

Summary Dashboard

3415

Number of customers

1265

Customers in past month

10,56 mill.

Profit in the year

844,40 mil

Profit in the last month

Customer segmentation

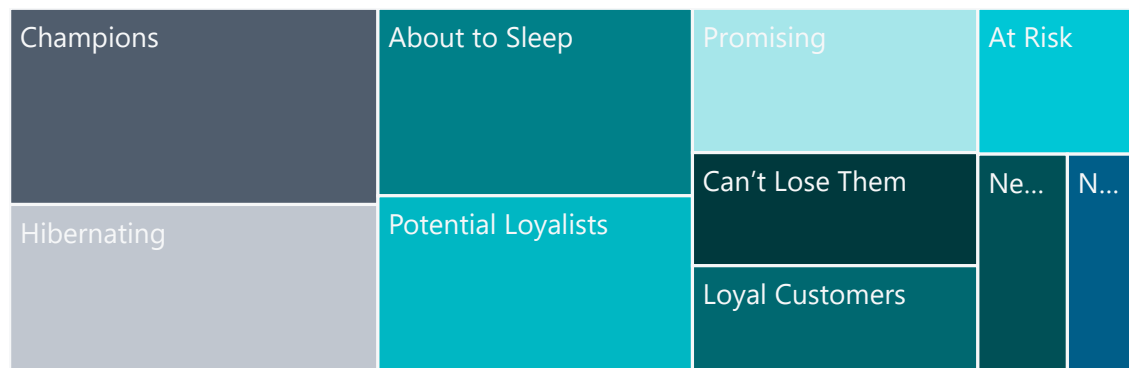
By RFM Level

● Silver ● Bronze ● Gold ● Platinum ● VIP



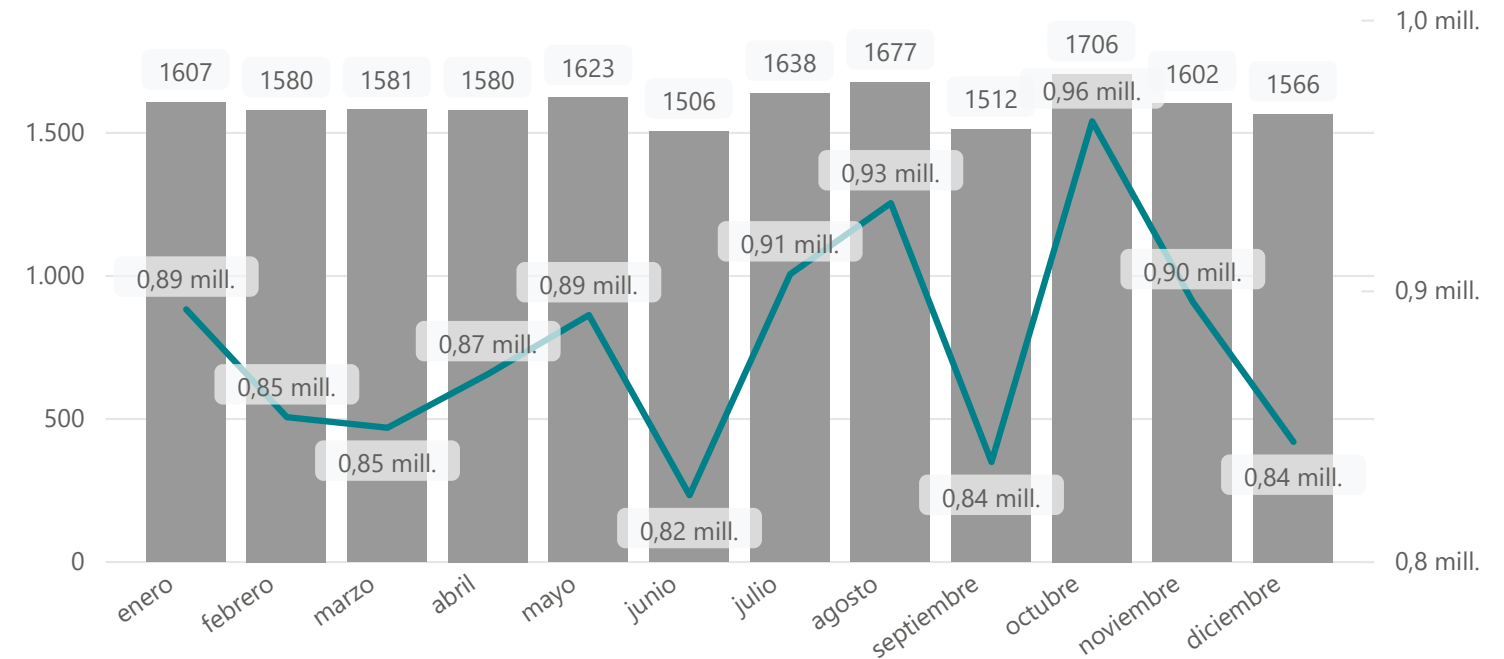
By RFM Type

● Champi... ● Hiberna... ● About t... ● Potentia... ● Promising ● Can't Lo... ● Loyal Cu... ▶

