

Customer Summary

FILTERS

Summary

Trends

Month

All

Day

All

Region

All

State or Province

All

RESET FILTERS

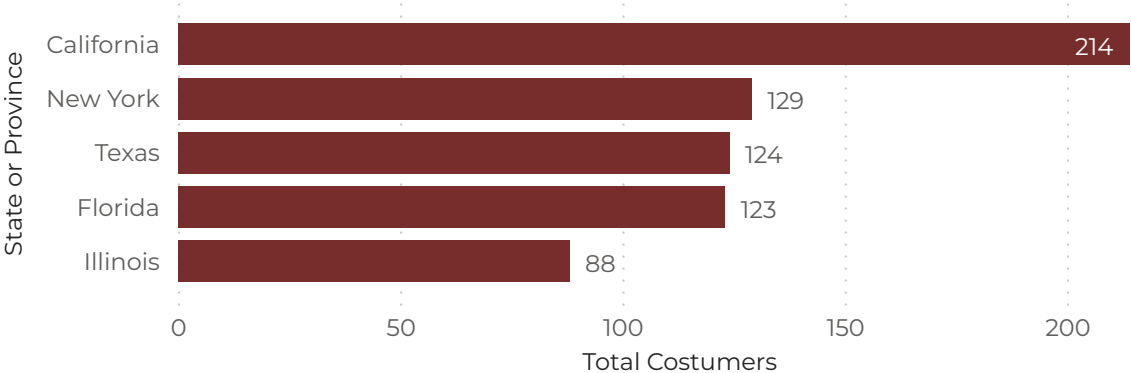
Total Customers

1130

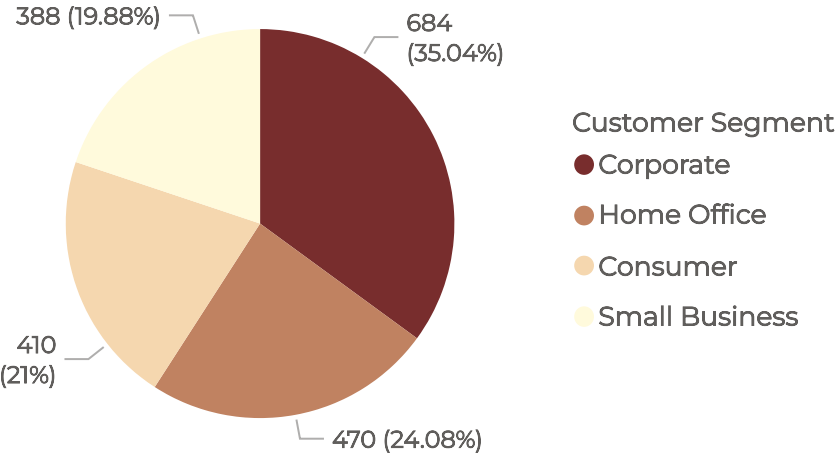
Average Spent per
Customer

\$1.7K

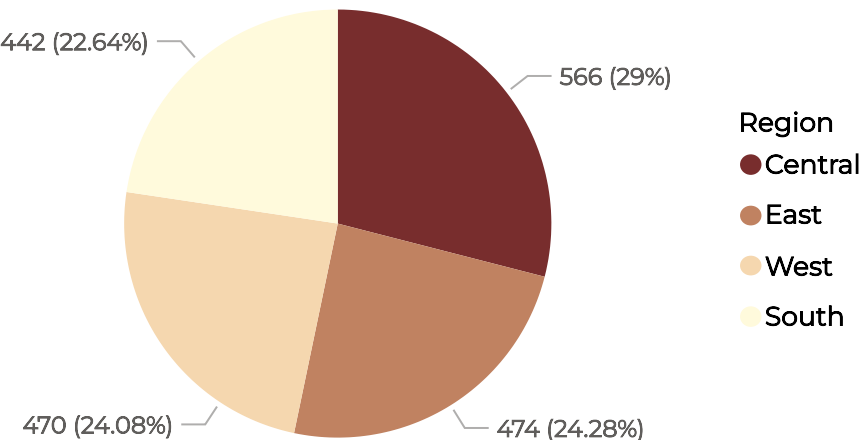
Top 5 State or Province by Total Customers



