

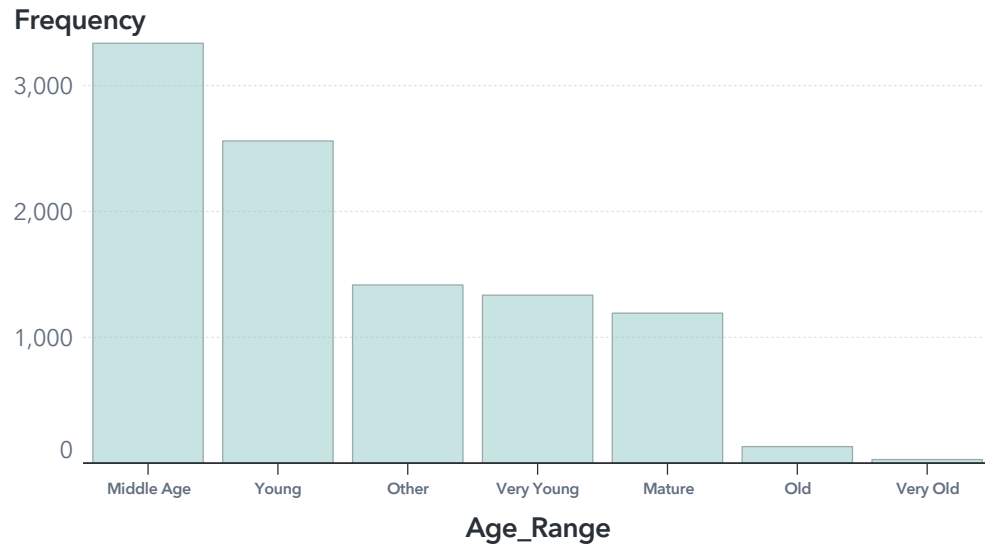
SAS PROJECT

Creation Date: Wednesday, October 18, 2023 09:32:55 PM

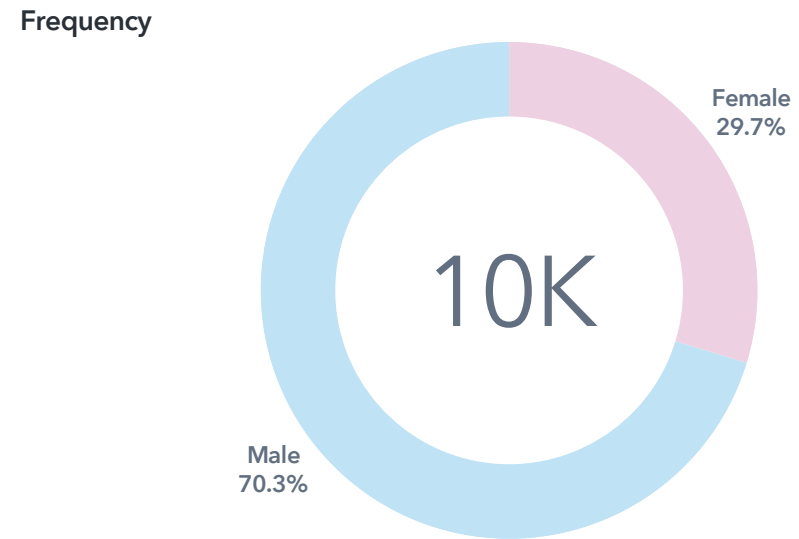
Author: p2822122@aueb.gr

Demographic characteristics

