

DASHBOARD OVERVIEW

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Country



Period

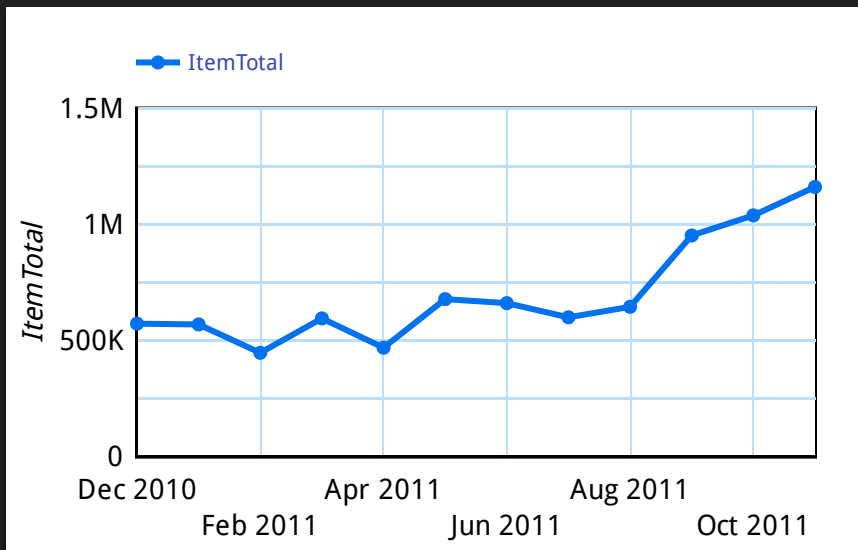
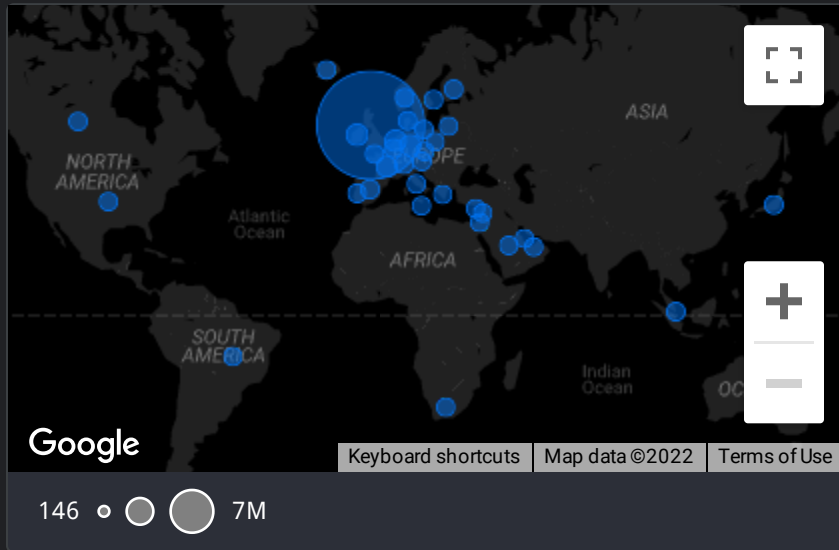


InvoiceDate (Date)



