

Customer and Market Dashboard

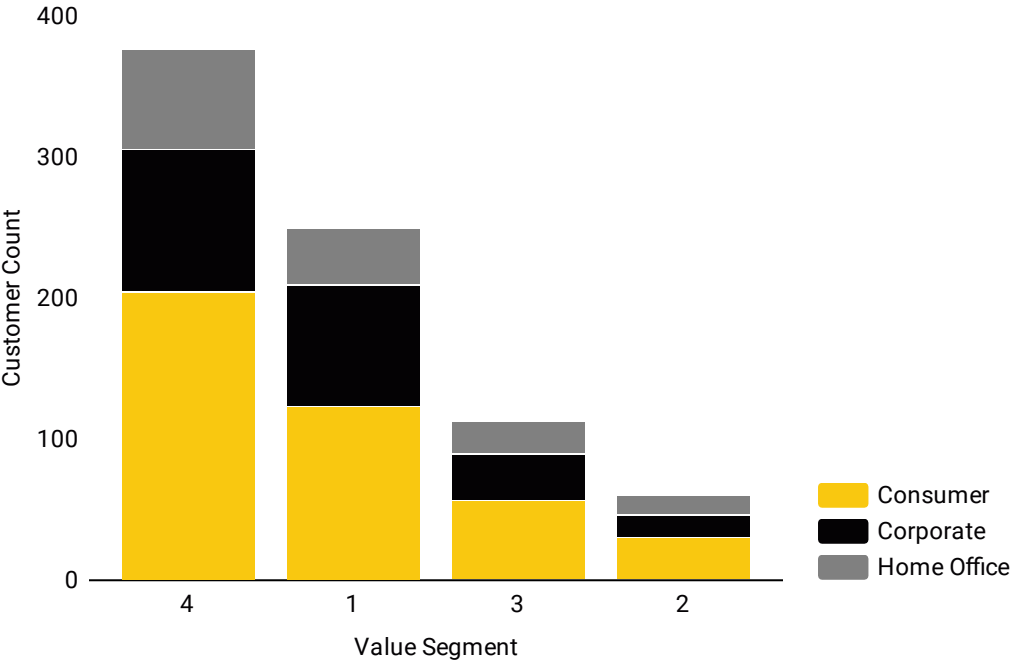
Filter data based on Value Segment or Business Segment using drop-downs at the right

Value Segment

Business Segment

Customers per segment (Value / Business)

Hover over chart and use arrows at top right to cycle between segment types



Top customers by current value, uplift potential, and segment

Use drop-down menu above to filter by Business Segment, or select a segment from the chart on the left.

	Customer ID	Segment	Current Value	Uplift Potential
1.	SM-20320	Home Office	25,043.05	-5,703.95
2.	TC-20980	Corporate	19,052.22	-2,024.73
3.	RB-19360	Consumer	15,117.34	-8,164.69
4.	TA-21385	Home Office	14,595.62	-1,487.46
5.	AB-10105	Consumer	14,473.57	-3,164.88
6.	KL-16645	Consumer	14,175.23	-2,473.37
7.	SC-20095	Consumer	13,900.77	-2,853.62
8.	HL-15040	Consumer	12,873.3	-1,111.53
9.	SE-20110	Consumer	12,209.44	-997.44

Total customers

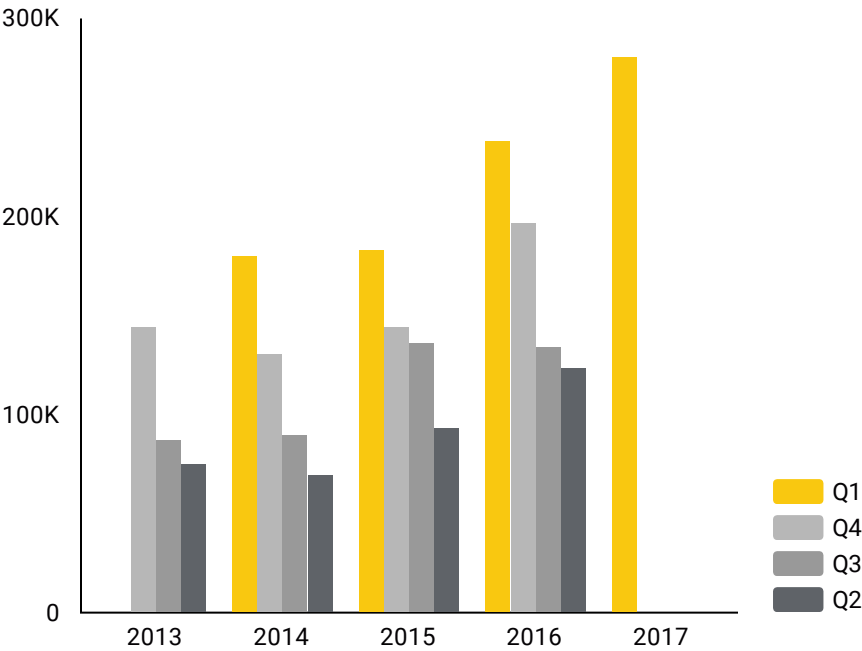
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Current and future value forecasts by segment (Value/Business)

