

252M

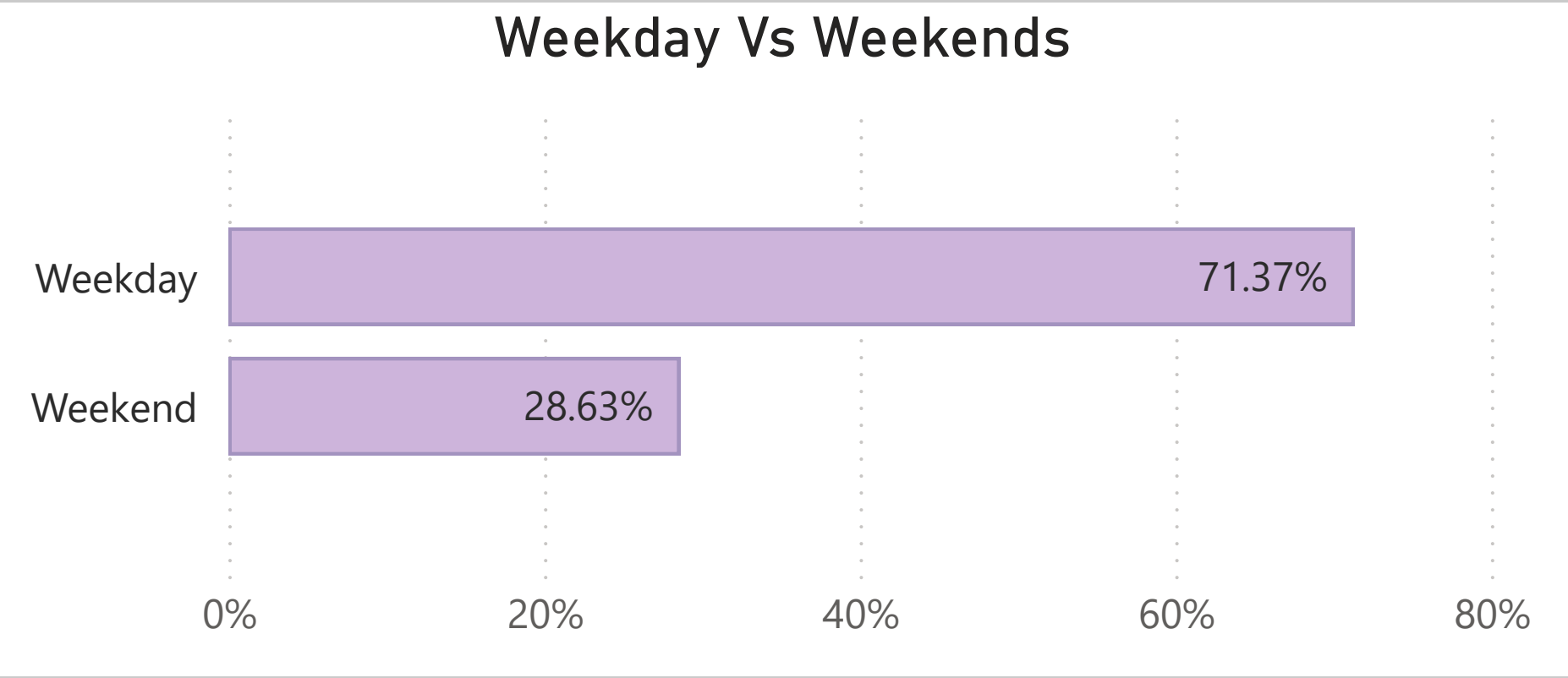
Total Revenue per store

432K

Total Number of Transactions

583.13

Avg Basket Value(ABV)



