

Select a period

EXECUTIVE SUMMARY

Total Revenue

R\$ 16.07M

Order Count

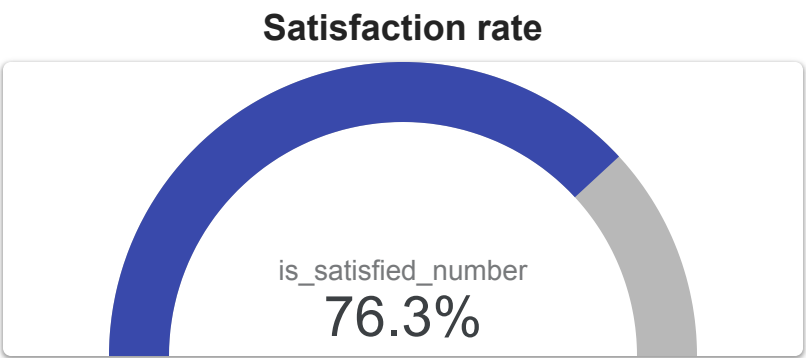
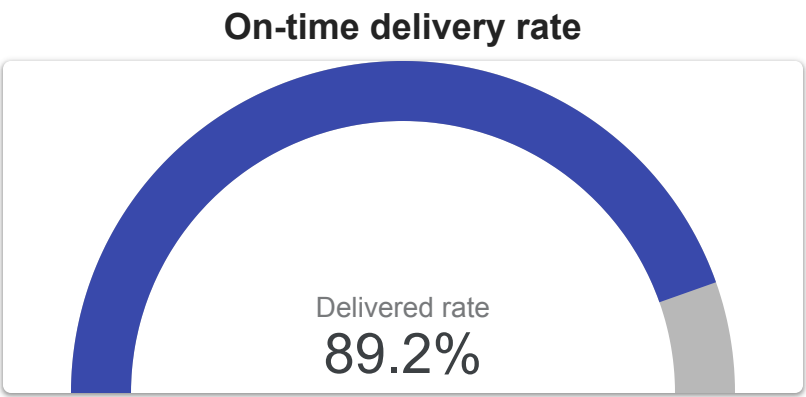
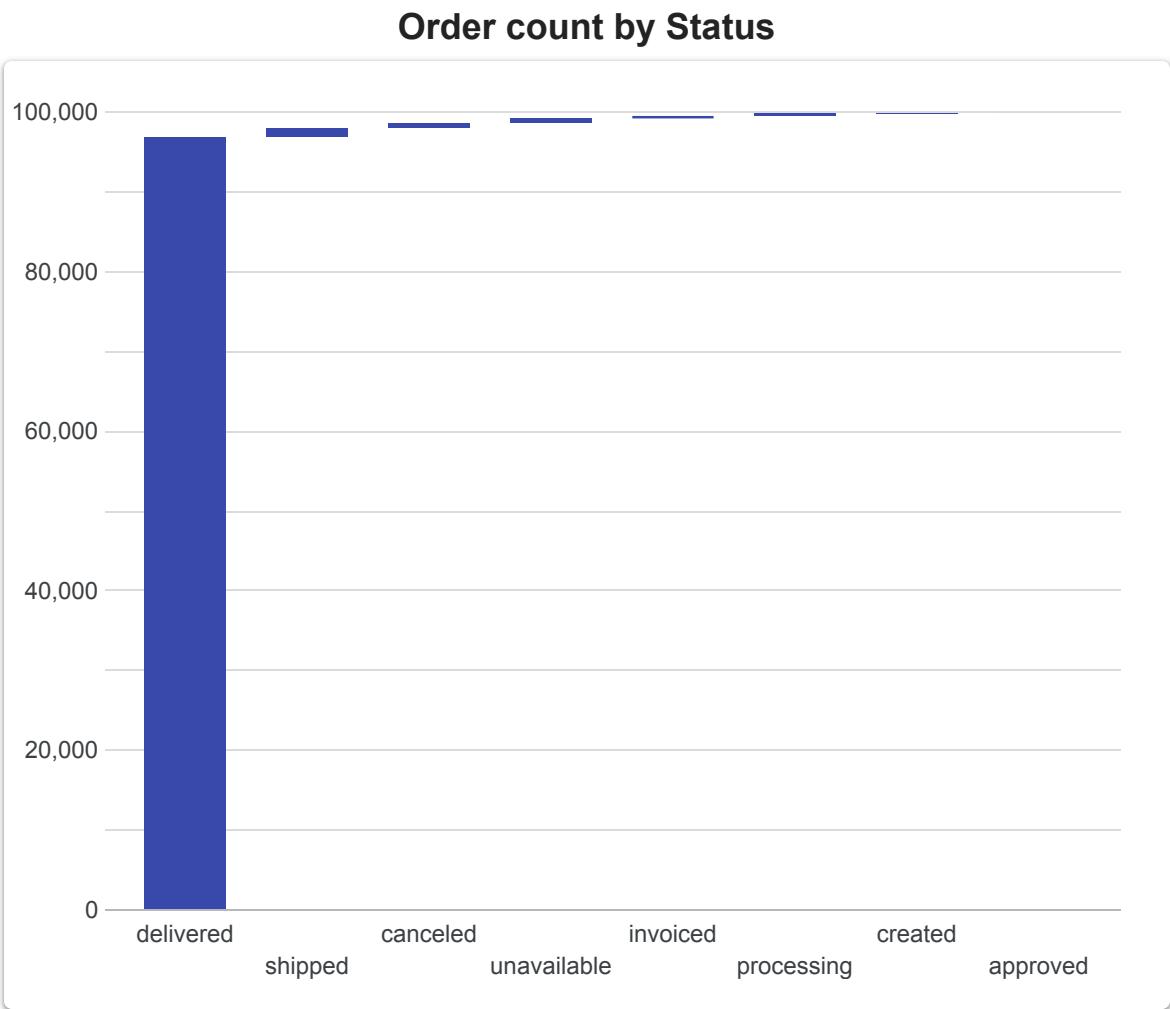