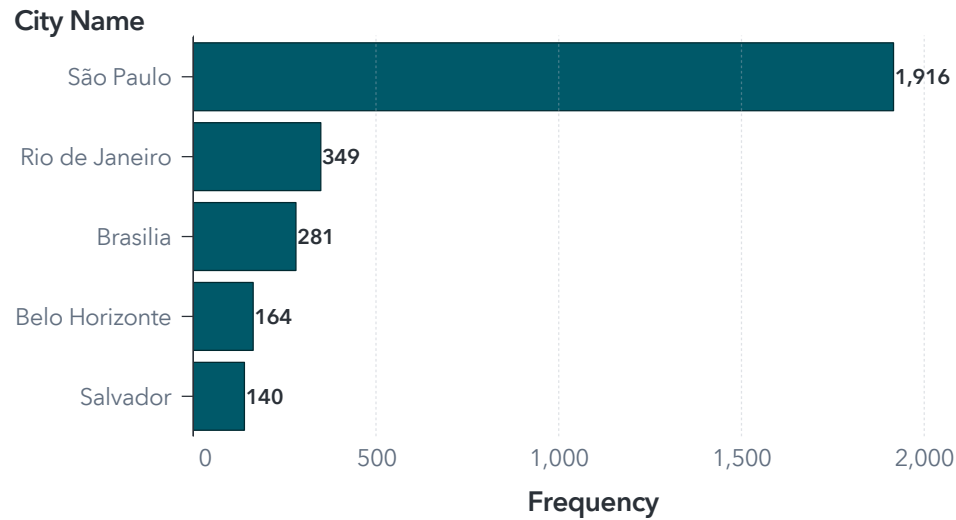
Age Group Analysis



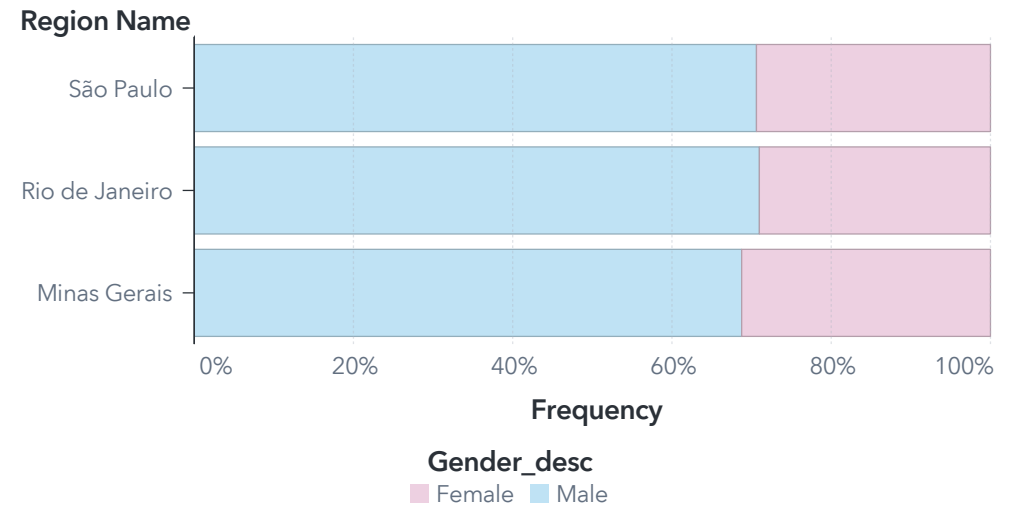
Gender Composition



City Distribution (Top 5)



Gender Distribution by Region (Top 3)

