CUSTOMER SEGMENTATION AND PROFILING DASHBOARD Number of SKUs Number of Customer **Total Quantity Sold** 100 731 150 17% 12% 23% 11% Type_6 Customer 30% Type_4 Customer Type_5 Customer Type_3 Customer Type_2 Customer Type_1 Customer Middle-aged High Income 🔺 Low Income 🔻 High Income 🔺 High Income 🔼 Middle-aged Low Income ▼ Customer Monthly Sales Trend Who Buys the Most? Popularity of Customers by City Income distribution Low: Earning less than or equal to 80% of the median income 600 High: Earning greater than 80% of the median income 500 400 300 Age distribution 18 - 40 Adult Middle-aged 41 - 60 Type_2 Type_2 Type_4 Type_1 Type_3 Type_6 Type_5 Type_2 Type_4 Type_1 Type_3 Type_6 Type_5 Type_2 Type_4 Type_5 Type_5 Type_2 Type_4 Type_5 Type_5 Type_7 Type_8 Type_5 Type_7 Type_8 Type_9 Ty Senior 61 - 69 ■Jan ■Feb ■ Mar 500 1000 1500 2000 2500 Best Selling SKUs Production Capacity (hour) of Best Selling SKUs Current Inventory Level of Best Selling SKUs Stockout Days Vs Replenishment Days of Best Selling SKUs 110 21 59 68 85 79 83 90 91 ■ Sum of Stockouts (days) ■ Sum of Replenishment Lead Time (days) ■ Sum of Current Inventory Level (units) ■ Sum of Quantity Sold (units) 15 20 100 120