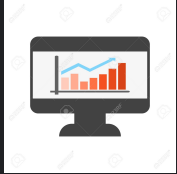
Sales
8.4M

Total customers
4.3K

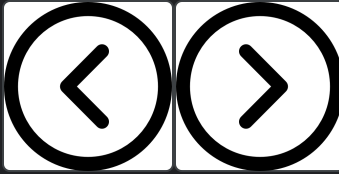


PARETO PRINCIPLE

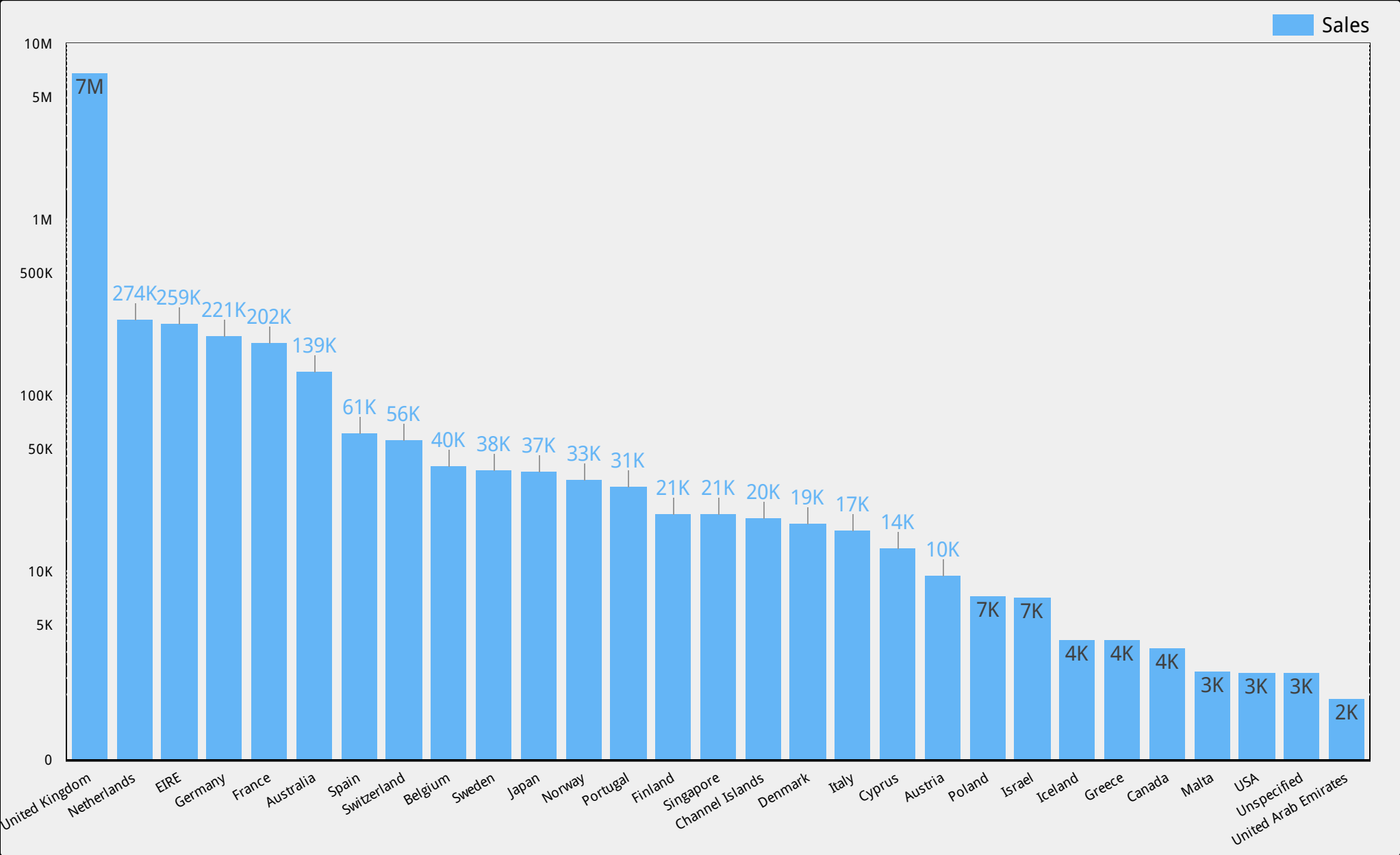
80/20 RULE - UNICORMONY



What are the sales figures for each country?

