

Executive Overview

Year	
2014	2016
2015	2017

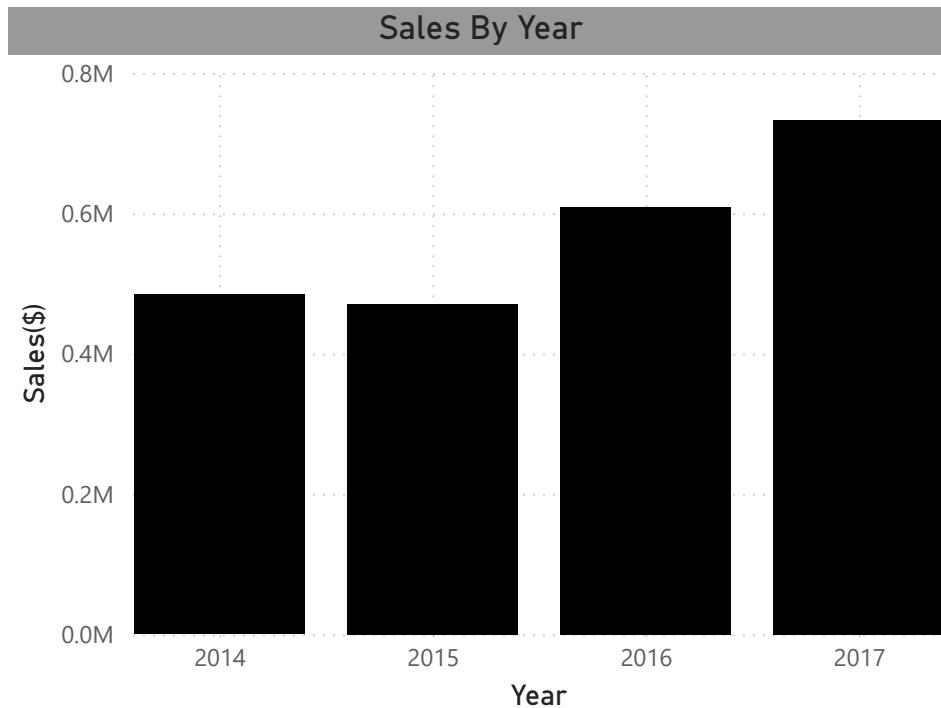
Total sales
2.30M
total_Sales

Total Profit
286.40K
total_profit

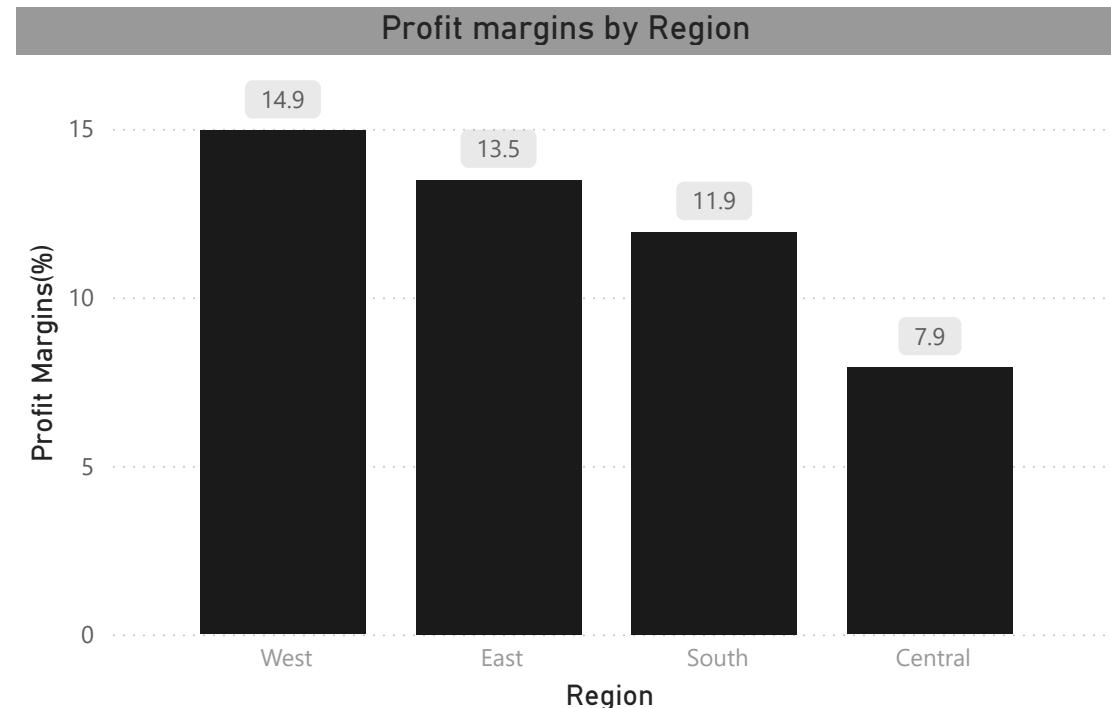
Total Profit Margins
12.47
total_margins

