

Overview

Sales

Customer

category

Year

Month

All

All

All

Customers

630

Total Revenue

£8.40M

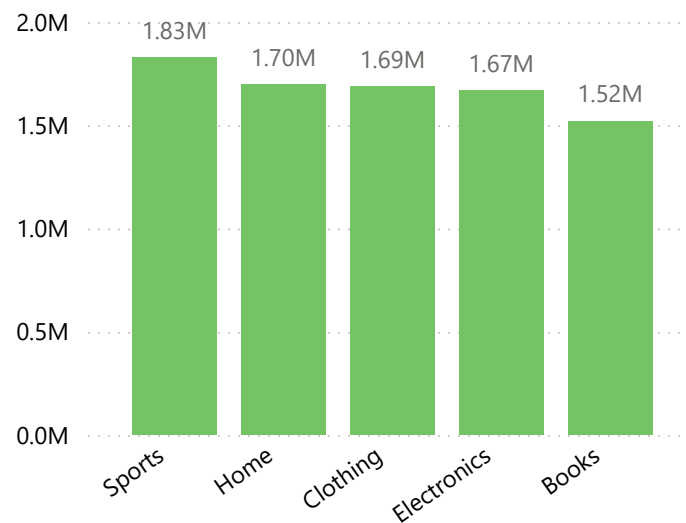
Average Price

516.43

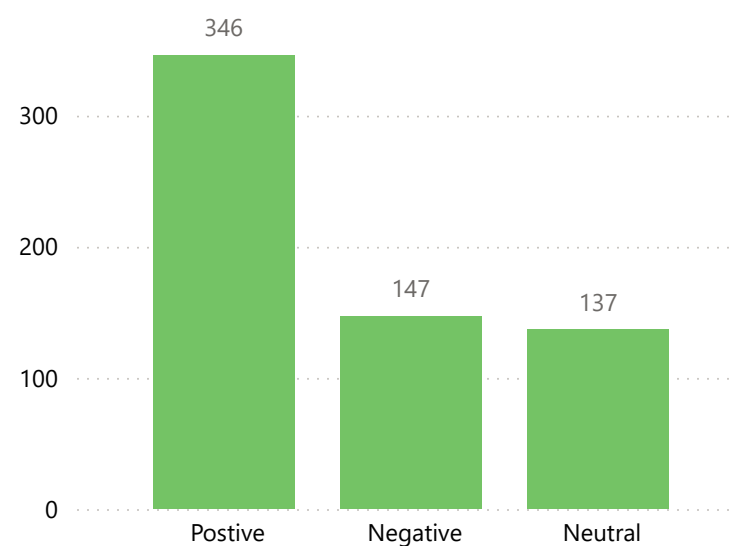
Average Quantity

25.89

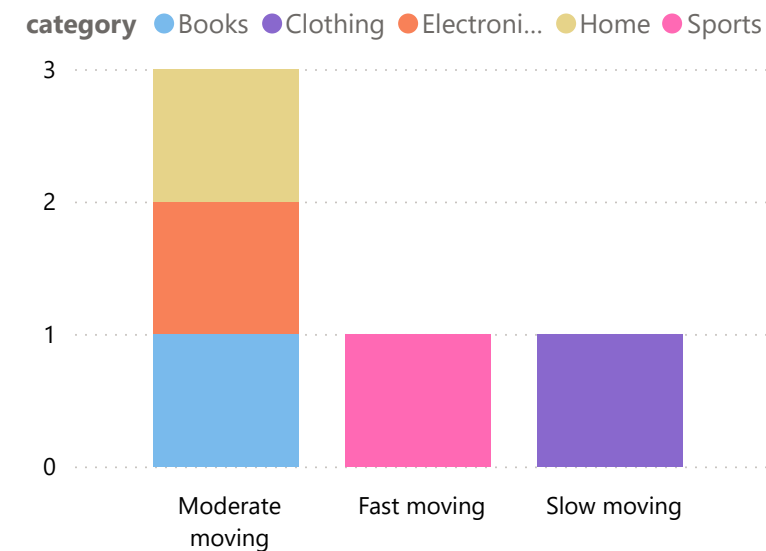
Revenue by Product category



Sentiment Grade



Product movement by Product category



Overview

Sales

Customer

category

Year

Month

All

All

All

Total Revenue

£8.40M

Yearly Revenue 6,943,135.87 .
Monthly Growth 0.00% .

