

Avg Purchase Value

Orders

Profit



\$10.033M

Total Profit



3302

Customers



18370

Total Orders



46

Average Age

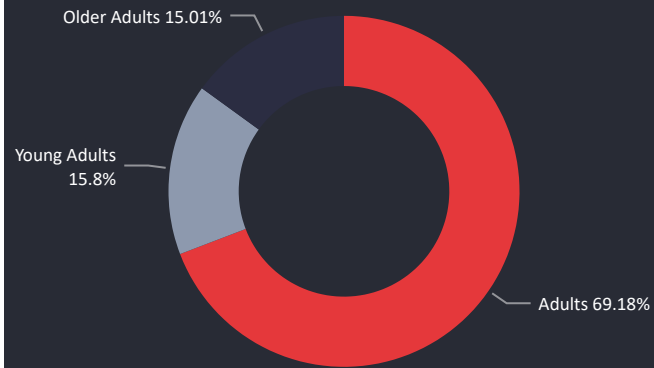
01/01/2017



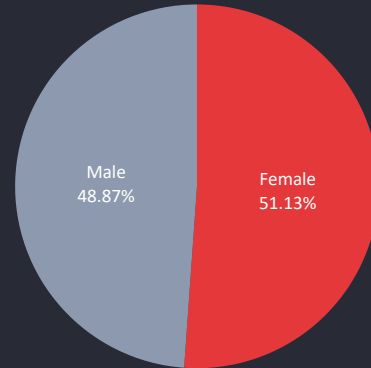
30/12/2017



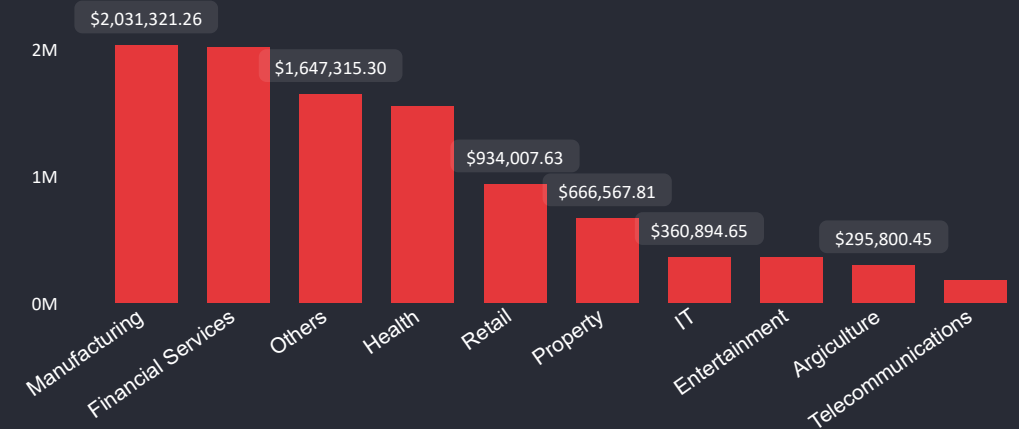
(\$) Profit by Age Groups