Total YOY sales
46.88%
total_Sales YoY%

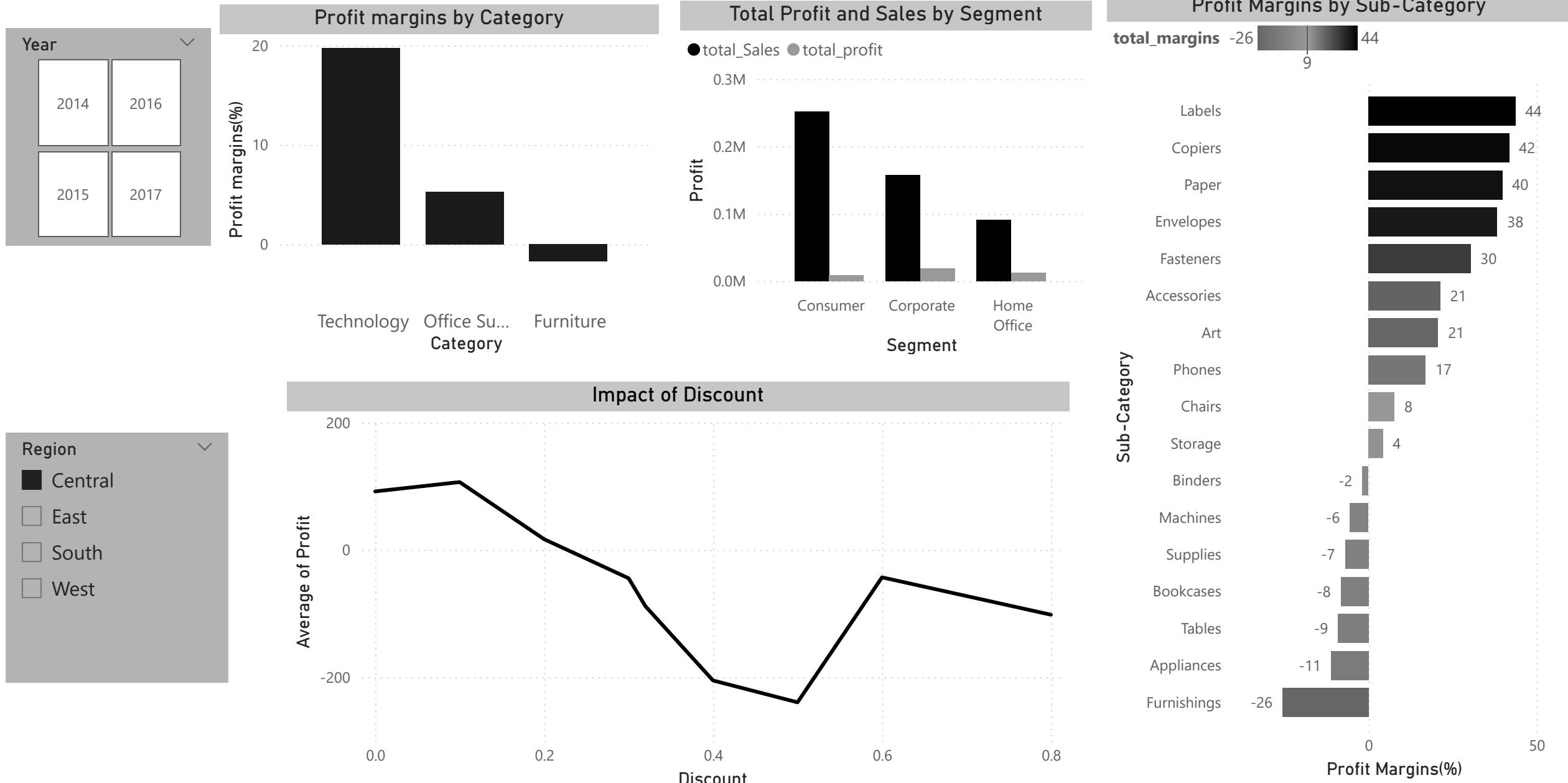
Month Name	
All	



Quarter	
1	3
2	4

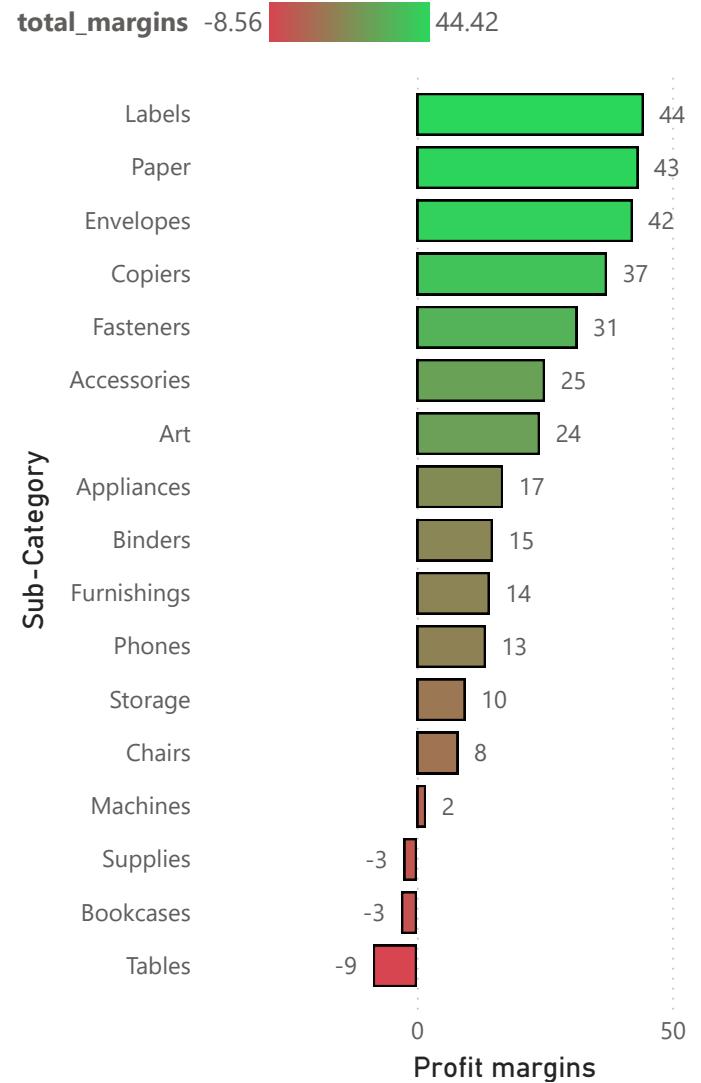


Category and Segment Analysis

