

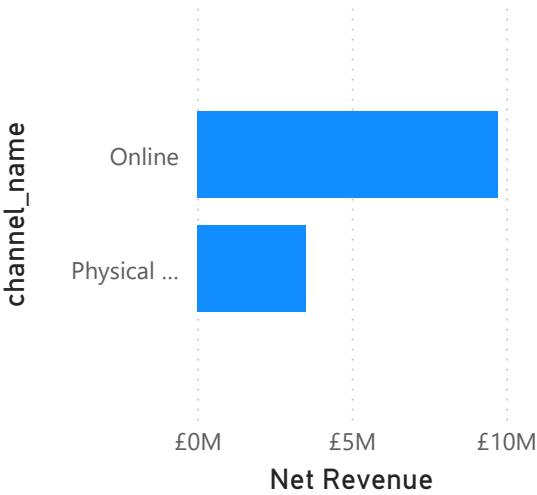
£13.28M

Net Revenue

£193.23

Average Order Value

Net Revenue by channel_name



46.8%

Gross Margin %

Business-case data: UCI Online Retail public transactions plus deterministic simulated omnichannel extensions.

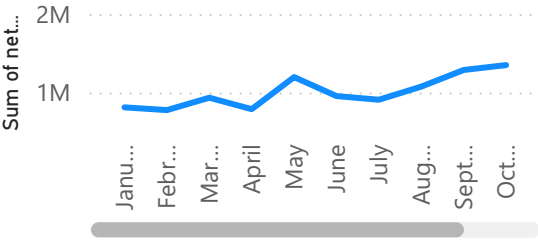
25.2%

Latest Complete Month Reve...

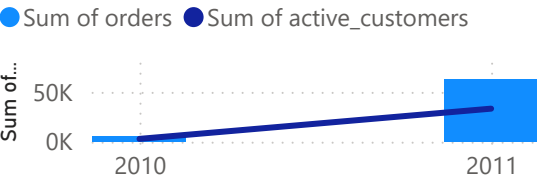
£2.84M

Contribution Margin

Sum of net_revenue by Month



Sum of orders and Sum of active_customers by Year



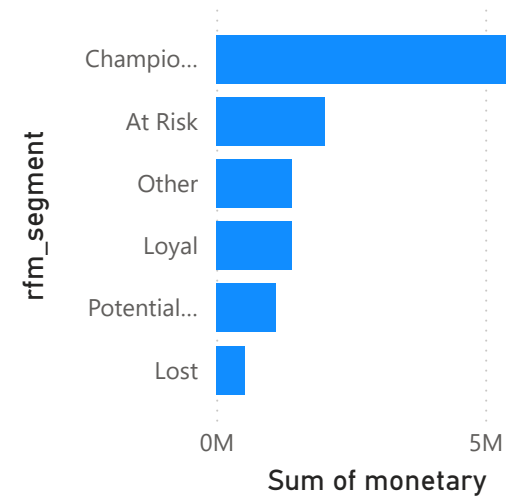
4K

Active Customers

£763.10

Observed Historical CLV

Sum of monetary by rfm_segment

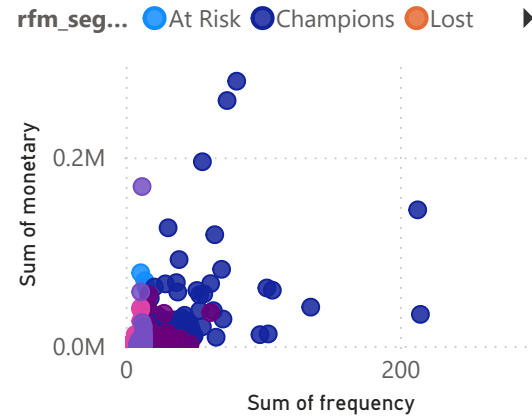


65.7%

Monthly Retention Rate

Business-case data: UCI Online Retail public transactions plus deterministic simulated omnichannel extensions.

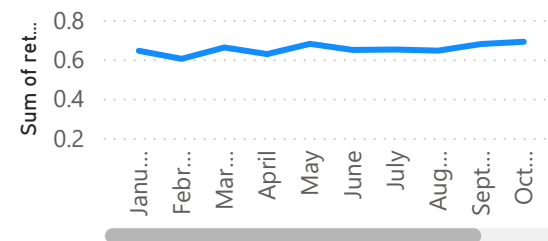
Sum of frequency and Sum of monetary by customer_id and rfm_segment



65.6%

Public Core Repeat Customer...