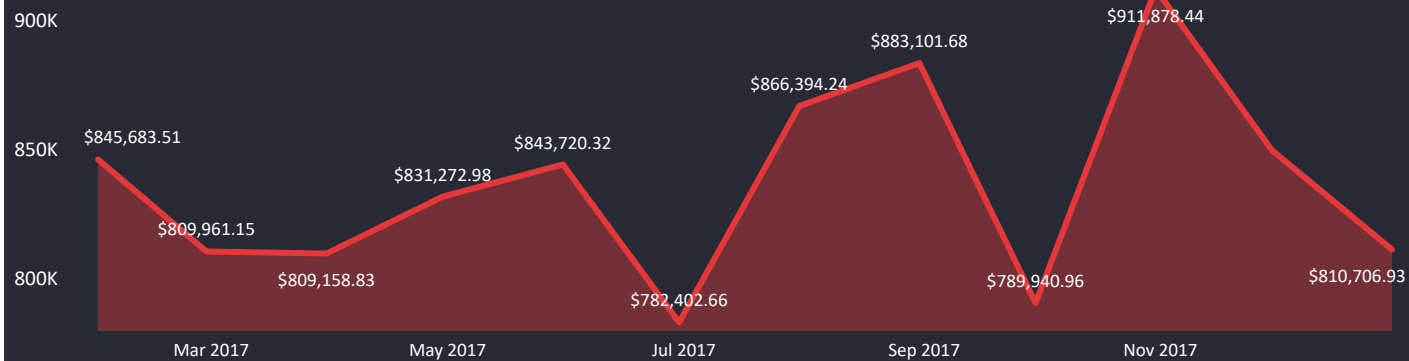
(\$) Profit by Gender



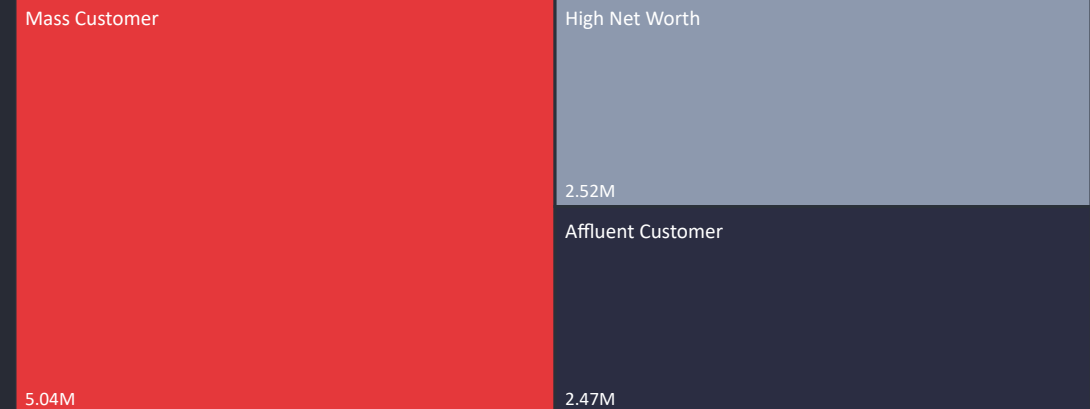
(\$) Profit by Industry



(\$) Profit by Month



(\$) Profit by Wealth Segment



PRODUCT AND PURCHASE INSIGHTS

01/01/2017



30/12/2017

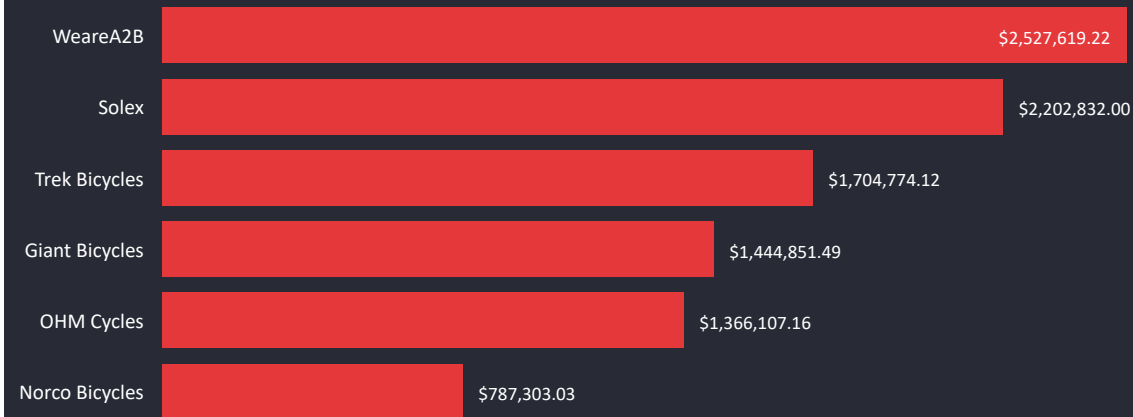