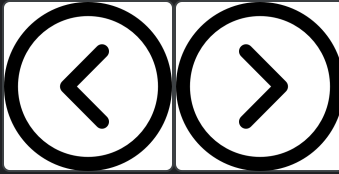


COUNTRY WISE SALES

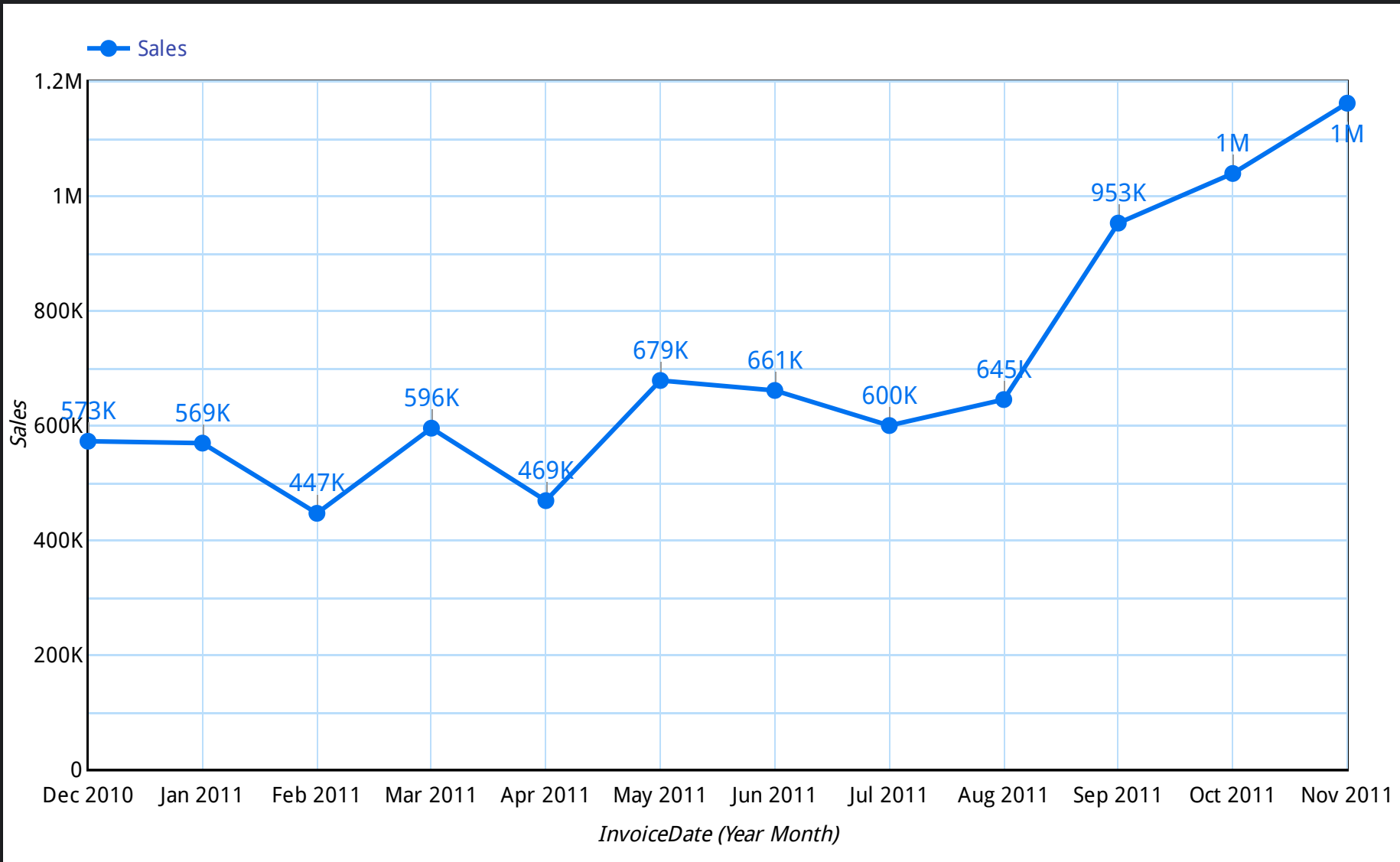


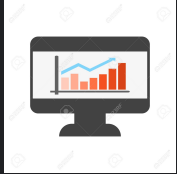


What is the overall sales trend?

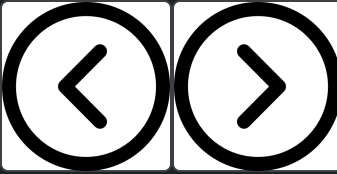


SALES TREND



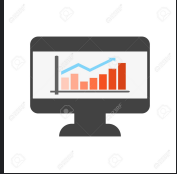


How many new customers are there each month?