Hover over chart and use arrows at top right to cycle between segment types

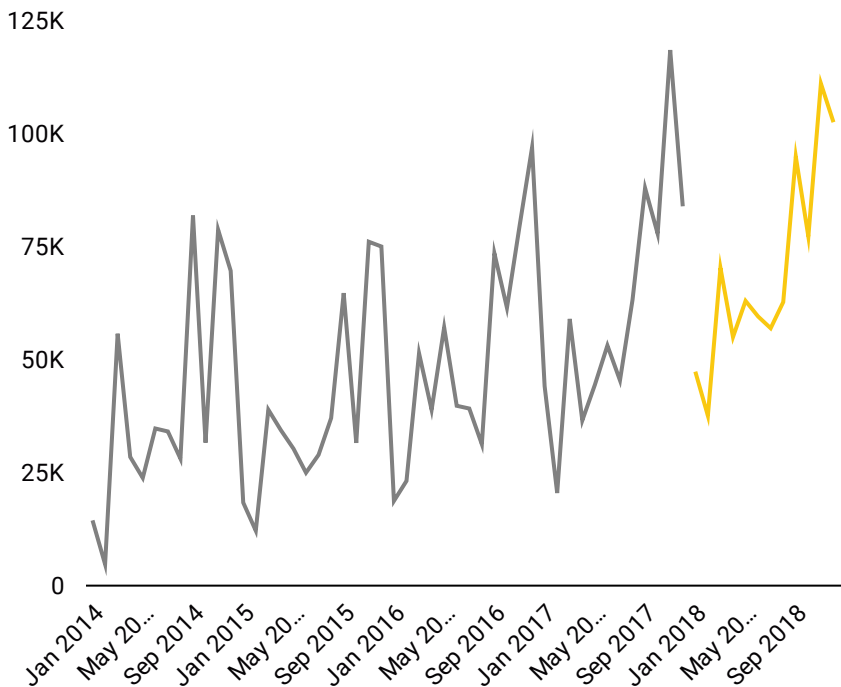
centroid_id	Current Value (\$1M)	1-Yr growth forecast (\$1M)	Avg. CLV/customer (\$1M)
4	861.4	-51.05	3.09
3	254.97	-15.11	0.91
2	135.53	-8.03	0.49
1	569.67	-33.76	2.04

Quarterly revenue by fiscal year



Historical and predicted revenue forecast

Based on BigQuery revenue forecast model



Revenue Analysis

Select date range ▼

Category ▼

Segment ▼

Discount ▼

Total Sales by Discount

	Discount	Sales ▼
1.	0	1,088,265.03
2.	0.2	764,104.26
3.	0.4	116,417.78
4.	0.3	103,226.65
5.	0.5	58,918.54
6.	0.1	54,369.35
7.	0.7	40,611.72
8.	0.15	27,558.52
9.	0.8	16,963.76
10.	0.32	14,493.46
11.	0.6	6,644.7
12.	0.45	5,484.97

Total Sales by Category

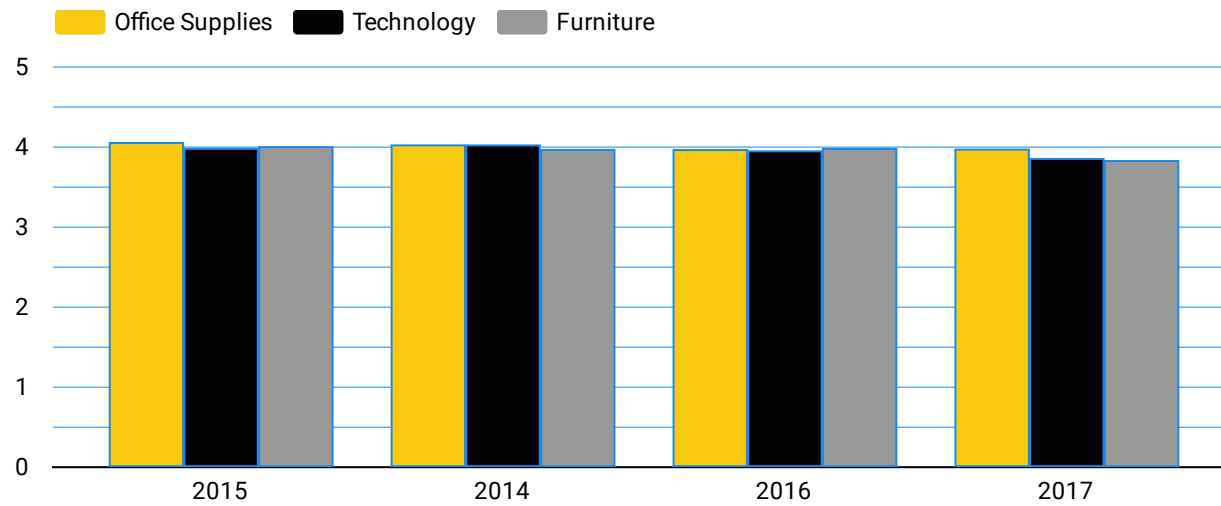
	Category	Sales ▼
1.	Technology	837,803.78
2.	Furniture	741,708.92
3.	Office Supplies	717,546.05

