

KPIs – 2009 Q4

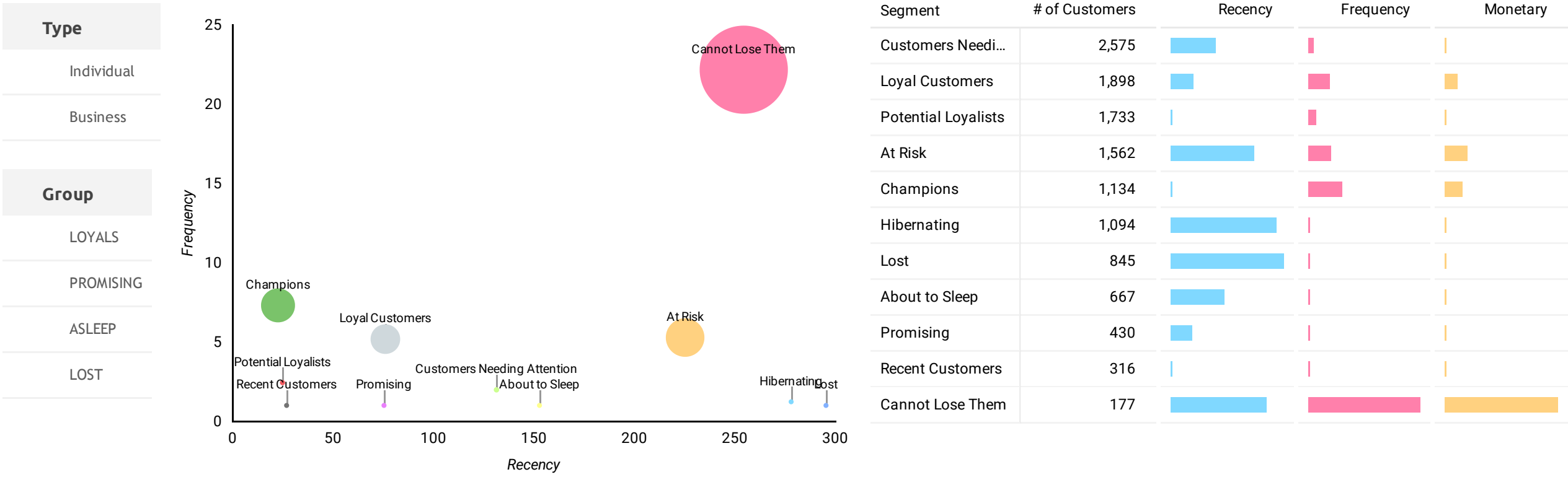
Compared to Q3

Average Order Value (AOV)	# of Orders	# of Customers	Revenue	Cost	Profit
\$137	7.1K	6K	\$980.17K	\$477.86K	\$502.31K
⬇️ -4.2%	⬇️ -8.8%	⬇️ -4.4%	⬇️ -12.6%	⬇️ -4.5%	⬇️ -19.1%

