

Northwind Customer Analysis  
1996 - 1998

89

Total Customers

\$15.22K

Revenue per Customer

9.33

Average Orders per  
Customer

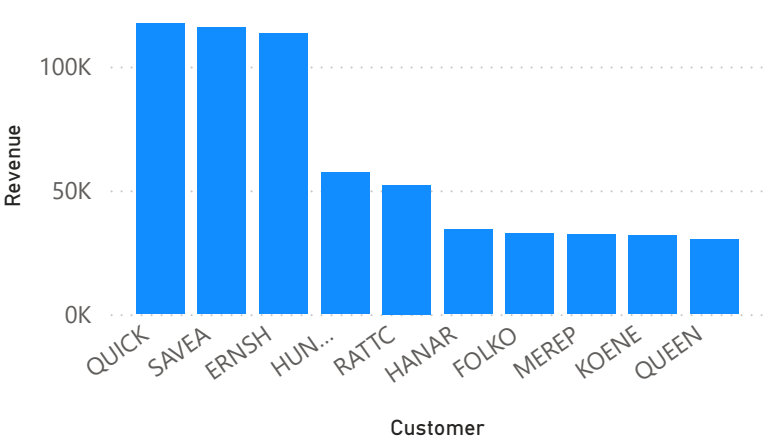
45.50%

Revenue Percentage of  
Top 10 Customers

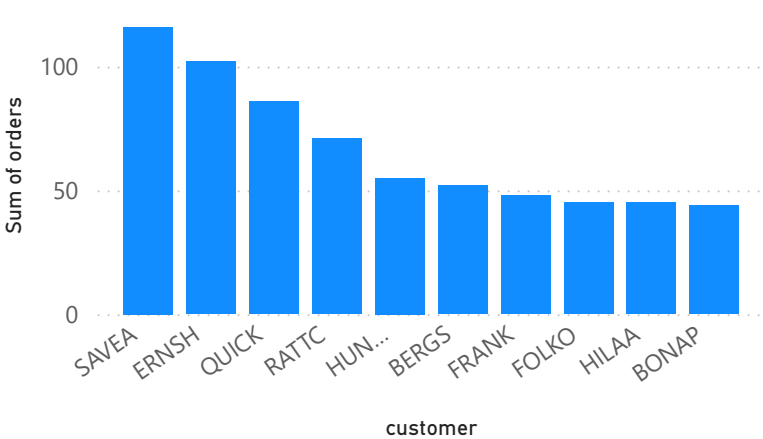
\$1.63K

Average Revenue per  
Order

Revenue by Customer

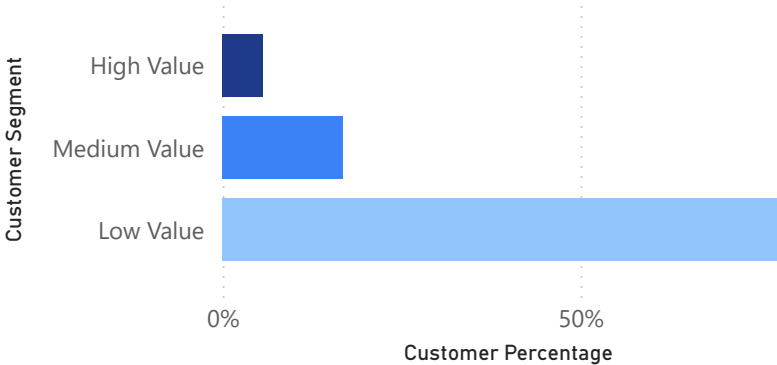


Orders per Customer

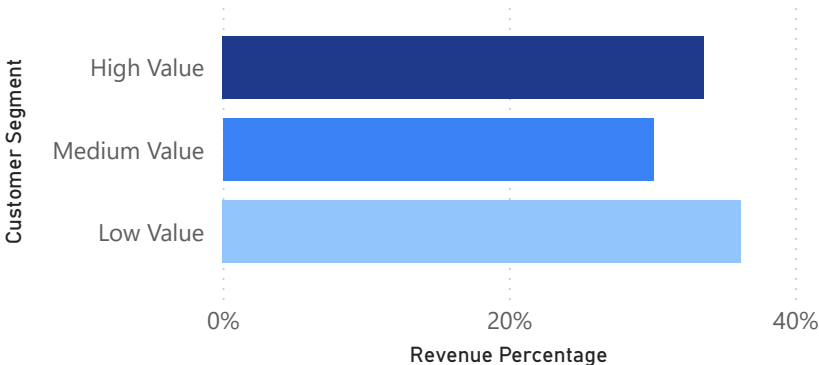


- 75% of customers fall into the Low Value segment (<\$20K), contributing a substantial portion of total revenue due to volume.
- High Value customers (> \$50K) represent a small share of the base but generate significantly higher revenue per account.
- Revenue concentration highlights dependency risk and prioritization opportunities for retention and upselling.

Customer Percentage by Customer Segment



Revenue Percentage by Customer Segment



Average Revenue per Customer by Customer Segment

