

Customer Insights

Date Range

2010-12-29 2014-01-28

Customer insights

Product insight

\$1,59K

Avg Revenue Per Customer

1,06K

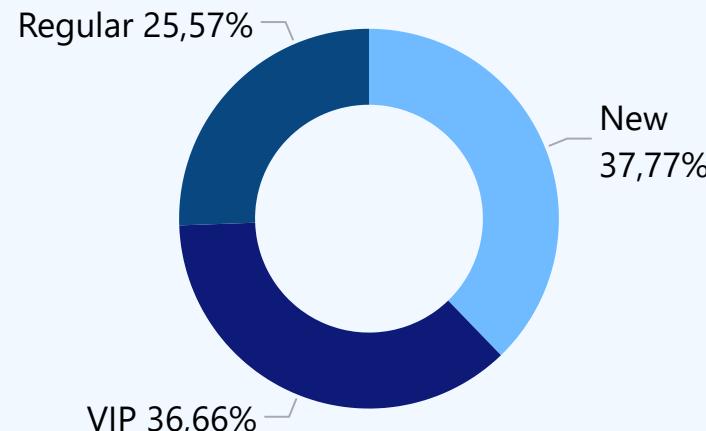
Avg Order Value

Customers count within each level

New
14,63K

Regular
2,20K
VIP
1,65K

Total revenue by customer level



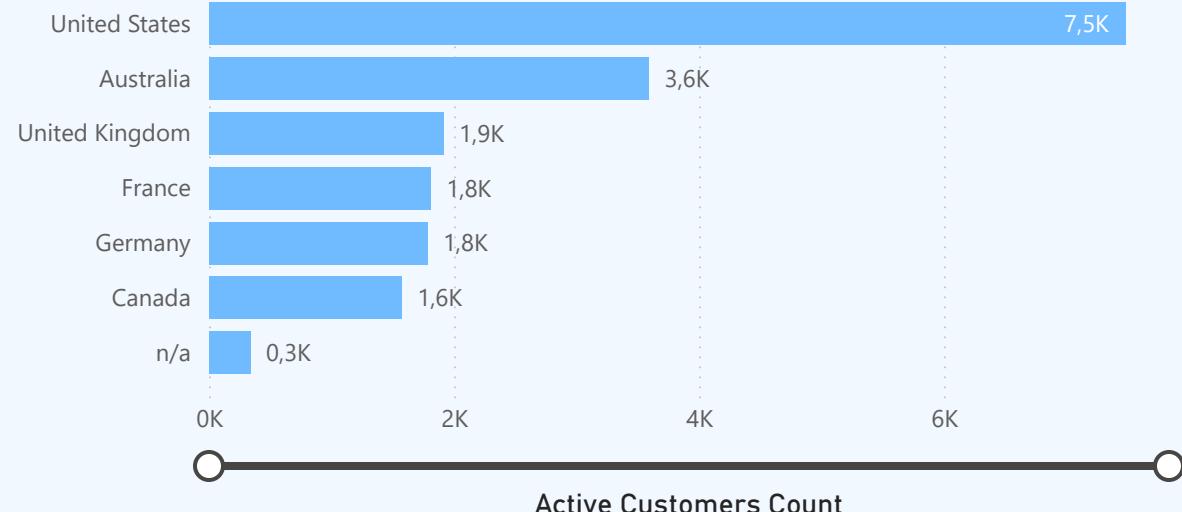
57

Average age

18K

Customers

Count of customers by country



28K

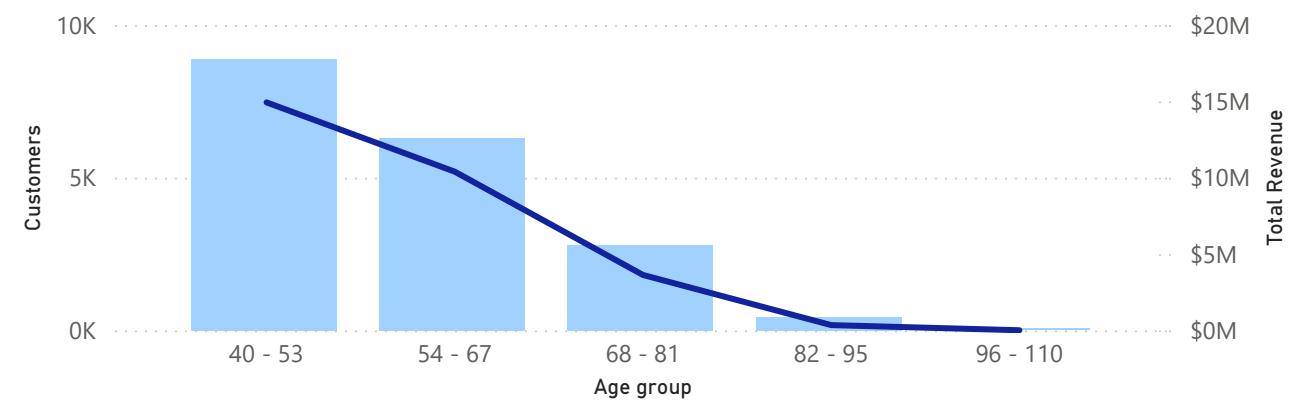
Total Orders

\$29M

Total Revenue

Customers and their spendings within age groups

● Customers ● Total Revenue



Product Insights

Customer insights

Product insight

Date Range

2010-12-29

2014-01-28

Production Cost vs. Average Price

Category ● Accessories ● Bikes ● Clothing

