

Christmas
SALES

Customer Segmentation

Analyze Profit Margin

Product Popularity

Promotion Timing

Country

All

City

All

Product Category

All

Product Name

All

Clear All Filters

Click here for tutorial

Total Sales
28.53M

Explore Customer Segments: Hover to reveal valuable insights.

Champions

Loyalists

New

At-Risk

Can't Lose

Cost Savvy

Total Sales

Total Profit

Total Qty Sold

Total Orders

Total Cost

Budget :

Low

Medium

High

Purchase Type :

In-store

Xmas Market

Online

Season :

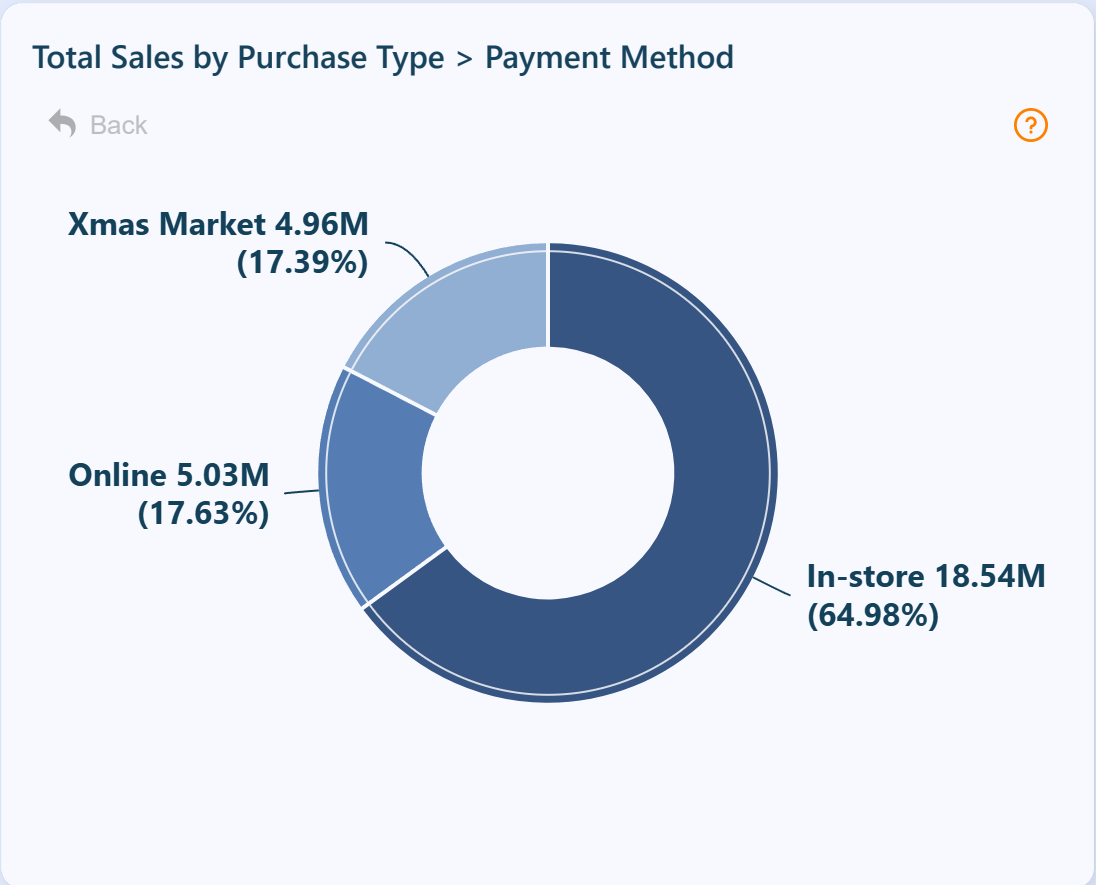
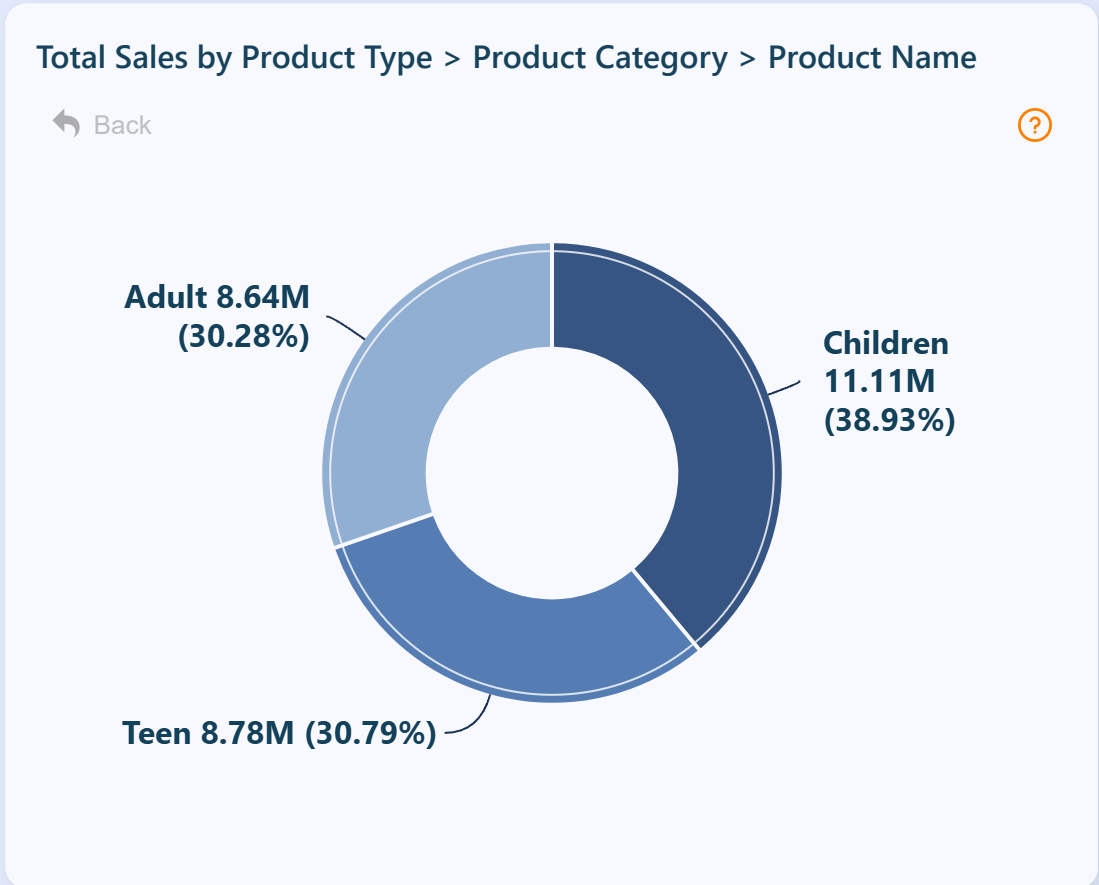
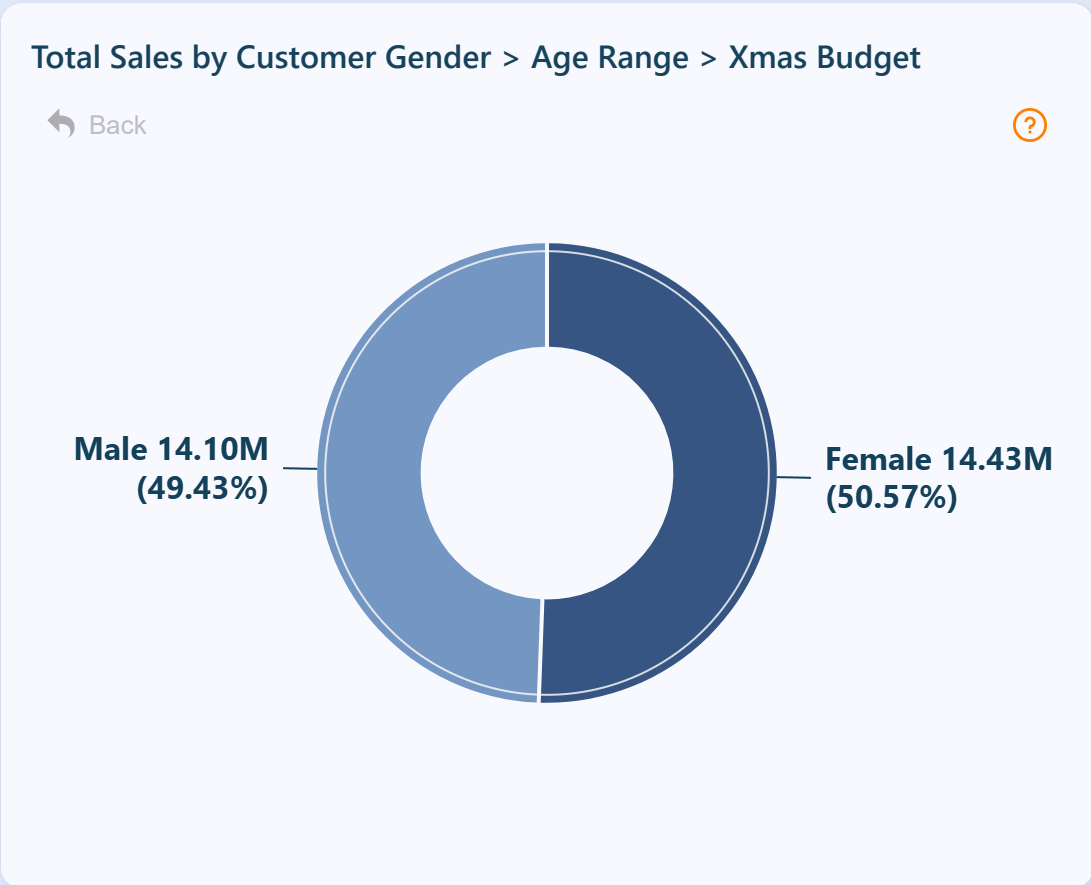
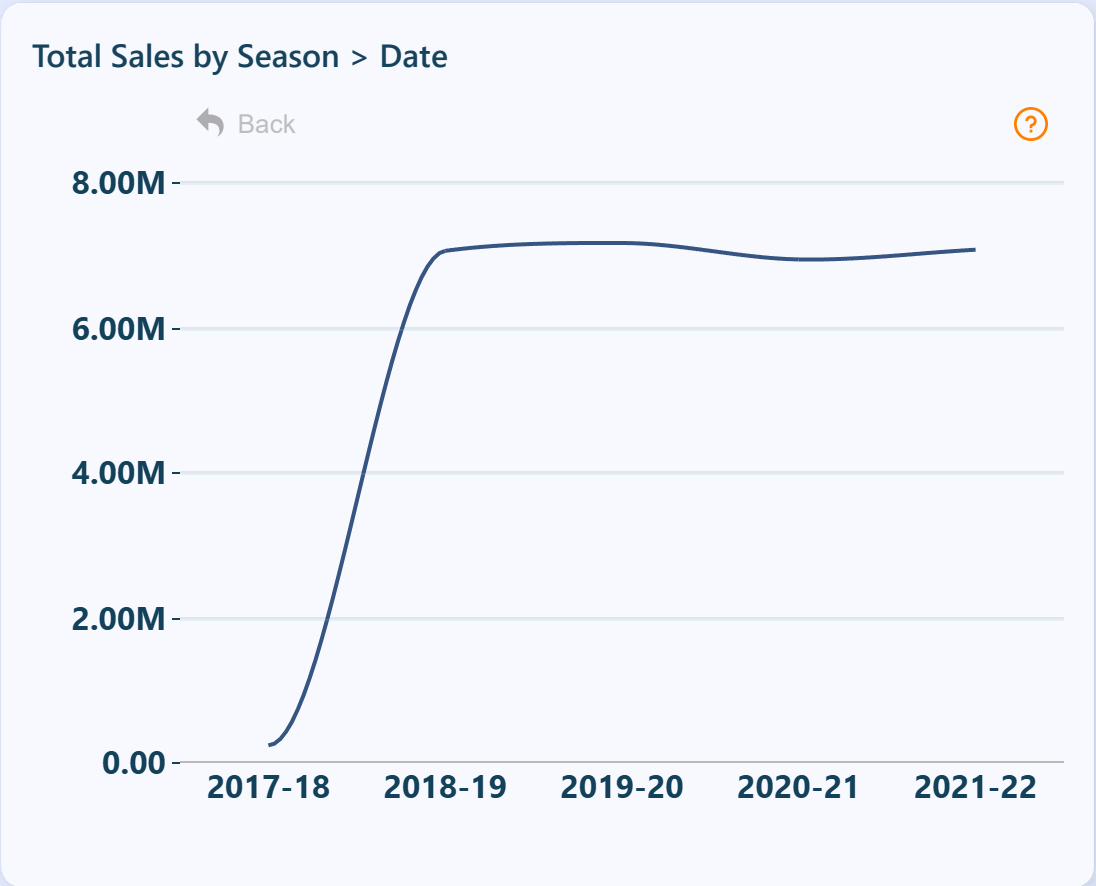
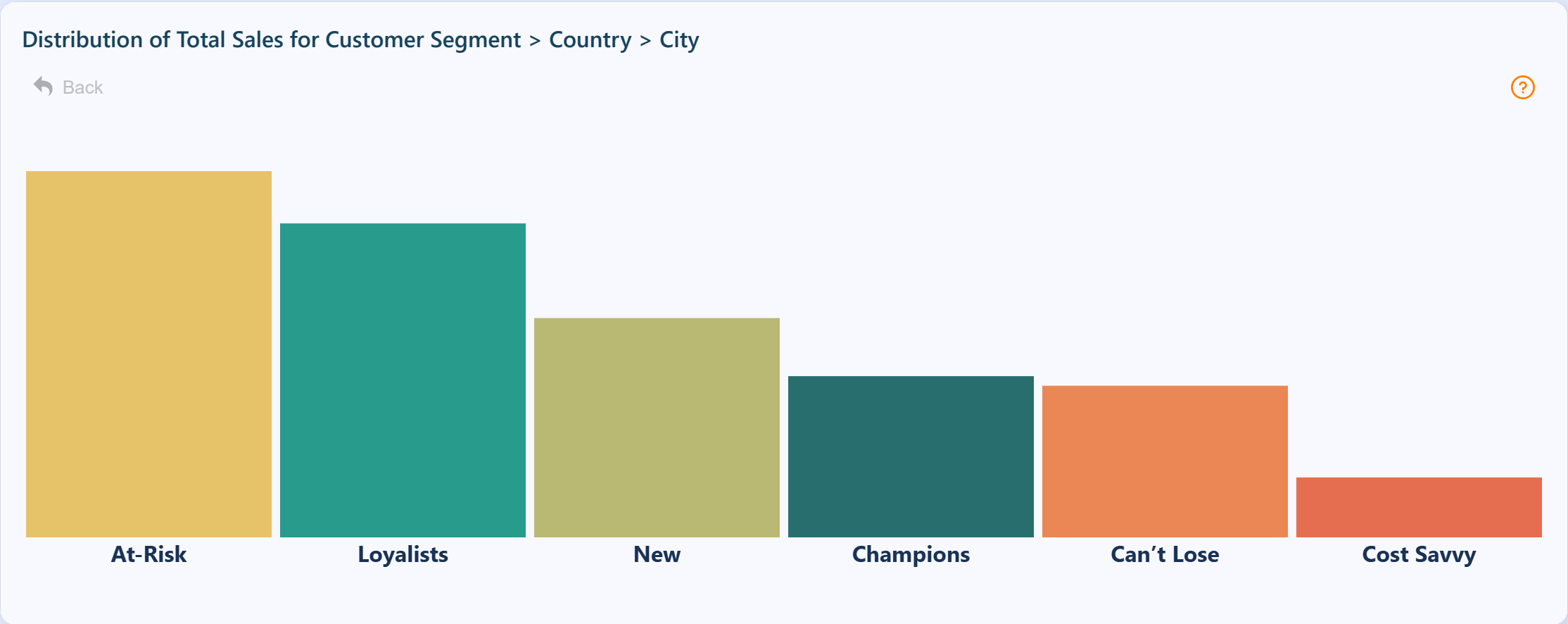
2017-18

