



# CUSTOMER DASHBOARD

18K

Total Customers

\$29.4M

Total Sales

\$1.59K

Avg Sales per...

1.5

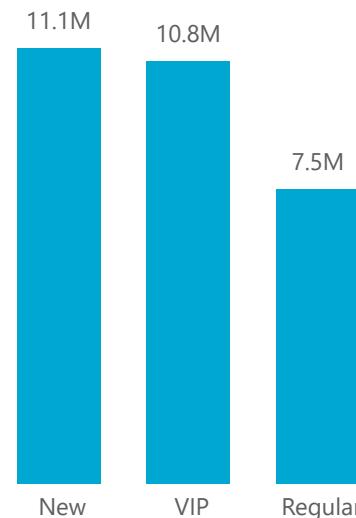
Avg Orders/Customer

8.6K

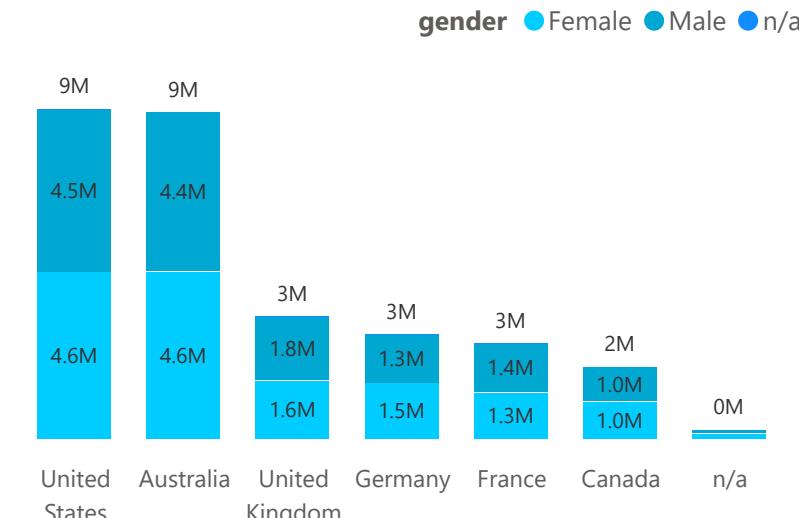
At Risk Customers



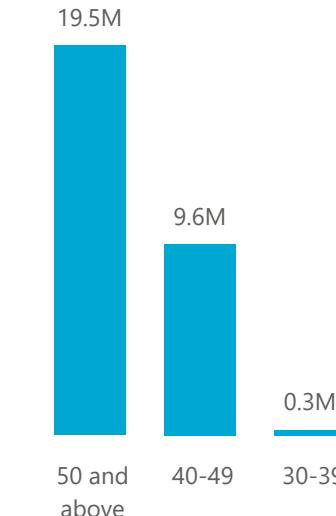
## Revenue by Cust\_Segment



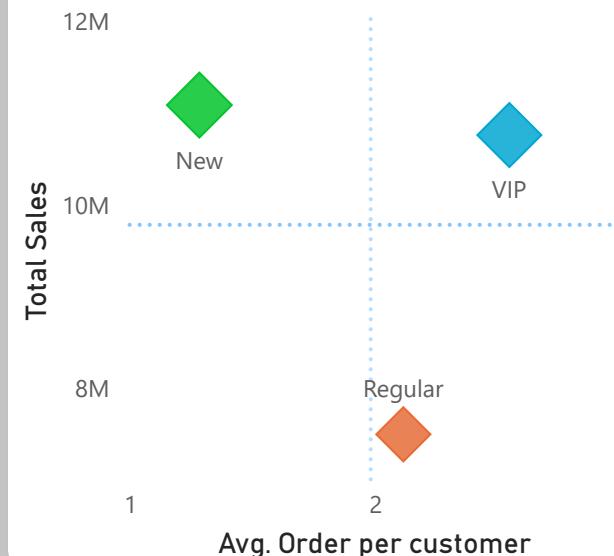
## Revenue by Country



## Revenue by Age



## Orders, Sales by customer\_segment



## CUSTOMER INFORMATION

customer_key	gender	customer_name	age	country	customer_segment	total_orders	total_sales	recency
1	Male	Jon Yang	54	Australia	VIP	3	8249	151
2	Male	Eugene Huang	49	Australia	VIP	3	6384	144
3	Male	Ruben Torres	54	Australia	VIP	3	8114	154
4	Female	Christy Zhu	52	Australia	VIP	3	8139	151
5	Female	Elizabeth Johnson	46	Australia	VIP	3	8196	151
6	Male	Julio Ruiz	49	Australia	VIP	3	8121	151
7	Female	Janet Alvarez	49	Australia	VIP	3	8119	151
8	Male	Marco Mehta	56	Australia	VIP	3	8211	153
9	Female	Rob Verhoff	50	Australia	VIP	3	8106	153



# PRODUCT DASHBOARD

product_name	category	subcategory	product_seg...	recency_in...	lifespan
All	All	All	All	All	All

