

Report 2

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Customer Demographics

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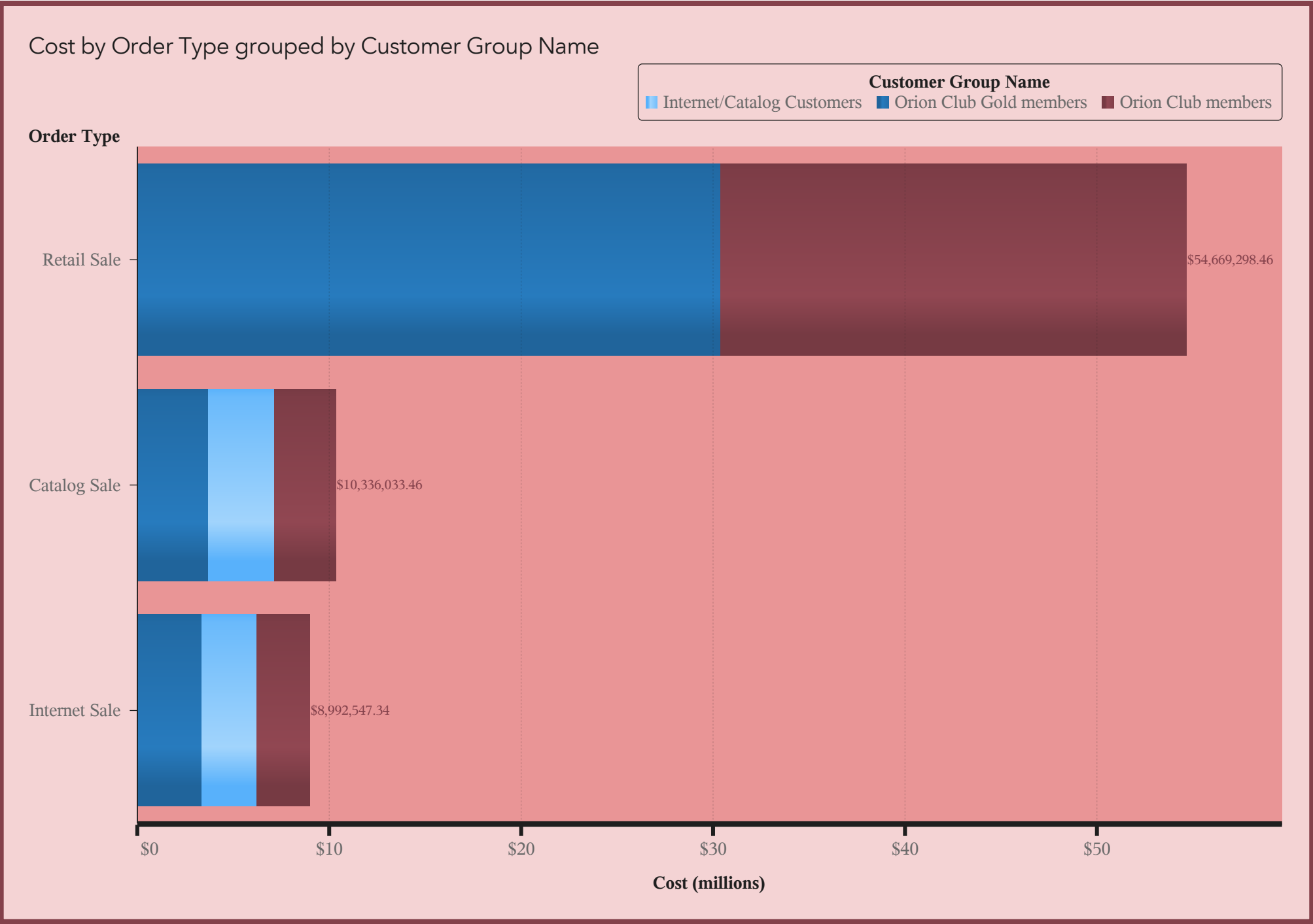
Customer Type Name	Customer Country	Order Type	Cost
Orion Club members low activity	United Kingdom	Internet Sale	\$37,919.40
Orion Club members low activity	Turkey	Catalog Sale	\$6,858.90
Orion Club members low activity	Hungary	Internet Sale	\$1,983.80
Orion Club members low activity	Netherlands	Catalog Sale	\$76,499.50
Orion Club members low activity	Canada	Catalog Sale	\$14,143.60
Orion Club members low activity	Russian Federation	Internet Sale	\$34.00
Orion Club members low activity	Denmark	Internet Sale	\$5,428.30
Orion Club members low activity	Ireland	Internet Sale	\$1,369.30
Orion Club members low activity	Italy	Catalog Sale	\$93,013.20
Orion Club members low activity	Mozambique	Internet Sale	\$105.60
Orion Club members low activity	Turkey	Internet Sale	\$6,346.90
Orion Club members low activity	Australia	Internet Sale	\$40,146.60
Orion Club members low activity	Belgium	Catalog Sale	\$11,574.70
Orion Club members low activity	Lithuania	Catalog Sale	\$156.30
Orion Club members low activity	Portugal	Catalog Sale	\$7,520.20
Orion Club members low activity	United Arab Emirates	Catalog Sale	\$896.10
Orion Club members low activity	Canada	Internet Sale	\$15,823.50
Orion Club members low activity	South Africa	Internet Sale	\$7,159.40
Orion Club members low activity	Saudi Arabia	Catalog Sale	\$551.00
Orion Club members low activity	Netherlands	Internet Sale	\$65,383.80
Orion Club members low activity	Israel	Catalog Sale	\$994.40
Orion Club members low activity	Germany	Internet Sale	\$123,624.00
Orion Club members low activity	Switzerland	Internet Sale	\$11,991.40