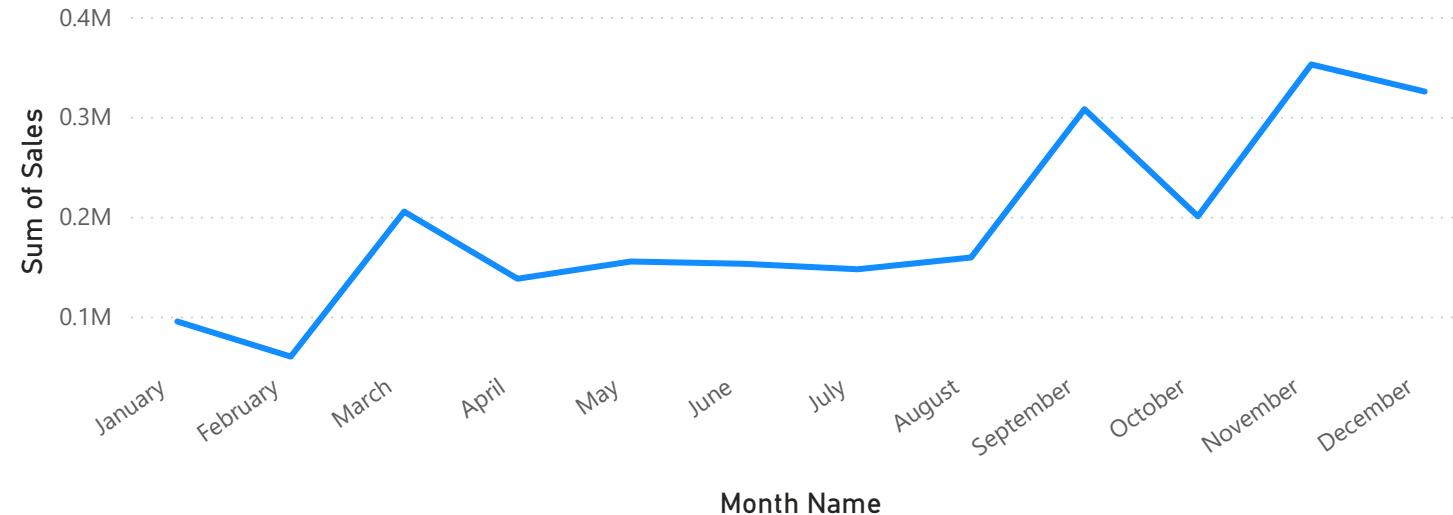


Deep Dive Analysis

Total Profit Margin by Sub-Category



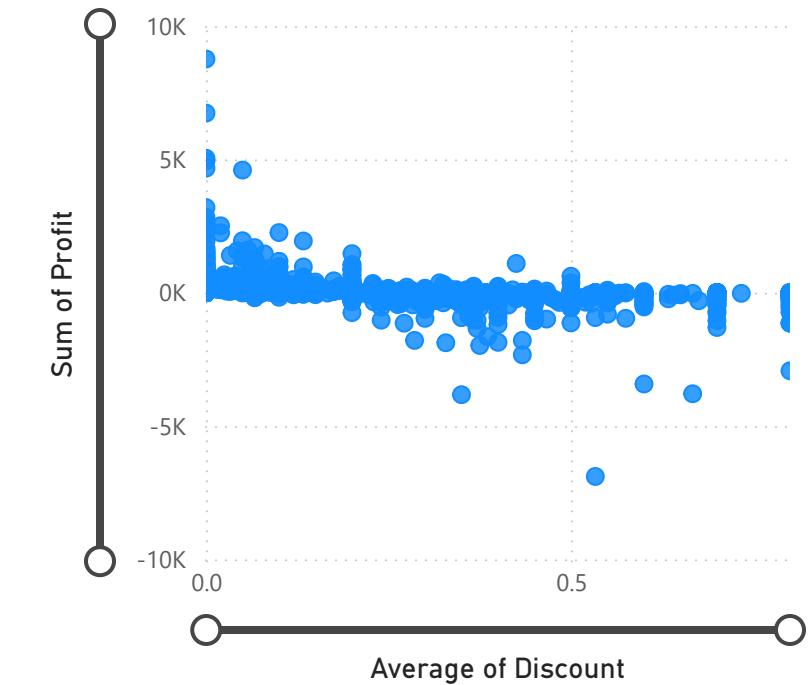
Sum of Sales by Month Name



Sum of Profit by State



