

TransactionDate

2023/4/29

2024/4/28

ProductCategory

☐ Books

☐ Clothing

☐ Electronics

☐ Home Decor

PaymentMethod

☐ Cash

☐ Credit Card

☐ Debit Card

☐ PayPal

Marketing Overview

Select Tab

Marketing Overview

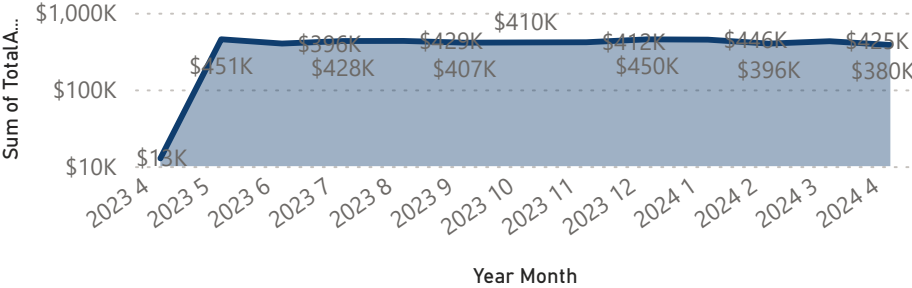
Promo Effect Overview

Sales Overview

Customers Overview

Promo Targeting

Sum of TotalAmount by Year and Month



\$148.67

Last30DaysSales

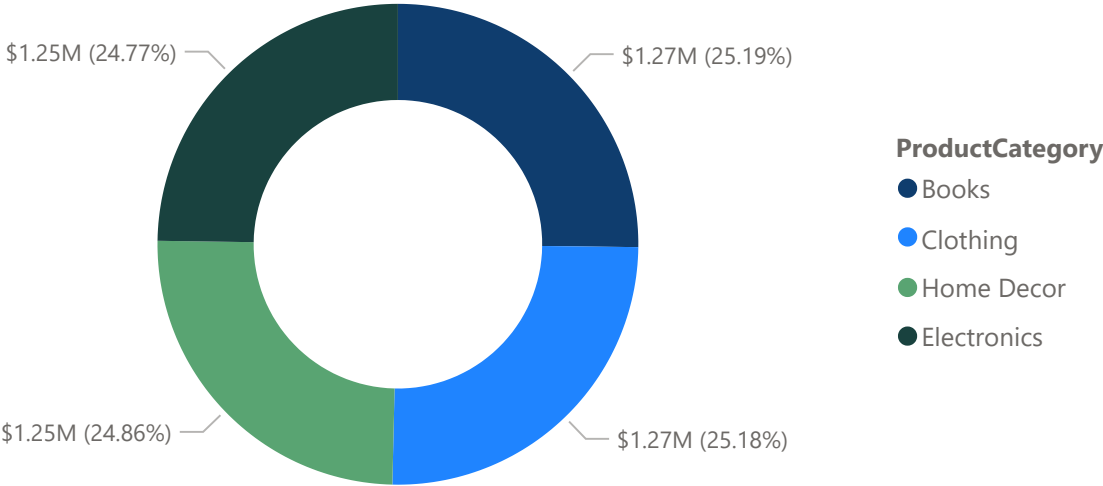
5

Last30DaysQuantitySales

Top 10 Customers

CustomerID	Sum of TotalAmount
662159	\$1,990.5902
406030	\$1,995.3036
178610	\$2,024.2488
774424	\$2,051.0734
420433	\$2,192.05
92546	\$2,232.196
539014	\$2,258.748
206249	\$2,260.209
45930	\$2,281.5728
430674	\$3,577.7499
Total	\$22,863.7417

Total Sales Amount by ProductCategory



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Sales Overview

Select Tab

- Marketing Overview
- Sales Overview
- Promo Targeting
- Promo Effect Overview
- Customers Overview

