

Sales Dashboard

Qtr 1 | Qtr 2 | Qtr 3 | Qtr 4

438K

37K

5615

Sum of Amount

Sum of Profit

Sum of Quantity

Sum of Profit by Sub-Category



Sum of Profit by Sub-Category



Sum of Profit by Sub-Category



Sum of Quantity by PaymentMode



Sum of Quantity by PaymentMode



Sum of Amount by CustomerName



Sum of Amount by CustomerName



Sum of Profit by Month



Sum of Profit by Month



92.73K

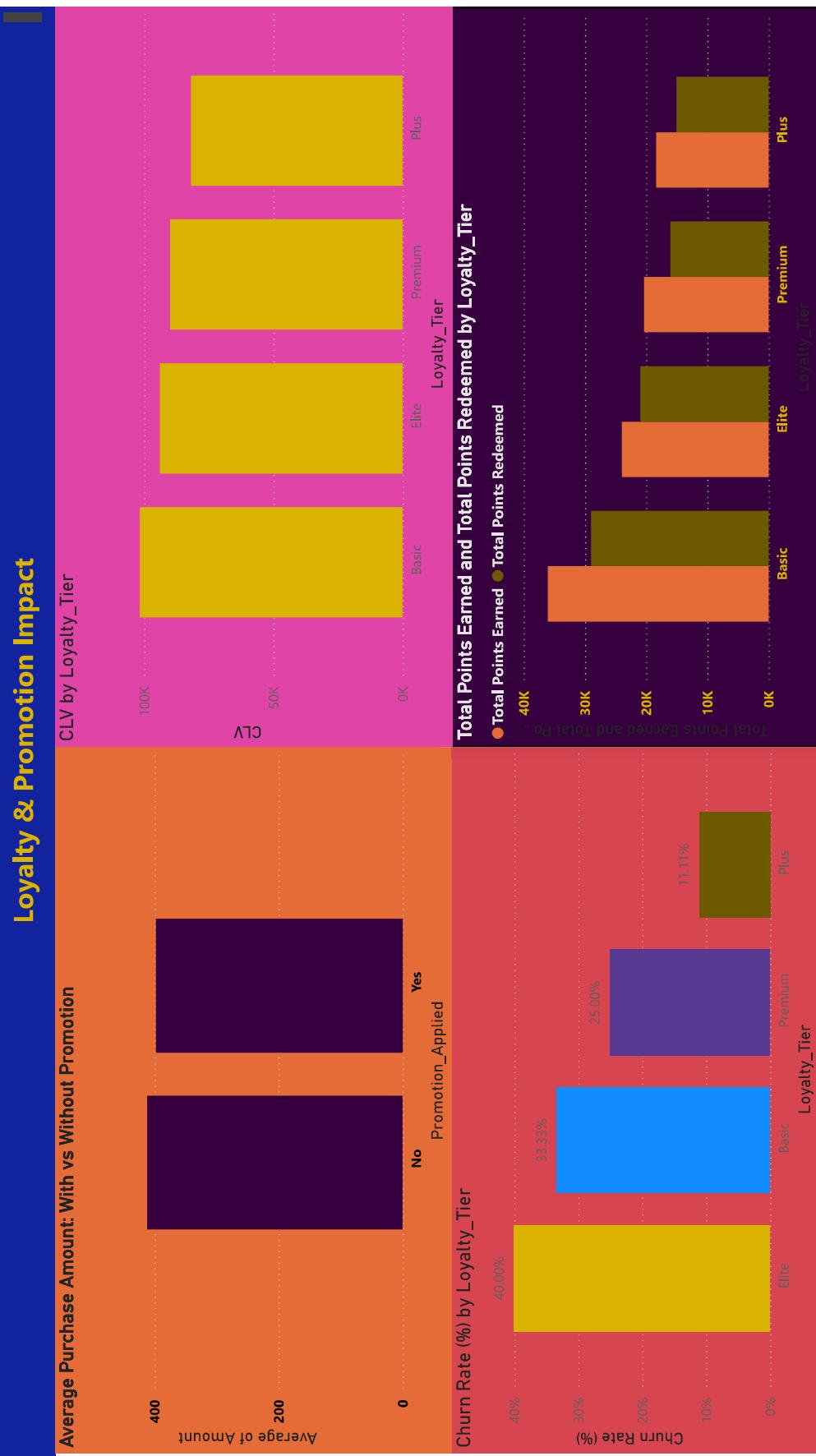
CLV

28.57%

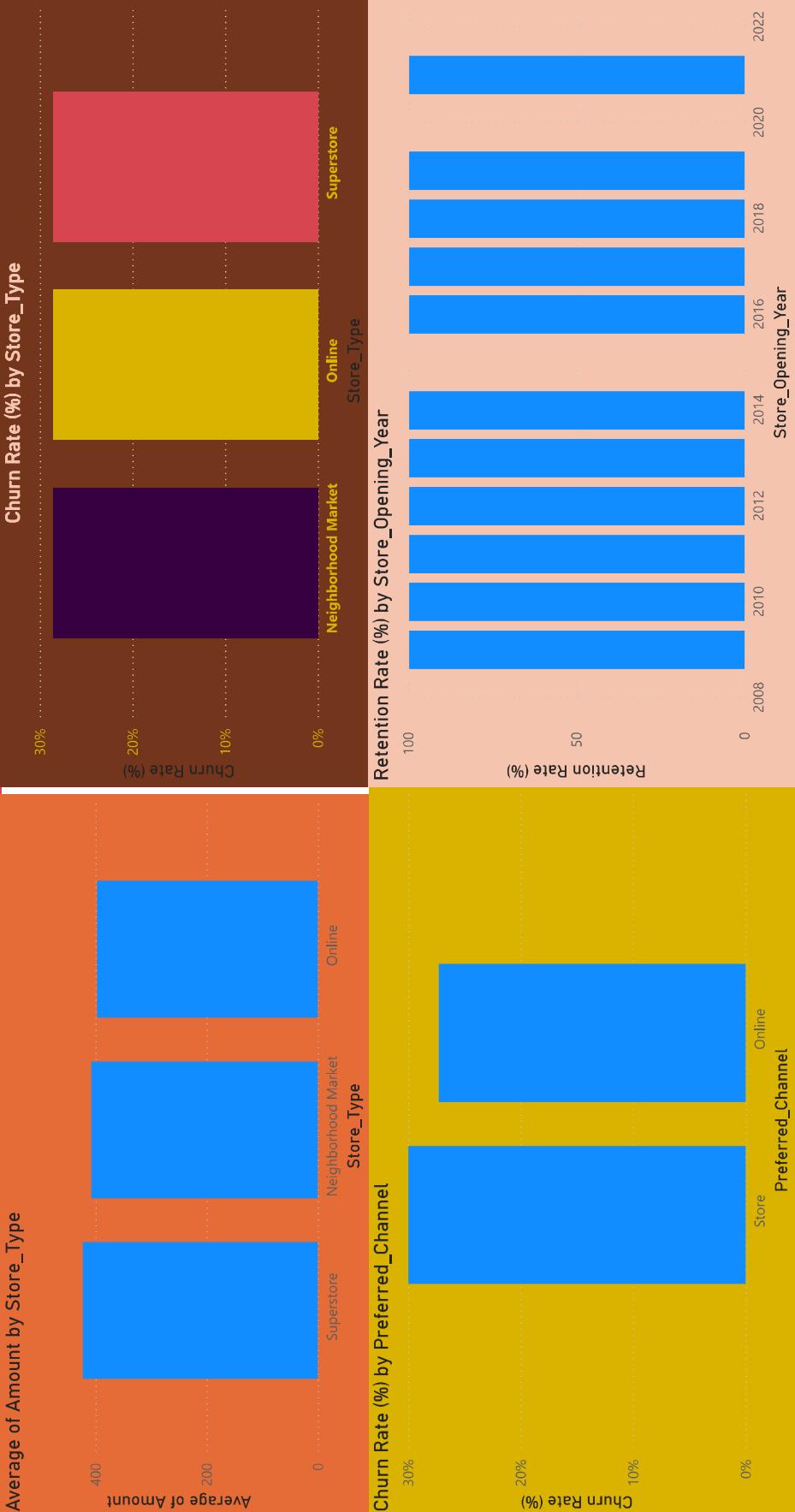
Churn Rate (%)

454.76%

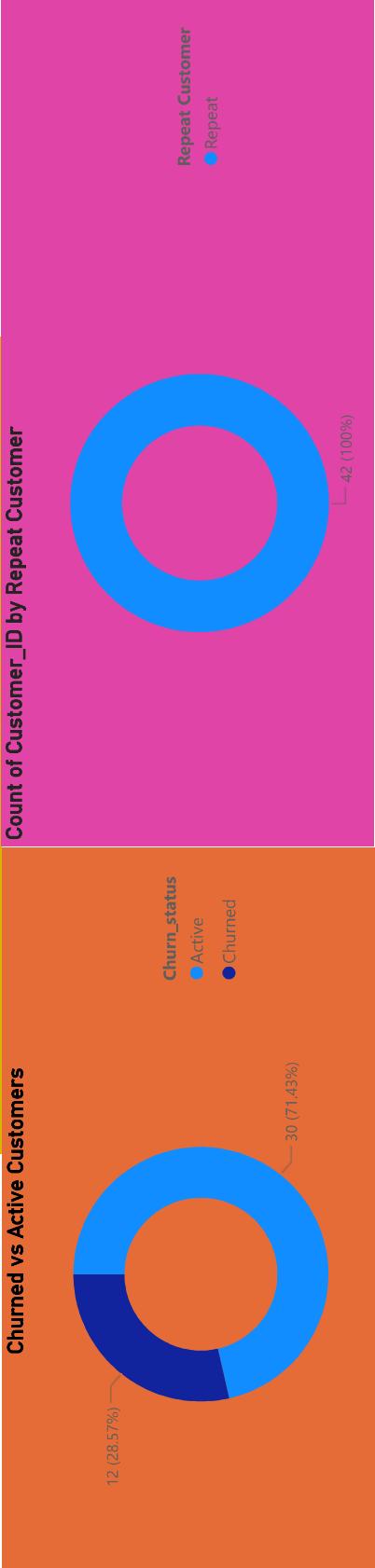
Repeat Rate



Store & Channel Insights



Customer Segmentation (Churned, Repeat, ...)



High-Value vs Low-Value Customers

| Customer_ID | CLV | CLV_Segment | Churn_Status |
|--------------|------------------|----------------|--------------|
| C001 | 0.00 | Low CLV | Active |
| C002 | 0.00 | Low CLV | Active |
| C003 | 0.00 | Low CLV | Active |
| C004 | 0.00 | Low CLV | Active |
| C005 | 1,24,342.00 | Low CLV | Active |
| C006 | 56,896.61 | Low CLV | Active |
| C007 | 0.00 | Low CLV | Churned |
| C008 | 51,969.03 | Low CLV | Active |
| C009 | 0.00 | Low CLV | Active |
| C010 | 0.00 | Low CLV | Active |
| C011 | 0.00 | Low CLV | Active |
| C012 | 51,463.77 | Low CLV | Active |
| C013 | 0.00 | Low CLV | Active |
| C014 | 0.00 | Low CLV | Churned |
| Total | 92,725.86 | Low CLV | |

