

# Walmart\_customer\_purchases analysis

Home

Sales analysis

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DuPont Analysis

# Sales analysis

Sales analysis

Product analysis

Customer analysis

DuPont analysis

12.78 百万  
sales

255.53  
ave sales

50000  
total customer

25244  
Repeat customer

50.49%  
Customer Repurchase Rate

3.00  
Rating

Purchase\_Date

2024/2/10

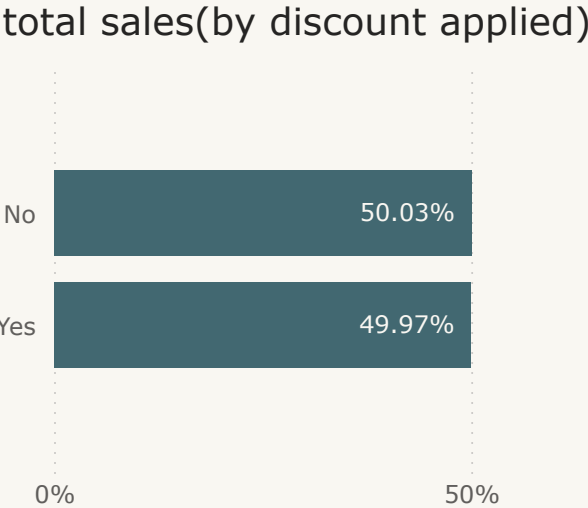
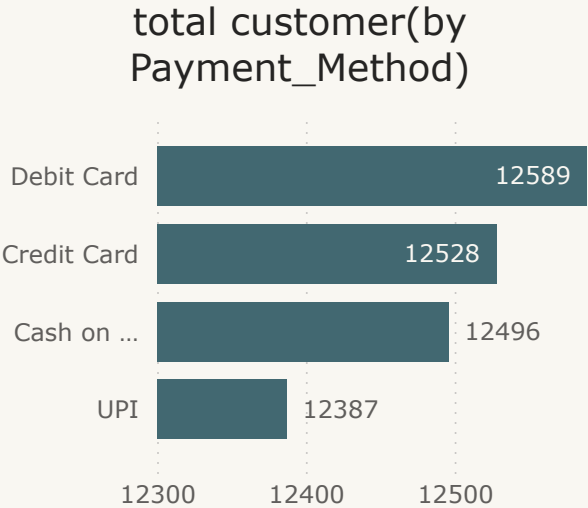
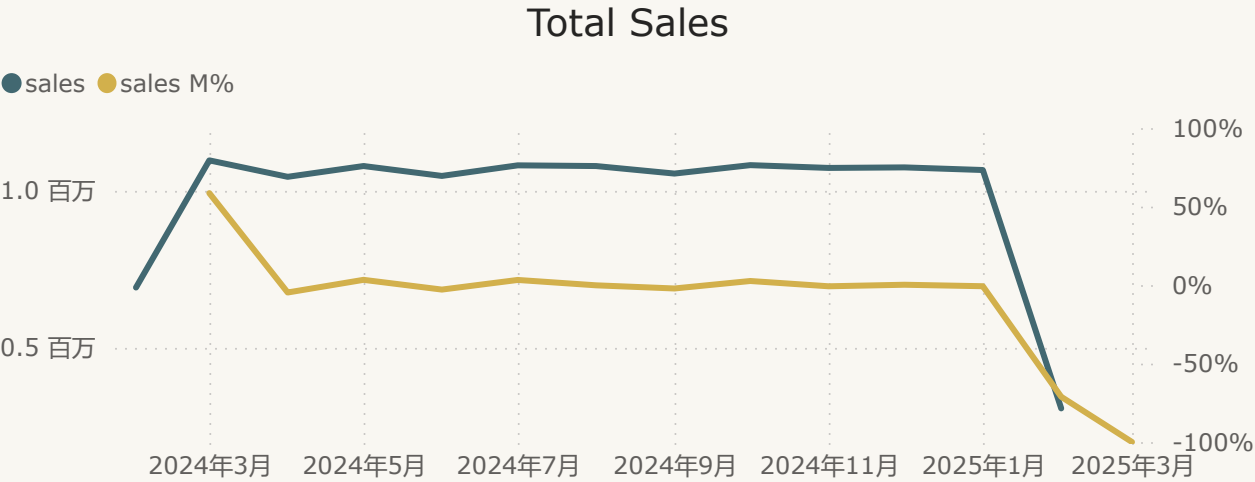
2025/2/9