Average Order Value

MoM%

\$254.42

AOV Total

\$254.42

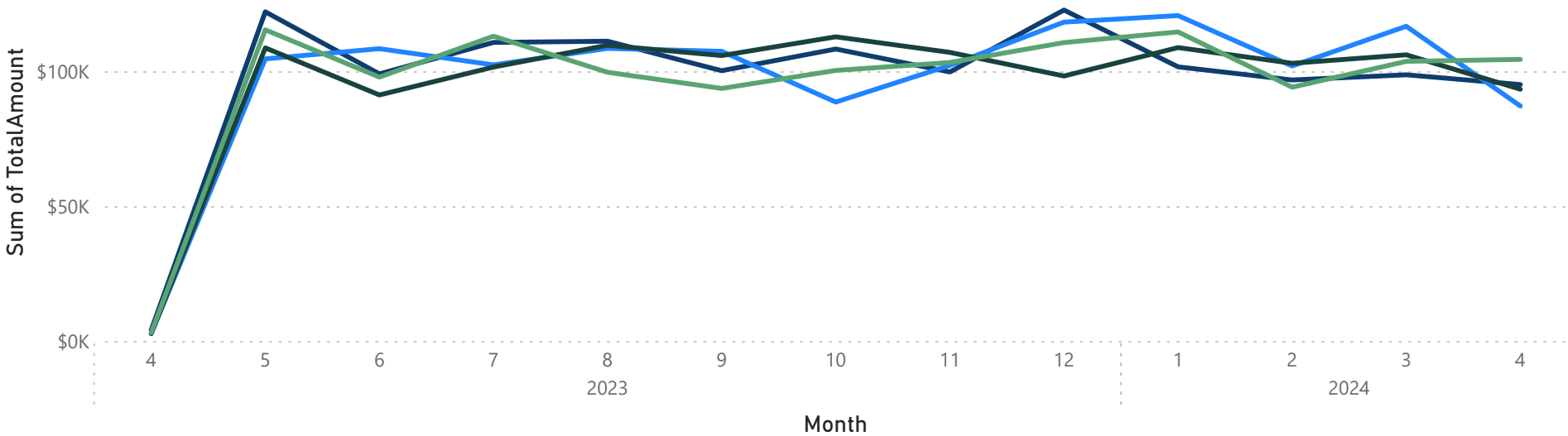
AOV SelectedDate

168.11K%

TotalAmount MoM%

Category Sales over time

ProductCategory ● Books ● Clothing ● Electronics ● Home Decor



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Promo Effect Overview

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Average Sales Amount with Promo

\$246.16...

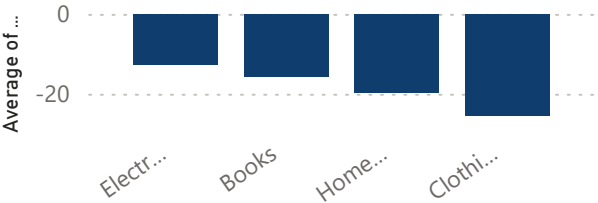
Average of TotalAmount

Average Sales Amount without Promo

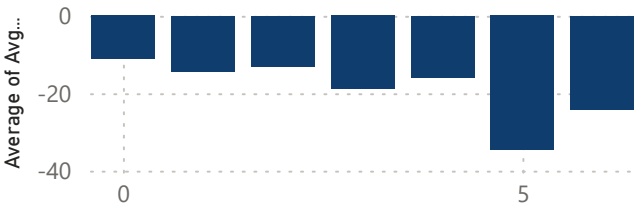
\$271.30...

Average of TotalAmount

Avg_Uplift_Score by ProductCategory



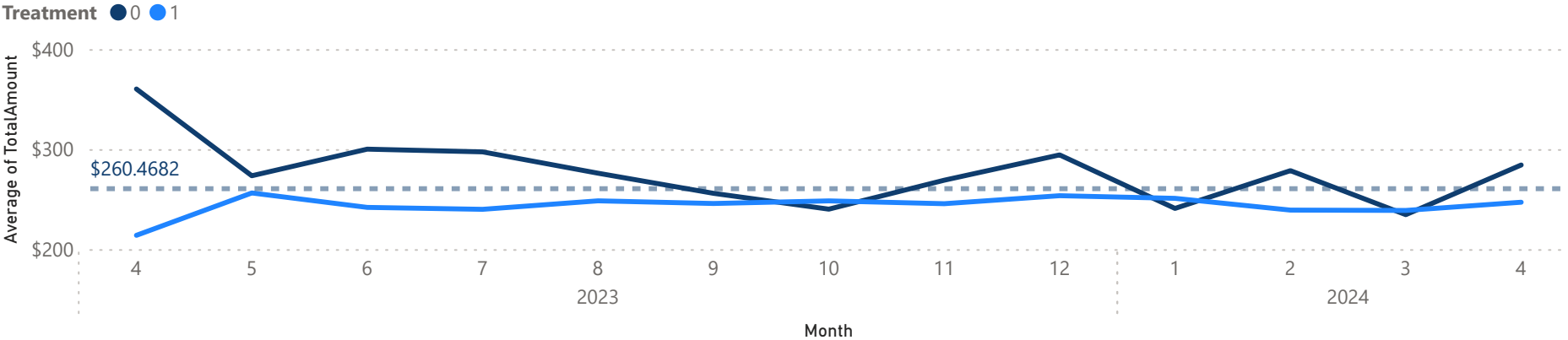
Avg_Uplift_Score by Segment



Customer Segment and Product Category by Avg Revenue Uplift

ProductCategory	0	1	2	3	4	5	6	Average
Books								
Average of Avg_Uplift_Score	-11.18	-14.43	-13.11	-18.93	-15.92	-34.61	-24.26	-18.38
Average of Elasticity	-0.21	-0.19	-0.34	-0.13	-0.22	-0.68	-0.23	-0.27

