Market Segmentation Analysis Dashboard

Country: All | **Age grp:** All | **Purchase Freq Grp:** All | **Year:** All | **Month:** All | **Quarter:** All | **Gender:** All | **Product Categ...:** All

Key Metrics

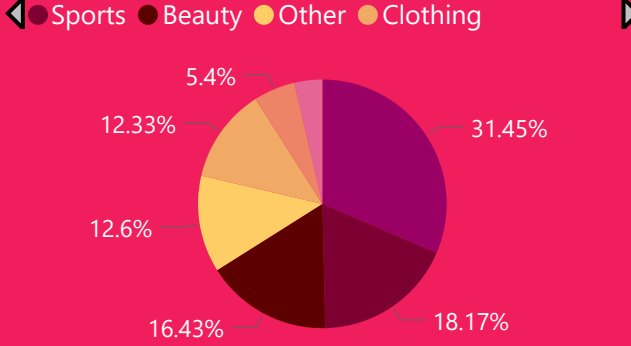| Metric	Value
Total Revenue	302M
Average Revenue	30.18K
Purchase Freq Rate	69.93
Top Spending Customer	100K
Most Popular Product Category	Electronics
Customer Lifetime Value	30.18K
Customer Retention Rate	11.49

Gender Distribution

- Male: 70.38%
- Female: 29.62%
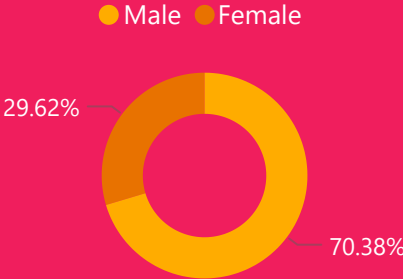
Total Spend vs. Purchase Frequency
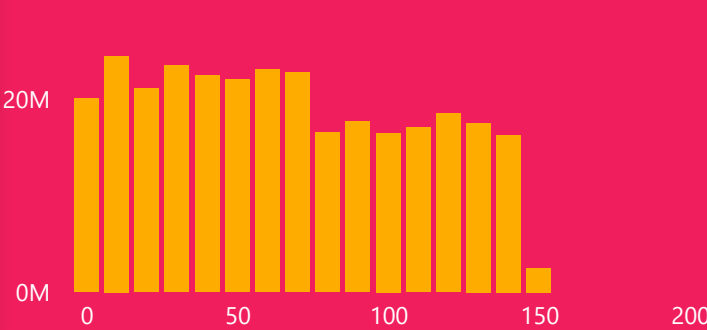
Category-wise Total Spend

Sports · Beauty · Other · Clothing

- 31.45%
- 18.17%
- 16.43%
- 12.6%
- 12.33%
- 5.4%

Customer Segmentation

Potential Loyalist · At Risk

Customer Distribution by Country

USA, UK, India, Korea, France, Germany
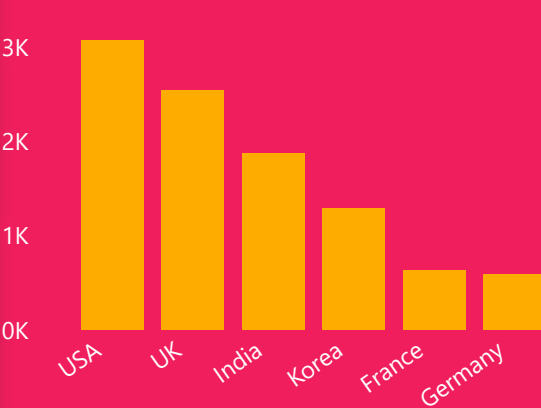
Total Spend by Age Group
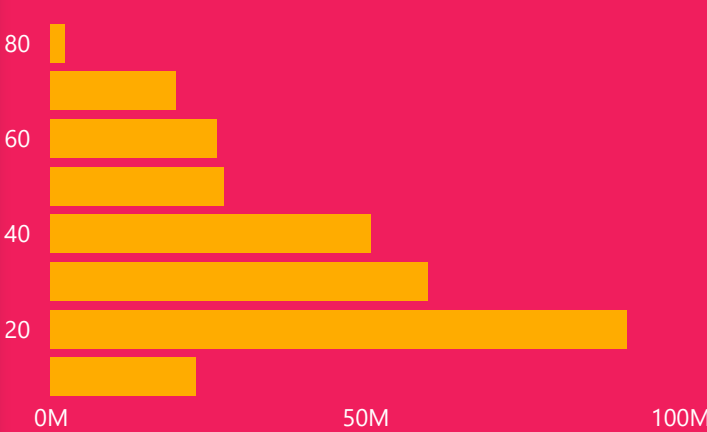
Purchase Frequency by Product Category

Electronics, Sports, Beauty, Clothing, Other, Groceries, Fashion

Customer Table

Customer ID	Total Spend	Purchase Frequency
152	97625	13
1629	97625	6
2894	96714	1
2994	97226	6
3152	99531	
4086	96241	12
5058	97226	8
5370	85436	11
550	95061	12
568	85436	4
6163	96714	14
6205	74646	14
6214	74646	12
6716	99989	10
7071	96363	4
7471	74646	7
8656	99989	10
8989	96363	3
9601	96241	7
9605	85436	10
9905	99531	10

Age Group Distribution
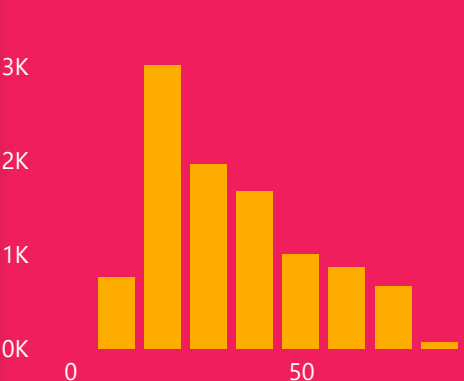
Total Revenue Trend Over Time

2020, 2021, 2022, 2023, 2024, 2025
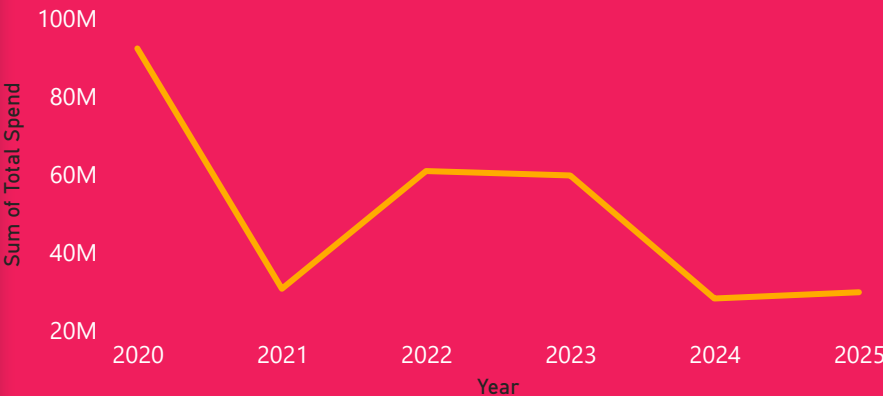
Customer Trend over Years

2020, 2023, 2022, 2025, 2021, 2024