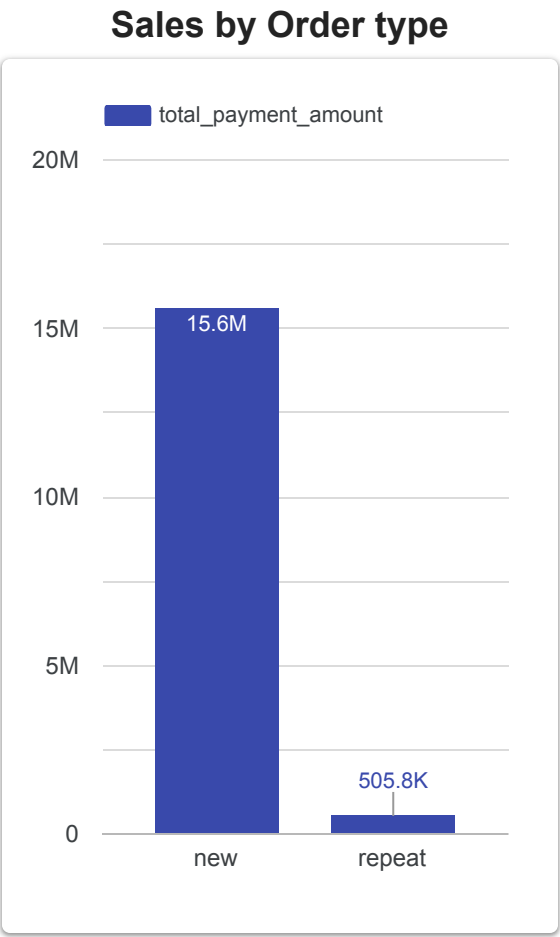
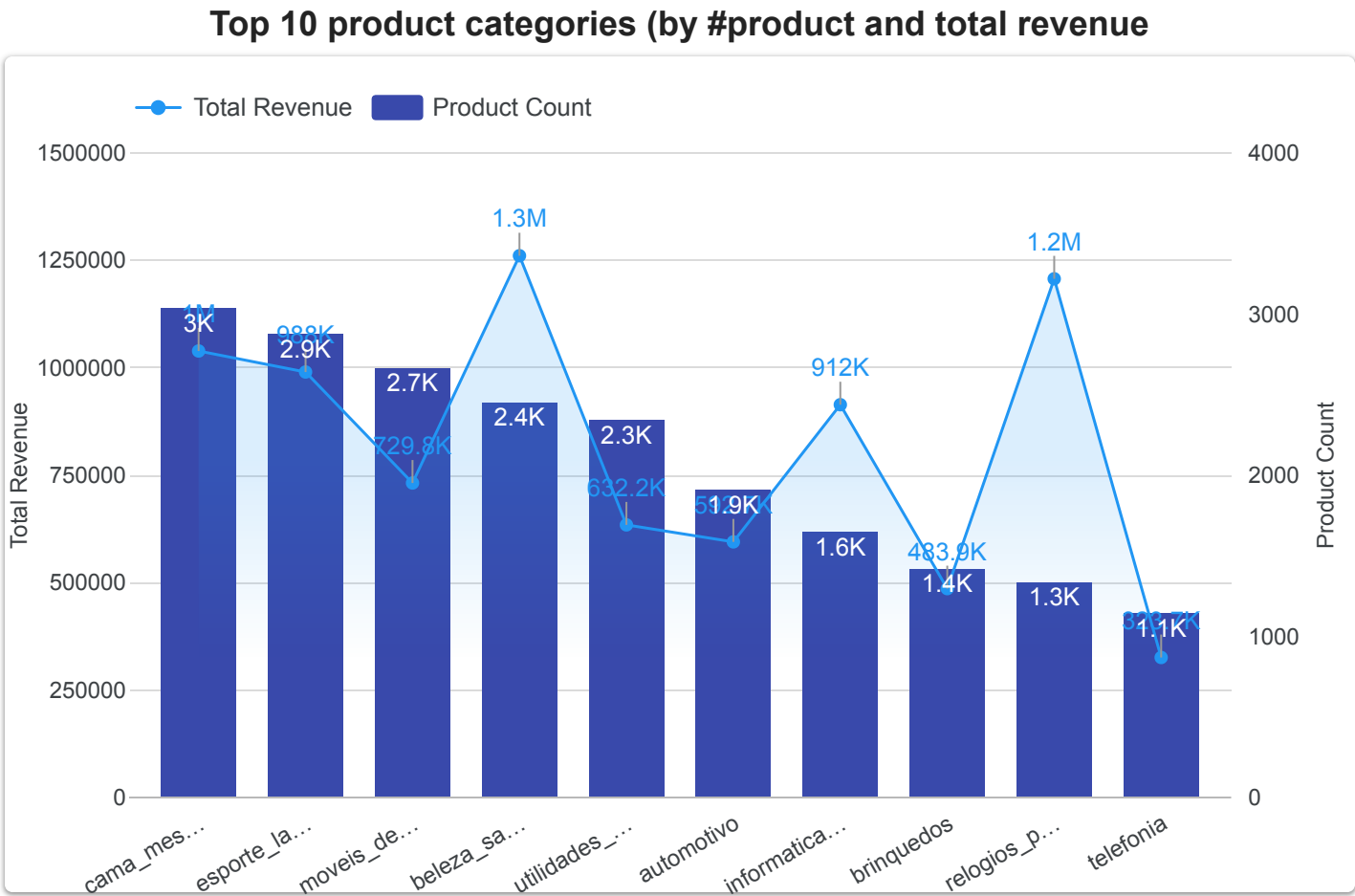
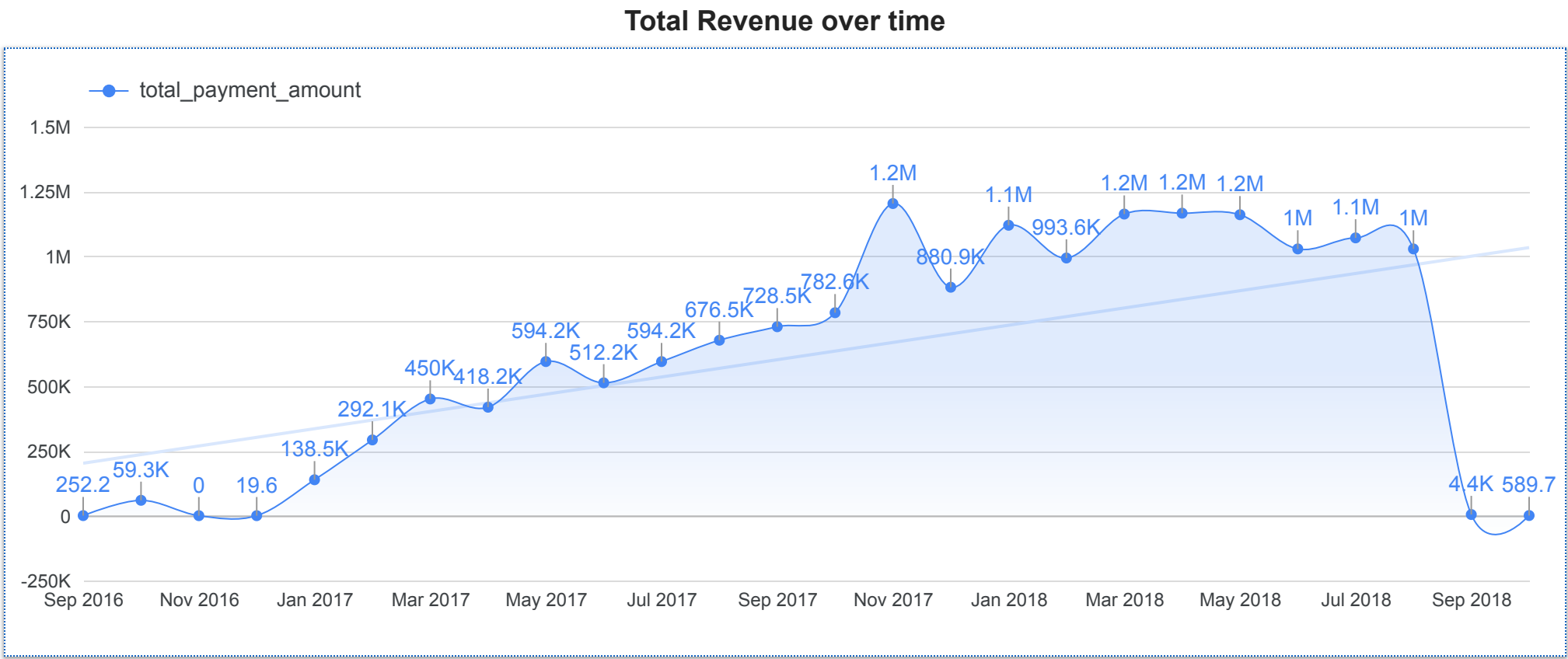
99.7K