Average of Sales Amount with or without Discount over time



Segment

0

1

2

3

4

5

6

-0.13

Average of Elasticity

7.33

Average of Quantity

9.45%

Average of Discount

Customer Segmentation Profile

Select Tab

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- Promo Effect Overview
- Customers Overview

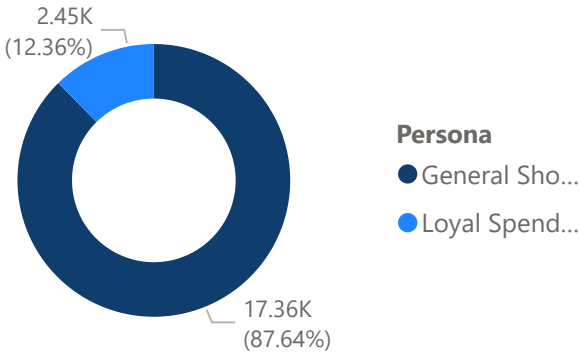
Total Sales Amount by Segment



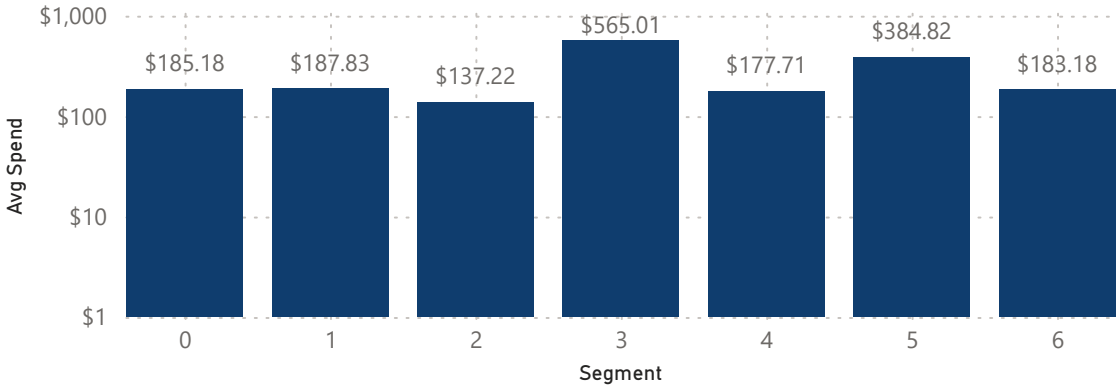
Customer by Segment



Count of CustomerID by Persona



Average Spend by Segment



Segment

- ☐ 0
- ☒ 1
- ☐ 2
- ☐ 3
- ☐ 4
- ☐ 5
- ☐ 6

ProductCategory

- ☐ Books
- ☐ Clothing
- ☐ Electronics
- ☐ Home Decor

Persona

- ☐ General Shopper
- ☐ Loyal Spenders

Seasonal Factor

- ☐ High
- ☐ Medium

Promo Targeting

ProductCategory	1	2	3	4	5	6	Total
Books	-19.64	-16.21	-13.49	-15.86	-16.87		-17.80
Clothing	-35.28		-25.00		-45.10	-24.27	-30.41
Electronics	-22.63	-9.84	-13.84		-22.58		-19.02
Home Decor	-14.25	-12.40	-23.94	-7.34	-53.26	-21.02	-14.39
Total	-14.40	-13.03	-22.70	-11.60	-42.69	-22.65	-14.61

Segment	Persona	ProductCategory	PromoRecommendation
1	General Shopper	Books	Do Not Promote
1	General Shopper	Clothing	Do Not Promote
1	General Shopper	Electronics	Do Not Promote
1	General Shopper	Home Decor	Do Not Promote
1	Loyal Spenders	Books	Do Not Promote
1	Loyal Spenders	Home Decor	Do Not Promote

Select Tab

Marketing
Overview

Sales
Overview

Promo
Targeting

Promo Effect
Overview

Customers
Overview

Do Not Promote

First PromoRecommendation

-14.61

Average of Avg_Uplift_Score

-0.20

Average of Elasticity