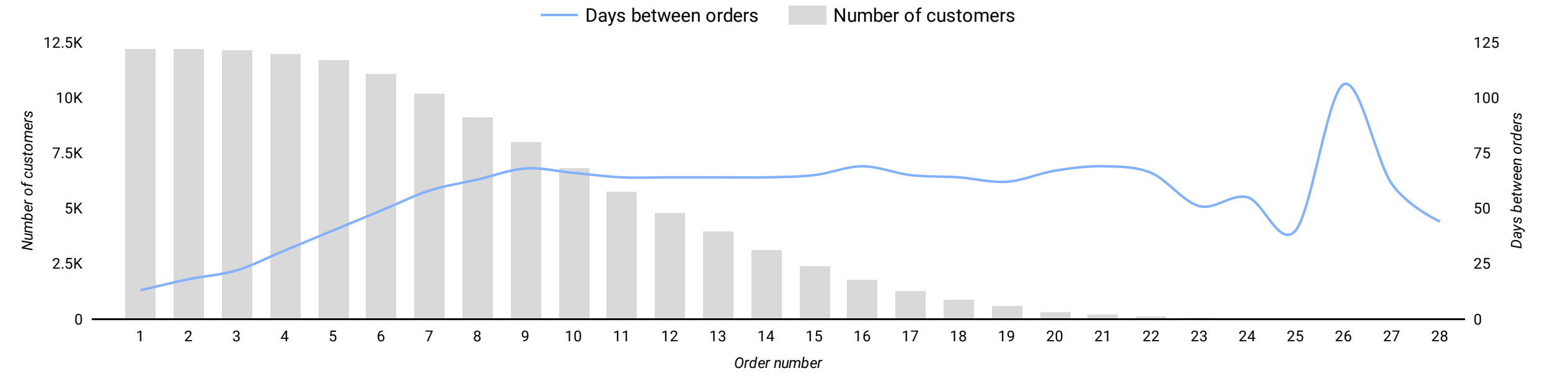
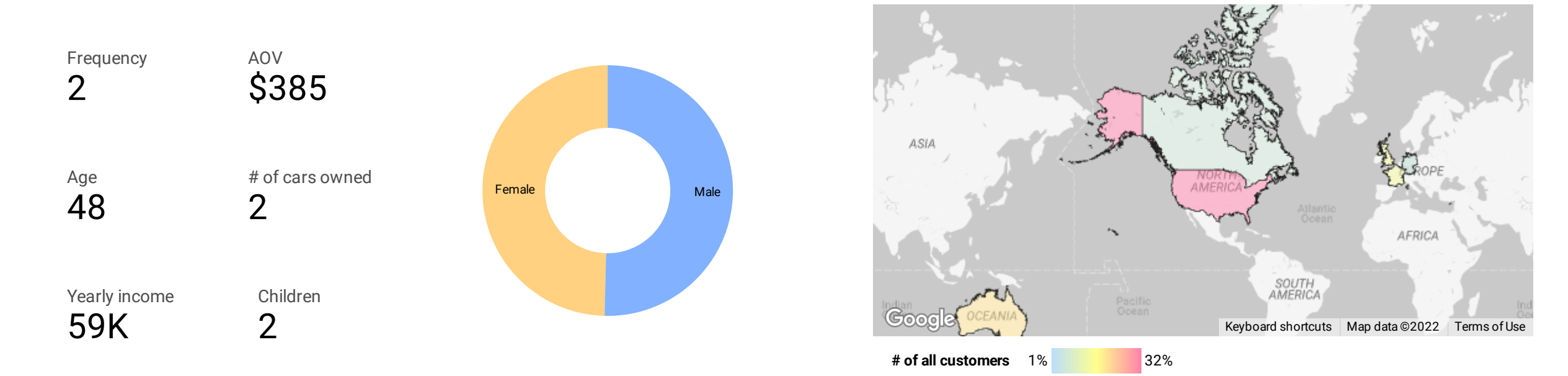
Customer RFM segments – 2009

Segment

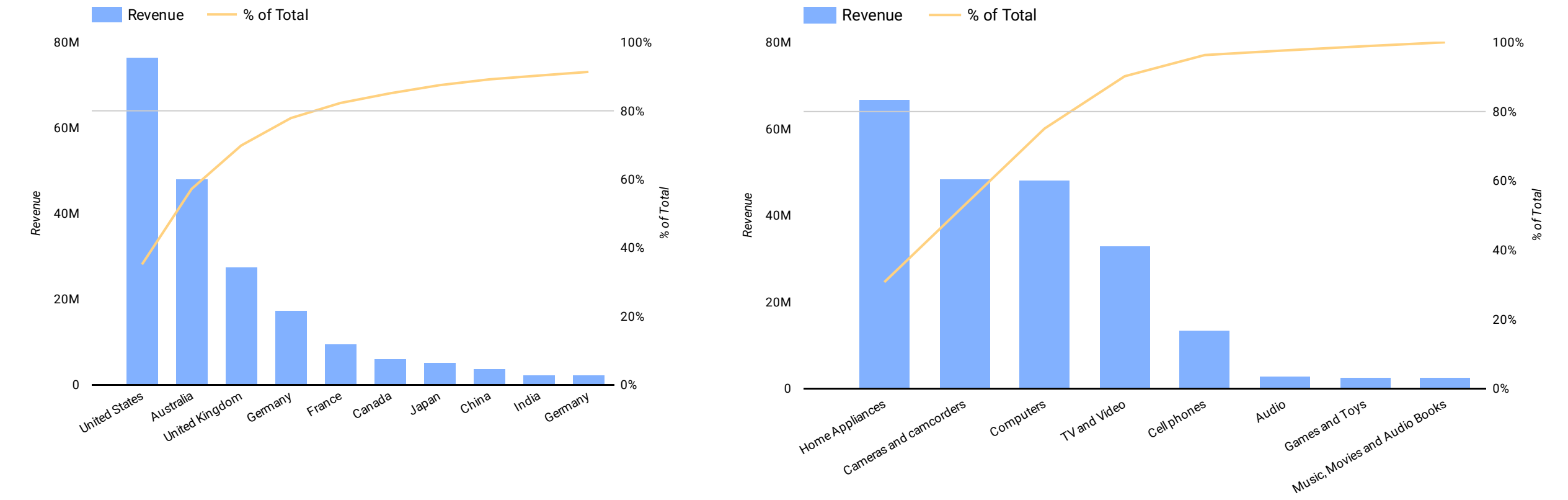
Group



Individual customer characteristics and interpurchase intervals



Pareto charts (Customer location and purchased product subcategory) – 2009



Sales during promotion periods

