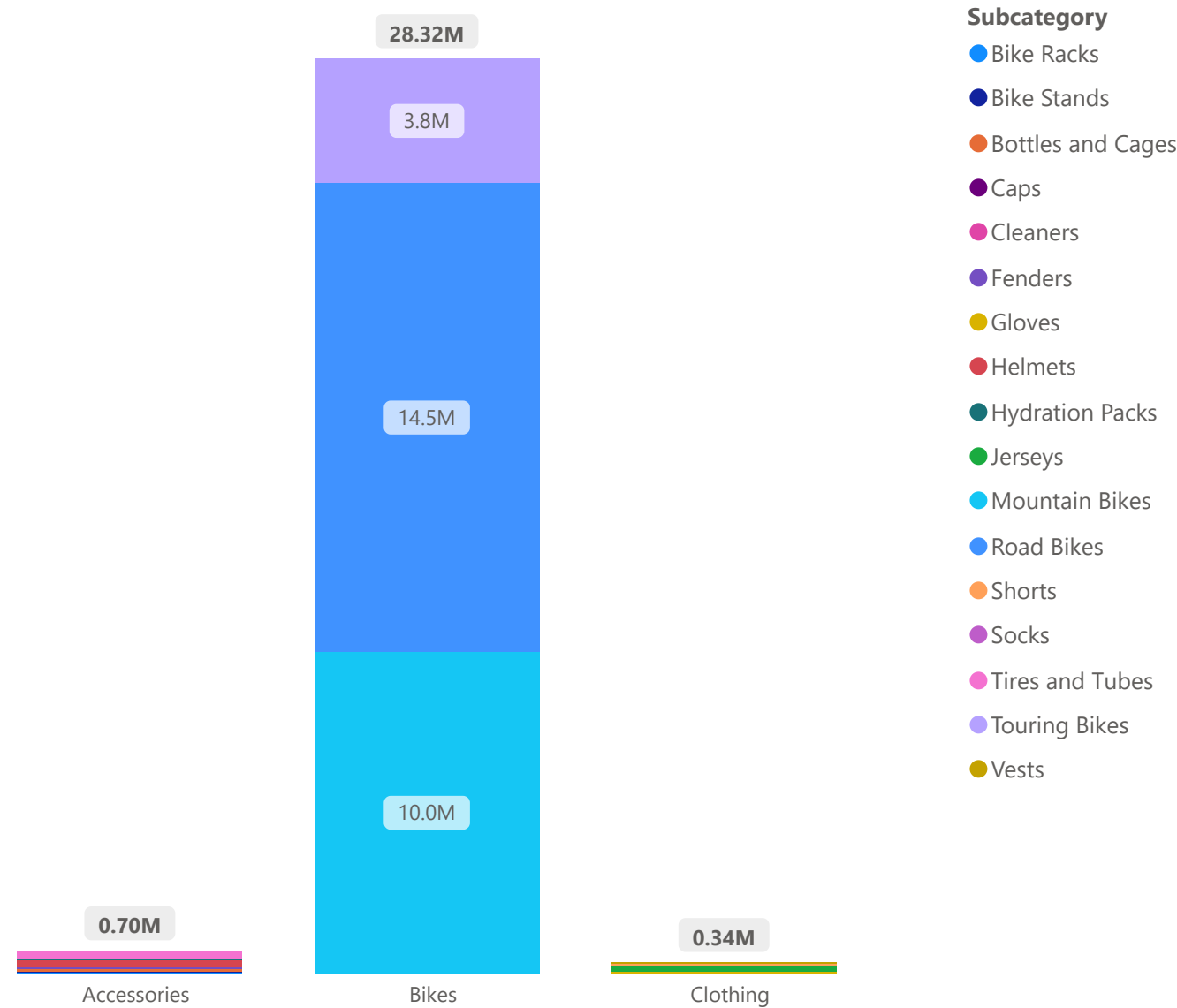


# Customer Sales Data Analysis

Total Revenue  
**29.36M**

Total Customers  
**18484**

Sales by Category and Subcategory



Year	Month	Customers (Count)	Return Customers within 90 Days of Initial Purchase(Percentage)	Return Customers within Following 3 Months(Percentage)
2004	January	1777	5.68%	5.74%
2004	February	1794	4.52%	4.63%
2004	March	1879	4.36%	4.47%
2004	April	1981	3.94%	4.04%
2004	May	2145	3.59%	3.59%
2004	June	2135	2.86%	3.00%
2004	July	931	8.06%	8.06%
2003	January	244		
2003	February	272		
2003	March	272		
2003	April	294		
2003	May	335		
2003	June	321		
2003	July	511	3.72%	3.72%
2003	August	1509	4.64%	4.64%
2003	September	1553	5.86%	5.86%
2003	October	1624	8.25%	8.31%
2003	November	1634	7.22%	7.41%
2003	December	2037	5.25%	5.25%
2002	January	188		
2002	February	171		
2002	March	199		
2002	April	207		
2002	Mav	214		

