

Customer sales report

mySQL | Rmarkdown

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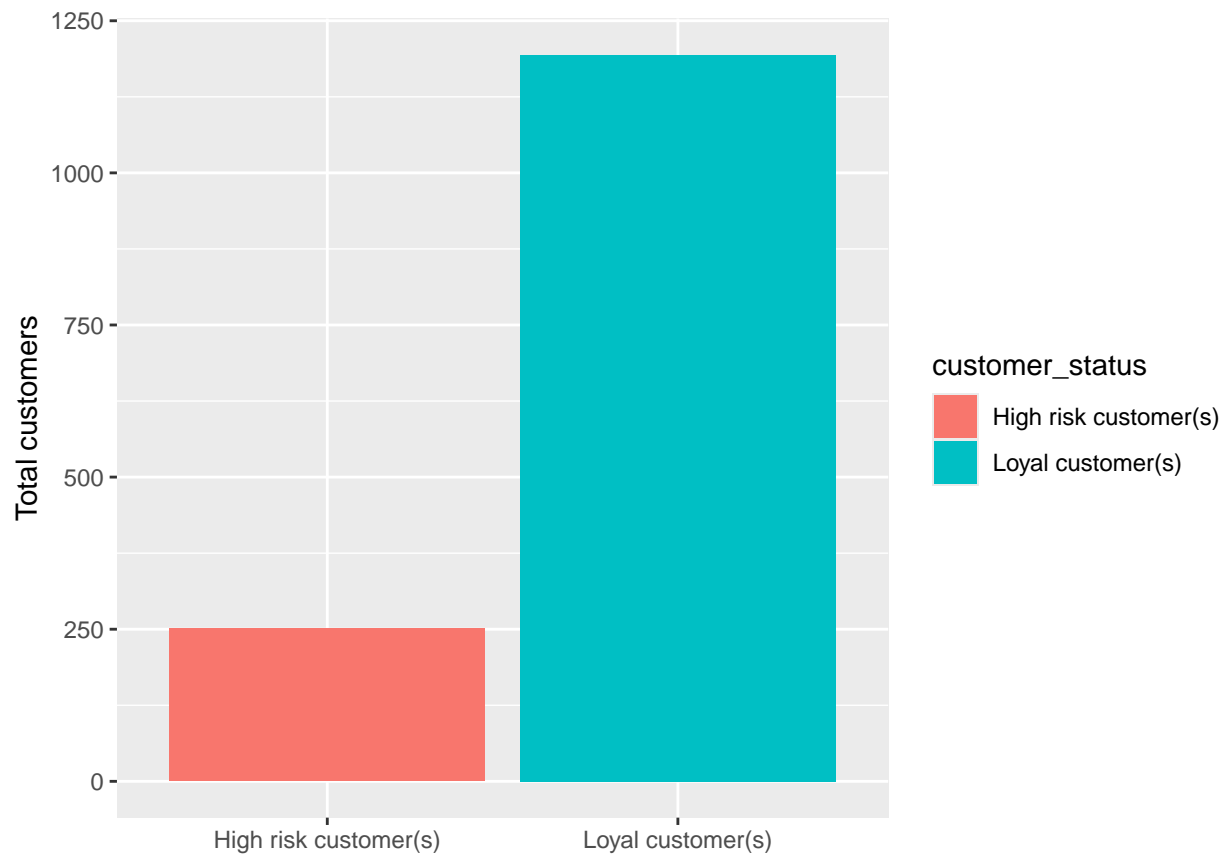
2024-12-02

Background

The insights presented in this report were extracted from a MySQL database containing customer transaction data. The primary objective of this analysis was to identify high-risk customers, those with an average time between orders greater than 365 days and to report the most profitable customers for the business.