Years

▼

2020

▼

2021

▼

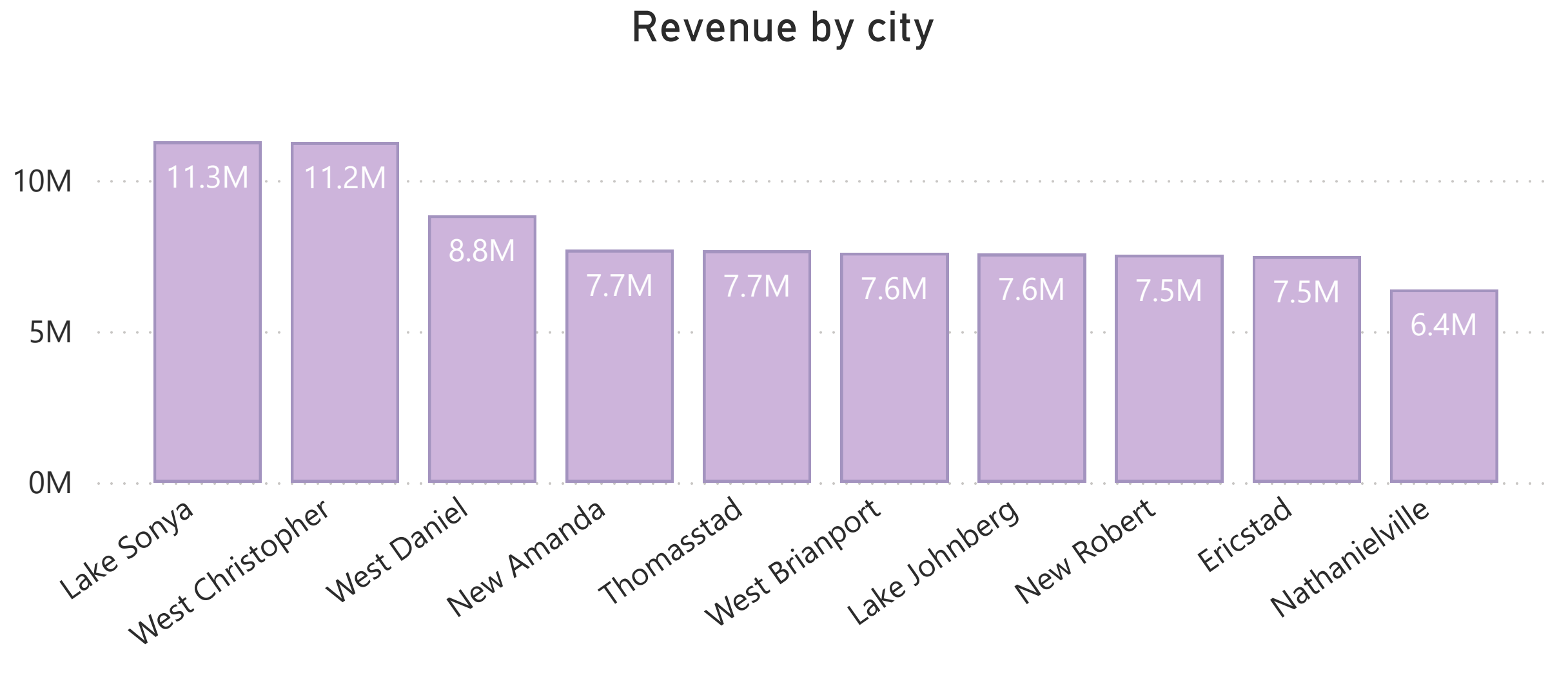
2022

▼

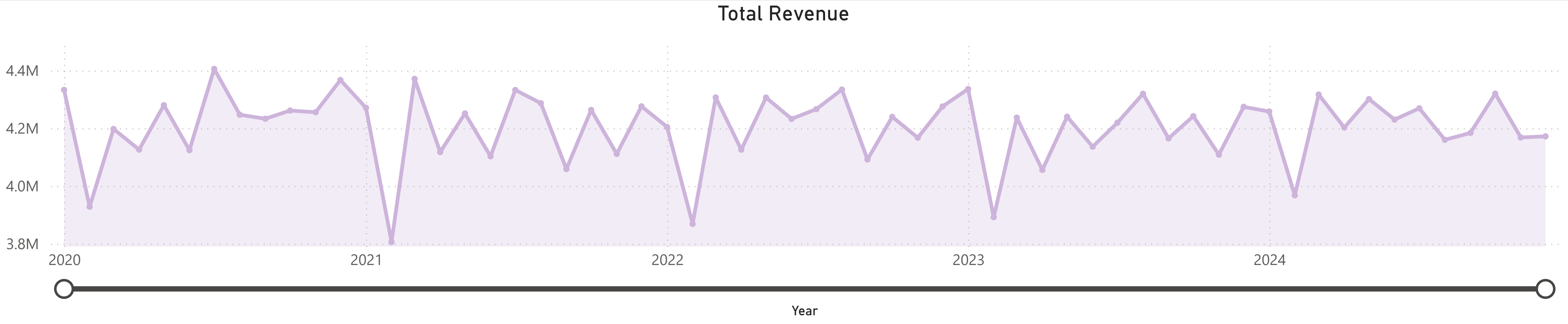
2023

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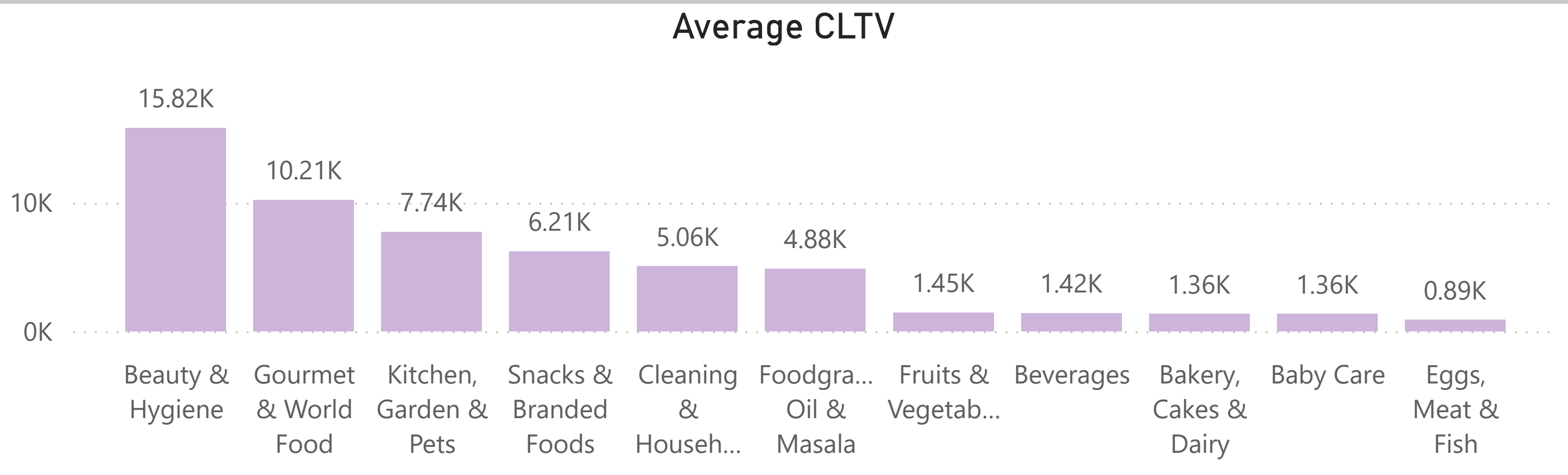
2024



Store	city	Revenue	Employees	Total Sales	Revenue	Return
Store 2	Lake Sonya	11,267,407.10	9	248665	938,950.59	4019
Store 44	West Christopher	11,245,830.97	9	245848	937,152.58	4234
Store 5	West Daniel	8,828,261.94	7	192124	735,688.50	3354
Store 32	New Amanda	7,684,246.57	6	166333	640,353.88	2803
Store 21	Thomasstad	7,660,085.67	6	166289	638,340.47	2850
Total		252,197,506.68	200	5499377	420,329.18	93476