2018-19

2019-20

2020-21

2021-22




Christmas
SALES


Customer
Segmentation


Analyze Profit
Margin


Product
Popularity


Promotion
Timing


Country 


All 


City 

All 

Product Category 

All 

Product Name 

All 

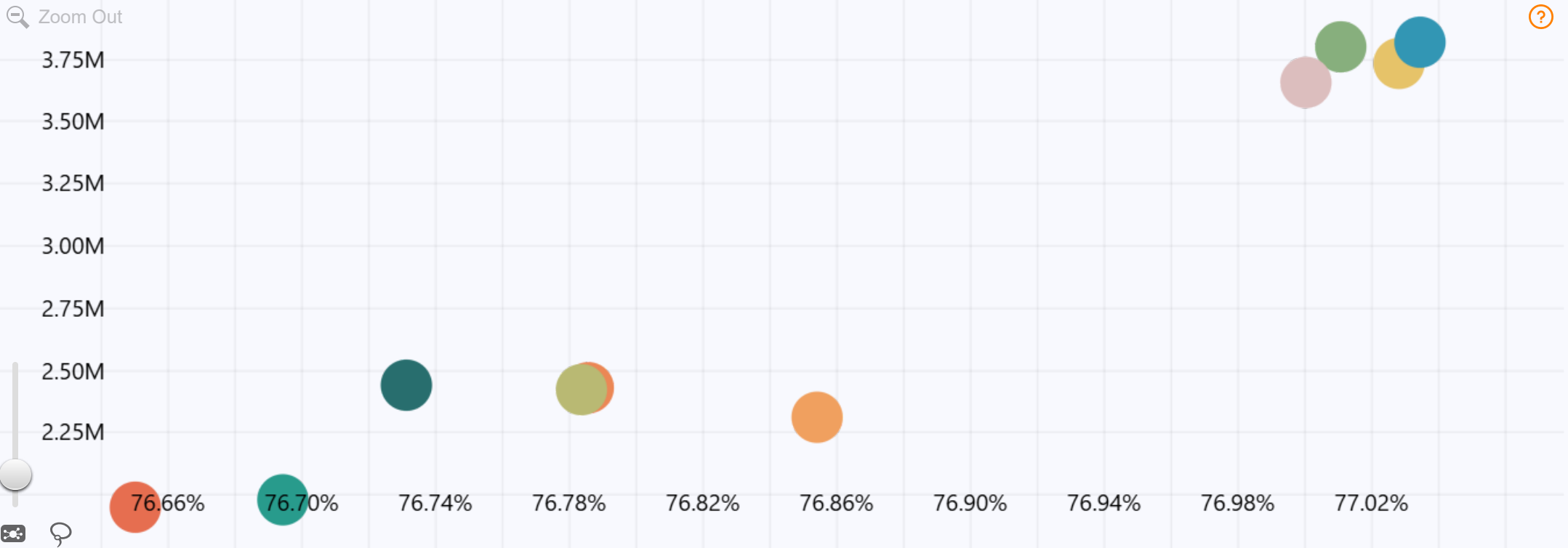
Clear All Filters

Click here for tutorial

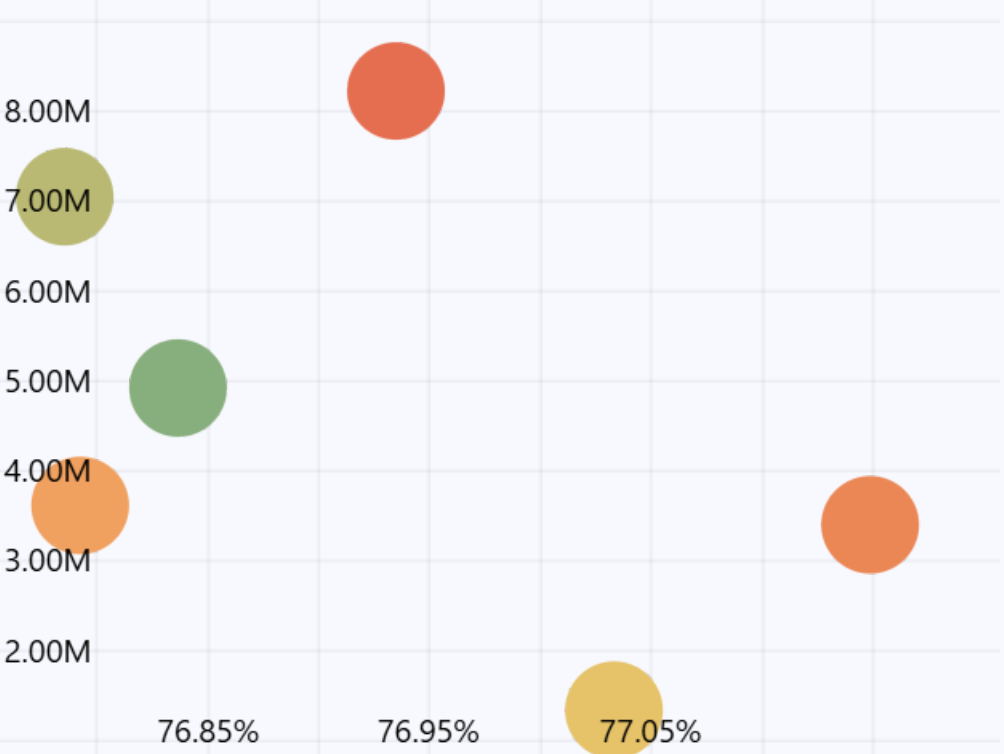
Explore Customer Segments: Hover to reveal valuable insights.