Customer Count

96.1K

Product Count

33.0K



Select a period

CUSTOMER SUMMARY

average spend

R\$ 161.18

average order count

1.03

customer count

96.1K

Top spending customers

	Customer U...	Total spent ▾	total_orders	Review Score	rfm_score
1.	0a0a92112bd4c...	R\$ 13,664.08	1	1	2.75
2.	46450c74a0d8c...	R\$ 9,553.02	3	1	4.1
3.	da122df9eeddfe...	R\$ 7,571.63	2	5	3.6
4.	763c8b1c9c68a...	R\$ 7,274.88	1	1	4.7
5.	dc4802a71eae9...	R\$ 6,929.31	1	5	2.7
6.	459bef486812a...	R\$ 6,922.21	1	null	4.7
7.	ff4159b92c40eb...	R\$ 6,726.66	1	5	2.4
8.	4007669dec559...	R\$ 6,081.54	1	1	2.75
9.	d130666a33d36...	R\$ 5,583.04	2	7	6.1
1...	5d0a2980b292d...	R\$ 4,809.44	1	1	4.7
1...	eebb5dda148d3...	R\$ 4,764.34	1	4	3.6
1...	48e1ac109decb...	R\$ 4,681.78	1	5	3.8
1...	c8460e4251689...	R\$ 4,655.91	4	4	5
1...	edde2314c6c30...	R\$ 4,513.32	1	5	4.4

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