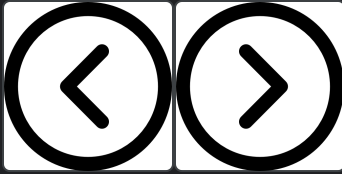


NEW FOOTFALLS

Year_month	NewCustomers
Dec-2010	885
Jan-2011	417
Feb-2011	380
Mar-2011	452
Apr-2011	300
May-2011	284
Jun-2011	242
Jul-2011	188
Aug-2011	169
Sep-2011	299
Oct-2011	358
Nov-2011	324

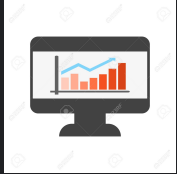


When do customers make the most purchases?

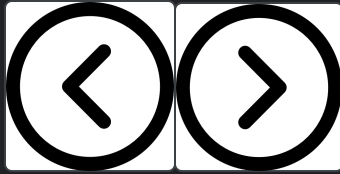


PURCHASE VOLUME BY DATE

InvoiceDate (Date)	ItemTotal ▾
Sep 20, 2011	103K
Jan 18, 2011	88K
Oct 5, 2011	74K
Sep 15, 2011	72K
Nov 23, 2011	72K
Nov 10, 2011	71K
Oct 3, 2011	62K
Aug 4, 2011	62K
Nov 9, 2011	61K
Oct 20, 2011	61K
Nov 3, 2011	61K
Oct 21, 2011	60K
Oct 6, 2011	60K
Jan 11, 2011	60K
May 12, 2011	60K

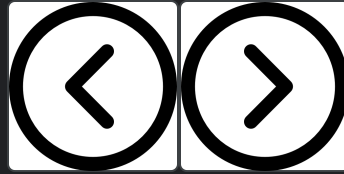


Which is the best selling product in each country?