ChampionsLoyalistsNewAt-RiskCan't LoseCost Savvy

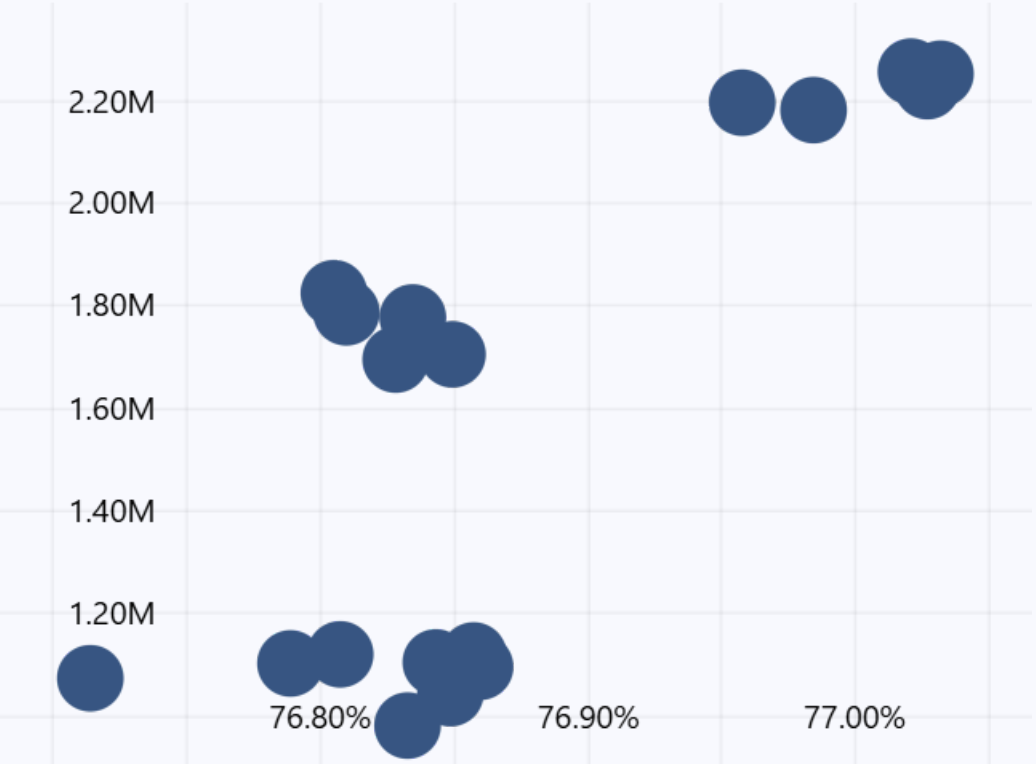
Total Sales and Profit Margin by Country



Total Sales and Profit Margin by Customer Segments



Total Sales and Profit Margin by Product Name



Budget :

Low

Medium

High

Purchase Type :

In-store

Xmas Market

Online

Season :