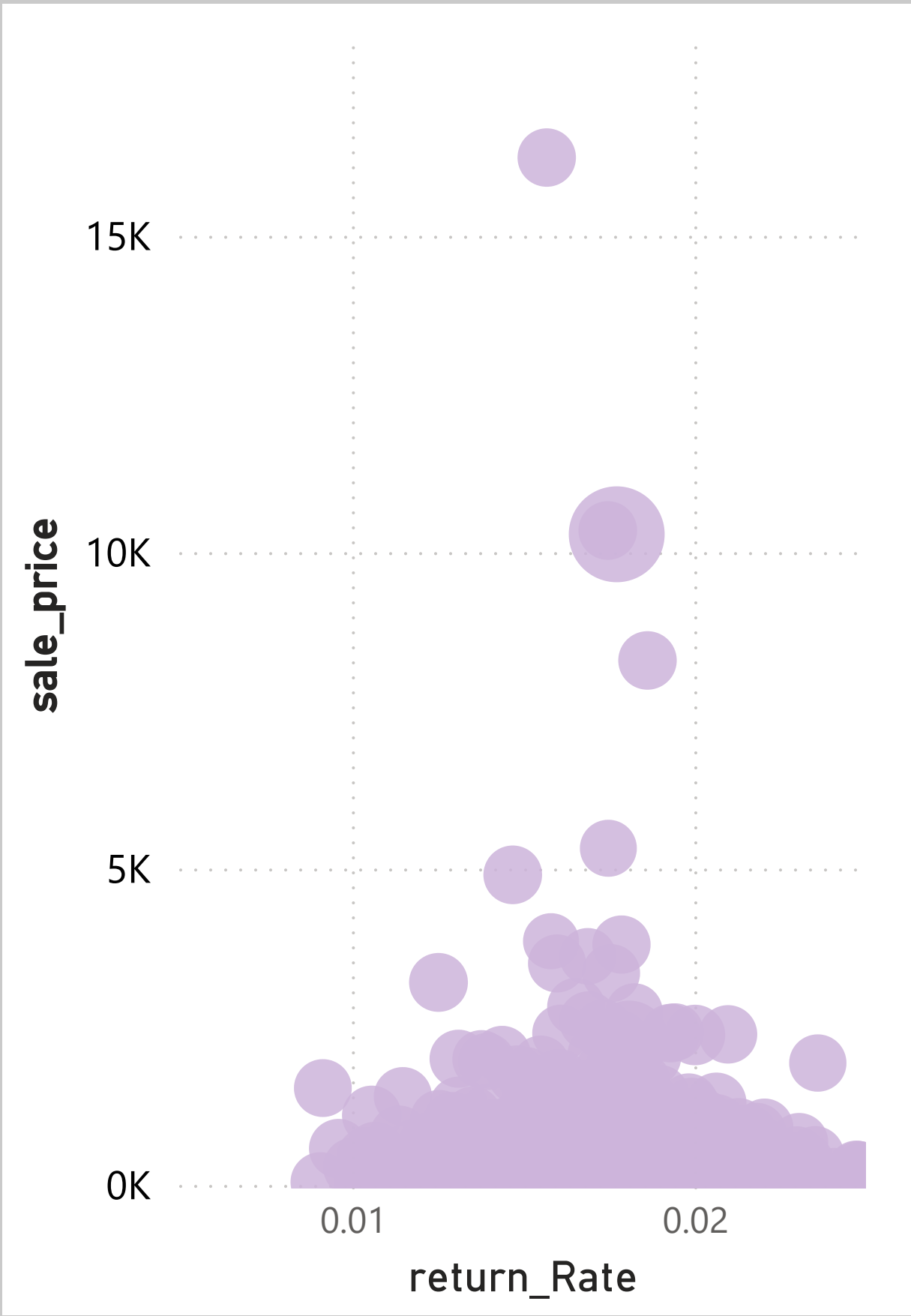
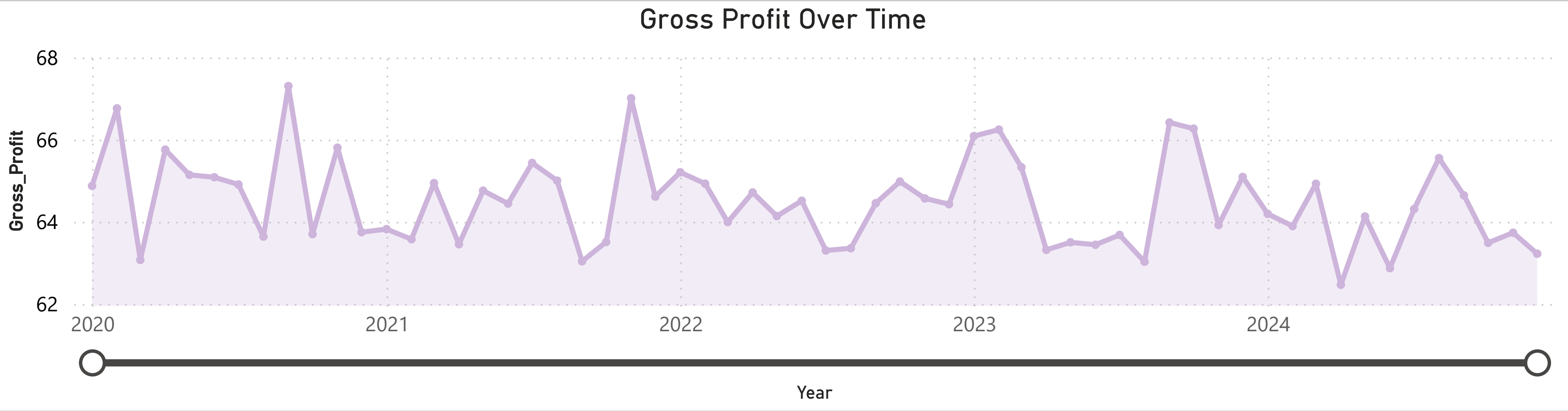