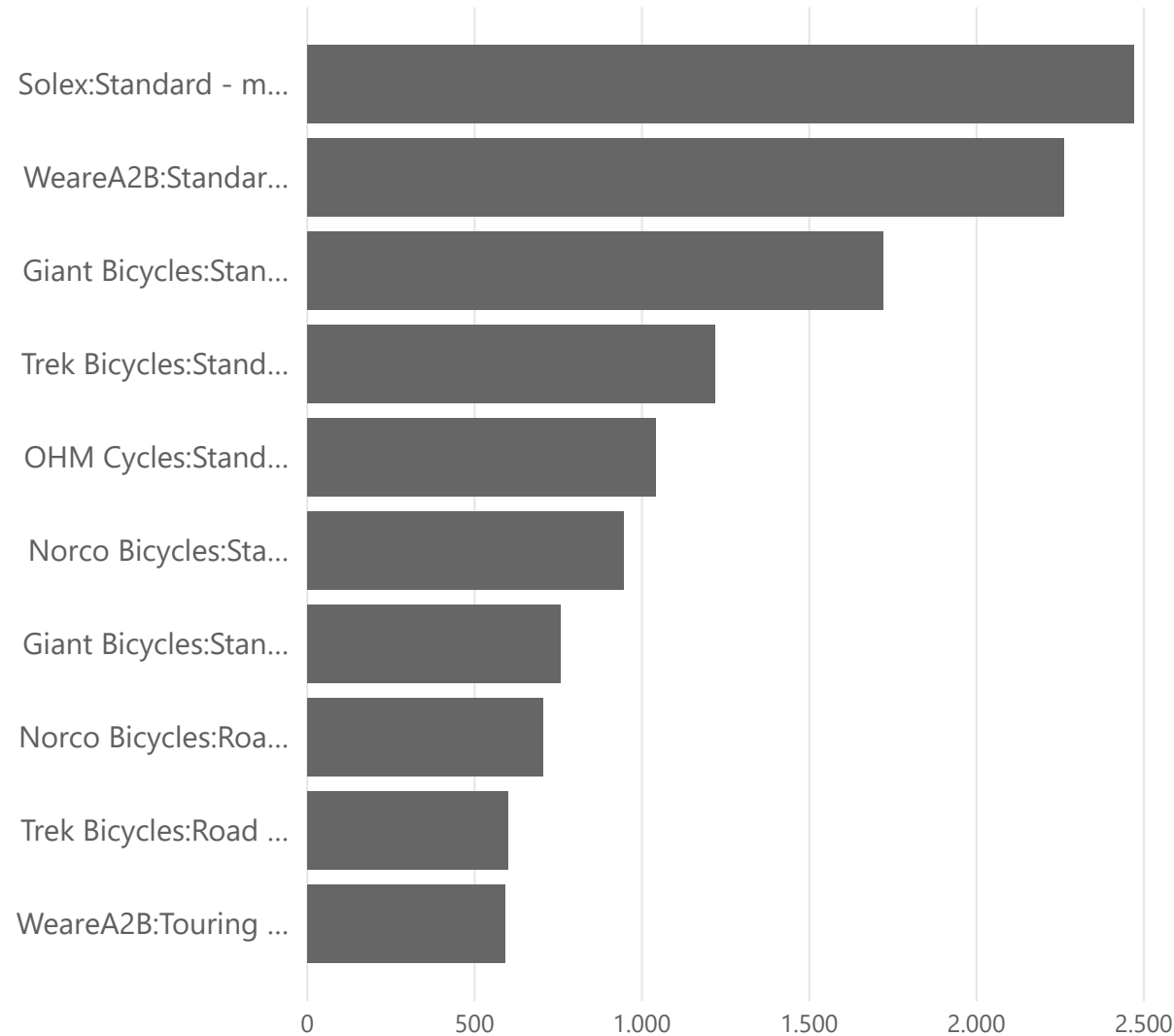


N° Sales and profit by month

● N° Sales ● Profit

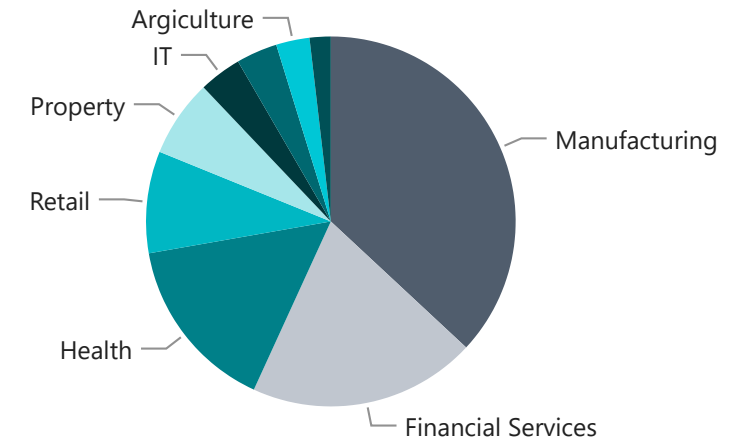


Top 10 best-selling products

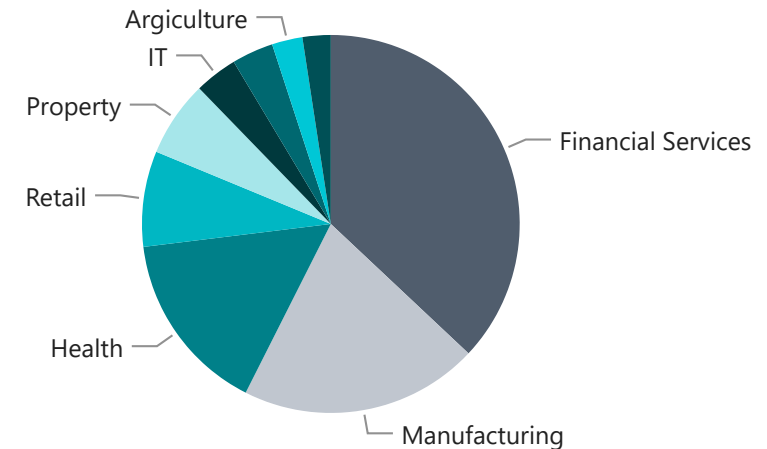


Customers by job industry category

Current customers



Target customers

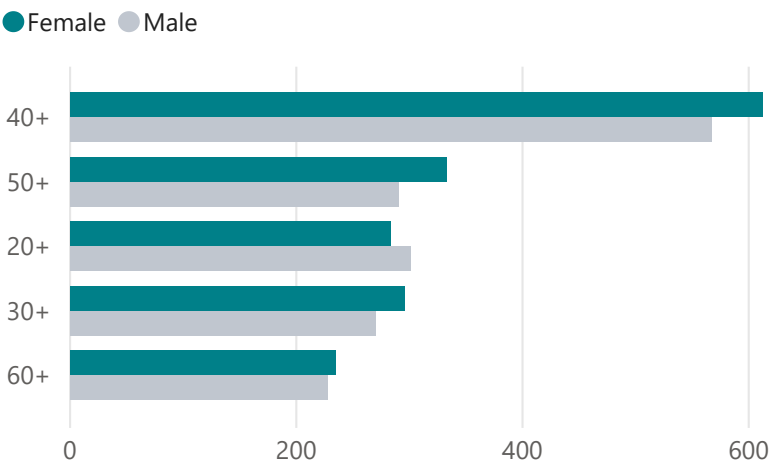




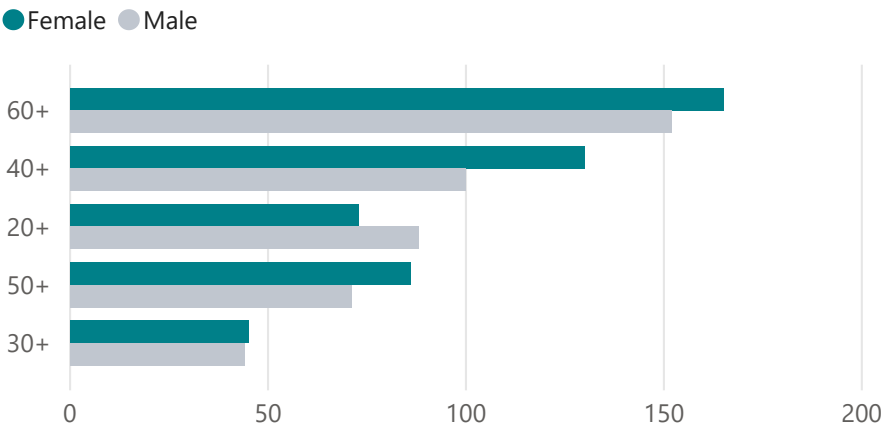
Summary Dashboard

Customer demographics

Current customers