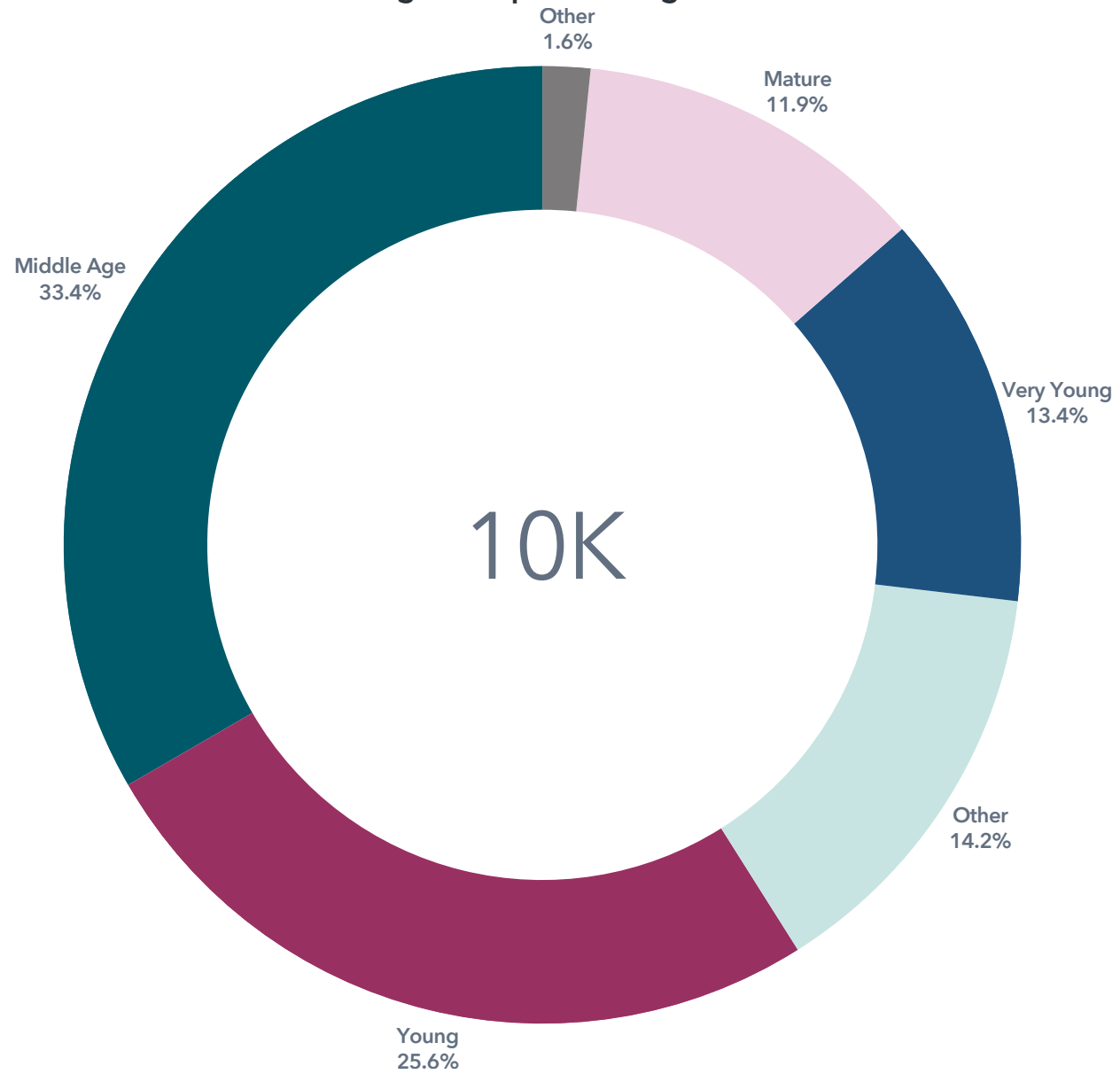


A1.1

A1.2

Age Group

