

TransactionDate

2023/4/29

2024/4/28

ProductCategory

☐ Books

☐ Clothing

☐ Electronics

☐ Home Decor

PaymentMethod

☐ Cash

☐ Credit Card

☐ Debit Card

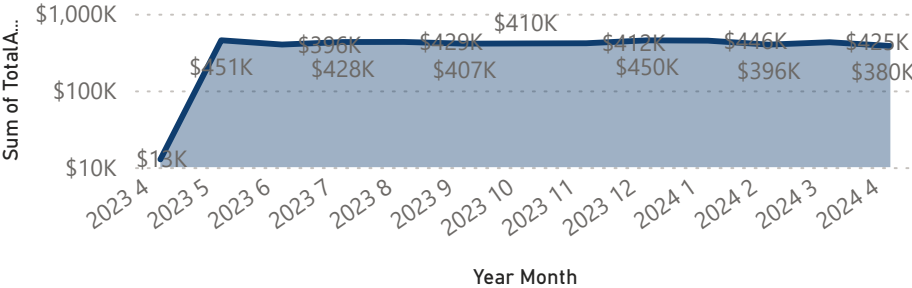
☐ PayPal

Marketing Overview

Select Tab

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

Sum of TotalAmount by Year and Month



\$148.67

Last30DaysSales

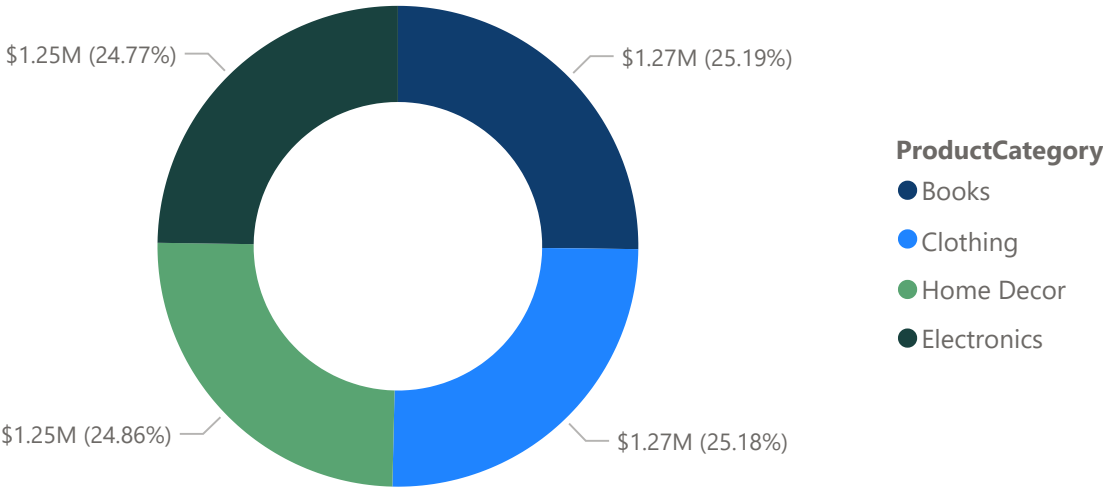
5

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 Effect Overview

Customers Overview

Average Order Value

\$254.42

AOV Total

\$254.42

AOV SelectedDate

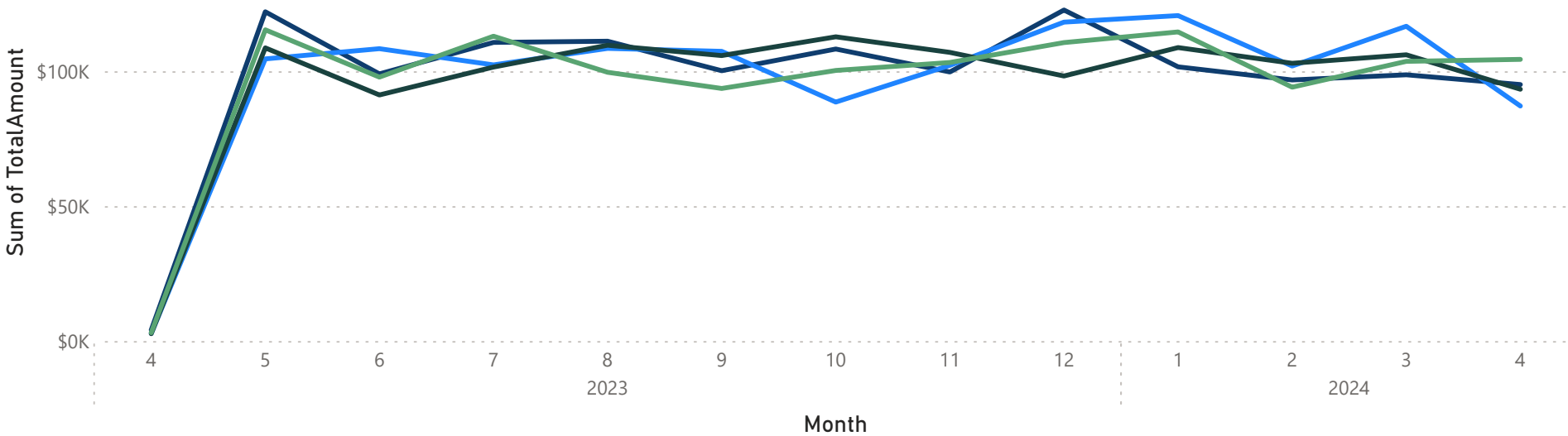
MoM%

168.11K%

TotalAmount MoM%

Category Sales over time

ProductCategory ● Books ● Clothing ● Electronics ● Home Decor



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Promo Effect Overview

Select Tab

Marketing Overview

Sales Overview

Promo Effect Overview

Customers Overview

Average Sales Amount with Promo

\$246.16...

Average of TotalAmount

Average Sales Amount without Promo

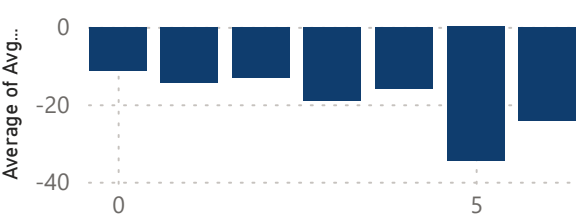
\$271.30...