2017-18

2018-19

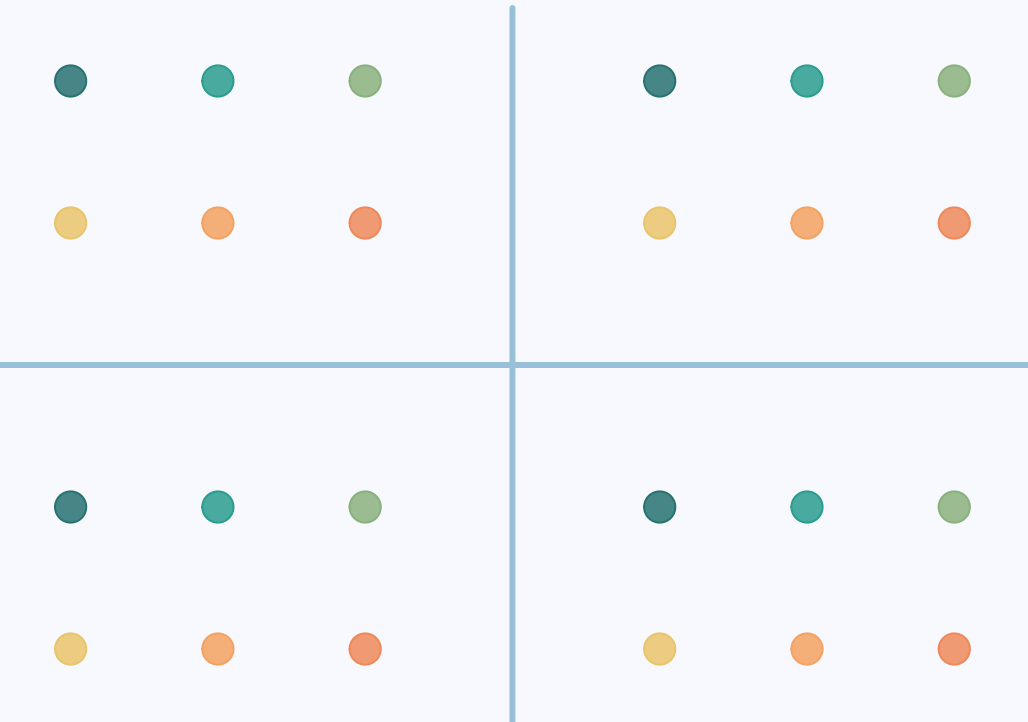
2019-20

2020-21

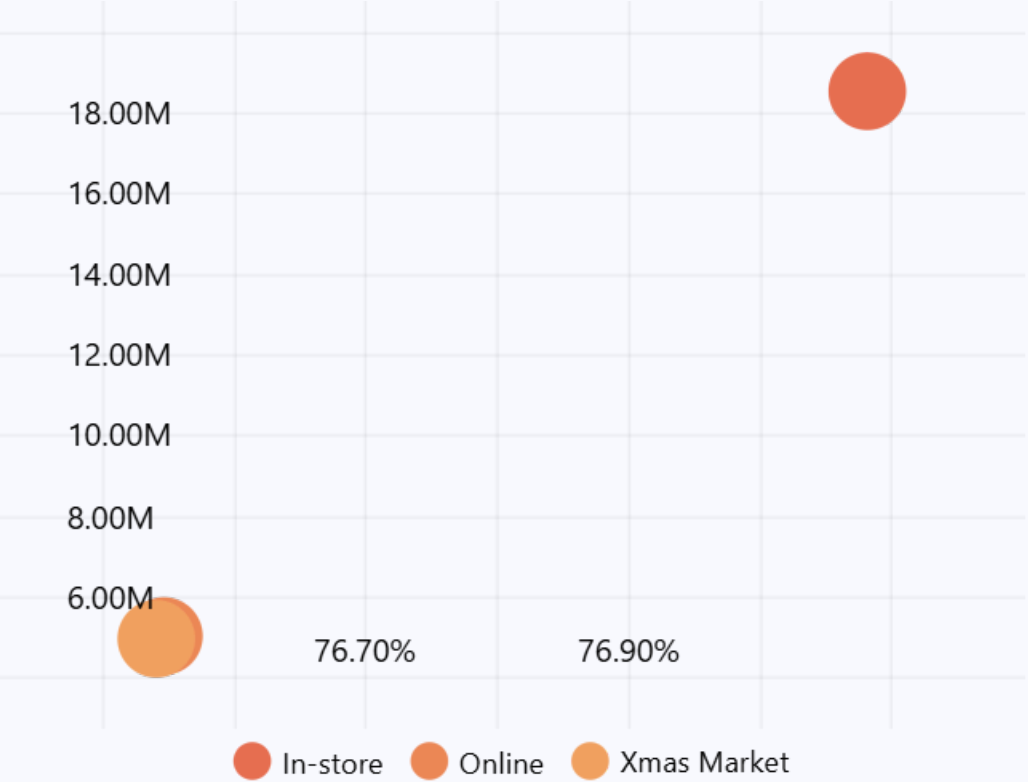
2021-22

Strategy Insights > Scatter Plot Analysis

Hover over the points to explore the Insights



Total Sales and Profit Margin by Purchase Type



Christmas SALES

Customer
Segmentation

Analyze Profit
Margin

Product
Popularity

Promotion
Timing

Country 
All 

City 
All 

Product Category 
All 

Product Name 
All 

Clear All Filters

Click here for tutorial

