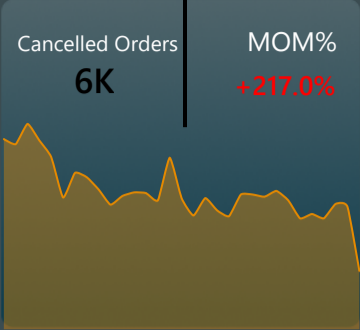
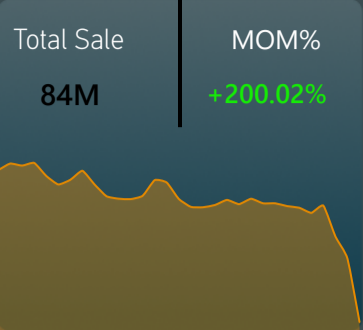


Amazon Sales dashboard
(March 2022 - June 2022)

Other Analysis



Courier Status

All

Category

All

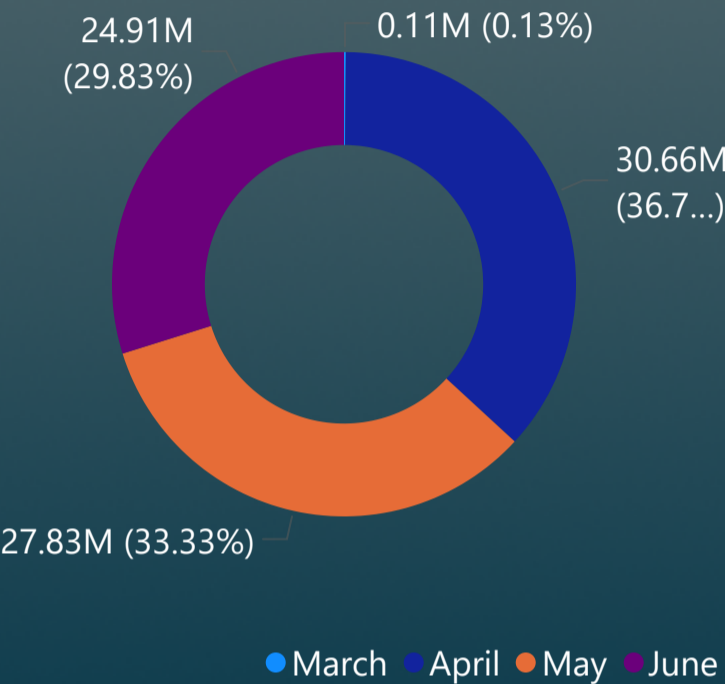
Status

All

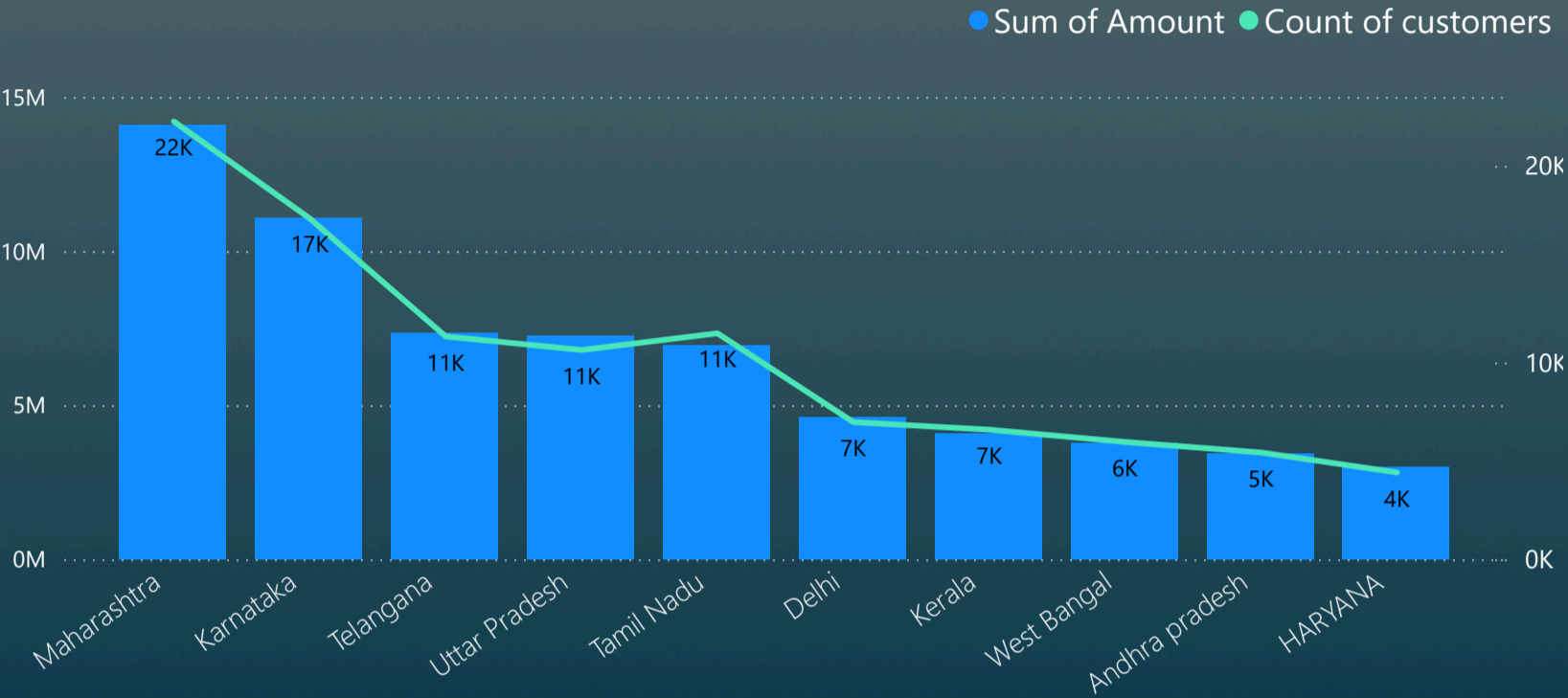
Fulfilment

All

Sum of Amount by Month



Top 10 states by sales & orders



Total Sale by week_of_month



Total Sale over time



Homepage

Total Monetary

83.51M

Avg Recency

47.53

Churn_Labels

All

Frequency

All

order_month

All

Clusters

All

is_churned?