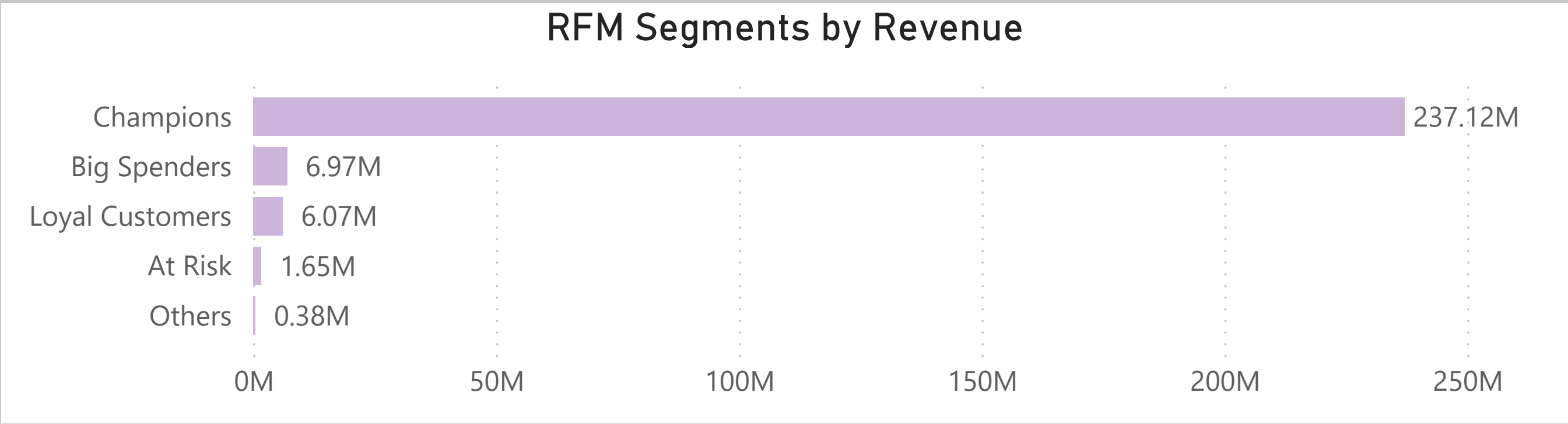