Total Profit by Discount Group

	Grouping ▼	Profit
1.	>20	-135,369.49
2.	<20	331,980.75
3.	0.2	90,324.85

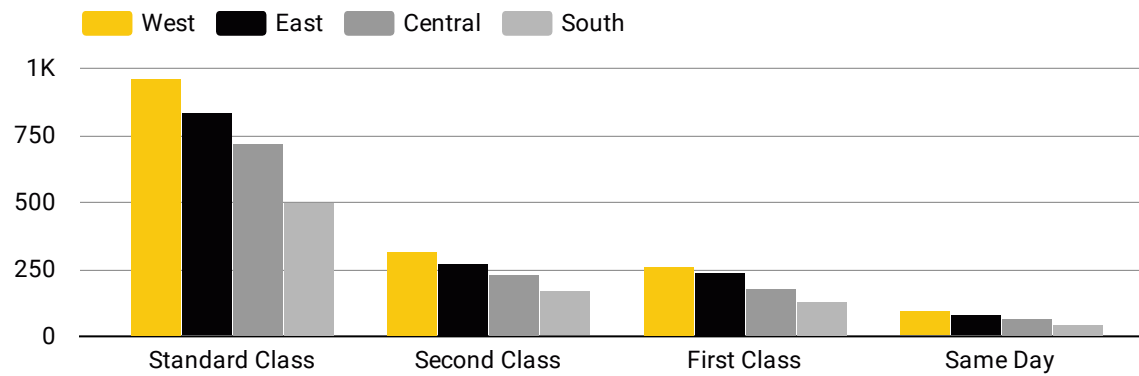
Total Sales by Discount Group

	Grou...	Sales ▼
1.	<20	1,170,192.9
2.	0.2	764,104.26
3.	>20	362,761.59



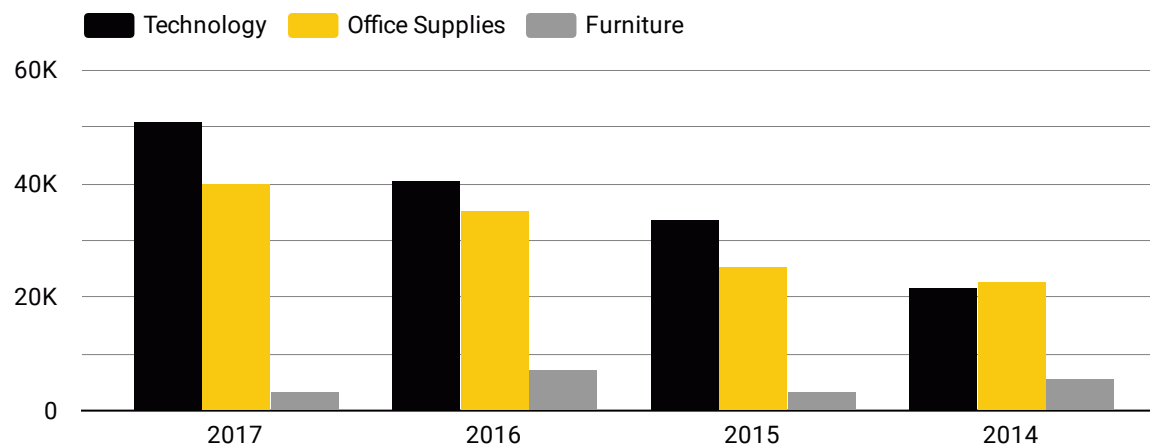
Category		processing_days ▾
1.	Office Supplies	3.98
2.	Technology	3.92
3.	Furniture	3.92

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ShipMode		Region	OrderID ▾
1.	Standard Class	West	955
2.	Standard Class	East	828
3.	Standard Class	Central	715

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order_year	Category	Profit ▾
1. 2017	Technology	50,684.26
2. 2016	Technology	40,318.41
3. 2017	Office Supplies	39,743.18
4. 2016	Office Supplies	35,061.23
5. 2015	Technology	33,503.87

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