

SALES REPORT

RETENTION ANALYSIS >>

\$8.8M

Total sales

4,331

Customer count

21.3K

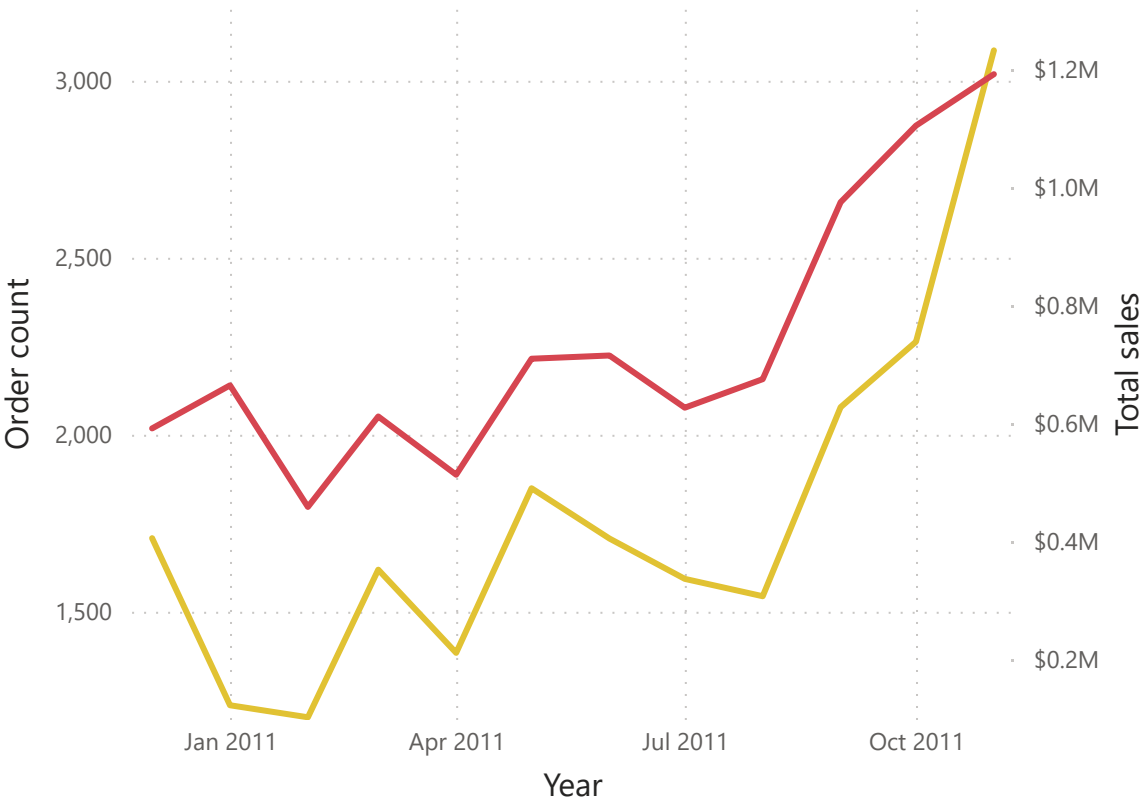
Order count

37

Countries

SALES AND NUMBER OF ORDERS

● Order count ● Total sales



TIME INTELLIGENCE

Year Month Number	Total sales	Sales in Last Month	% change	Cumulative Sales
2010-12	\$590,823.8			\$590,823.8
2011-01	\$663,815.7	\$590,823.8	↑ 12.4%	\$1,254,639.5
2011-02	\$457,728.6	\$663,815.7	↓ -31.0%	\$1,712,368.0
2011-03	\$611,036.9	\$457,728.6	↑ 33.5%	\$2,323,404.9
2011-04	\$512,352.9	\$611,036.9	↓ -16.2%	\$2,835,757.8
2011-05	\$708,938.0	\$512,352.9	↑ 38.4%	\$3,544,695.8
2011-06	\$714,414.2	\$708,938.0	↑ 0.8%	\$4,259,110.1
2011-07	\$625,943.5	\$714,414.2	↓ -12.4%	\$4,885,053.6
2011-08	\$674,319.8	\$625,943.5	↑ 7.7%	\$5,559,373.4
2011-09	\$974,236.4	\$674,319.8	↑ 44.5%	\$6,533,609.8
2011-10	\$1,104,034.0	\$974,236.4	↑ 13.3%	\$7,637,643.8
2011-11	\$1,191,227.0	\$1,104,034.0	↑ 7.9%	\$8,828,870.8

# CUSTOMER RETENTION ANALYSIS

<< SALES REPORT

## RETAINED CUSTOMER AFTER FIRST PURCHASE

Cohort	0	1	2	3	4	5	6	7	8	9	10	11
2010-12	100%	38%	33%	39%	36%	40%	38%	35%	35%	39%	37%	50%
2011-01	100%	24%	28%	24%	33%	30%	26%	26%	31%	35%	37%	
2011-02	100%	25%	19%	28%	27%	25%	26%	28%	26%	31%		
2011-03	100%	19%	25%	22%	23%	18%	26%	24%	29%			
2011-04	100%	23%	22%	21%	21%	24%	23%	26%				
2011-05	100%	24%	17%	17%	22%	24%	27%					
2011-06	100%	21%	19%	27%	25%	34%						
2011-07	100%	21%	20%	23%	27%							
2011-08	100%	25%	25%	25%								
2011-09	100%	30%	33%									
2011-10	100%	26%										
2011-11	100%											

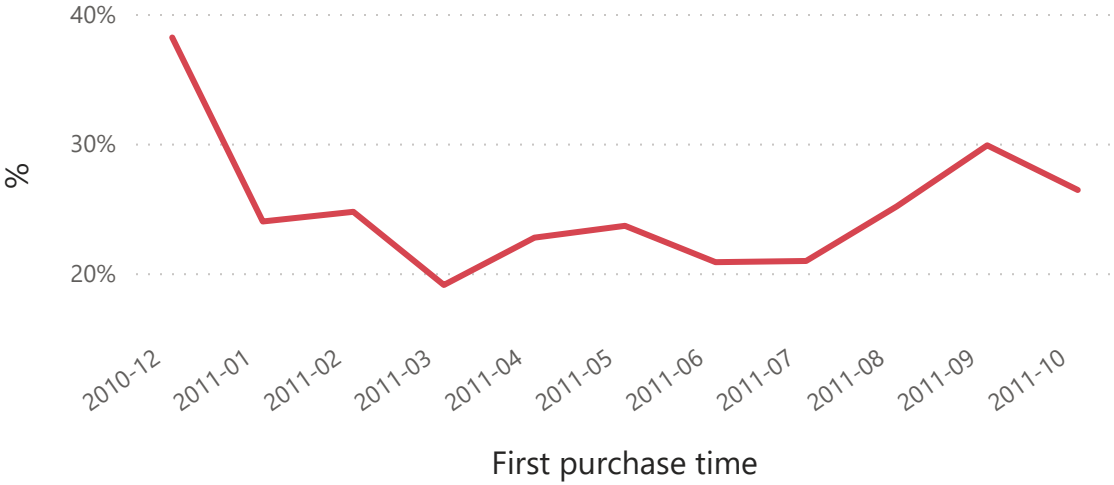
% of customer retained

Number of customer retained

## CUSTOMER COUNT BY COUNTRY



## PERCENTAGE OF RETENTION AFTER 1 MONTH OF FIRST PURCHASE



## NEW AND OLD CUSTOMERS