Average of Discount and Sum of Profit by Order ID

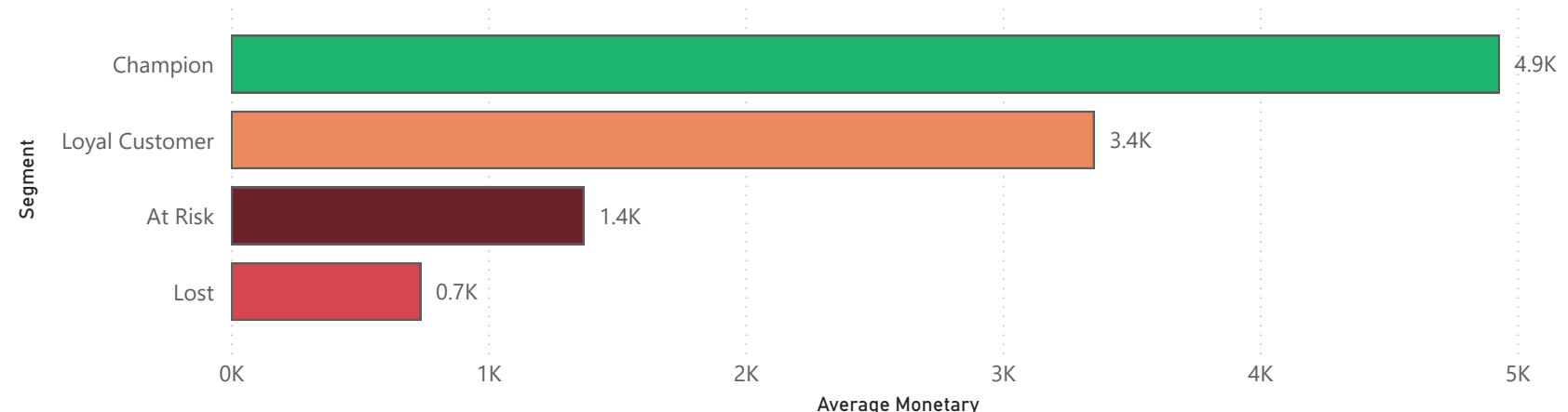


Customer Segmentation

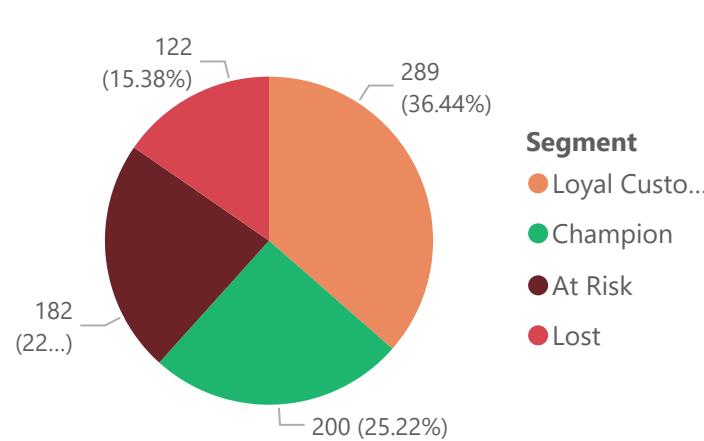
Total Customer by Segment



Average Monetary by Segment