Customers Segment Distribution



Customers Region Distribution



Customer Trends

FILTERS

Summary

Trends

Month
All

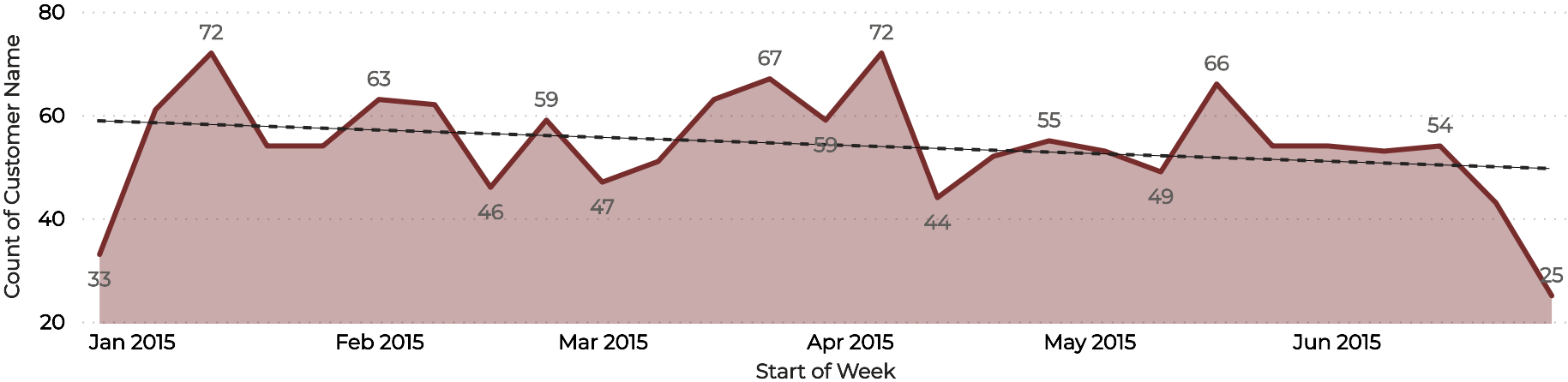
Day
All

Region
All

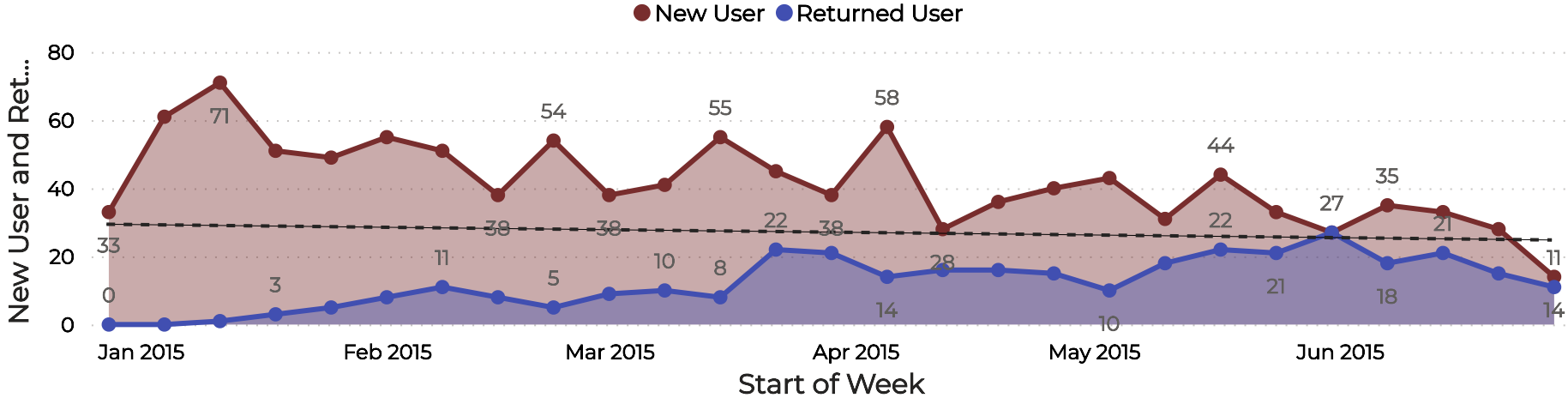
State or Province
All

RESET FILTERS

Total Customers Overtime



Total New Customers and Returned Customers by Date



Product Summary

FILTERS

Month
All

Day
All

Region
All

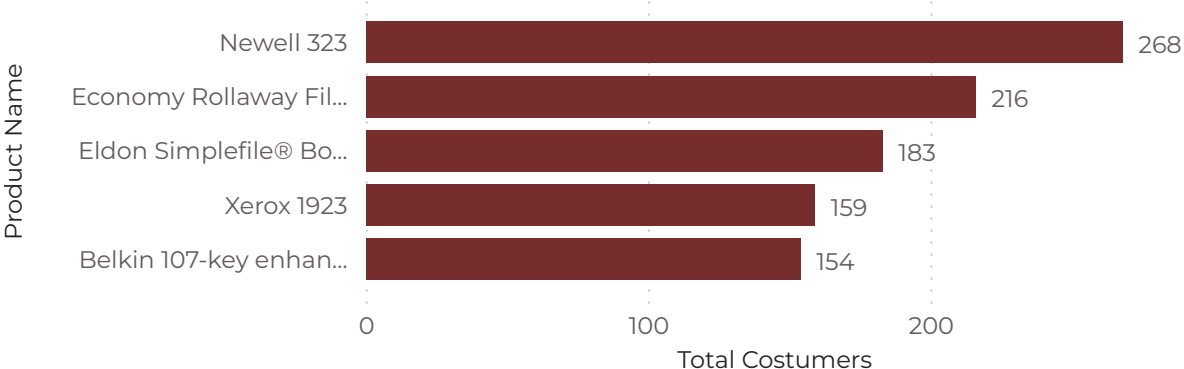
State or Province
All

RESET FILTERS

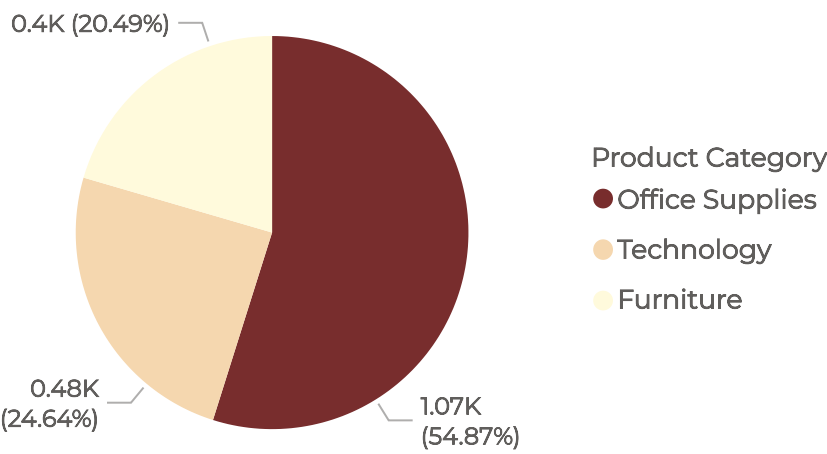
Total Products Sold
25K

Average Quantities per Customer