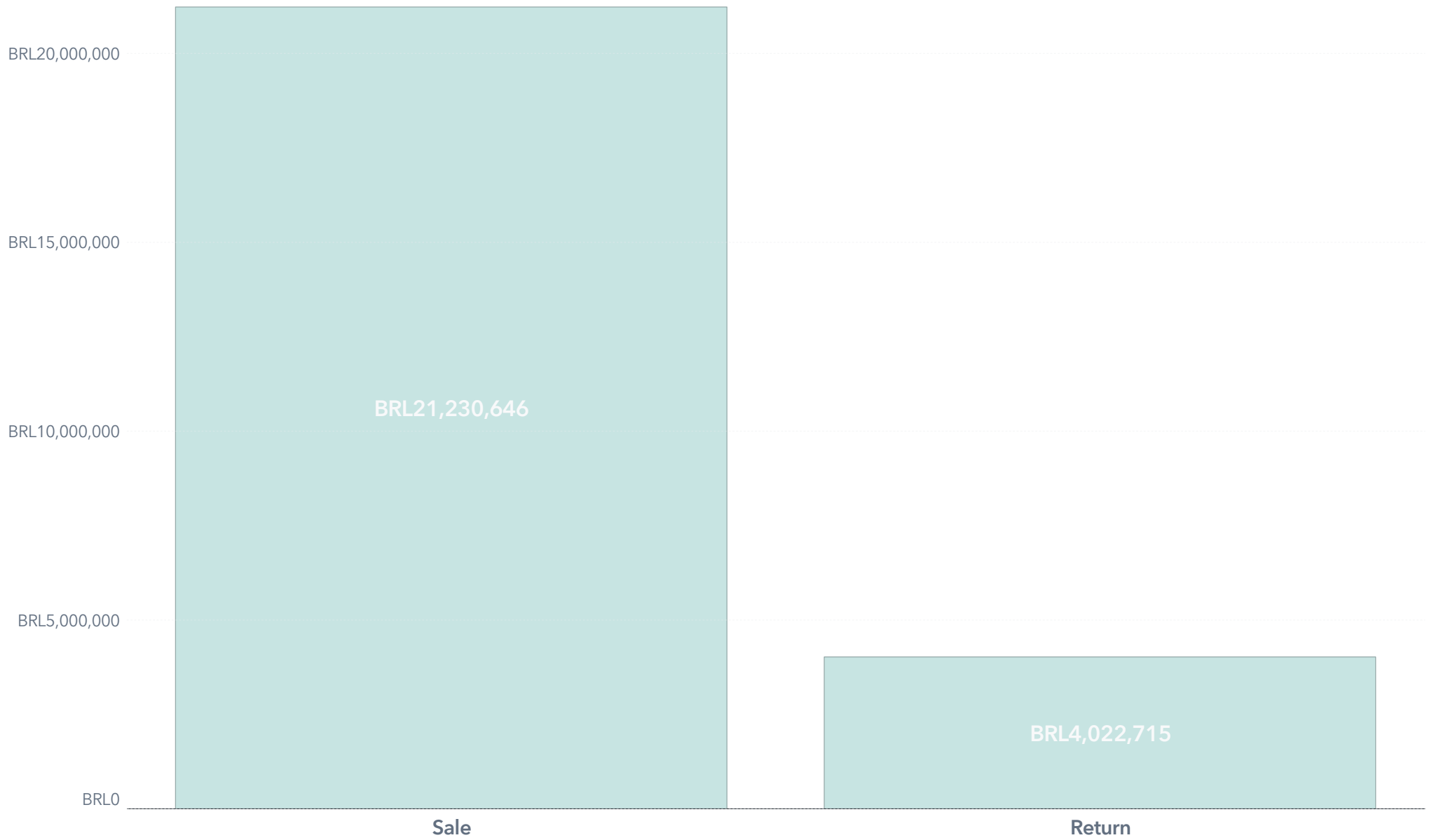
Age Group Percentages



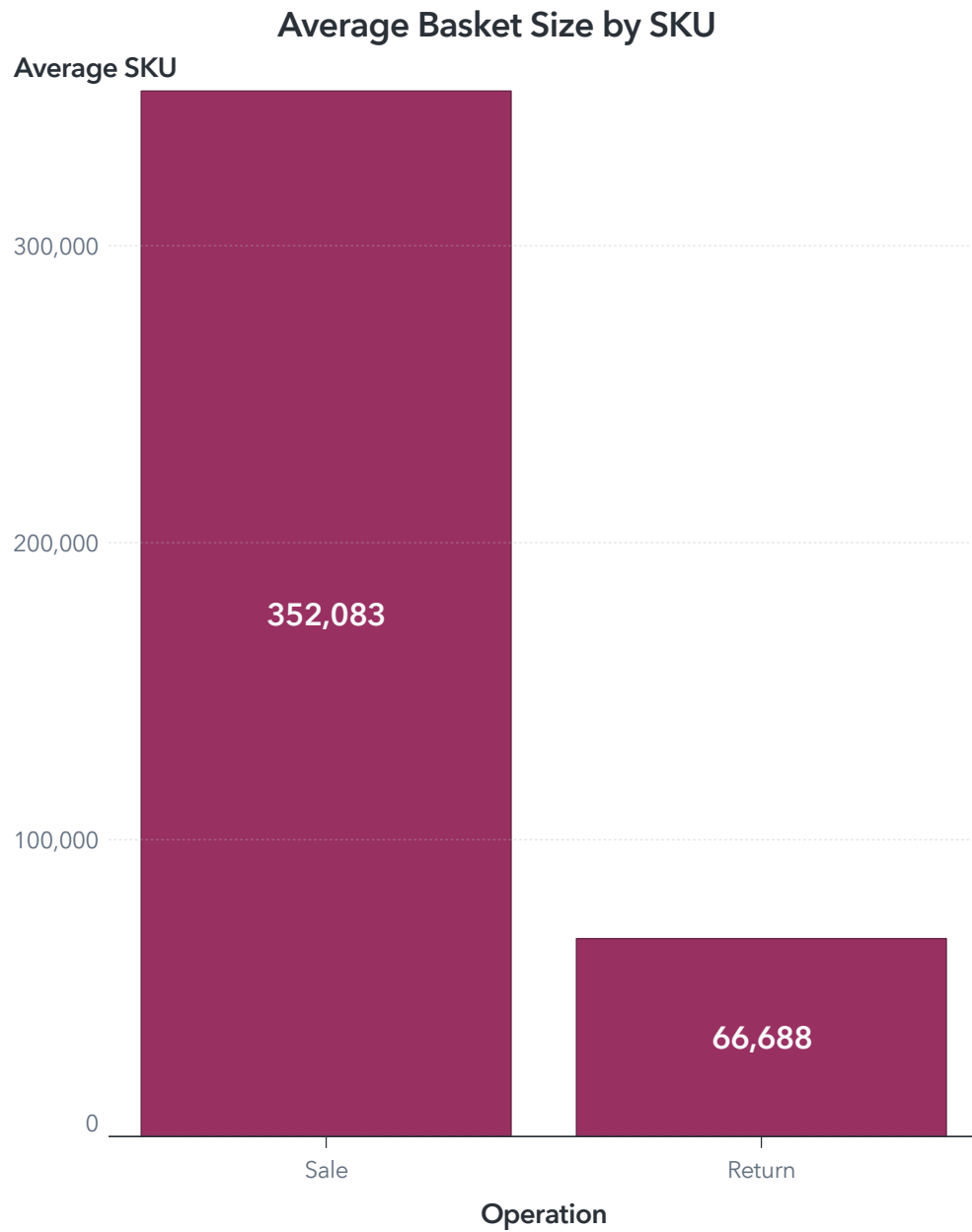
