



Username

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User 1234566

## Sales Overview

## RFM Analysis

## CLTV Analysis

### Filters

Filter 1  
(date slider)

Filter 2  
(product segment  
filter drop-down  
multi-select)

Filter 3  
(country filter  
checkbox multi-  
select)

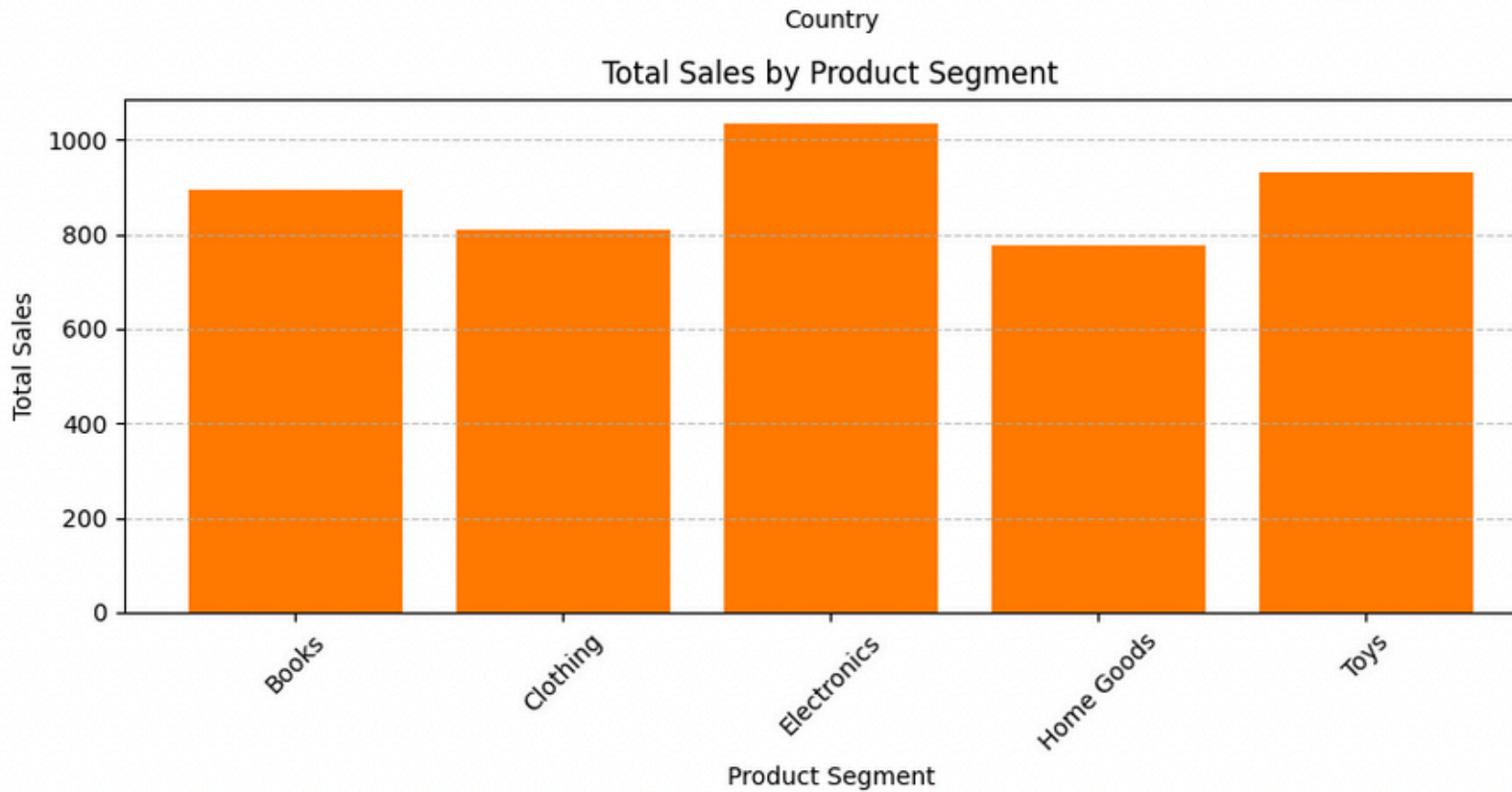
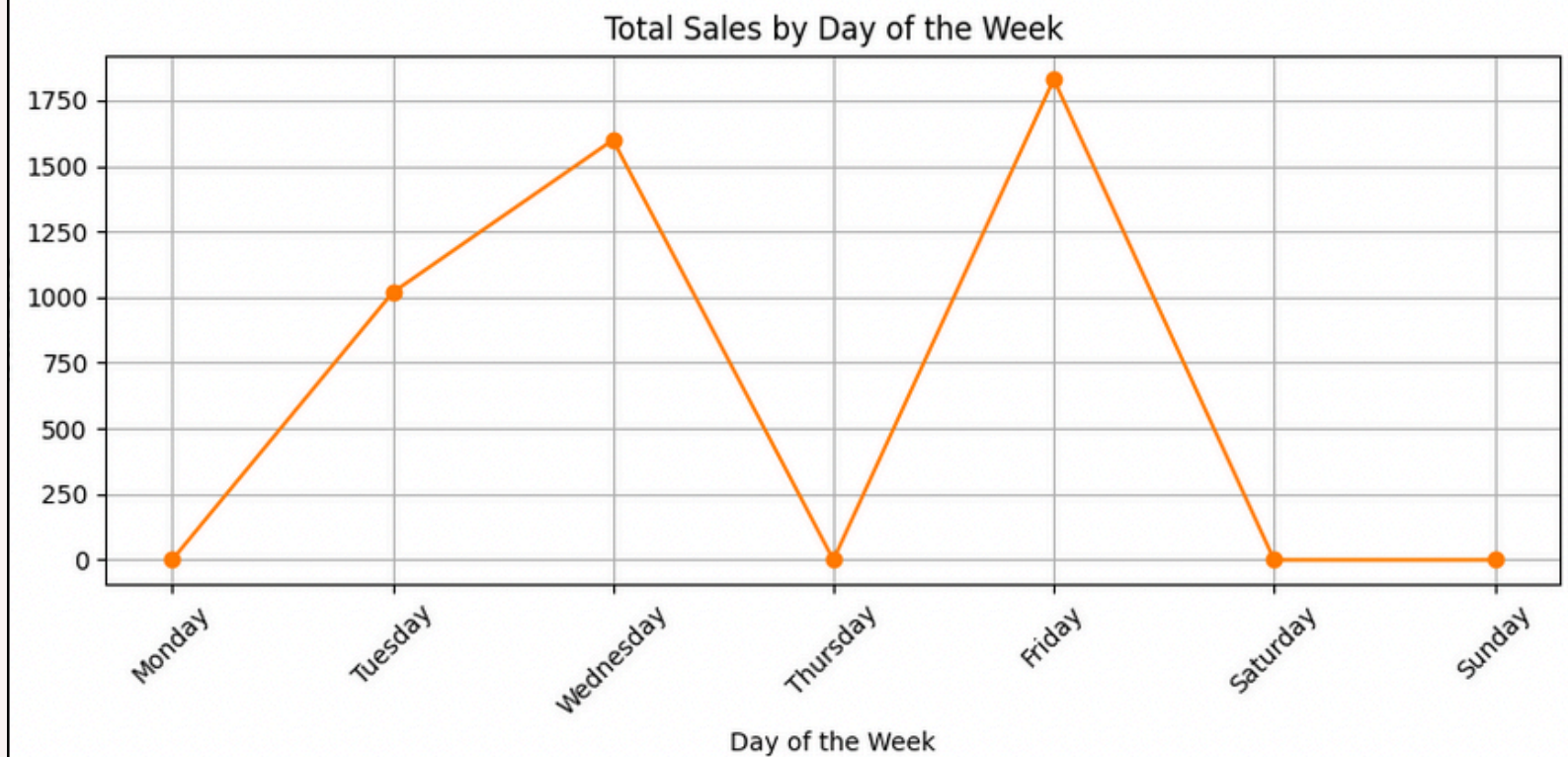
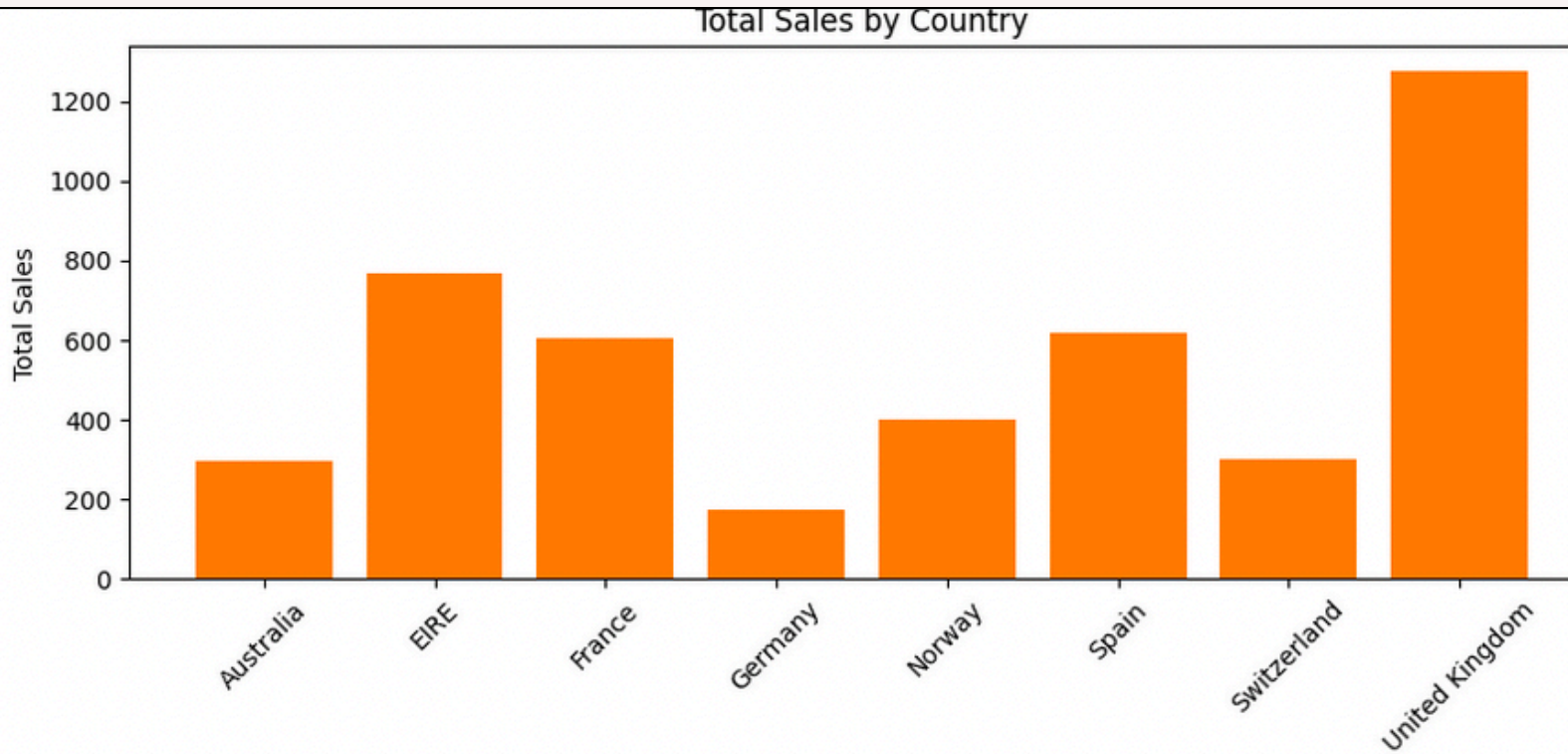
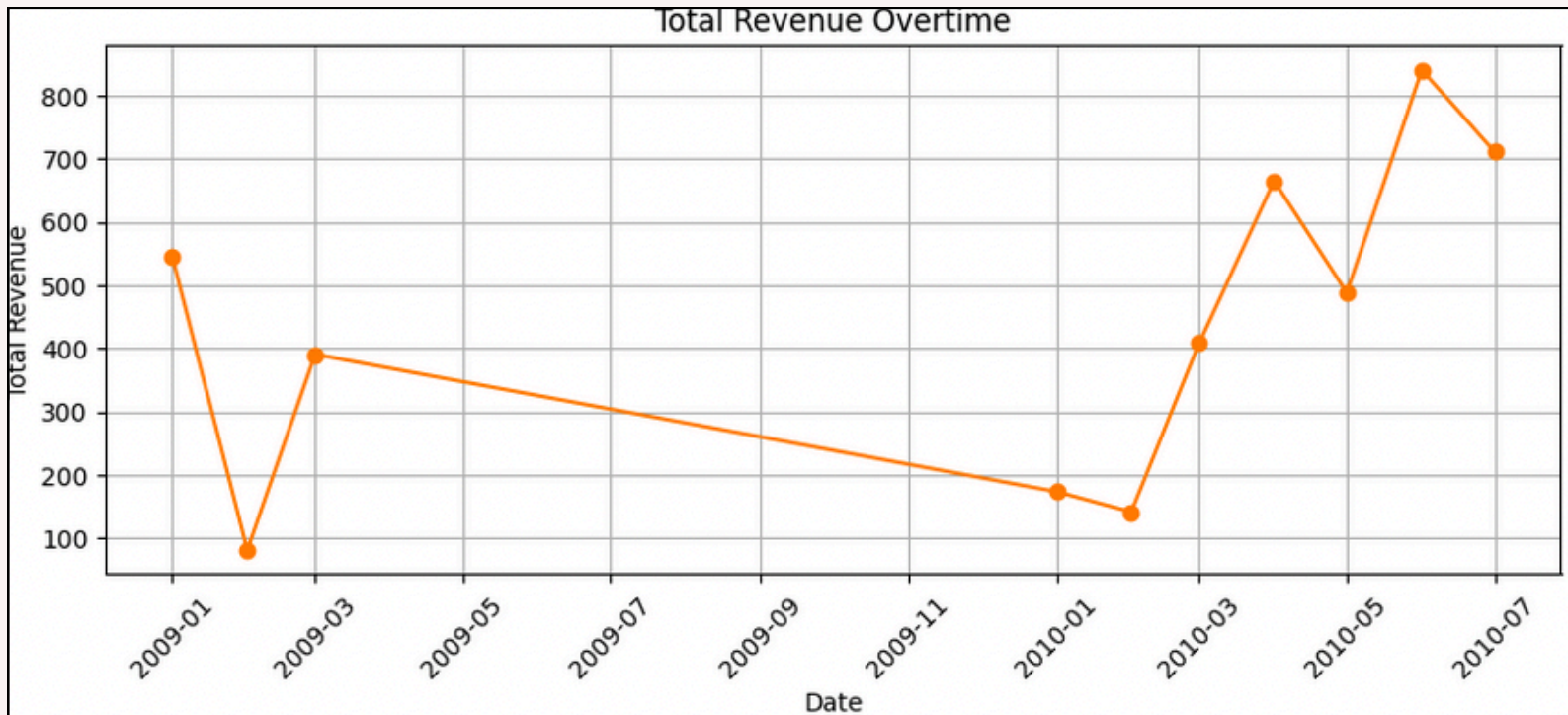
Reset



