Improving Customer Segmentation
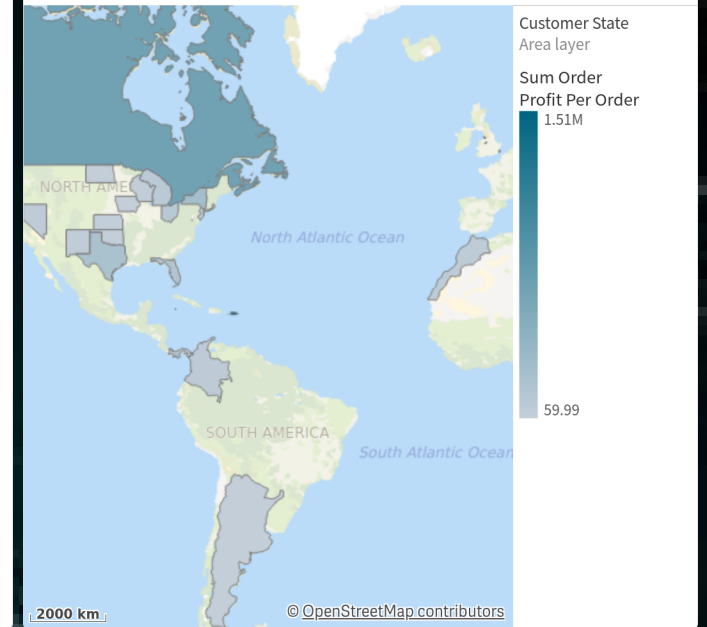
Potential State for Avg Order Item

Customer State
Area layer

Avg Order Item
Total

299.96

114.31

2000 km   © OpenStreetMap contributors
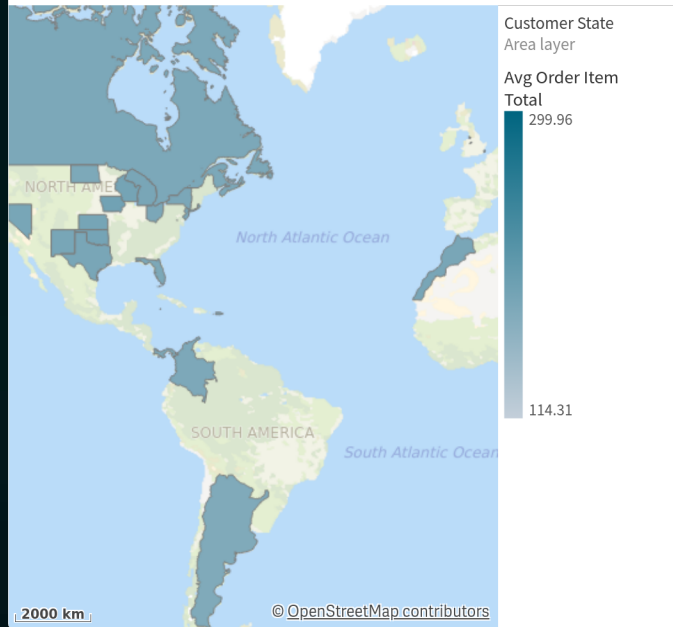
Customer Segmentation based on Sales and Order item quantity

Measures
- Sum([Order Item Quantity])
- Sum([Sales per customer])

Consumer: 199.23k / 17.16M
Corporate: 116.56k / 10.03M
Home Office: 68.28k / 5.86M
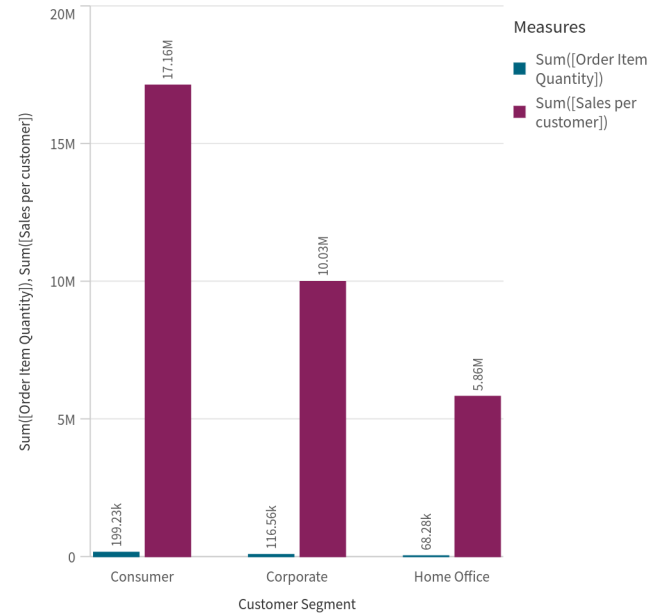
Customer Segment

Profitable Customer State

Customer State
Area layer

Sum Order
Profit Per Order

1.51M

59.99

2000 km   © OpenStreetMap contributors

Product Category wise Customer Segmentation

Customer Segment
- Consumer
- Corporate
- Home Office

Category Name ▼ , Customer Segment ▼