Insights

High risk customers

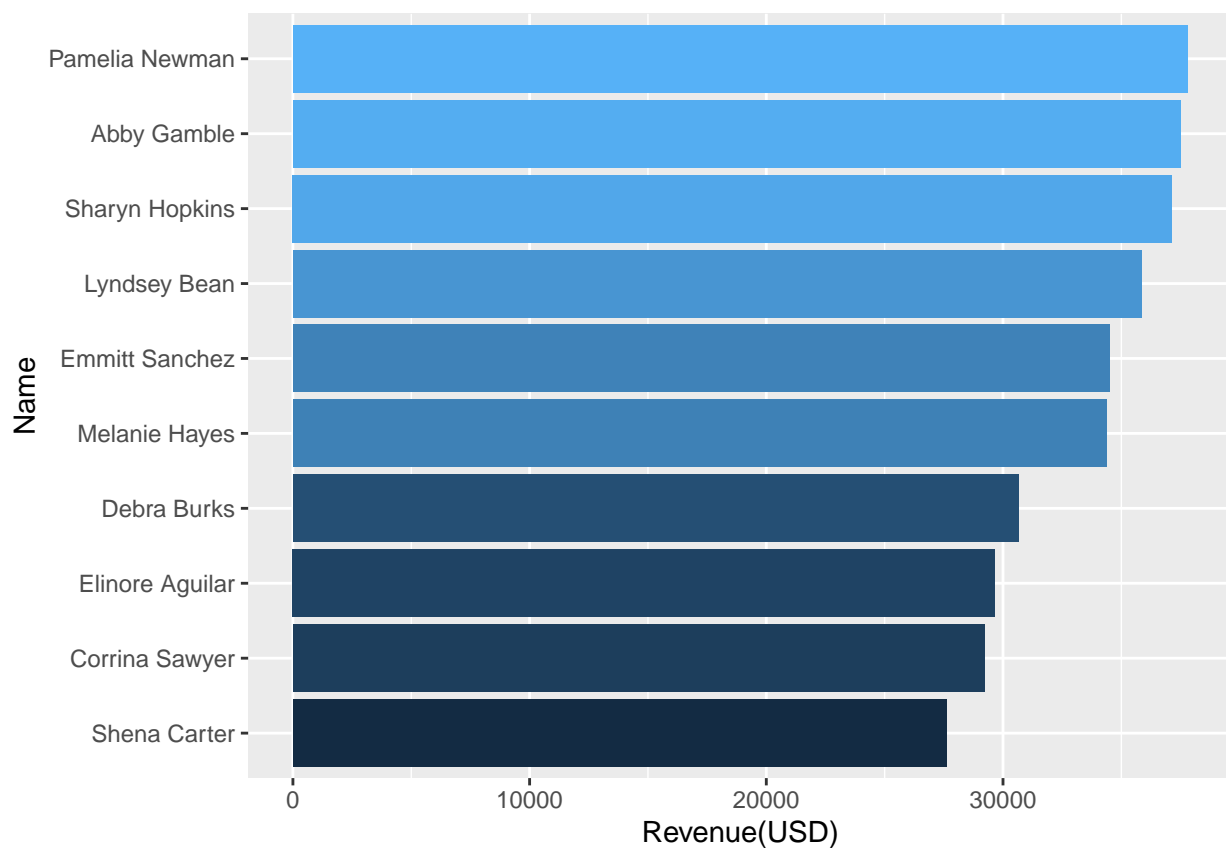


```
## # A tibble: 2 x 3
##   customer_status      total_customers avg_days
##   <chr>                <dbl>      <dbl>
## 1 High risk customer(s)         251        409
## 2 Loyal customer(s)           1194        199
```

The chart above shows the distribution of customers by their status (number of high-risk versus loyal customers). As shown there are 251 high-risk customers, with an average time between orders of 409 days, and 1,194 loyal customers, with an average time between orders of 199 days.

Top 10 customers by revenue

The barchart below displays the top 10 customers ranked by total revenue in descending order, followed by a list of their names, revenue, total orders and latest order date.



Top 10 customers table

```
## # A tibble: 10 x 5
##   customer_id fullname      revenue total_orders latest_order_date
##   <dbl> <chr>          <dbl>      <dbl> <date>
## 1      10 Pamelia Newman  37802.         11 2018-08-23
## 2      75 Abby Gamble   37501.          7 2018-04-08
## 3      94 Sharyn Hopkins 37139.         10 2018-04-01
## 4       6 Lyndsey Bean  35858.         11 2018-09-06
```

##	5	16 Emmitt Sanchez	34504.	12	2018-04-09
##	6	73 Melanie Hayes	34391.	7	2018-04-17
##	7	1 Debra Burks	30646.	11	2018-11-18
##	8	61 Elinore Aguilar	29662.	10	2018-04-10
##	9	93 Corrina Sawyer	29215.	8	2018-04-23
##	10	122 Shena Carter	27619.	4	2018-01-25