Avg Purchase Value

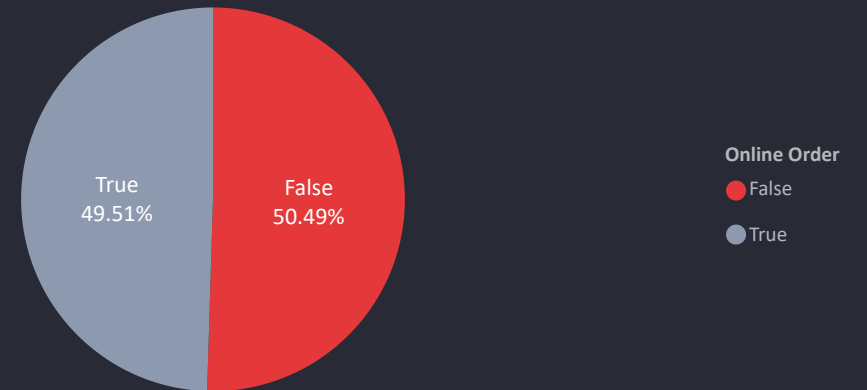
Orders

Profit

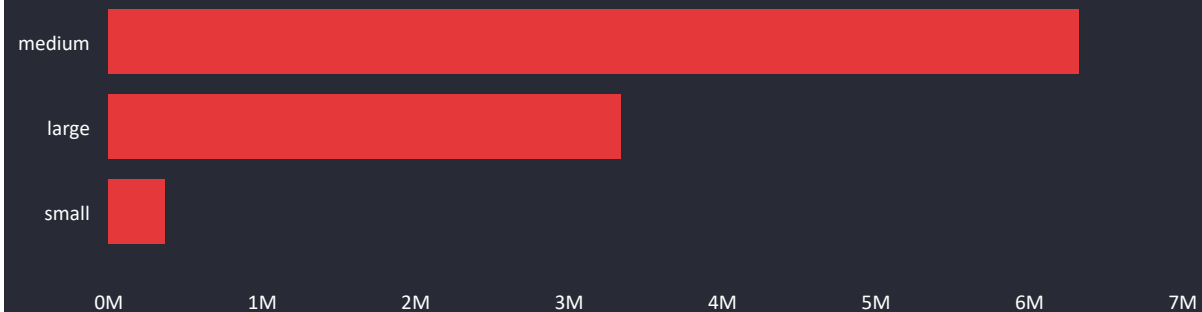
(\$) Profit by Brand



(\$) Profit made Online/offline



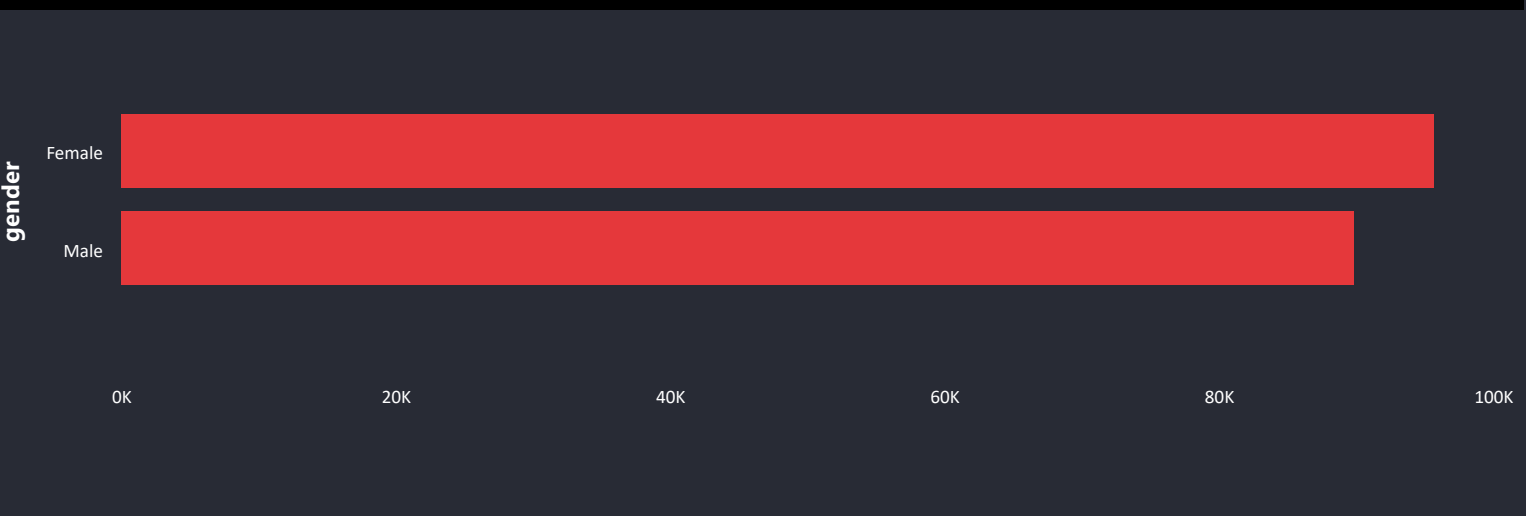
(\$) Profit by Product Size



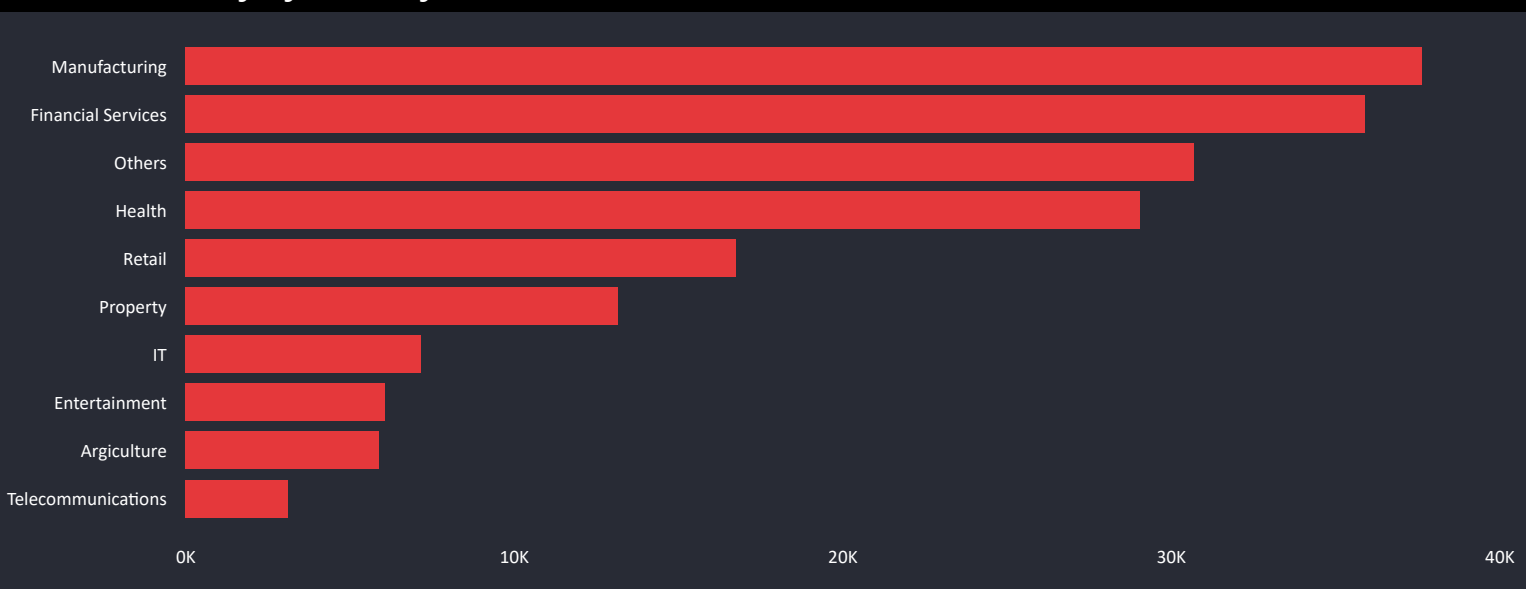
(\$) Profit by Productline