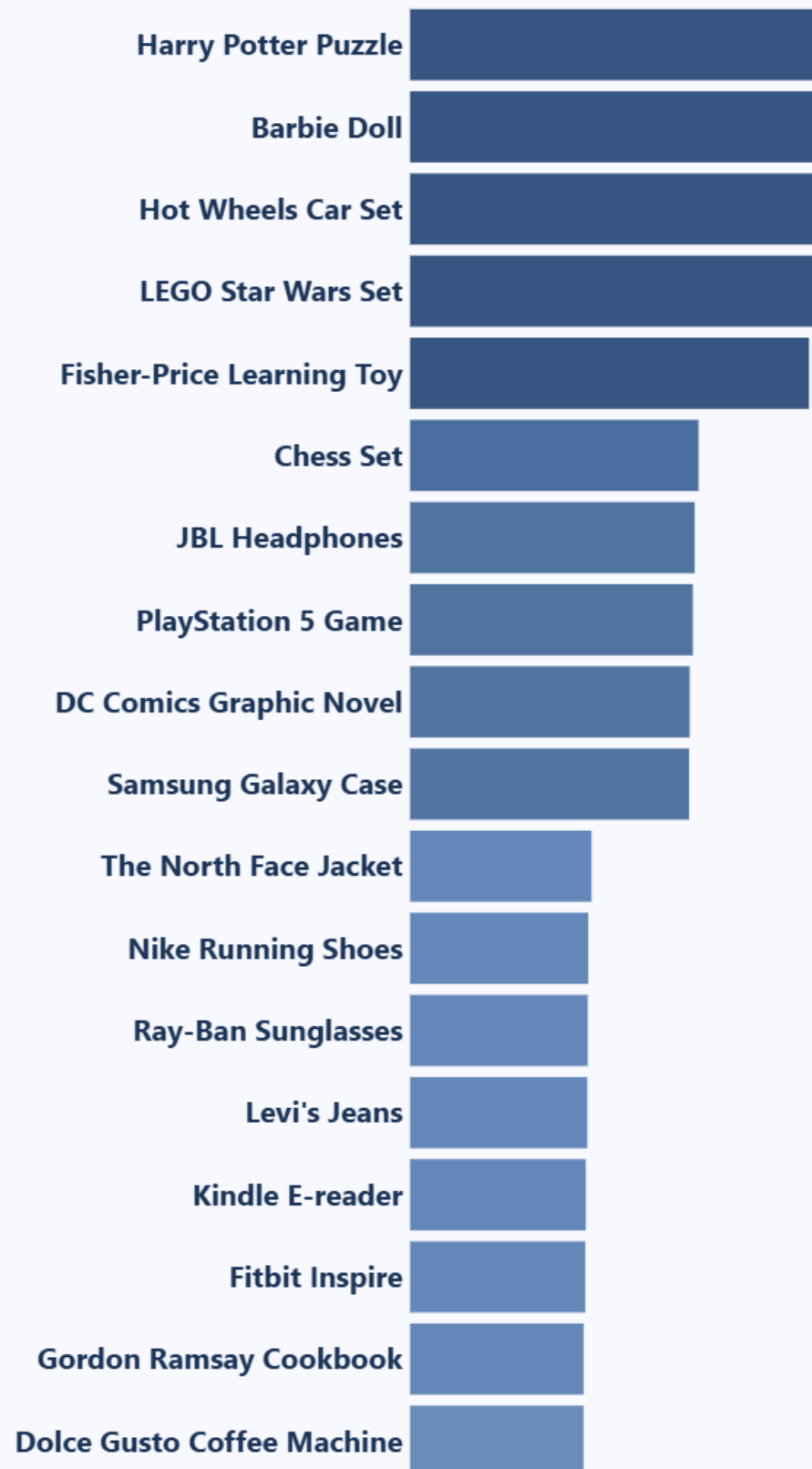
Budget : Low Medium High

Purchase Type : In-store Xmas Market Online

Season : 2017-18 2018-19 2019-20 2020-21 2021-22

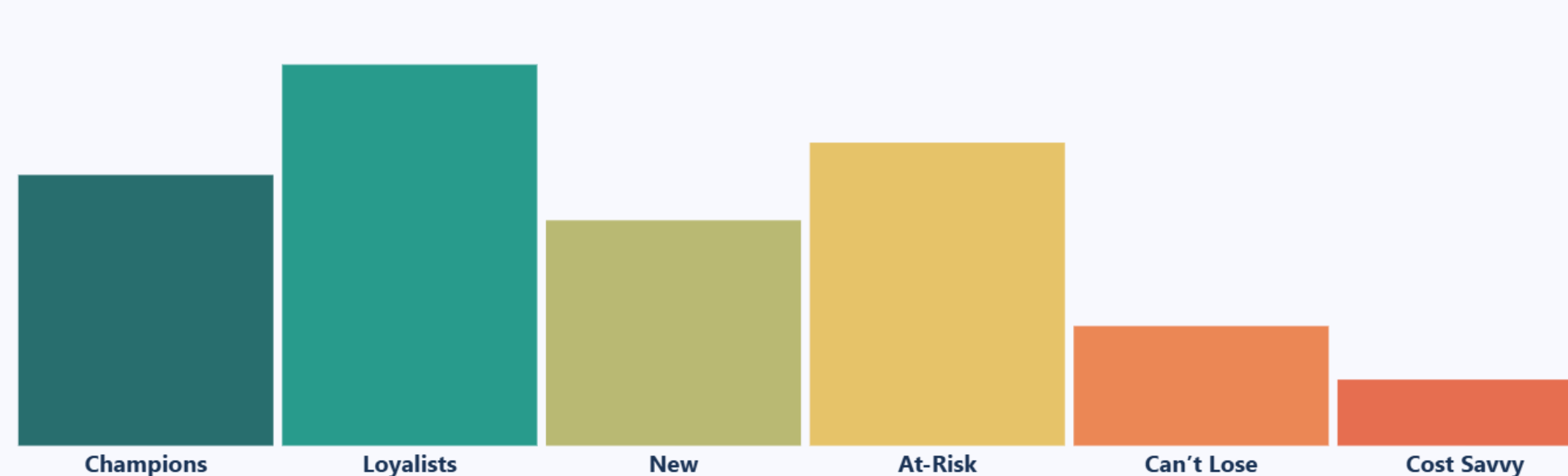
Total Orders by Product Name

 Back



Distribution of Parameter for Customer Segment > Country > City

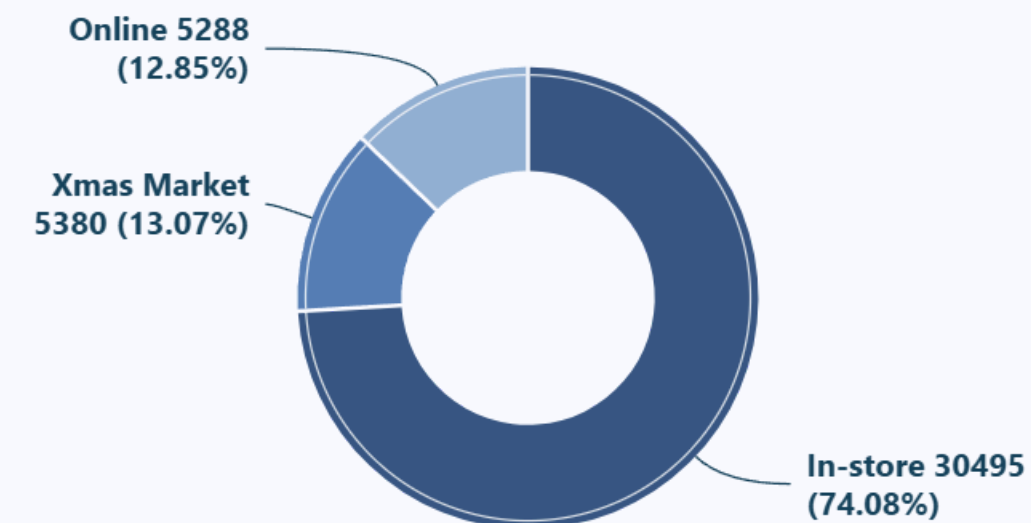
 Back



Total orders by Customer Gender > Xmas Budget



Total orders by Purchase Type > Payment Method



Christmas
SALES