Total Revenue

Top Performing Region

Top sold Product







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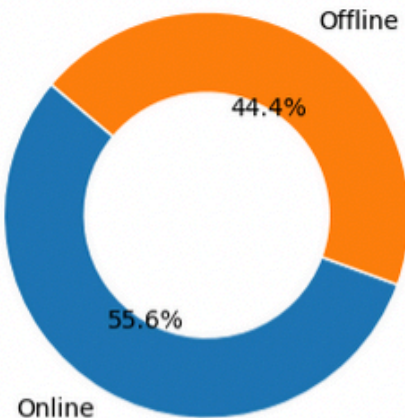


Avg Recency

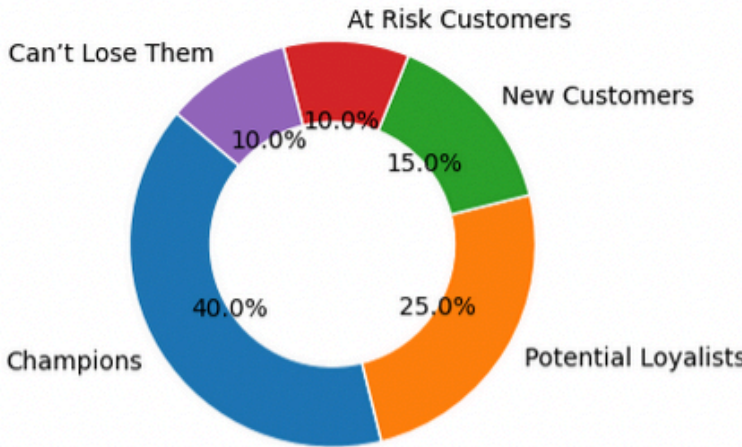
