Customer Data Analysis Report

# File Information

Original filename: Txn\_Details.xlsx

Report generated on: 2025-07-19 15:57:01

# Key Insights

* Total customers: 10
* Total address changes: 7
* Top customer: Thomas Bradley ($2983.44)

# Top Spenders by Category

|  |  |  |
| --- | --- | --- |
| Category | Customer Name | Total Spent |
| Accessories | Jerry Ramirez | $94.04 |
| Equipment | Thomas Bradley | $2,855.48 |
| Fitness | Henry Santiago | $153.56 |
| Supplements | Emma Wilson | $178.97 |

# Top Customers by Total Spending

|  |  |  |
| --- | --- | --- |
| Rank | Customer Name | Total Spent |
| 1 | Thomas Bradley | $2,983.44 |
| 2 | Paula Moreno | $2,904.81 |
| 3 | Allison Hill | $2,397.38 |
| 4 | Juan Dunlap | $2,345.62 |
| 5 | Emma Wilson | $1,569.51 |
| 6 | Daniel Bright | $1,469.16 |
| 7 | Jerry Ramirez | $1,204.34 |
| 8 | Valerie Gray | $1,075.87 |
| 9 | Henry Santiago | $1,055.42 |
| 10 | Liam Patterson | $1,025.50 |