Customer Segment Analysis based on their Demographic and Order Types

Customer Segment Analysis based on their Demographic and Order Types

<u>Continent Name</u> ▲		<u>Africa</u>							
<u>Customer Country</u> ▲		<u>Benin</u>	<u>Ivory Coast</u>	<u>Morocco</u>	<u>Mozambique</u>	<u>Nigeria</u>	<u>Senegal</u>	<u>South Africa</u>	<u>Tunisia</u>
<u>Order Type</u> ▲	<u>Customer Type Name</u> ▲	<u>Cost</u>	<u>Cost</u>	<u>Cost</u>	<u>Cost</u>	<u>Cost</u>	<u>Cost</u>	<u>Cost</u>	<u>Cost</u>
<u>Catalog Sale</u>	<u>Internet/Catalog Customers</u>	\$745	.
	<u>Orion Club members high acti...</u>	\$226	\$6.9K	.
	<u>Orion Club members medium activity</u>	.	\$226	\$209	.	.	\$710	\$3.2K	.
	<u>Orion Club Gold members high activity</u>	.	.	\$796	.	.	.	\$8.6K	.
	<u>Orion Club Gold members low activity</u>	.	.	\$296	.	.	\$1.0K	\$3.1K	.
	<u>Orion Club Gold members medium activity</u>	.	\$36	\$540	\$457	.	\$254	\$3.1K	.
	<u>Orion Club members low activity</u>	\$22	\$130	\$253	\$115	.	.	\$3.9K	\$555
<u>Internet Sale</u>	<u>Internet/Catalog Customers</u>	\$845	.
	<u>Orion Club members high acti...</u>	.	.	\$259	.	.	.	\$9.5K	.
	<u>Orion Club members medium activity</u>	.	\$68	\$8.2K	.
	<u>Orion Club Gold members high activity</u>	\$137	\$2.5K	.	.	\$145	.	\$8.6K	\$741
	<u>Orion Club Gold members low activity</u>	\$4.1K	.
	<u>Orion Club Gold members medium activity</u>	.	\$87	.	.	\$83	.	\$9.3K	.
	<u>Orion Club members low activity</u>	\$79	.	.	\$106	.	.	\$7.2K	.
<u>Retail Sale</u>	<u>Orion Club members high acti...</u>
	<u>Orion Club members medium activity</u>

Cost by Order Type grouped by Customer Group Name



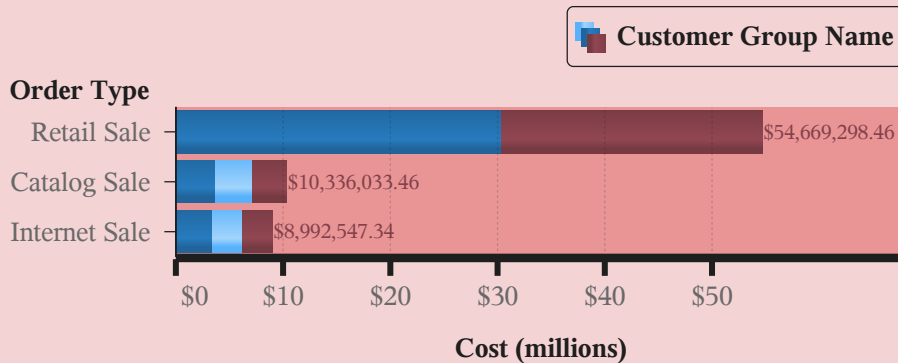
Customer Demographics

Customer Type Name	Customer Country
Orion Club members medium activity	United States
Orion Club Gold members high activity	United States
Orion Club members low activity	United States
Orion Club members medium activity	United States
Orion Club members medium activity	United States
Internet/Catalog Customers	United States
Orion Club members high activity	United States
Internet/Catalog Customers	United States
Orion Club Gold members medium activity	United States

Customer Segment Analysis

Continent Name ▲		Africa	
Customer Country ▲		Benin	
Order T... ▲	Customer Type Name ▲	Cost	
Catalog Sale	Internet/Catalog Customers	.	
	Orion Club members high activity	\$226	
	Orion Club members medium activity	.	
	Orion Club Gold members high activity	.	
	Orion Club Gold members low activity	.	
	Orion Club Gold members medium activity	.	

Cost by Order Type grouped by Customer Group Name



Conclusions

- 1] In the Order Type of Retail Sale, Internet/ Catalog Customers are missing. The cost incurred here is the highest i.e.\$54 million.
- 2] Catalog Sales and Internet Sales have equitable distributions in terms of Customer Groups [Internet/Catalog Members, Orion Club Gold members, Orion CLub Members].