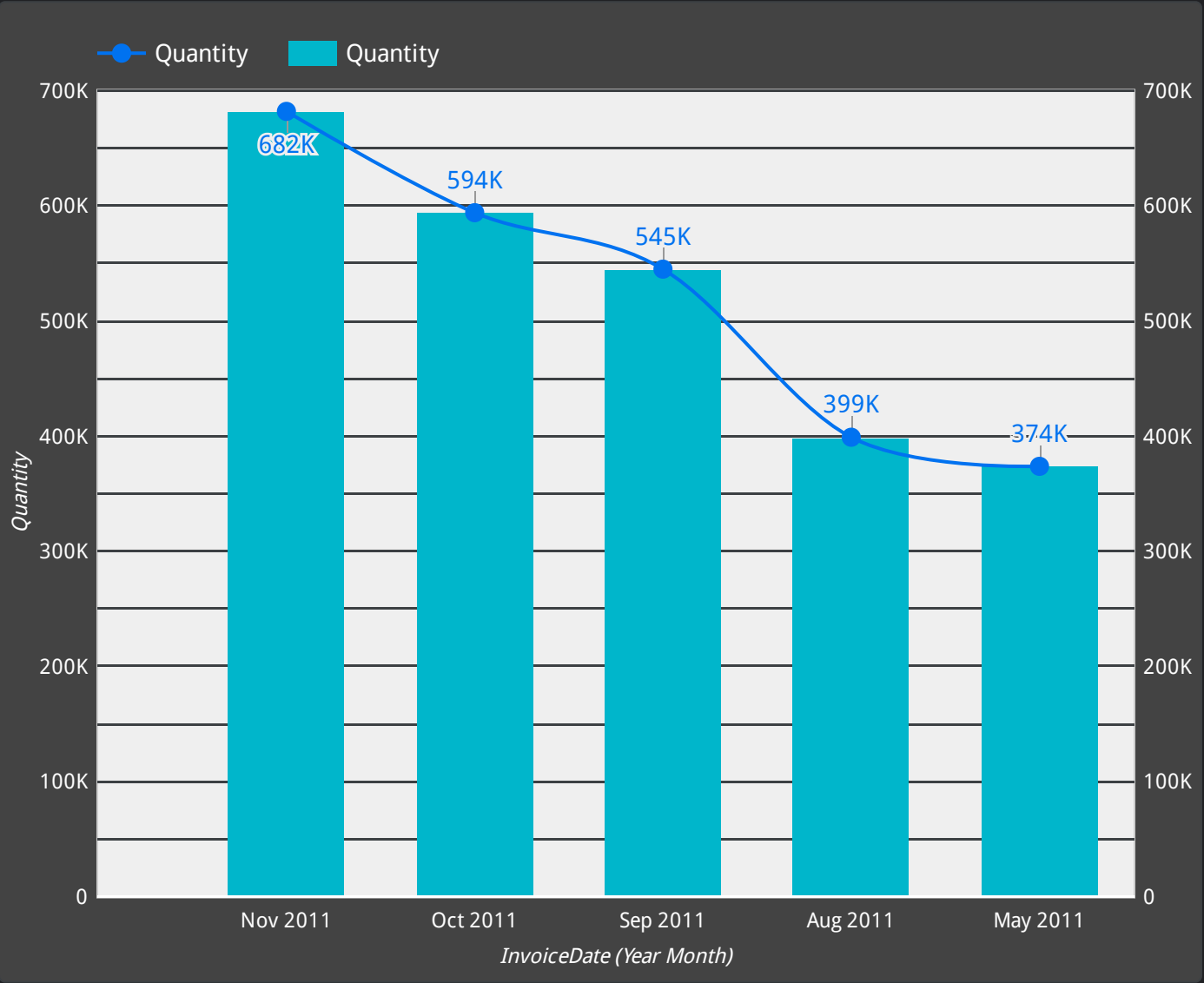
OUR BEST PRODUCT IN EACH COUNTRY

Country	Description	TotalQuantity ▾
United Kingdom	MEDIUM CERAMIC TOP STORAGE JAR	77K <div></div>
Netherlands	SPACEBOY LUNCH BOX	5K <div></div>
France	RABBIT NIGHT LIGHT	4K <div></div>
Japan	RABBIT NIGHT LIGHT	3K <div></div>
Australia	MINI PAINT SET VINTAGE	3K <div></div>
Sweden	MINI PAINT SET VINTAGE	3K <div></div>
EIRE	PACK OF 72 RETROSPOT CAKE CASES	2K <div></div>
Germany	ROUND SNACK BOXES SET OF4 WOODLAND	1K <div></div>
Spain	CHILDRENS CUTLERY POLKADOT PINK	729 <div></div>
Switzerland	PLASTERS IN TIN WOODLAND ANIMALS	639 <div></div>
Canada	RETRO COFFEE MUGS ASSORTED	504 <div></div>
Belgium	PACK OF 72 RETROSPOT CAKE CASES	480 <div></div>
Finland	CHILDRENS CUTLERY POLKADOT PINK	408 <div></div>
Channel Islands	RAIN PONCHO	407 <div></div>
Singapore	CHRISTMAS TREE PAINTED ZINC	384 <div></div>



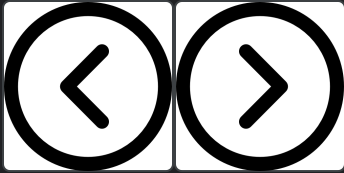
When were the largest orders made?

TOP 5 ORDERS





Which customers made the largest orders?

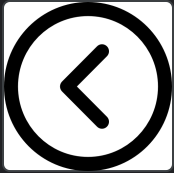


TOP CUSTOMERS BY ORDER VOLUME

CustomerID	Quantity ▾
14646	189.5K
12415	77.7K
14911	76.6K
12346	74.2K
17450	69.3K
18102	61.4K
13694	60.9K
14298	58K
14156	57.9K
17511	57.3K
16684	45.5K
16029	40.2K
15311	37.7K
16422	33.7K
17404	32.7K
	050K100K150K



20% OF CUSTOMERS WHO CONTRIBUTE TO 80% OF REVENUE



CustomerID	TotalSales ▾
14646	268.5K
18102	248.2K
17450	193.0K
14911	136.8K
12415	124.9K
14156	117.4K
17511	83.7K
16029	81.0K
12346	77.2K
13694	61.9K
16684	61.3K
15311	59.6K
14096	56.2K

Customers
4.3K

Revenue
8.4M

Customers
860

Revenue
6.2M