City

所有

Category

所有



Purchase\_Date

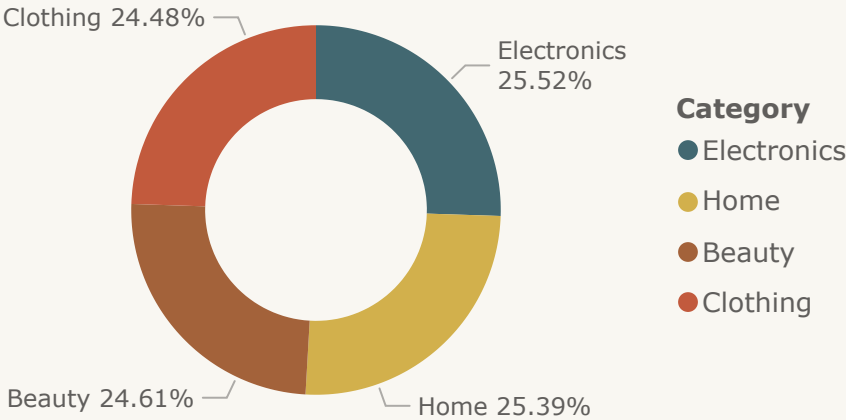
2024/2/10

2025/2/9

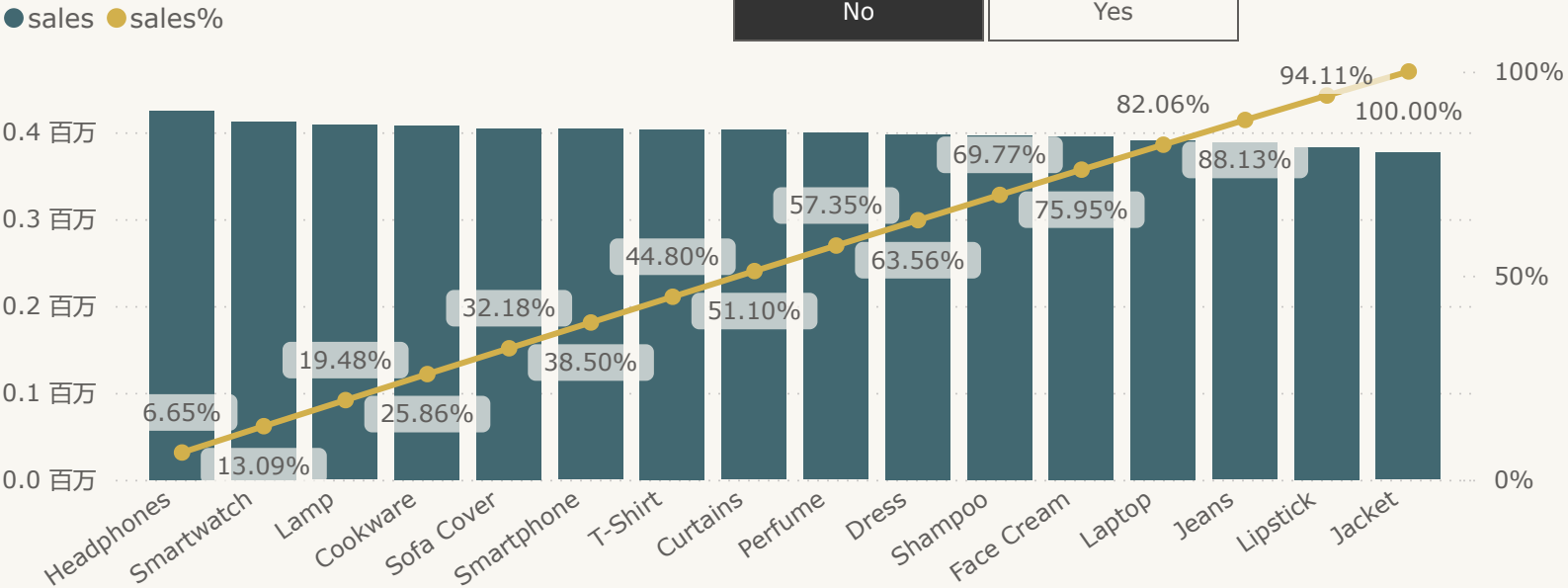
# Product analysis

- Sales analysis
- Product analysis
- Customer analysis
- DuPont analysis