Average Revenue

13.33K

Average Price

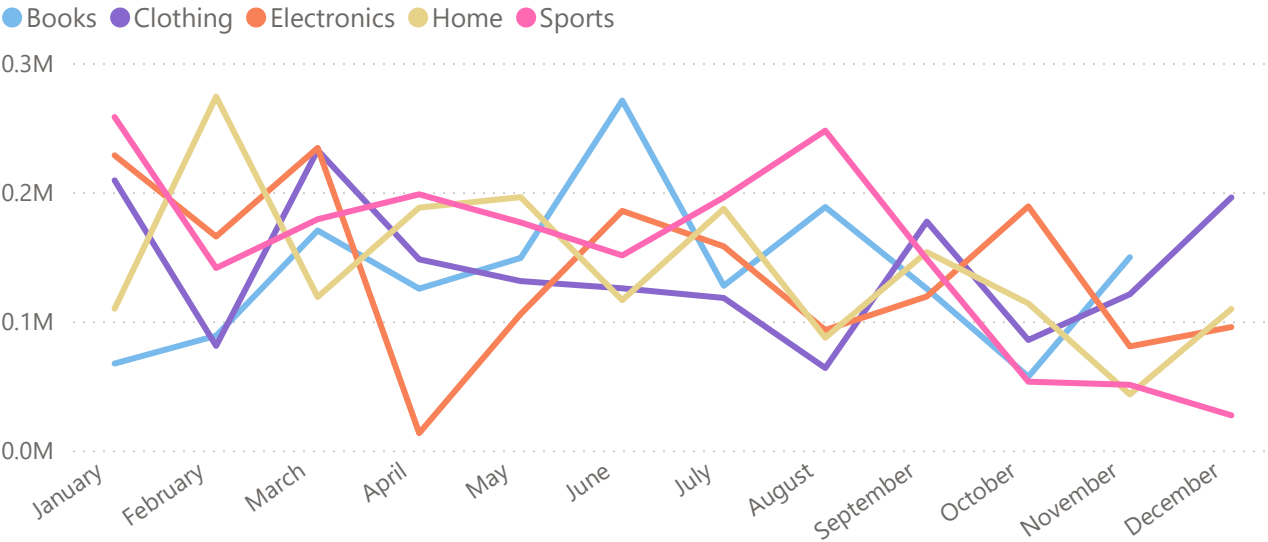
516.43

Average Quantity

25.89

Year	Month	Sum of quantity	Sum of Revenue	MoM Growth %
2023	January	824	381,862.38	0.00%
2023	February	586	348,893.37	-8.63%
2023	March	646	360,106.84	3.21%
2023	April	578	304,063.72	-15.56%
2023	May	753	363,854.05	19.66%
2023	June	592	362,680.92	-0.32%
2023	July	678	350,494.10	-3.36%
2023	August	678	292,996.13	-16.40%
2023	September	543	293,174.11	0.06%
2023	October	770	365,753.39	24.76%
2023	November	672	259,715.64	-28.99%
2023	December	542	246,761.30	-4.99%
2024	January	534	316,823.25	28.39%
Total		16313	8,398,955.52	0.00%

Revenue Trend

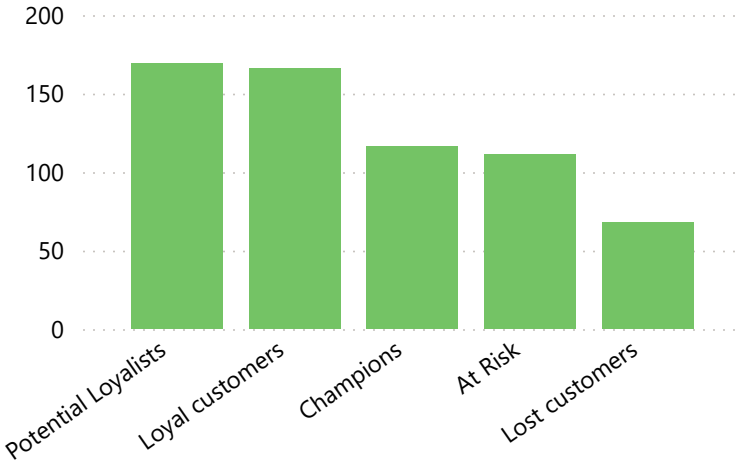


Customers

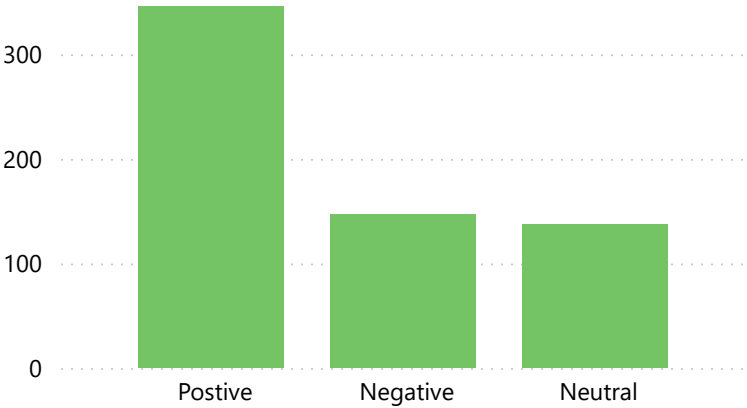
630

Customer ID	Category	Quantity	Total Revenue	Segment
1	Home	26	£11,212.24	Potential Loyalists
3	Home	38	£24,989.94	Champions
5	Books	29	£807.07	Potential Loyalists
7	Clothing	26	£9,867.52	Lost customers
10	Home	7	£6,893.74	Potential Loyalists
12	Clothing	37	£26,980.40	Loyal customers
13	Electronics	43	£4,731.72	Champions
14	Sports	31	£15,834.49	Potential Loyalists
15	Books	20	£445.60	Potential Loyalists
17	Clothing	27	£14,153.13	Loyal customers
19	Books	20	£19,755.40	Champions
20	Electronics	46	£27,811.14	Potential Loyalists
22	Books	37	£23,223.42	Loyal customers
23	Books	45	£30,191.40	Champions
25	Sports	2	£1,479.96	Loyal customers
26	Books	27	£13,973.31	Loyal customers
27	Home	37	£34,365.60	Loyal customers
28	Books	8	£1,648.96	Potential Loyalists
Total		16313	£8,398,955.52	

Customer Segment



Sentiment Grade



Customer ID	Total Revenue
613	£49,628.00
41	£48,822.13
927	£47,471.20
575	£44,272.80
631	£42,651.27
162	£42,599.92
667	£42,054.30
723	£41,331.99
461	£41,007.03
159	£40,431.60
154	£40,256.58
505	£39,697.14
337	£39,147.50
213	£38,808.40
391	£38,637.45
403	£38,436.13
586	£38,316.60
127	£38,261.96
912	£37,653.33
508	£37,634.31
Total	£827,119.64