Average of TotalAmount

Avg_Uplift_Score by ProductCategory



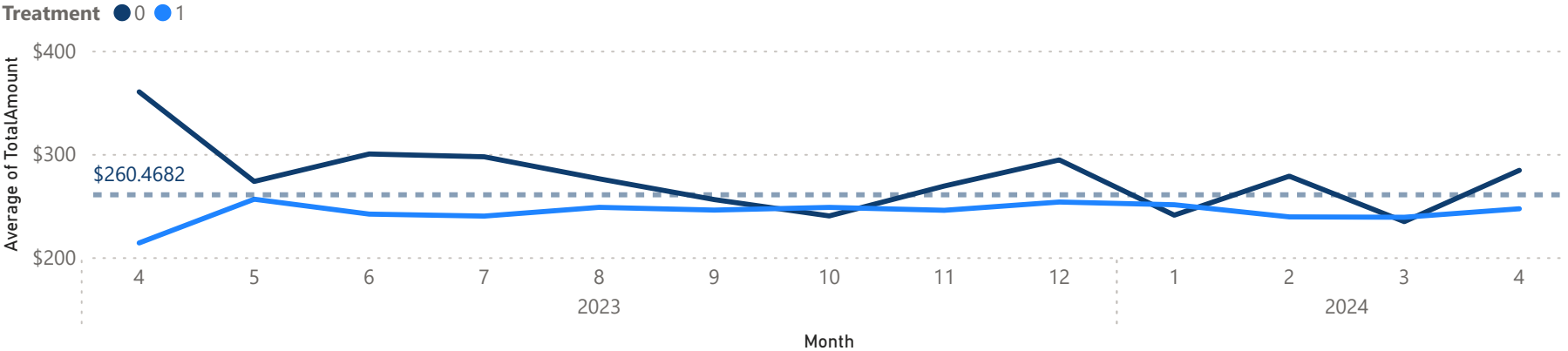
Avg_Uplift_Score by Segment



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



Customer Segmentation Profile

Select Tab

Marketing
Overview

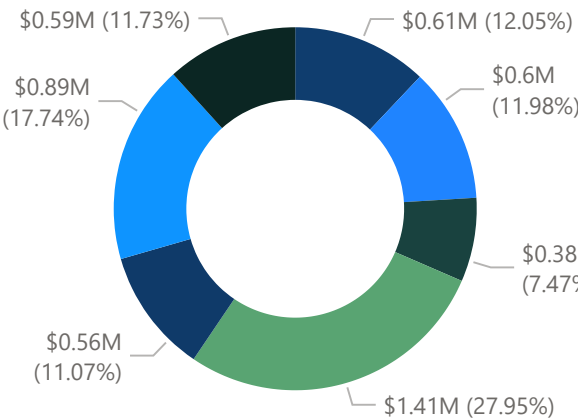
Sales
Overview

Promo Effect
Overview