22

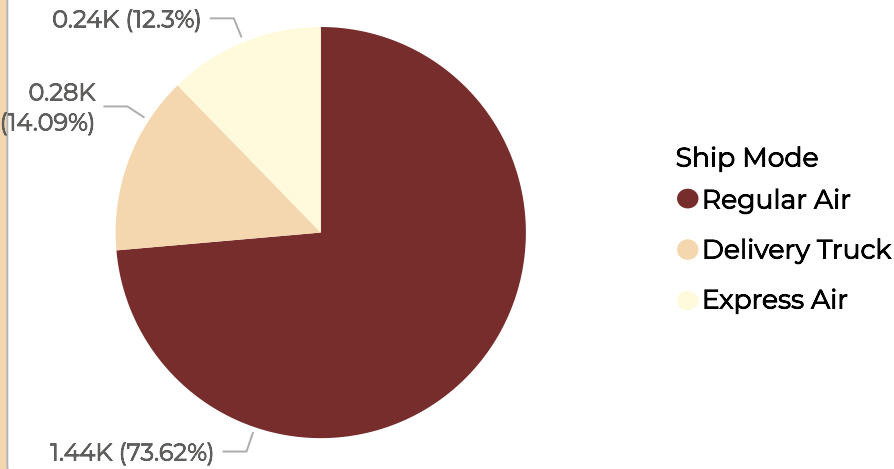
Top 5 Products



Product Category Distribution



Product Shipping Modes



Product Summary

FILTERS

Summary

Trends

Month

All

Day

All

Region

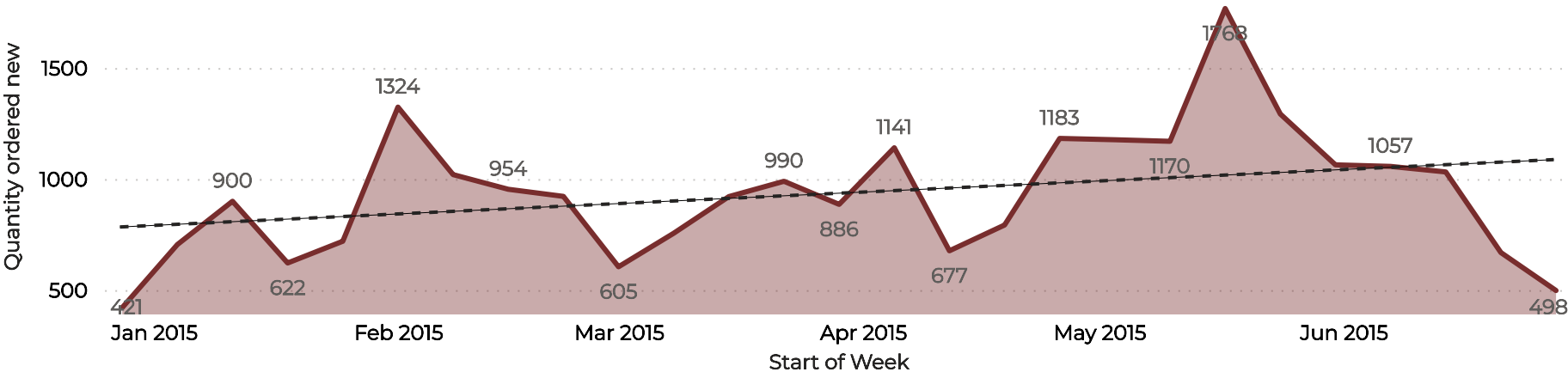
All

State or Province

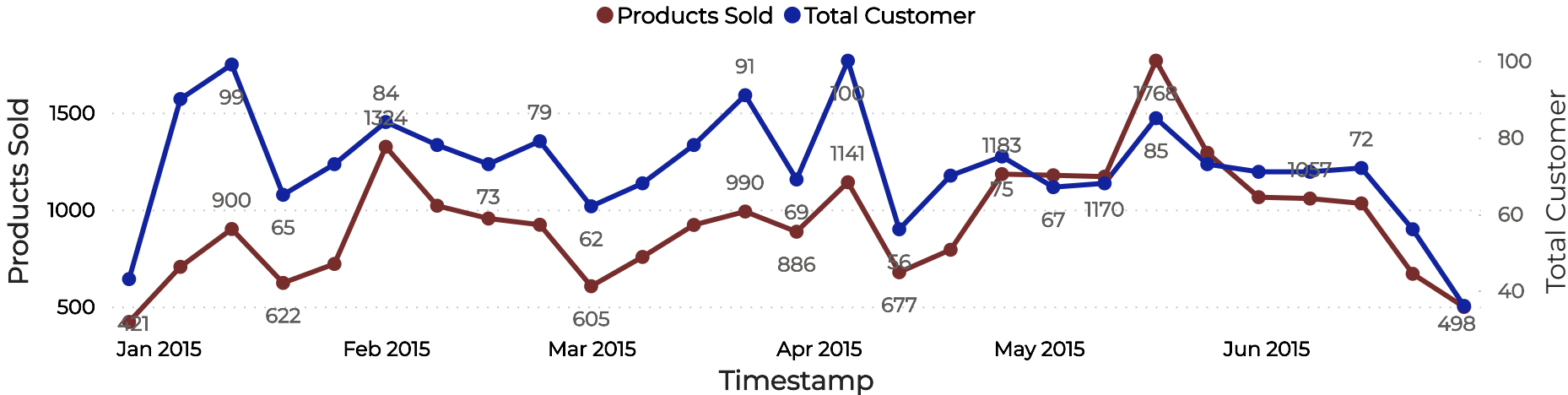
All

RESET FILTERS

Total Products Sold Overtime



Total Products Sold vs Total Customers



Analysis:

Users:

1. Total Customers = Total number of unique customers
2. Average Money Spent per User = How much money every unique customers spent
3. Top 5 Province by Customers = Top 5 State or Province where customers package get delivered to
4. New Customers vs Returned Customers = Chart that consist of a comparative approach between new and returned customers
5. Total users overtime = Total number of customers who bought our products per day
6. Customer segment = The percentage of each customer segment who orders from our store

Productst:

1. Total products sold = total number of products sold
2. Average order quantities = Average quantities of items ordered per customer
3. Top 5 productst = Top 5 products sold
4. Product Category Distribution