

Top 10 - Total Sales By Customer Type - 01/01/20 - 31/01/22

| | customer_type | min | median | max | mean | count | total_sales | pct_total_sales | rank |
|-------|---------------|-----|--------|---------|------|--------|-------------|-----------------|------|
| 0 | Returning | £ 0 | £ 10 | £ 1,014 | £ 26 | 33,550 | £ 885,801 | 76.93% | 1 |
| 1 | First-time | £ 0 | £ 10 | £ 879 | £ 20 | 13,063 | £ 265,671 | 23.07% | 2 |
| 2 | Not Stated | £ 0 | £ 0 | £ 0 | £ 0 | 6 | £ 0 | 0.00% | 3 |
| Total | | | | | | 46,619 | £ 1,151,472 | | |