Avg Frequency

Avg Monetary Value

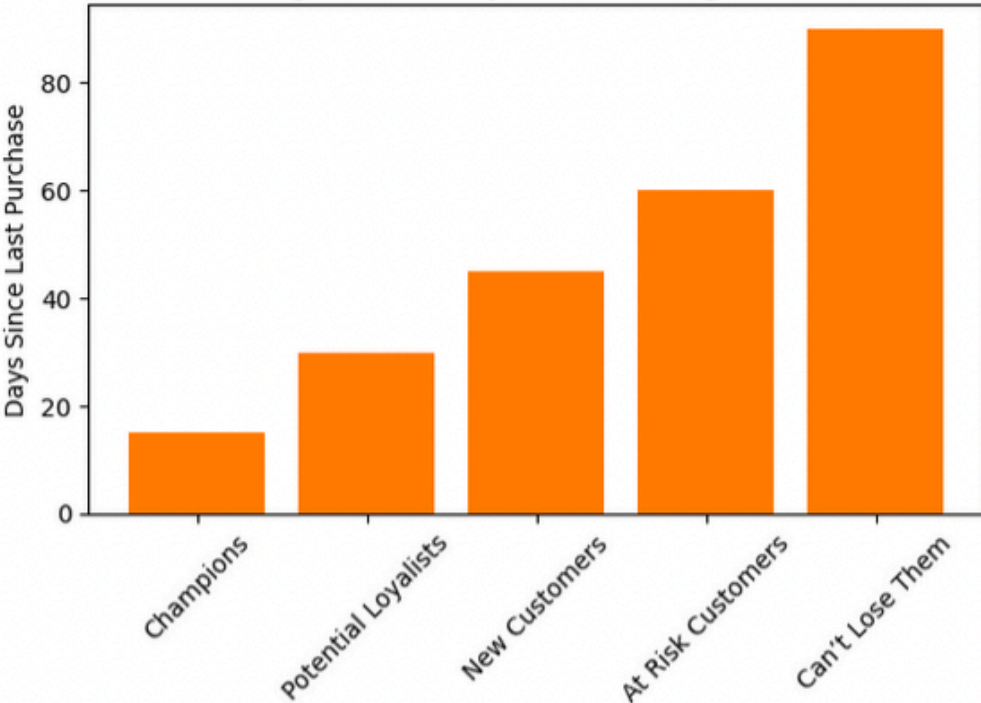
Online vs Offline Sales



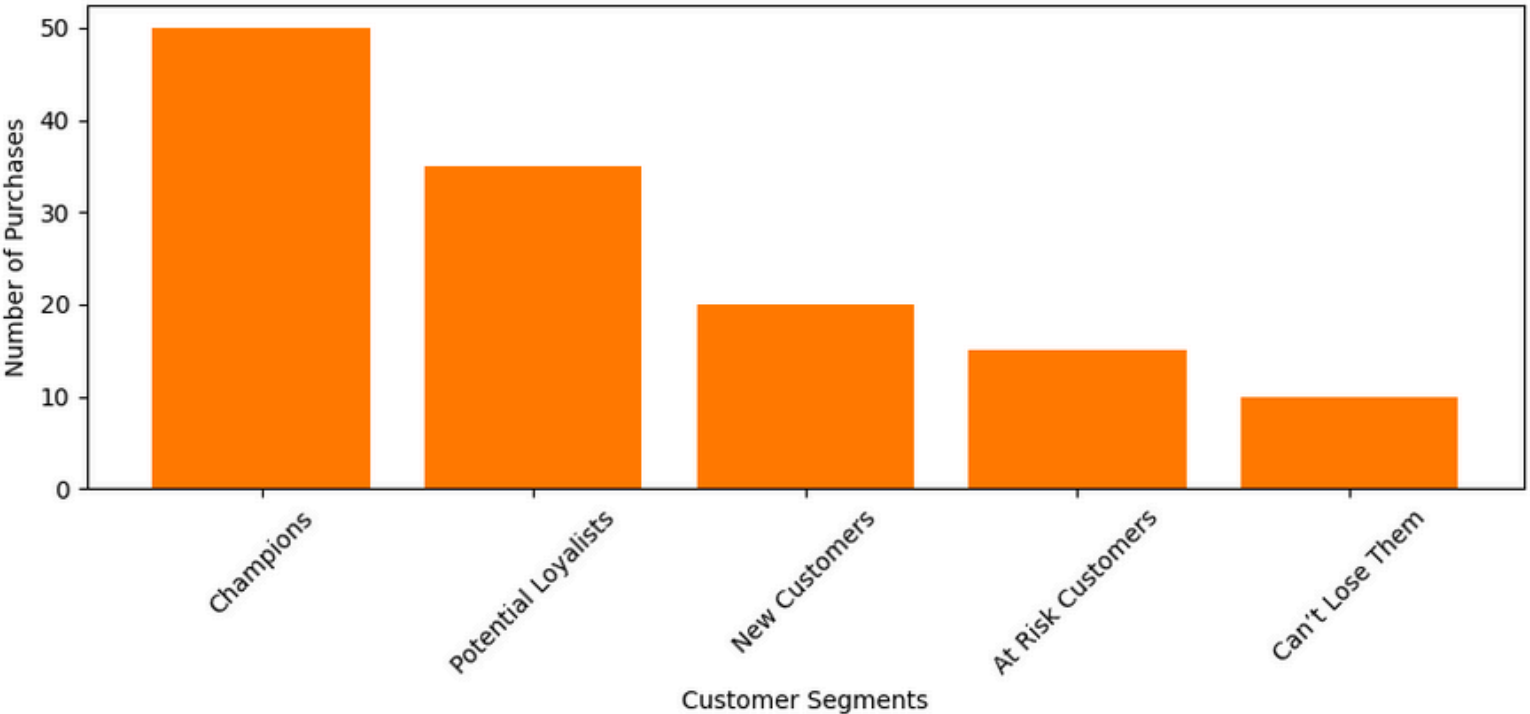
RFM Rank Distribution



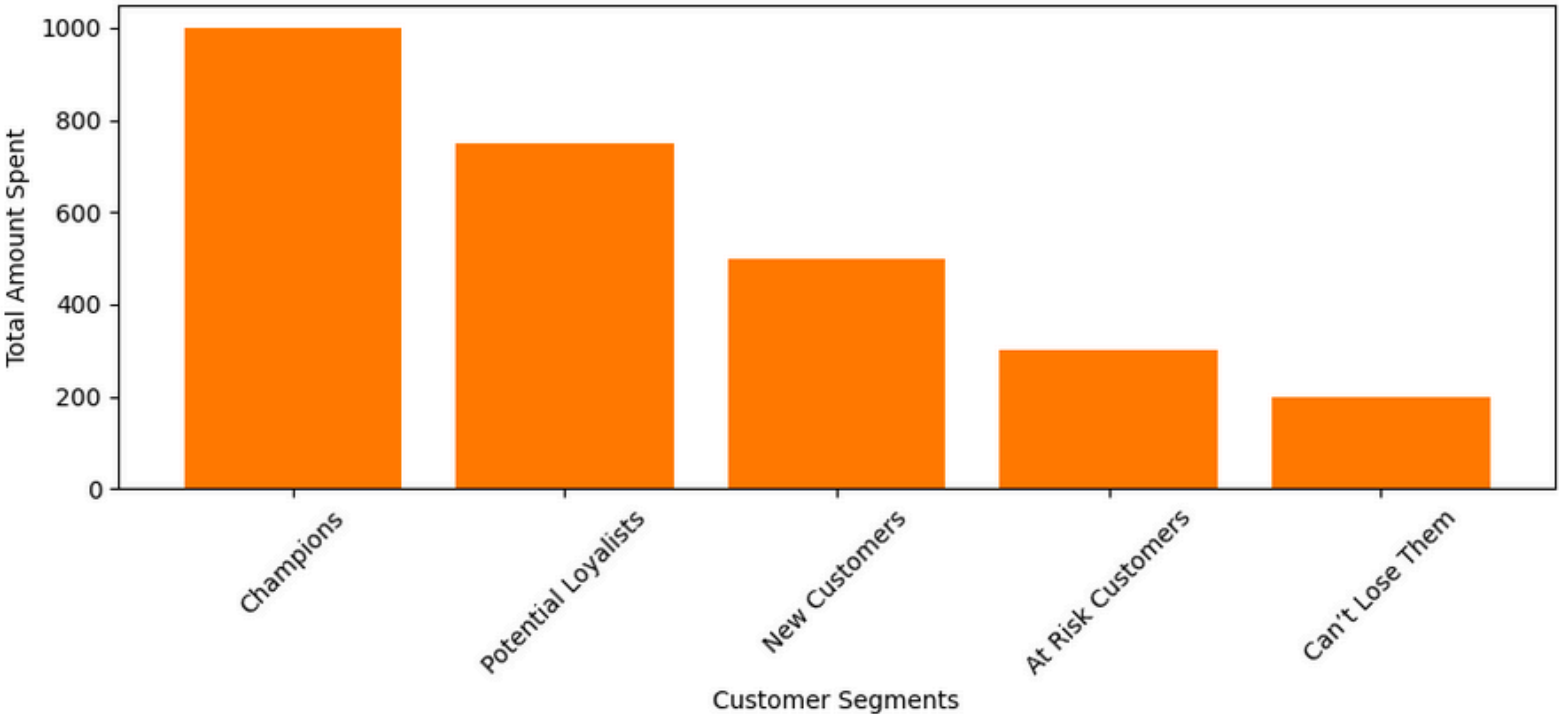