**\$29.4M**

Revenue

**130**

Total Products

**60.4K**

Quantity Sold

**\$486**

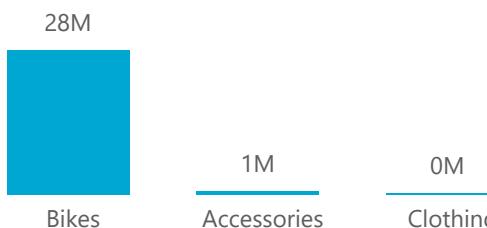
Average Sell. Price

**40%**

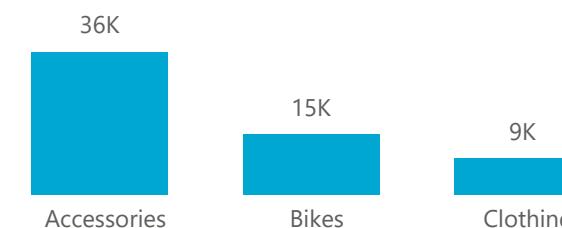
Gross Margin %



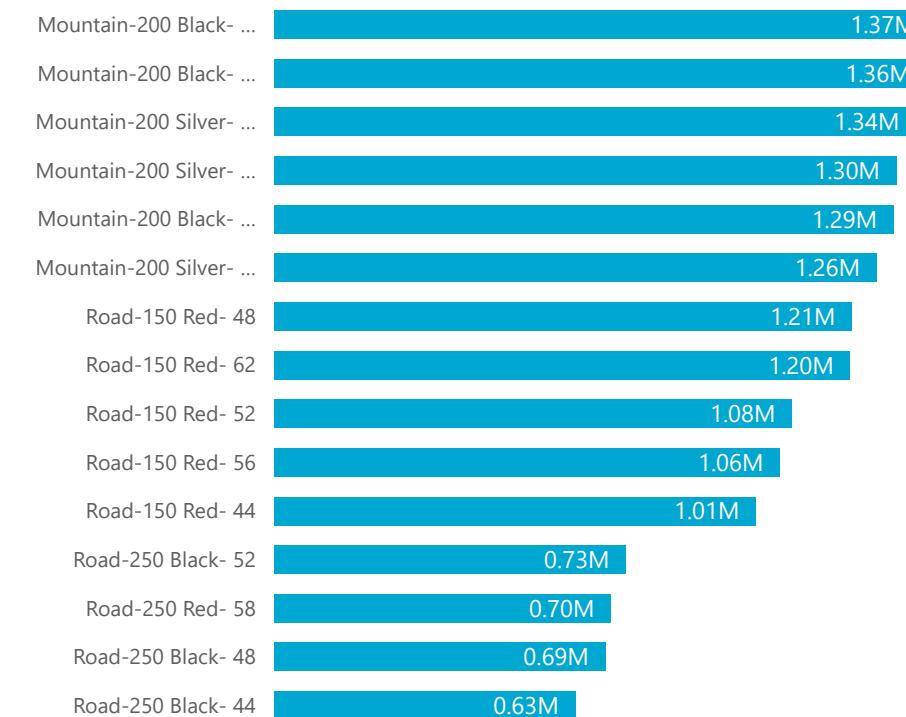
## Revenue by Category



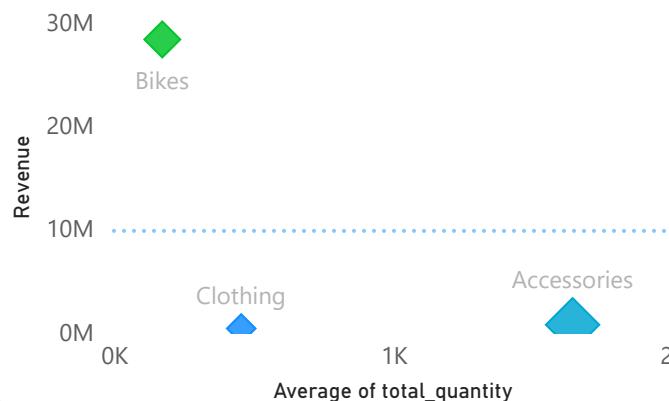
## Quantity Sold by Category



## Top 15 Products by Revenue



## Revenue vs Quantity by category



## Cost vs. Selling Price by Product Name



## PRODUCT INFORMATION

product_key	product_name	category	subcategory	total_quantity	Total Product Revenue	Average Selling Price	Gross Margin %
3	Mountain-100 Black- 38	Bikes	Mountain Bikes	49	165375	3,375.00	0.44
4	Mountain-100 Black- 42	Bikes	Mountain Bikes	45	151875	3,375.00	0.44
5	Mountain-100 Black- 44	Bikes	Mountain Bikes	60	202500	3,375.00	0.44
6	Mountain-100 Black- 48	Bikes	Mountain Bikes	57	192375	3,375.00	0.44
7	Mountain-100 Silver- 38	Bikes	Mountain Bikes	58	197200	3,400.00	0.44
8	Mountain-100 Silver- 42	Bikes	Mountain Bikes	42	142800	3,400.00	0.44
9	Mountain-100 Silver- 44	Bikes	Mountain Bikes	49	166600	3,400.00	0.44