ONLINE RETAIL DASHBOARD

Cluster KM
All

Segment
All

cancelled by segment

cancelled

4.2K

1.8K
1.3K   1.3K
0.1K   0.1K   0.0K

Big Spenders | Loyal Customers | Other | Best Customers | Almost Lost | Lost Cheap Custo... | Lost Customers

segment

Year

| 2010 | 2011 |

Frequency

1285M

Quantity

4907K

frequency by cluster

5.33%

12.16%

82.24%

cluster
- 0
- 3
- 2
- 1
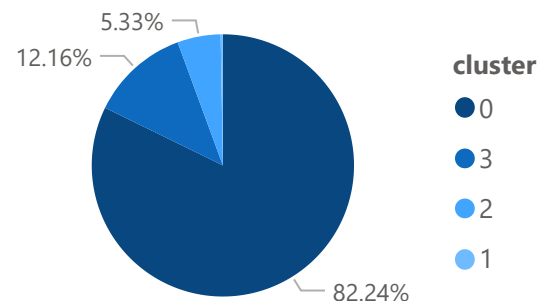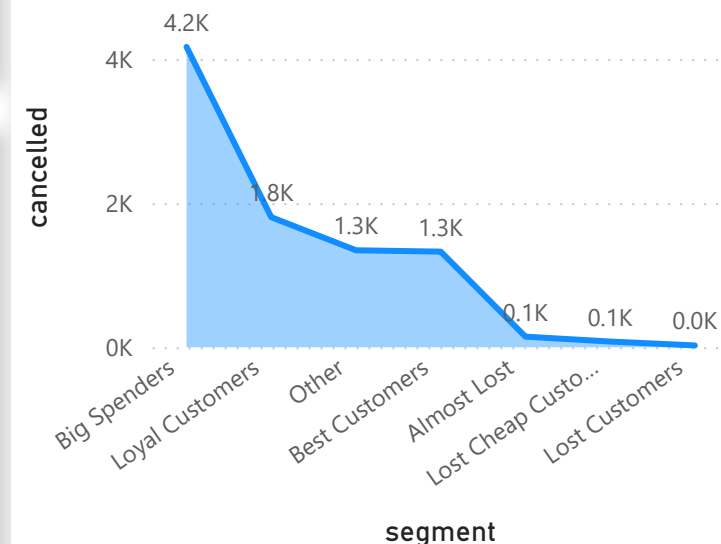
Month

- [ ] Select all
- [ ] January
- [ ] February
- [ ] March
- [ ] April
- [ ] May
- [ ] June
- [ ] July
- [ ] August
- [ ] September
- [ ] October
- [ ] November
- [ ] December

Top 5 Most Purchased Product

Quantity

60K

53K

45K

40K

35K   34K   33K

20K

0K

WORLD WAR 2 GLIDERS ASSTD DE... | JUMBO BAG RED RETROSPOT | ASSORTED COLOUR BIRD ORNAME... | WHITE HANGING HEART T-LIGHT H... | PACK OF 72 RETROSPOT CAKE CASES

Description
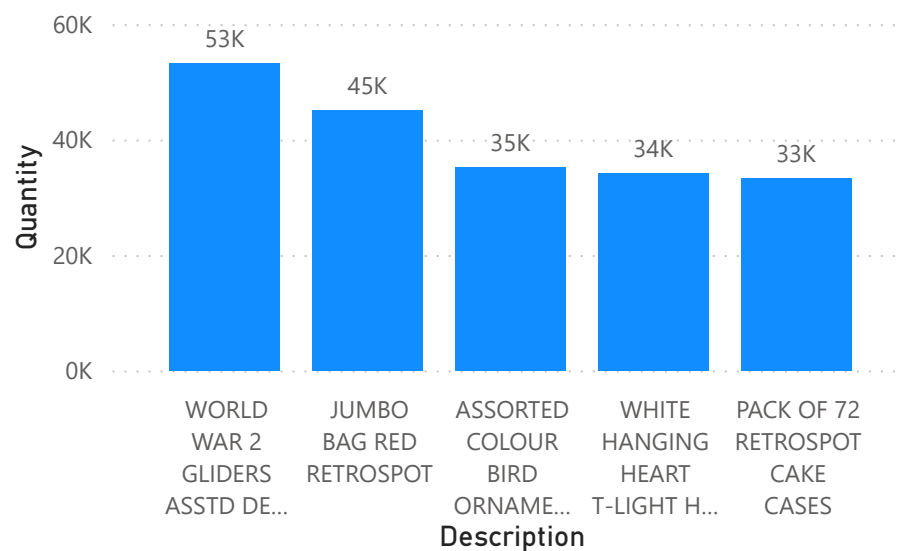
Average of recency by segment

segment

Lost Cheap Custo...	262.96
Lost Customers	183.11
Almost Lost	76.06
Loyal Customers	70.75
Other	66.37
Big Spenders	19.19
Best Customers	5.64

0   200

Average of recency