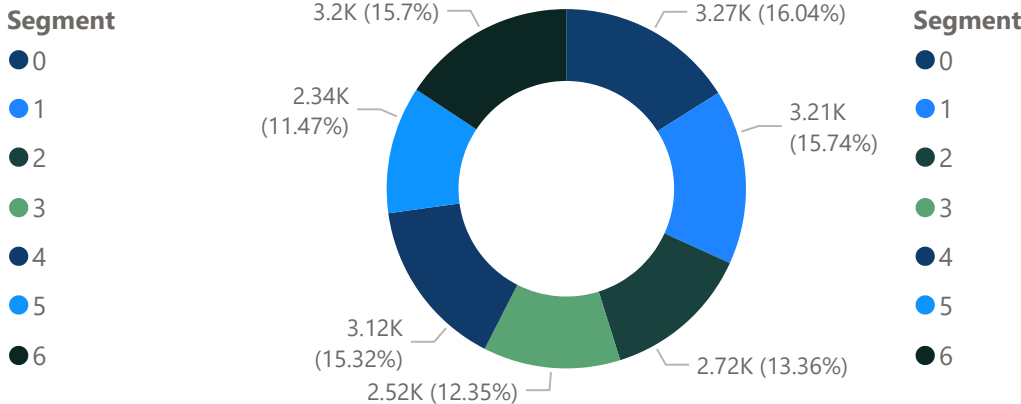
Customers
Overview

Quick measure

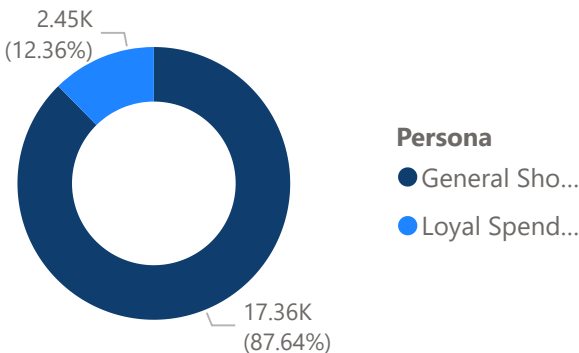
Total Sales Amount by Segment



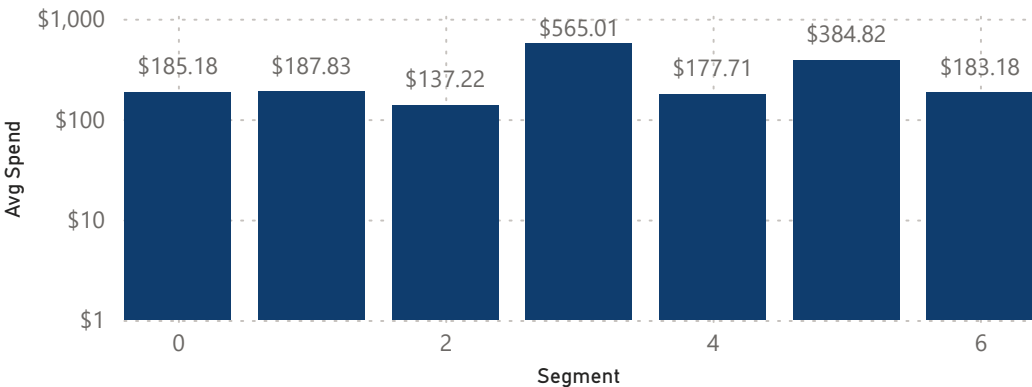
Customer by Segment



Count of CustomerID by Persona



Average Spend by Segment



-0.27

Average of Elasticity

5.01

Average of Quantity

10.05%

Average of Discount