Clear all slicers

Year

☐ Select all

☐ 2001

☐ 2002

☐ 2003

☐ 2004

Month

☐ Select all

☐ January

☐ February

☐ March

☐ April

☐ May

☐ June

☐ July

☐ August

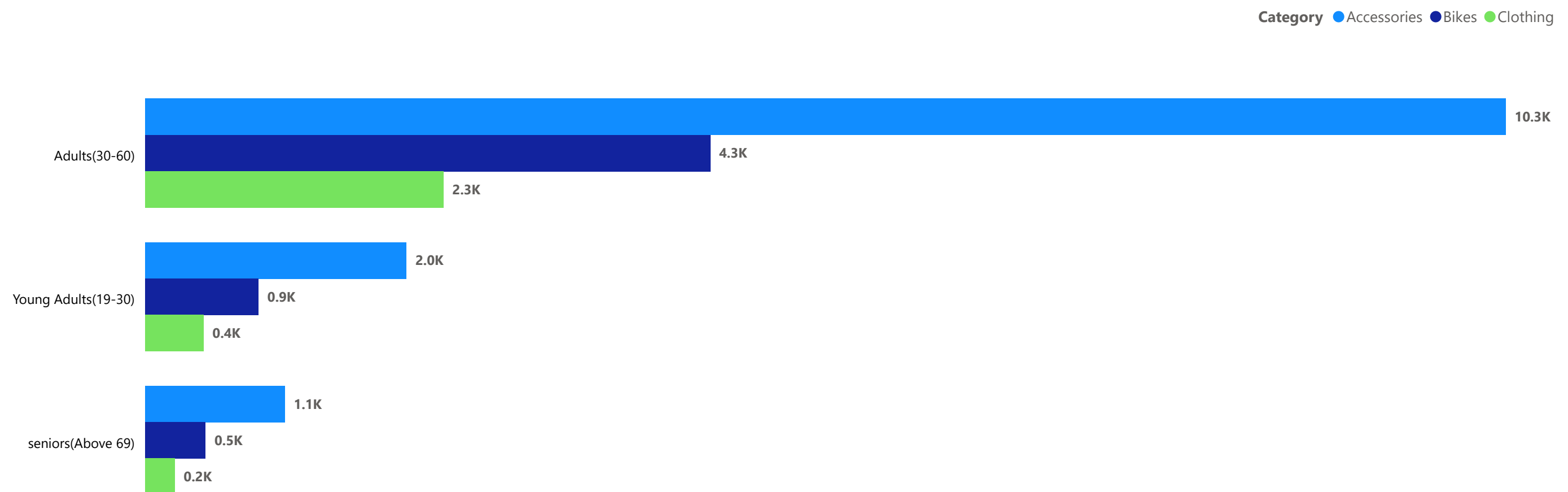
☐ September

☐ October

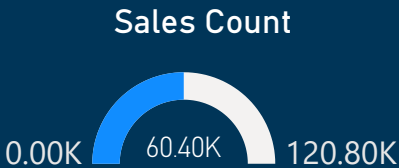
☐ November

☐ December

Total Number of Products by AgeGroup and Category