Sum of retention_rate by Month



£13.28M

Net Revenue

46.8%

Gross Margin %

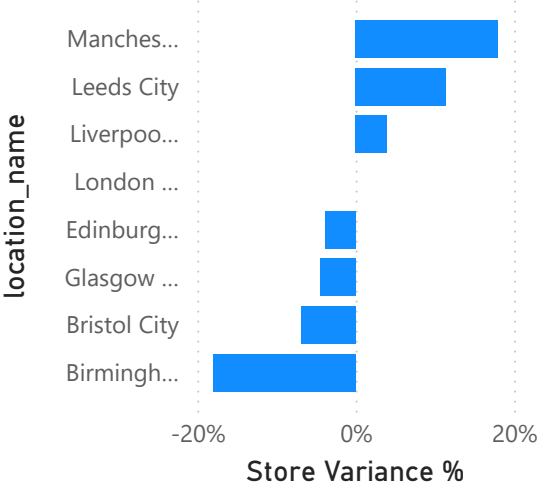
1.9%

Return Line Rate

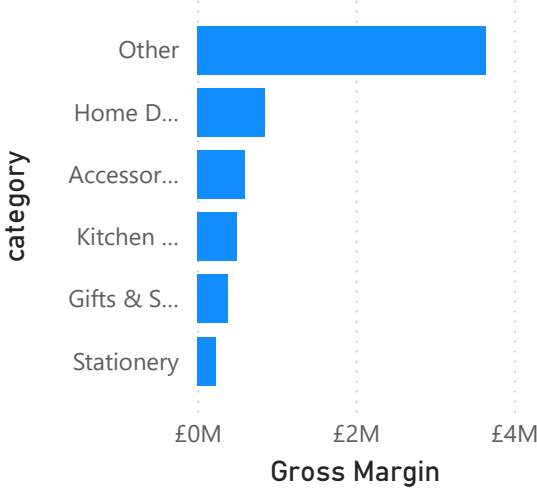
Business-case data: UCI Online Retail public transactions plus deterministic simulated omnichannel extensions.

SIMULATED STORE PEER EXCEPTIONS:
MANCHESTER +18.0% | BIRMINGHAM -18.0%

Store Variance % by location_name

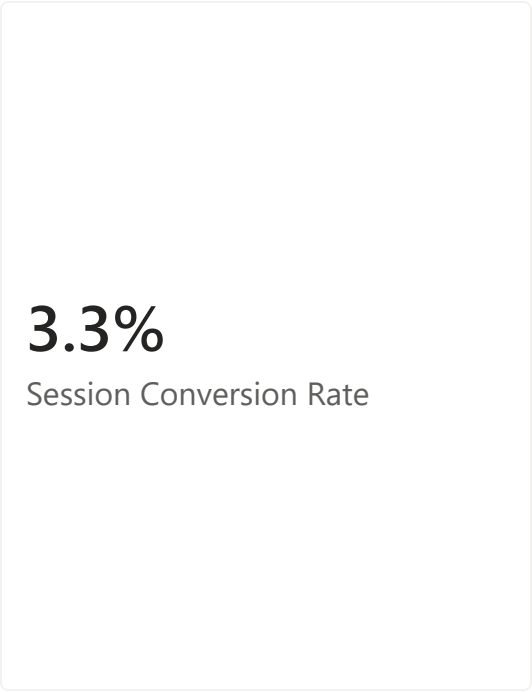
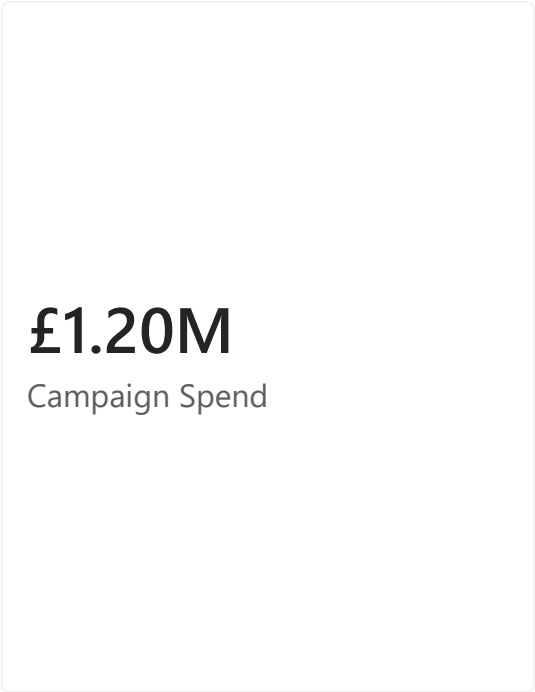
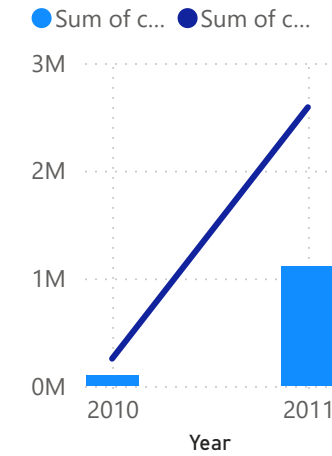


Gross Margin by category





Sum of campaign_spend and Sum of contrib...



Business-case data: UCI Online Retail public transactions plus deterministic simulated omnichannel extensions.

Sum of roi by campaign_name