Highest Recency Customer Segments



Highest Frequency Customer Segments



Highest Monetary Value Customer Segments





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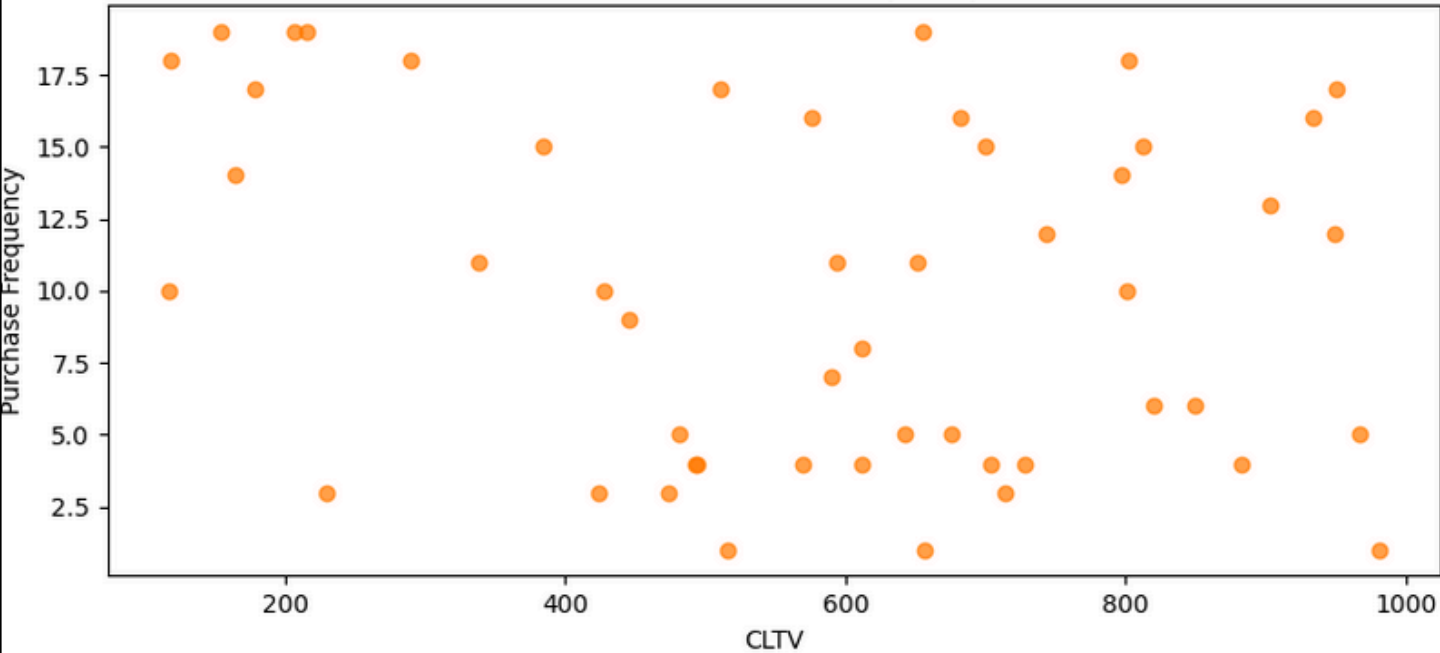


