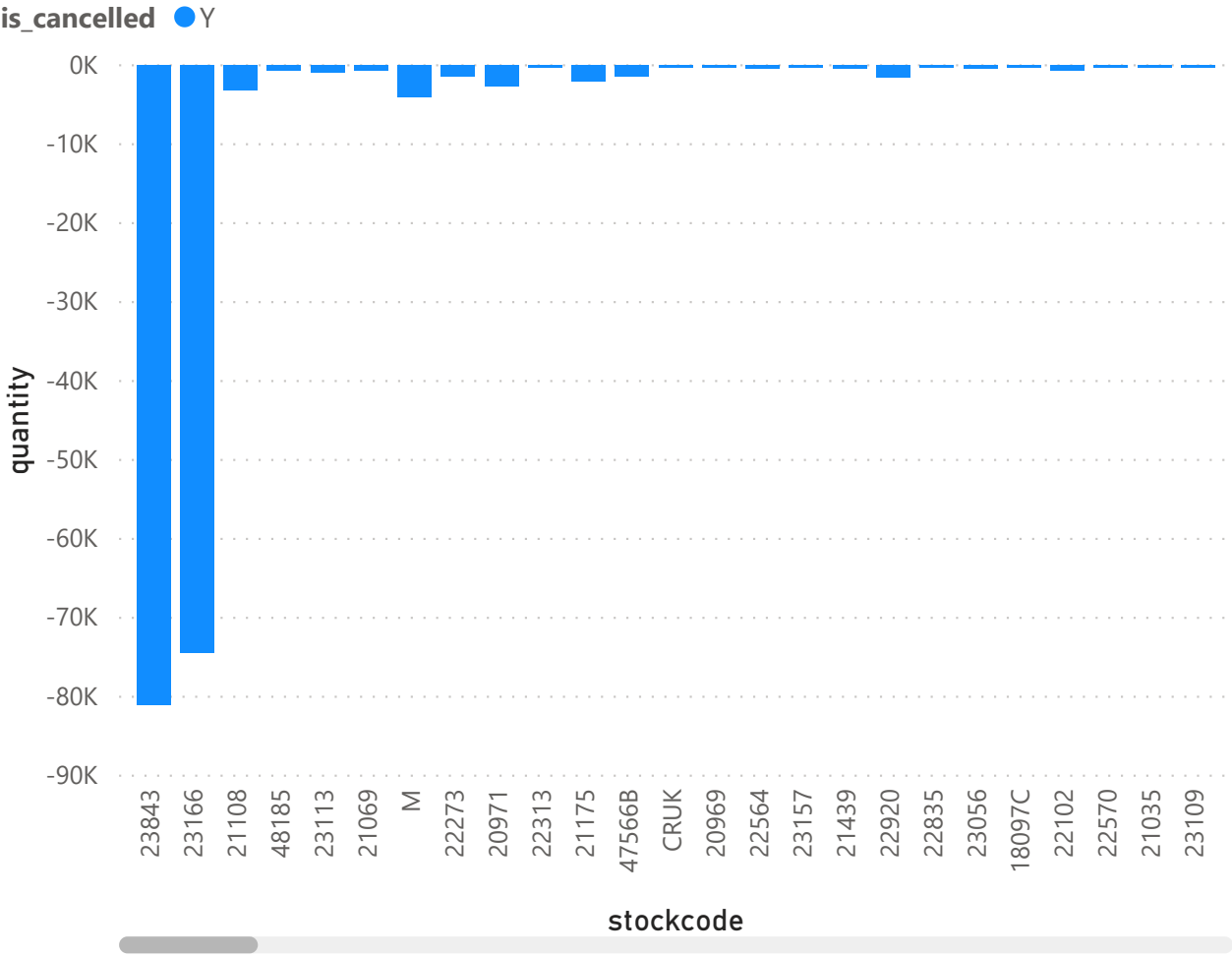


Year	Invoice Count	extendedamt	Average Transaction Value
2010	1708	554,604.02	324.71
2011	20482	7,745,461.79	378.16
Total	22190	8,300,065.81	374.05

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