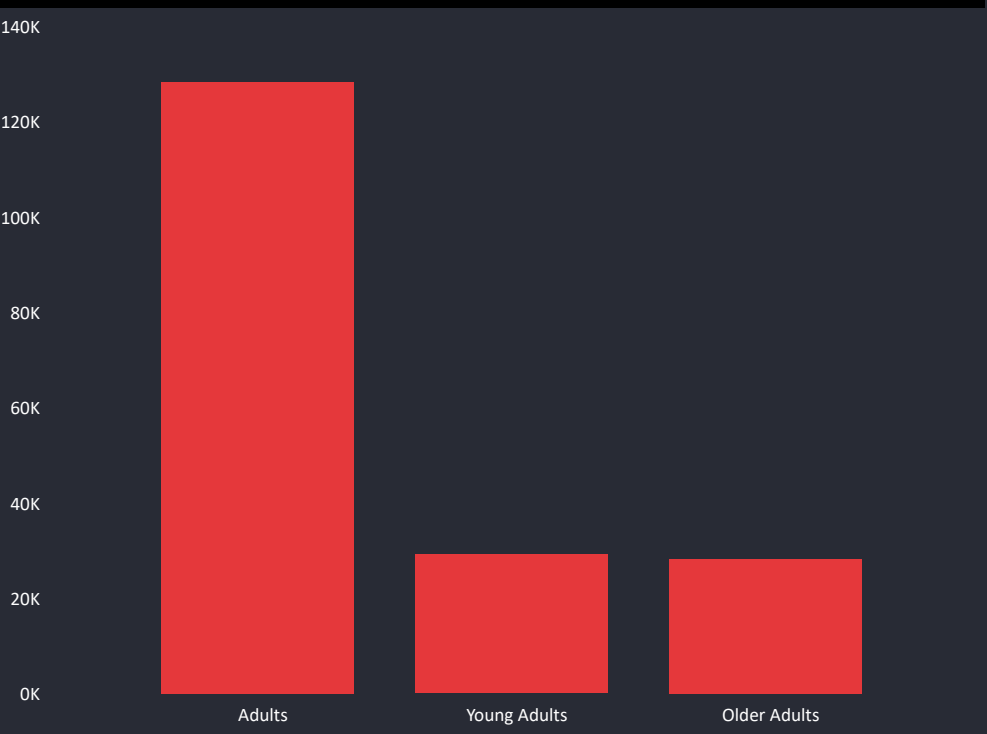
3 years Purchase history by Gender



Purchase History by Industry



Purchase History by Age Group



first_name	last_name	Age	Total Profit	Average Purchase Value	gender
Wendel	Headland	36	\$2,932.8	£1,466.41	Male
Sabrina	Caddy	35	\$9,458.2	£1,576.3617	Female
Moyra	Mount	46	\$2,772.1	£1,386.05	Female
Lian	Zarfai	45	\$4,540.5	£1,513.49	Female
Jesus	MacShirie	56	\$3,222.4	£1,611.22	Male
Jaime	Warkup	47	\$6,084.1	£1,521.035	Male
Gail	Scarrisbrick	53	\$4,150.2	£1,383.3867	Male
Franz	Craddy	64	\$1,660.9	£1,660.88	Male
Total			\$34,821.2	£1,513.9643	