AVG RFM Rank

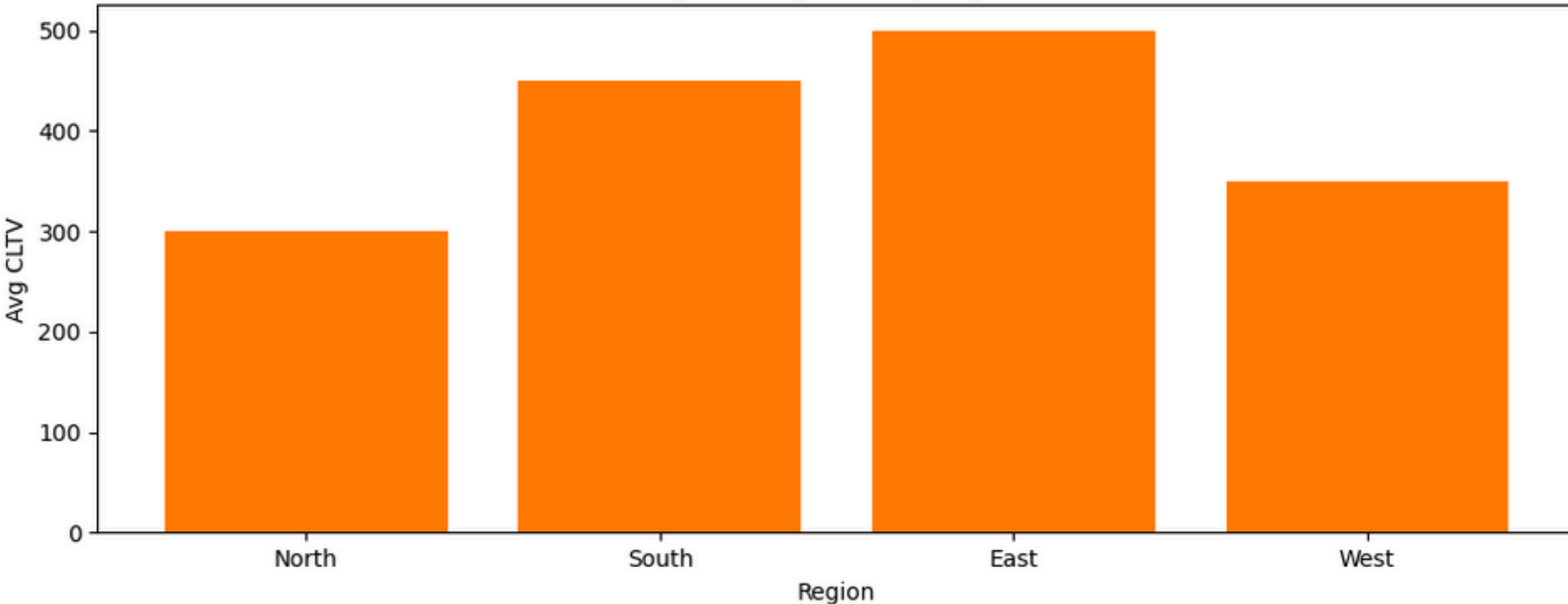
Avg CLTV

Region With Lowest CLTV

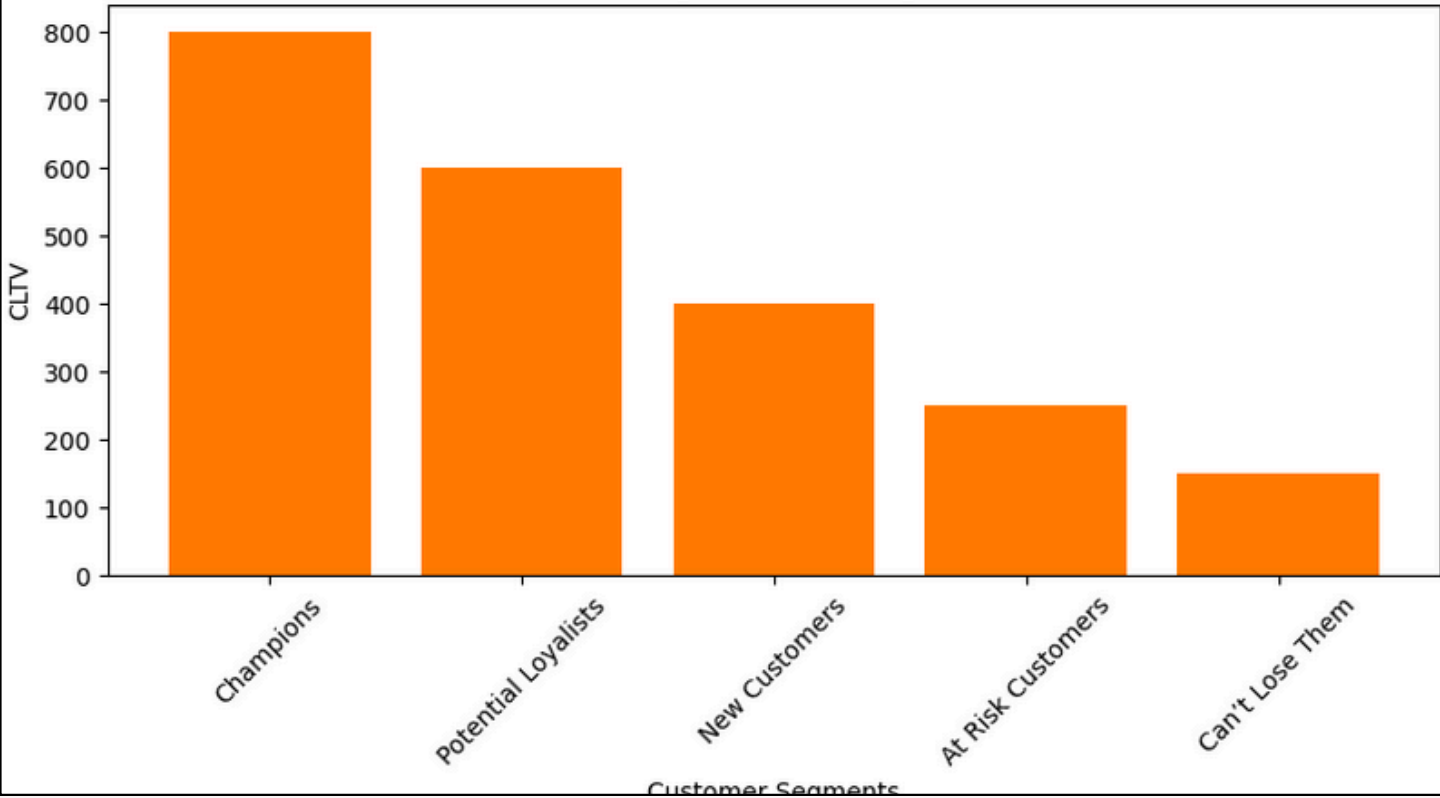
CLTV vs Purchase Frequency



Highest Avg CLTV by Region



Customer Segments with Highest CLTV



Correlation Between CLTV & RFM Rank