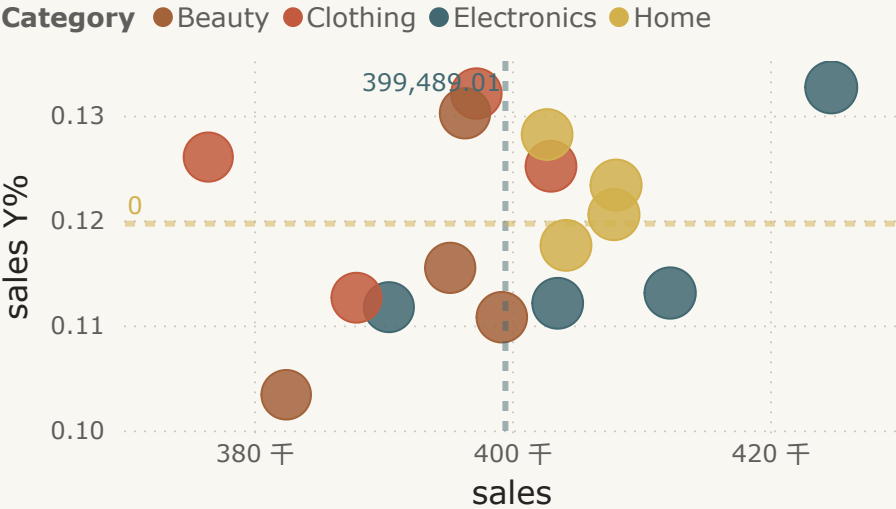
Total Sales(by Category)



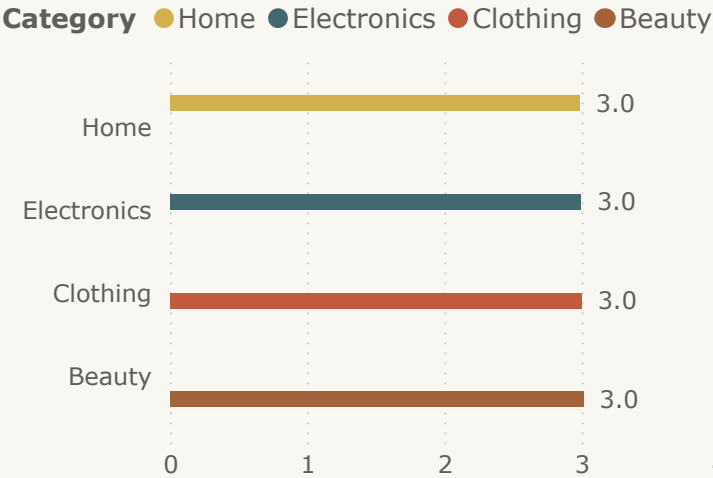
sales \ sales%(by Product\_Name)



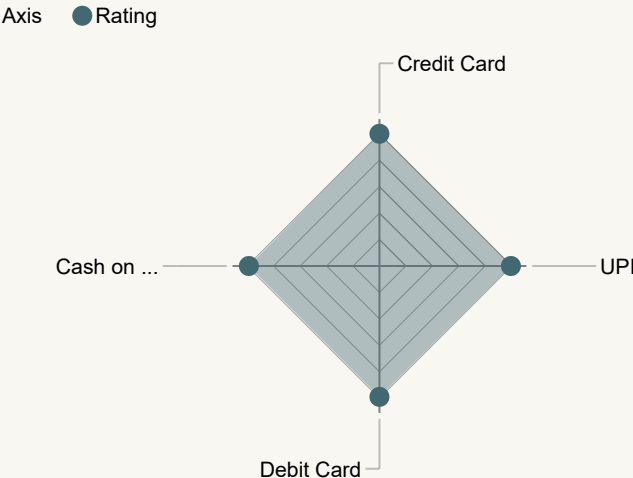
sales\ sale GT%(by Product\_Name )