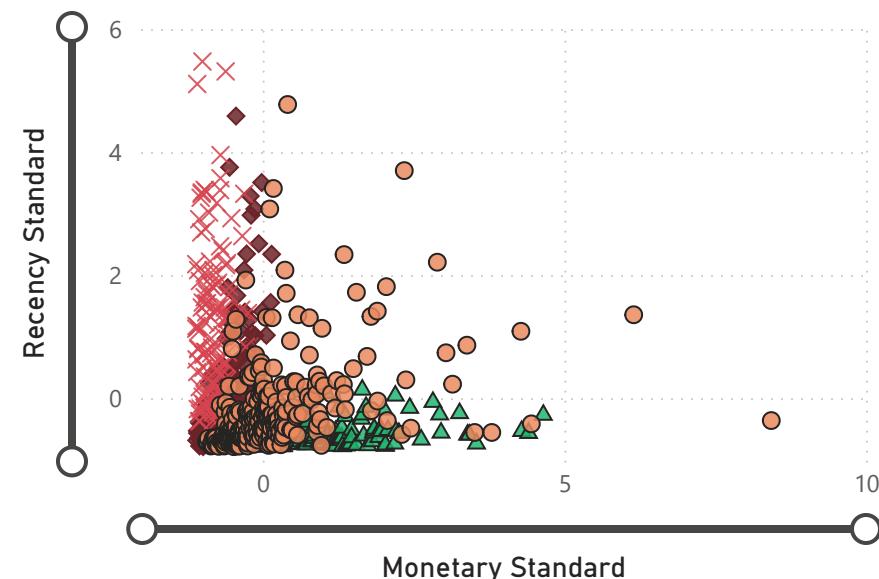


Total Customer by Segment



Recency vs Monetary by segment

Segment ♦ At Risk ▲ Champion ✕ Lost ● Loyal Customer



Average Recency by Segment