All

Category

All

Avg Frequency

129K

Churned customers

29K

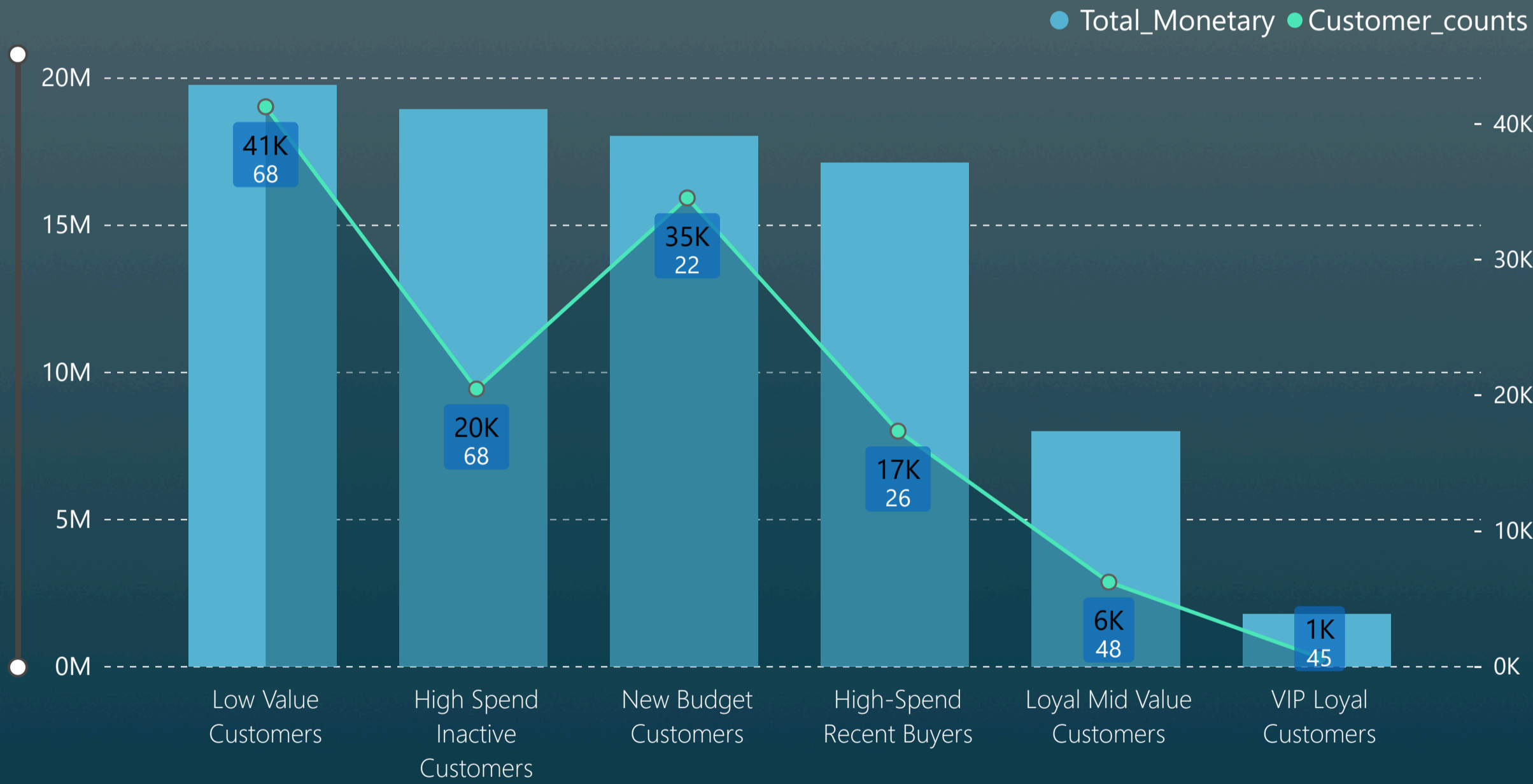
Avg order value

649

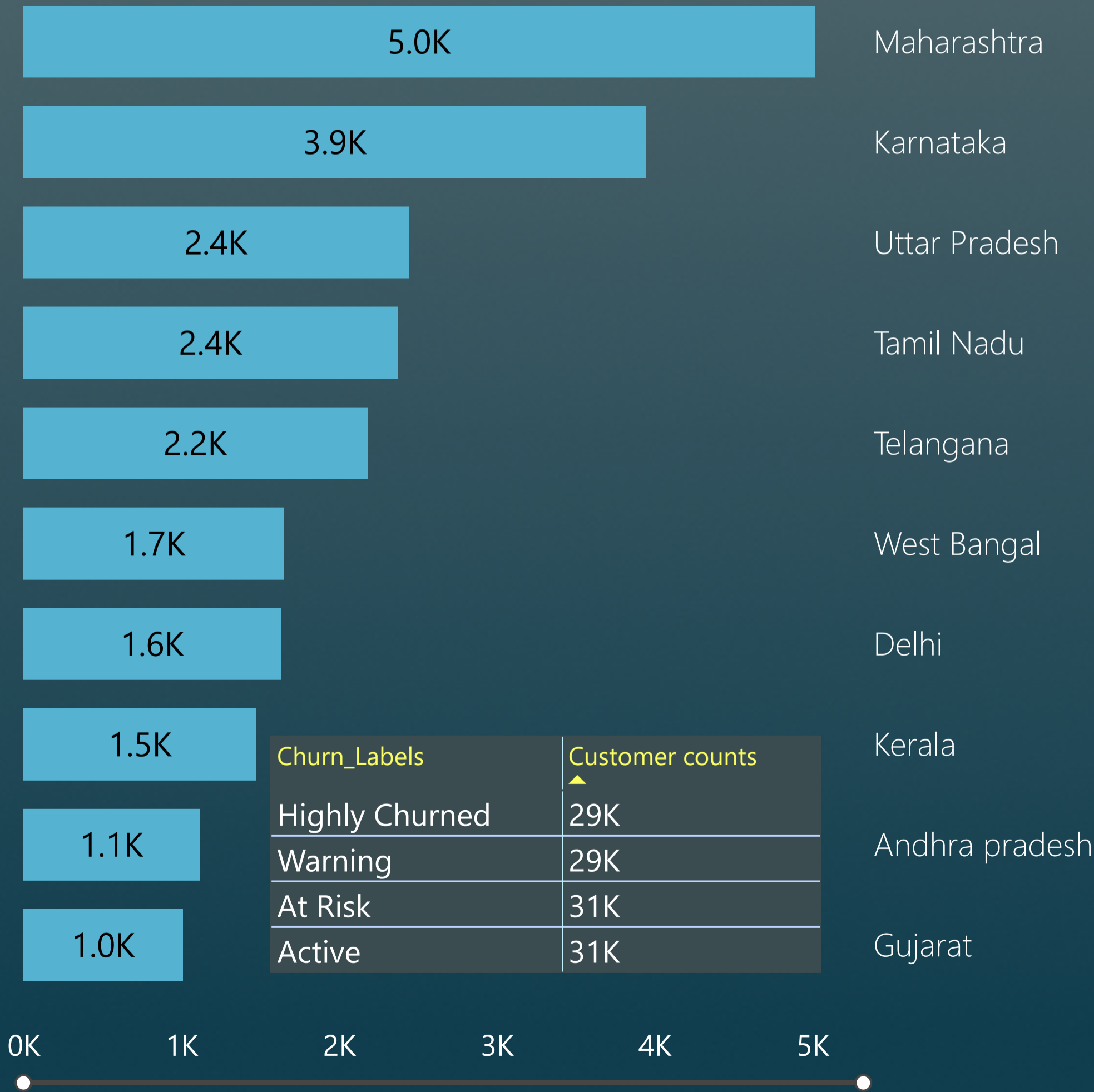
Category status overview

Category	order_month	Total_Orders	Total_Sales(Lakhs)	Amount_prct_change	orders_prct_change
Blouse	3	1	0.00	-	-
Blouse	4	418	2.09	-	41700.0%
Blouse	5	323	1.70	-18.7%	-22.7%
Blouse	6	184	1.09	-35.9%	-43.0%
Bottom	4	180	0.68	-	-
Bottom	5	150	0.56	-17.6%	-16.7%
Bottom	6	110	0.37	-33.9%	-26.7%
Dupatta	6	3	0.01	-	-

Clusters by total sale, customer counts and Avg. recency



Churned customers by ship_state



Cluster Overview

Clusters	Customer_counts	Avg_Recency(Days)	Avg_Monetary	Total_Monetary
Low Value Customers	41K	68	479	20M
New Budget Customers	35K	22	522	18M
High Spend Inactive Customers	20K	68	926	19M
High-Spend Recent Buyers	17K	26	987	17M
Loyal Mid Value Customers	6K	48	1,288	8M
VIP Loyal Customers	1K	45	2,768	2M