

Customer and operational insights

498

Total Customers

184

New Customers

492

Returning Customers

1.61K

Average Order Value

Filters

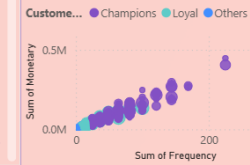
Sum of Monetary and Average Order Value by Customer Segment

Champions

Loyal

Total Sales	Total Orders	Average Order Value	first_name	last_name
15,878.14	10	1,587.81	Aaron	Day
13,894.33	6	2,315.72	Aaron	Monroe
4,679.79	4	1,169.95	Adam	Brown
8,345.12	7	1,192.16	Adam	Martin
10,110.18	4	2,527.55	Adam	Watson
10,741.60	5	2,148.32	Alan	Johnson
6,073.75	6	1,012.29	Alexander	Robinson
9,854.98	7	1,407.85	Allen	Valencia
1,413.21	1	1,413.21	Allison	Nichols
48,27,358.46	3000	1,609.12		

Sum of Frequency, Sum of Monetary, Sum of Recency and Average Order Value by customer_id and Customer Segment



Customer Loyalty Breakdown



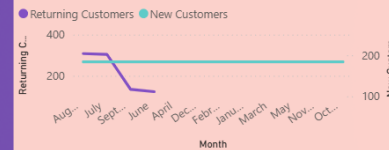
customer Loyalt...

Returning

Date

All

Returning Customers, New Customers and First Customer Type by Month



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