Rating(by Category)



Rating(by Payment\_Method)



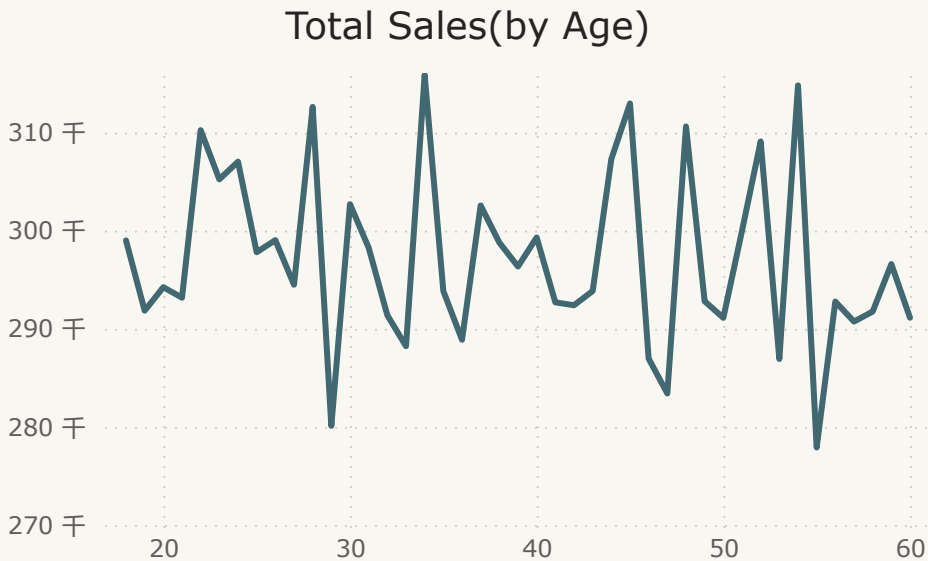
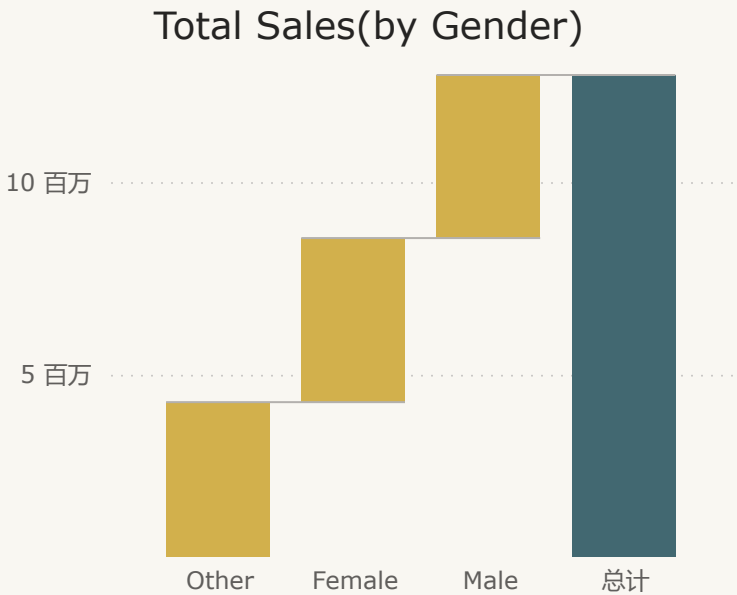
Purchase\_Date