Target Customers

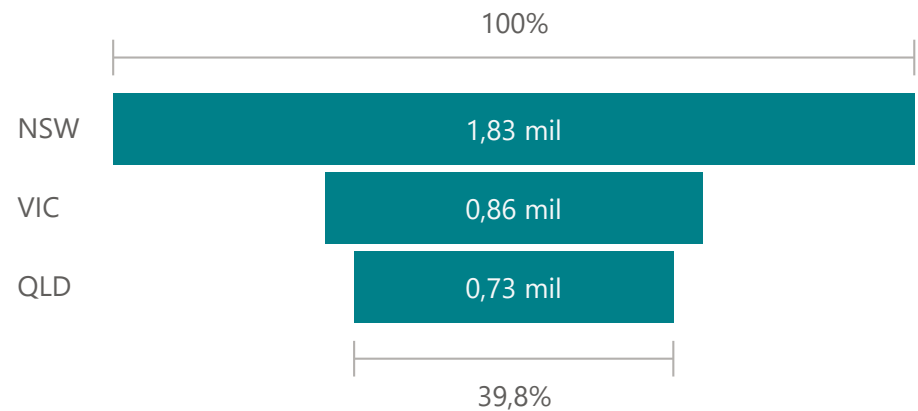


Target customers

first_name	last_name	Age_C	postcode	state	wealth_segment	job_industry_category	owns_car	gender	Value	Rank
Ardelis	Forrester	40+	3505	VIC	Affluent Customer	Financial Services	No	Female	1,72	1
Chickie	Brister	60+	4500	QLD	Mass Customer	Manufacturing	Yes	Male	1,72	1
Morly	Genery	50+	2113	NSW	Mass Customer	Property	No	Male	1,72	1
Lucine	Stutt	40+	4814	QLD	Affluent Customer	Manufacturing	Yes	Female	1,70	4
Melinda	Hadlee	50+	2093	NSW	Affluent Customer	Financial Services	No	Female	1,70	4
Druci	Brandli	60+	4075	QLD	High Net Worth	Entertainment	Yes	Female	1,67	6
Rutledge	Hallt	40+	2620	NSW	Mass Customer	Financial Services	No	Male	1,67	6
Duff	Karlowicz	40+	2200	NSW	Mass Customer	Manufacturing	Yes	Male	1,66	8

Location of customers by state

Current customers



Target customers