product_name	Rating	Returns	return_Rate
Millet Idly & Dosa Batter	4.38	93	0.02
Skincare Hand Wash Refill	4.38	87	0.02
Professional Salon Series Platinum Silver Facial Kit	4.20	107	0.02
Kids Motu Patlu Toothpaste - 2-5 Years, Bubble Fruit Flavour	4.17	110	0.02
Make Up Remover+Brightening Nigt	4.17	105	0.02
Total	3.01	93476	0.02



56.40K

Average CLTV



18.77

Average Recency

100.00

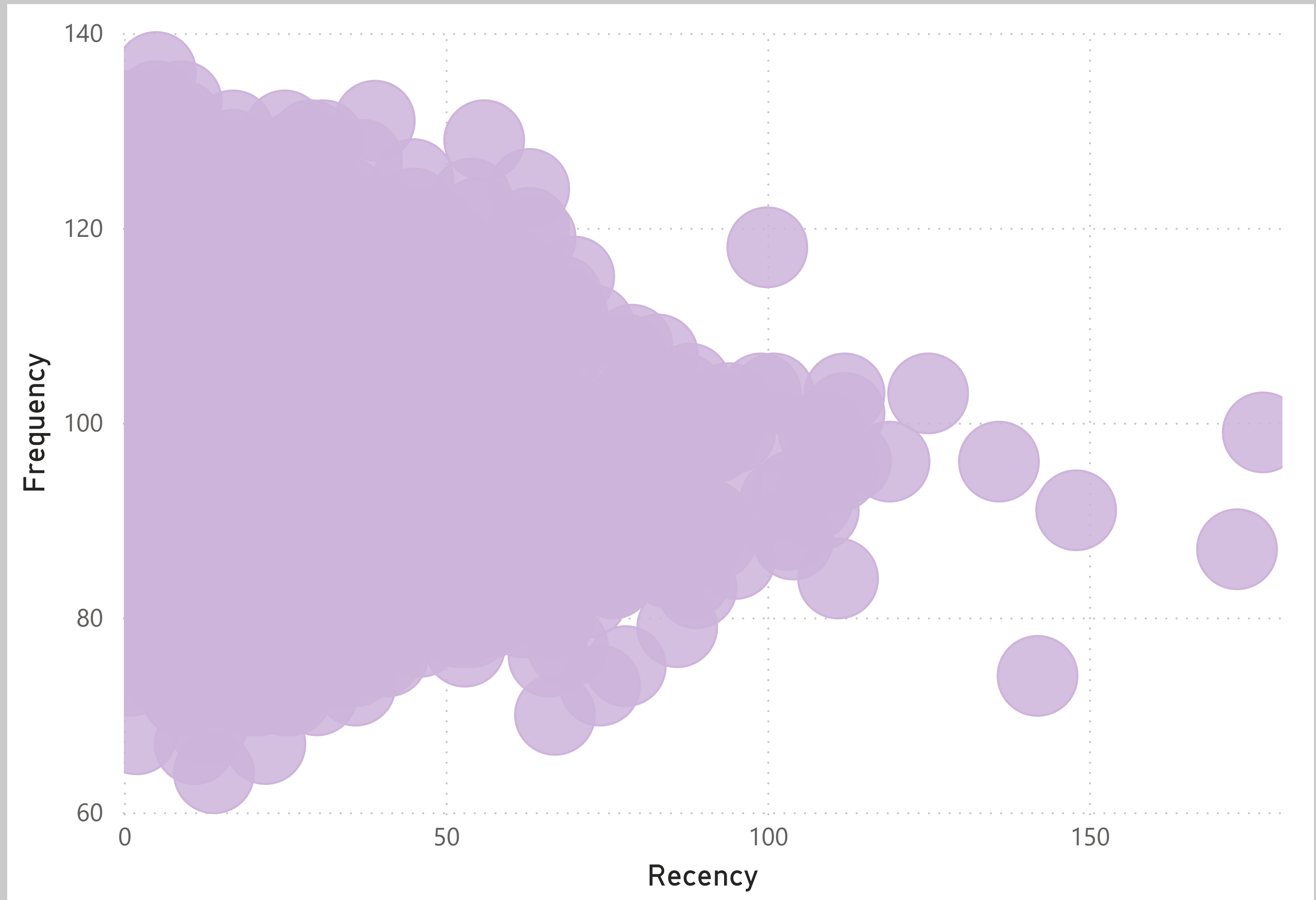
Average Frequency

50.44K

Average Monetary

Top-performing Employees (Top-10)

id	first name	last name	role	store	transactions	sales
140	Colin	Contreras	Stock Clerk	16	5353	3,021,976.21
44	Robert	Marshall	Cleaner	4	5344	2,971,053.04
148	Lisa	Smith	Stock Clerk	32	5283	2,953,148.77
18	Emily	Huang	Cashier	49	5272	2,929,600.87
143	Candace	Sanchez	Manager	36	5261	2,924,967.24
58	Richard	Garcia	Manager	26	5242	2,964,246.33
113	Michael	Jenkins	Stock Clerk	45	5233	2,926,205.63
190	Robert	Fox	Manager	45	5213	2,987,838.19
197	Victoria	Johnson	Cashier	18	5212	2,922,129.63
103	Emily	Brooks	Stock Clerk	14	5192	2,941,562.06



RFM Segment	Average CLTV	Loyal Points	Total Sales	Profit	Returns	Avg Basket Value
Others	56,402,443.98	5798	8393	230,146.91	144	563.87
At Risk	16,588,954.11	14003	35869	1,069,588.05	597	585.04
Big Spenders	3,944,226.85	71033	150377	4,412,891.07	2558	583.78
Loyal Customers	3,525,152.75	81919	143878	4,226,524.83	2317	539.19
Champions	121,217.37	2311207	5160860	152,710,833.42	87860	584.35

Payment Type	Transactions	Total Amount	Avg Amount
UPI	43004	24,950,407.82	565.94
Cash	86710	50,419,405.59	565.06
Bank Transfer	86772	50,700,335.29	564.57
Debit Card	43355	25,357,666.40	563.79
Credit Card	86708	50,710,115.33	563.55
Digital Wallet	85942	50,059,576.25	562.65
Total	432491	252,197,506.68	564.14