# Monthly Revenue Report



29.36M

Total Revenue

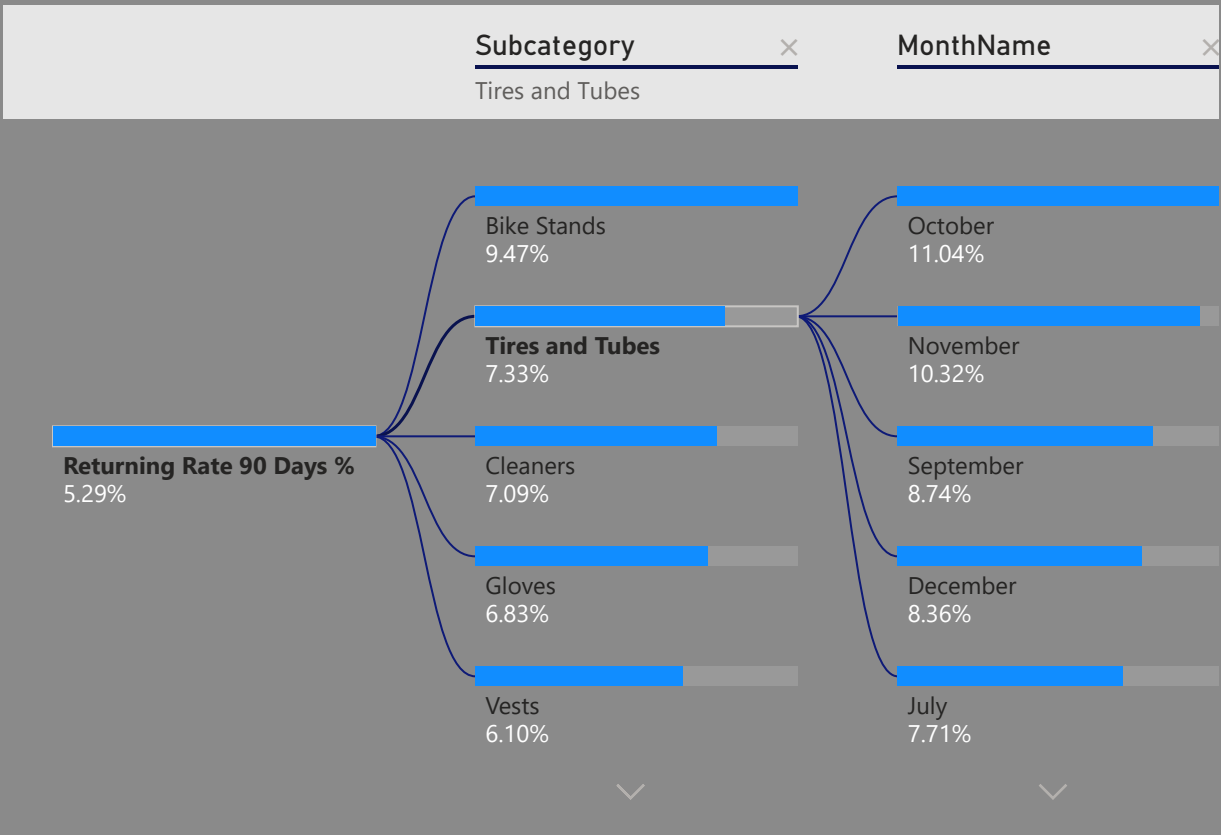
2001

2004

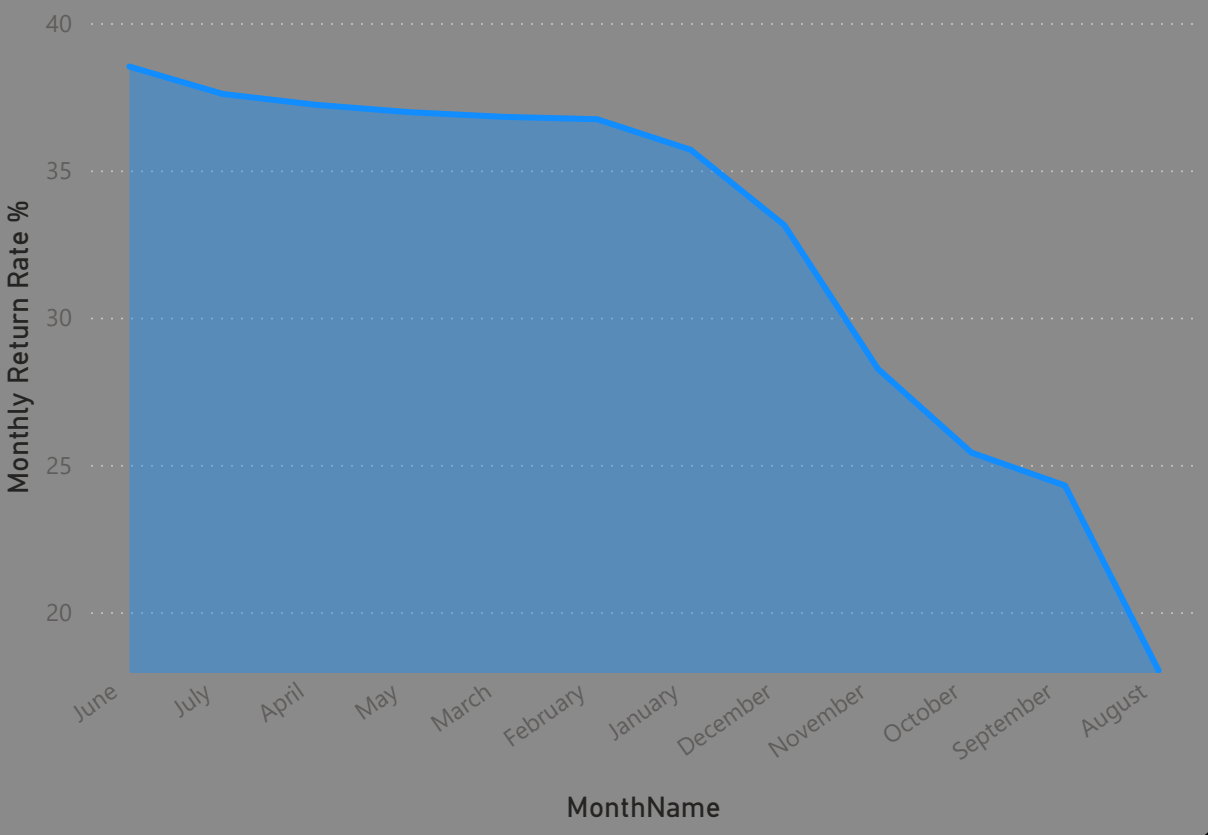
Territories.Region

All

## Return Rate Analysis by Category and Segments



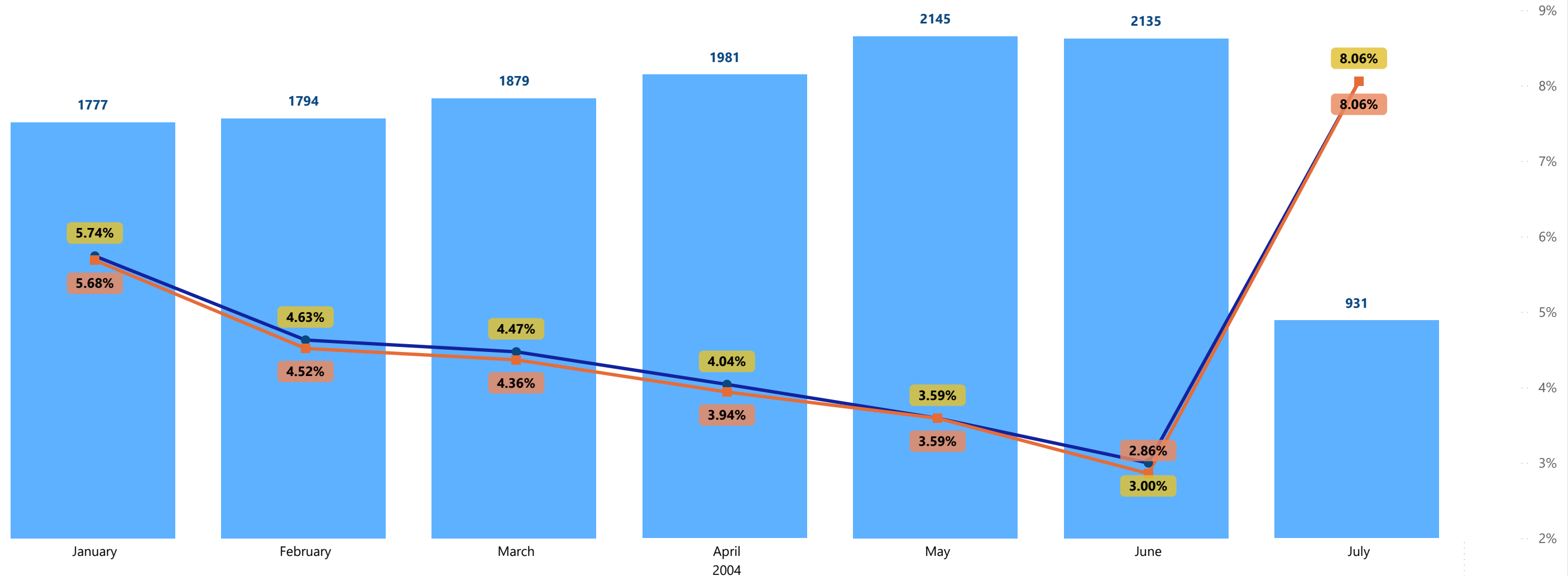
## Each Month Revenue in Percentage(%)



# Customer Sales Data Analysis

## Customer Count by Returning Rate

● Customers (Count) ● Returning Rate 3 Months in % ■ Returning Rate 90 Days in %



### Year

- ☒ Select all
- ☐ 2001
- ☐ 2002
- ☐ 2003
- ☒ 2004

### Month

- ☐ Select all
- ☐ January
- ☐ February
- ☐ March
- ☐ April
- ☐ May
- ☐ June
- ☐ July
- ☐ August
- ☐ September
- ☐ October
- ☐ November
- ☐ December