Customer
Segmentation

Analyze Profit
Margin

Product
Popularity

Promotion
Timing

Country

All

City

All

Product Category

All

Product Name

All

Clear All Filters

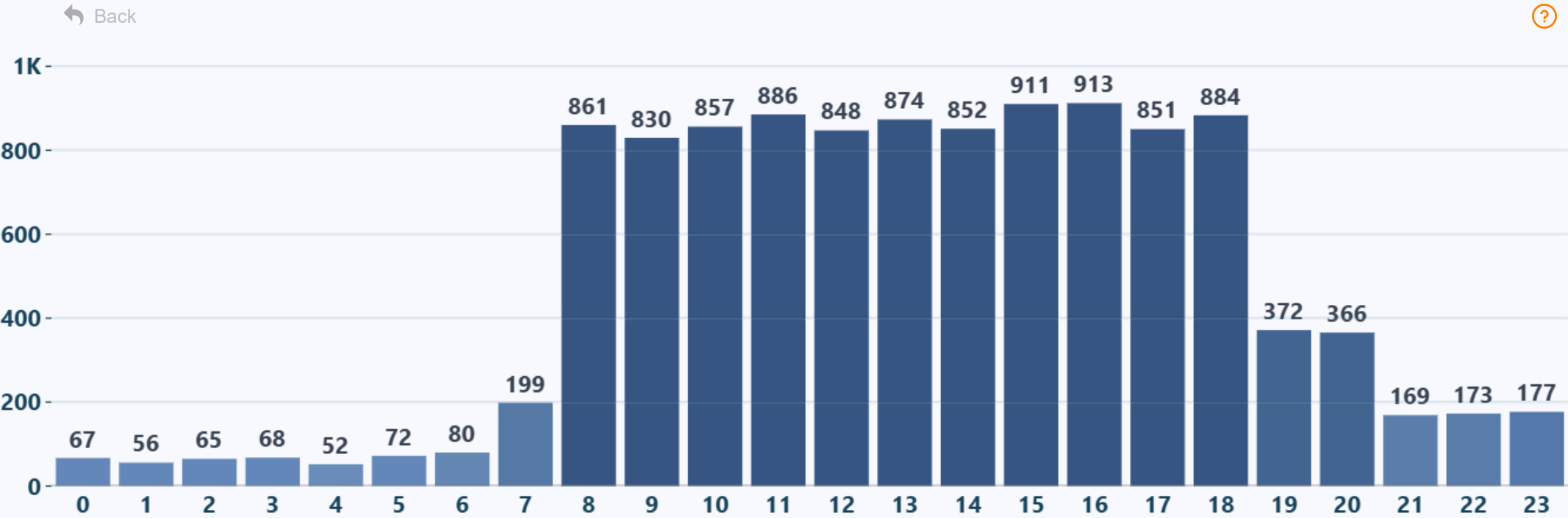
Click here for tutorial

Total Orders by Customer Segment > Product Type > Category > Product Name

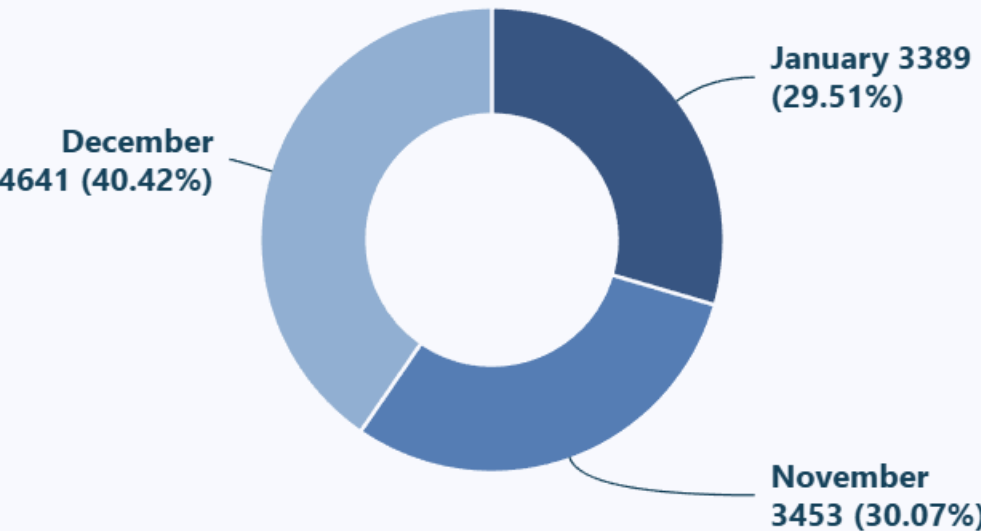
Back Reset



Total Orders Distribution by Hour



Total Orders Distribution by Month



Total Orders Distribution by Day

