

SALES DASHBOARD

FILTERS

Total Revenue

8.91M

Avg Order Value (AOV)

93.59

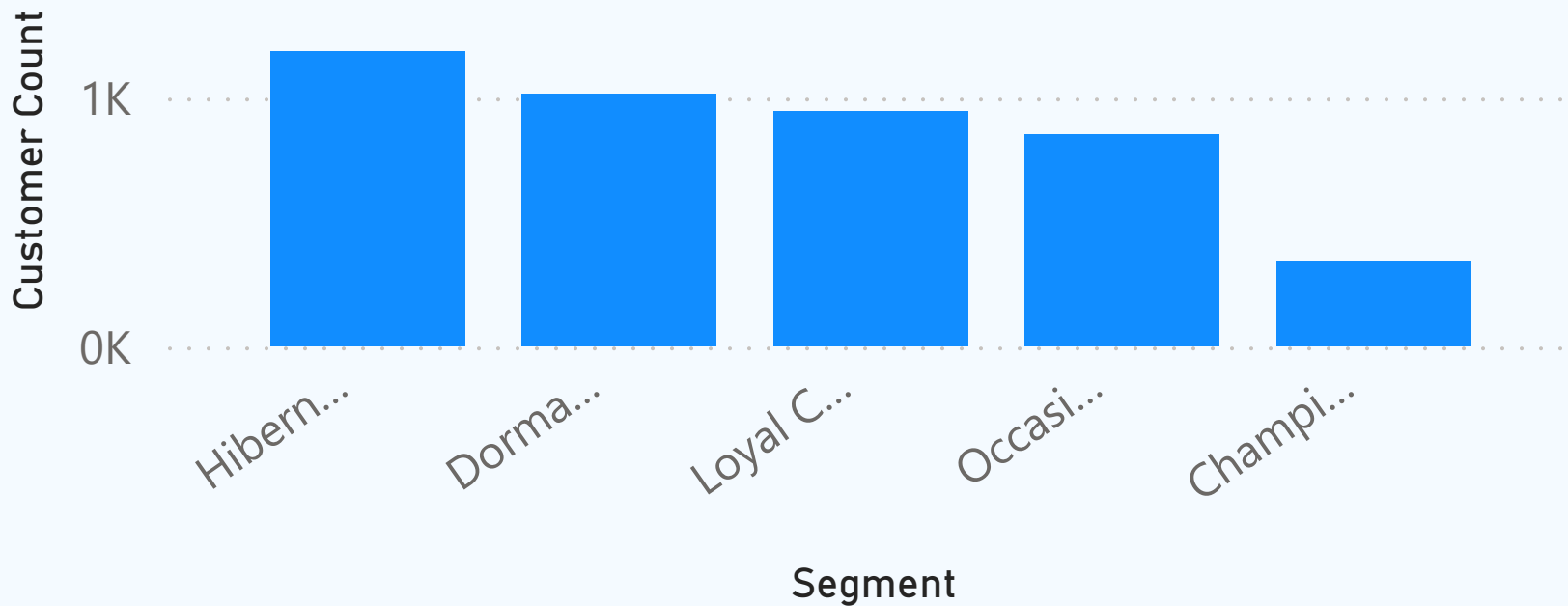
Avg Frequency

4.27

Avg Recency

92.54

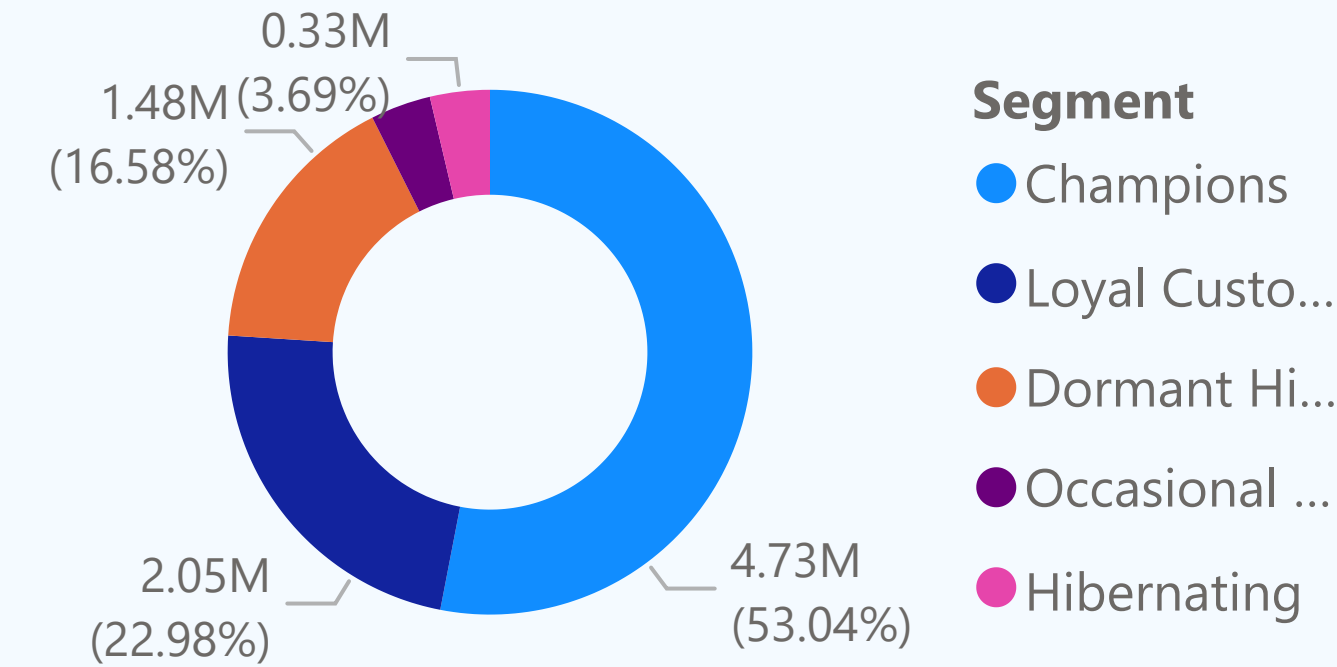
Customer Count by Segment



Product Overview

| Product                            | Total Sales   | Total Quantity |
|------------------------------------|---------------|----------------|
| REGENCY CAKESTAND 3 TIER           | 174,484.74    | 13879          |
| PAPER CRAFT , LITTLE BIRDIE        | 168,469.60    | 80995          |
| WHITE HANGING HEART T-LIGHT HOLDER | 106,292.77    | 37891          |
| PARTY BUNTING                      | 99,504.33     | 18295          |
| JUMBO BAG RED RETROSPOT            | 94,340.05     | 48474          |
| MEDIUM CERAMIC TOP STORAGE JAR     | 81,700.92     | 78033          |
| Total                              | 10,271,496.11 | 5577105        |

Total Revenue by Segment



Revenue Overview



Segment

- ☐ Champions
- ☐ Dormant High-Value Customers
- ☐ Hibernating
- ☐ Loyal Customers
- ☐ Occasional Buyers

Country

- ☐ Australia
- ☐ Austria
- ☐ Bahrain
- ☐ Belgium
- ☐ Brazil
- ☐ Canada
- ☐ Channel Islands
- ☐ Cyprus

Date

- > ☐ 2010
- > ☐ 2011