2024/2/10

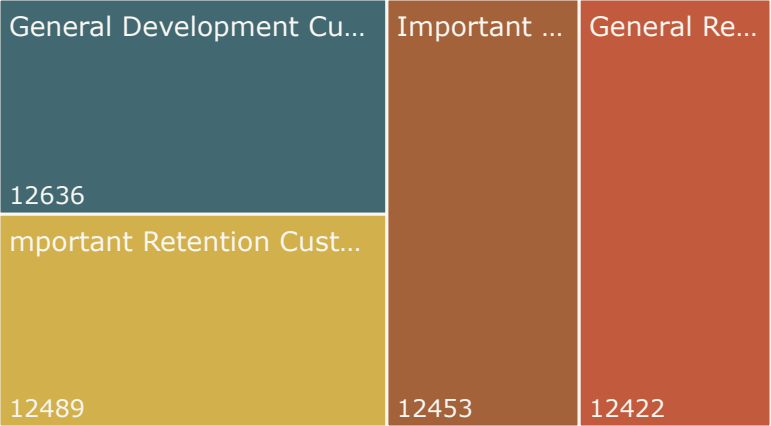
2025/2/9

# Customer analysis

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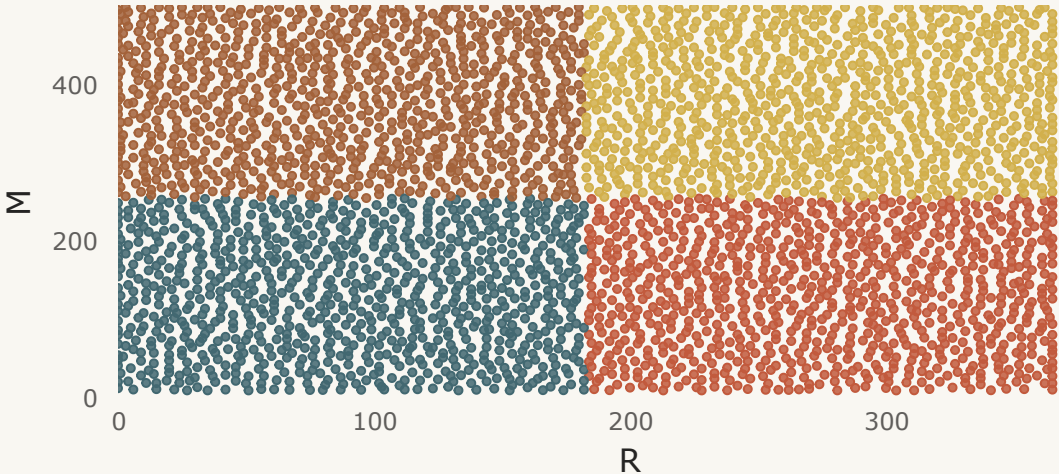


RFM classification number



RFM classification

RFM classification ● General Devel... ● General Ret... ● Important ... ● mportant ...



Repeat\_Customer

No

Yes

Customer_ID	R	F	M	RFM classification
00028cdf-0ea6-493f-9f96-df6d50cfa975	63	1		General Development Customers
0012dd2f-5a4f-472d-bf4d-188606eeaf89	139	1		General Development Customers
0014c99f-184c-4755-b6ef-8bbe995bb80c	43	1		General Development Customers
001fcd33-0729-44b6-8988-0dbf73d22c8f	119	1		General Development Customers
00226912-e754-44cc-8c8f-41b66a733a9a	127	1		General Development Customers
0022d111-8ffc-4523-a738-9296f7b9edd7	3	1		General Development Customers
00230ac7-ddd4-4841-ac48-69313585121e	108	1		General Development Customers
0026dd22-a1ac-4660-9fb4-66d56bb20623	121	1		General Development Customers
002a5ad0-2bad-4f92-8c14-8d7855bb90e7	112	1		General Development Customers
002ecc4e-158e-4618-b367-833707ab9783	10	1		General Development Customers
003a59e1-4ed4-436c-a992-6220ff64f139	181	1		General Development Customers
003ab54a-7024-4d3d-8619-4f5f48b39282	114	1		General Development Customers
0045462-1611-4168-8811-878885278...	75	1		General Development Customers

Purchase\_Date

2024/2/10

2025/2/9

# DuPont Analysis

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Category ×

Product\_Name ×

City ×

Repeat\_Cust... ×

