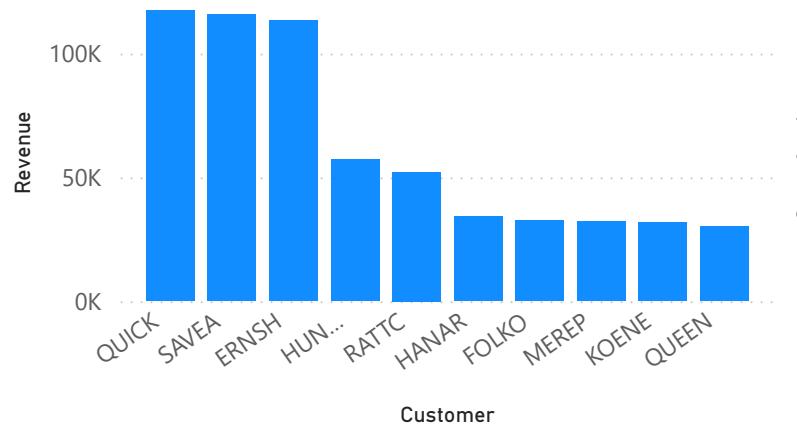


Northwind Customer Analysis

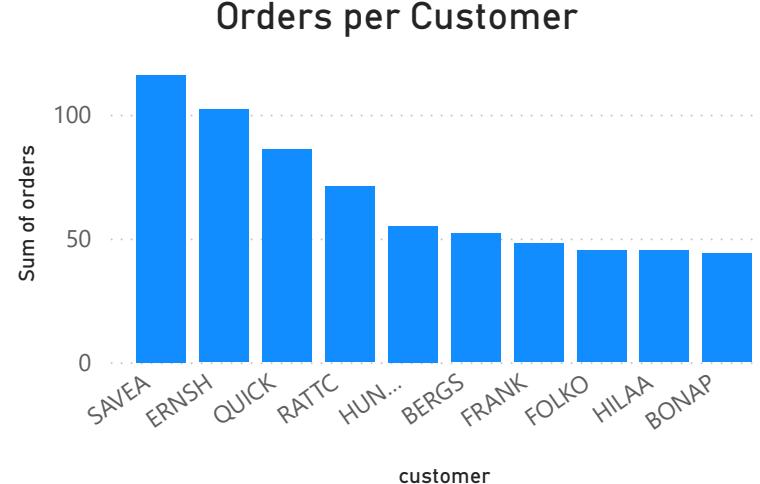
1996 - 1998

89	\$15.22K	9.33	45.50%	\$1.63K
Total Customers	Revenue per Customer	Average Orders per Customer	Revenue Percentage of Top 10 Customers	Average Revenue per Order

Revenue by Customer

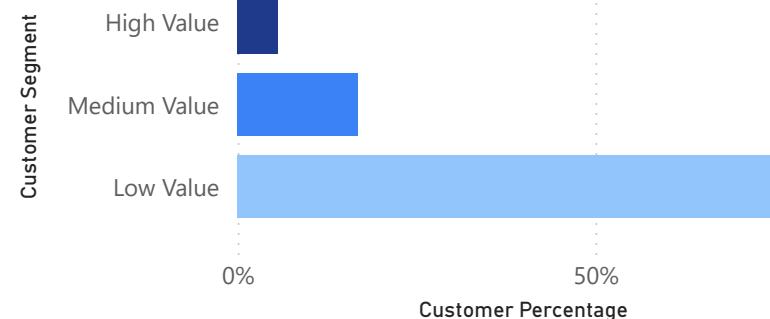


Orders per Customer

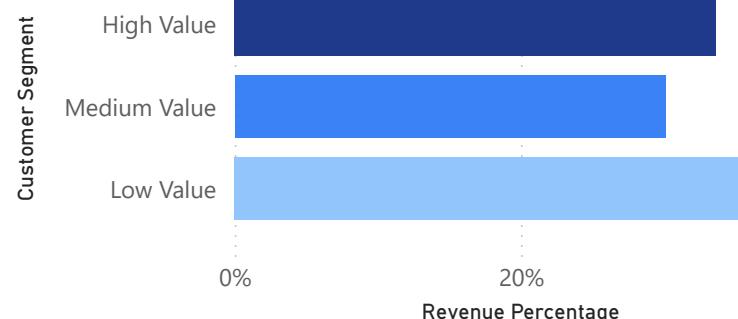


- 75% of customers fall into the Low Value segment (<\$20K), contributing a substantial portion of total revenue due to volume.
- High Value customers (> \$50K) represent a small share of the base but generate significantly higher revenue per account.
- Revenue concentration highlights dependency risk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

Customer Percentage by Customer Segment



Revenue Percentage by Customer Segment



Average Revenue per Customer by Customer Segment