10K

Sales

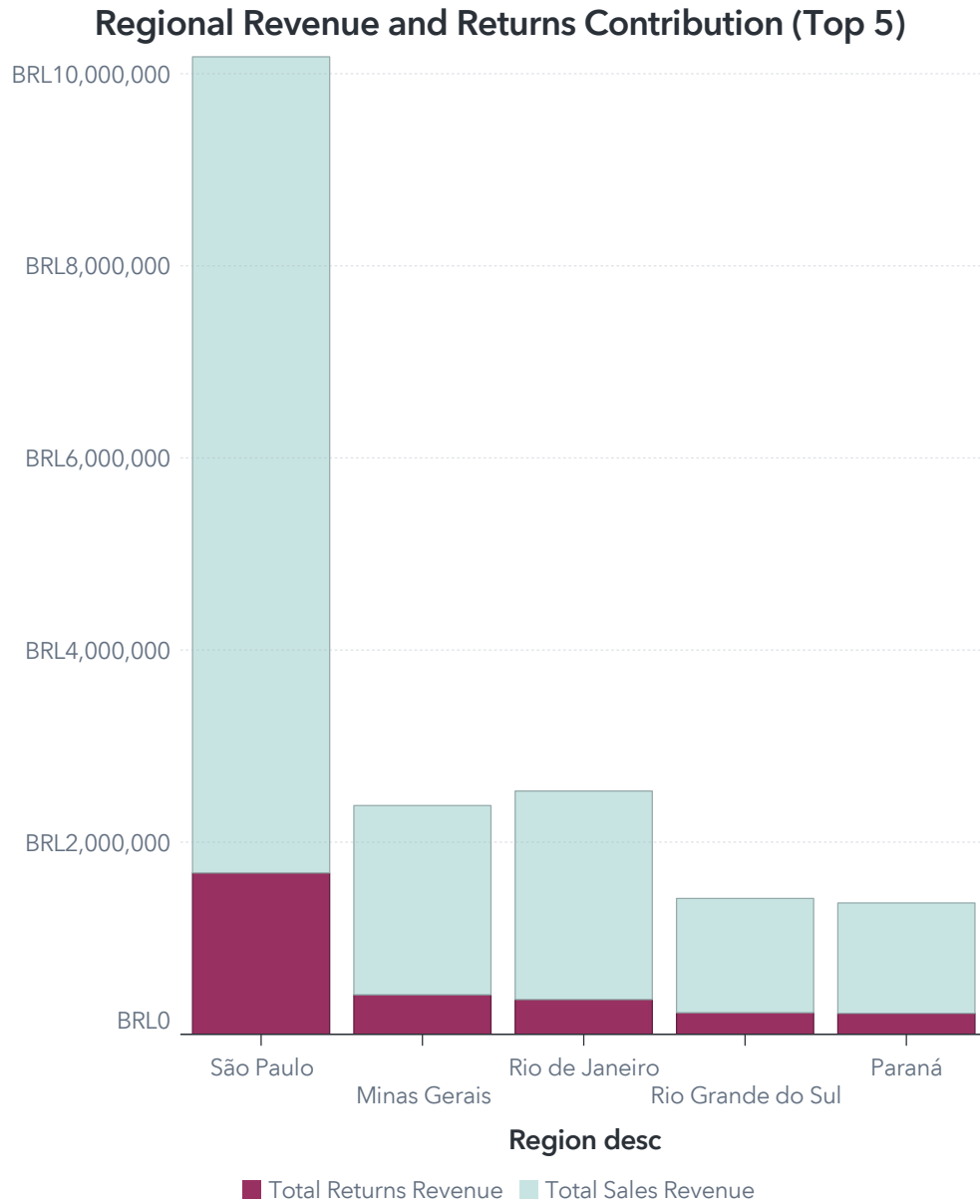
Sales vs Returns



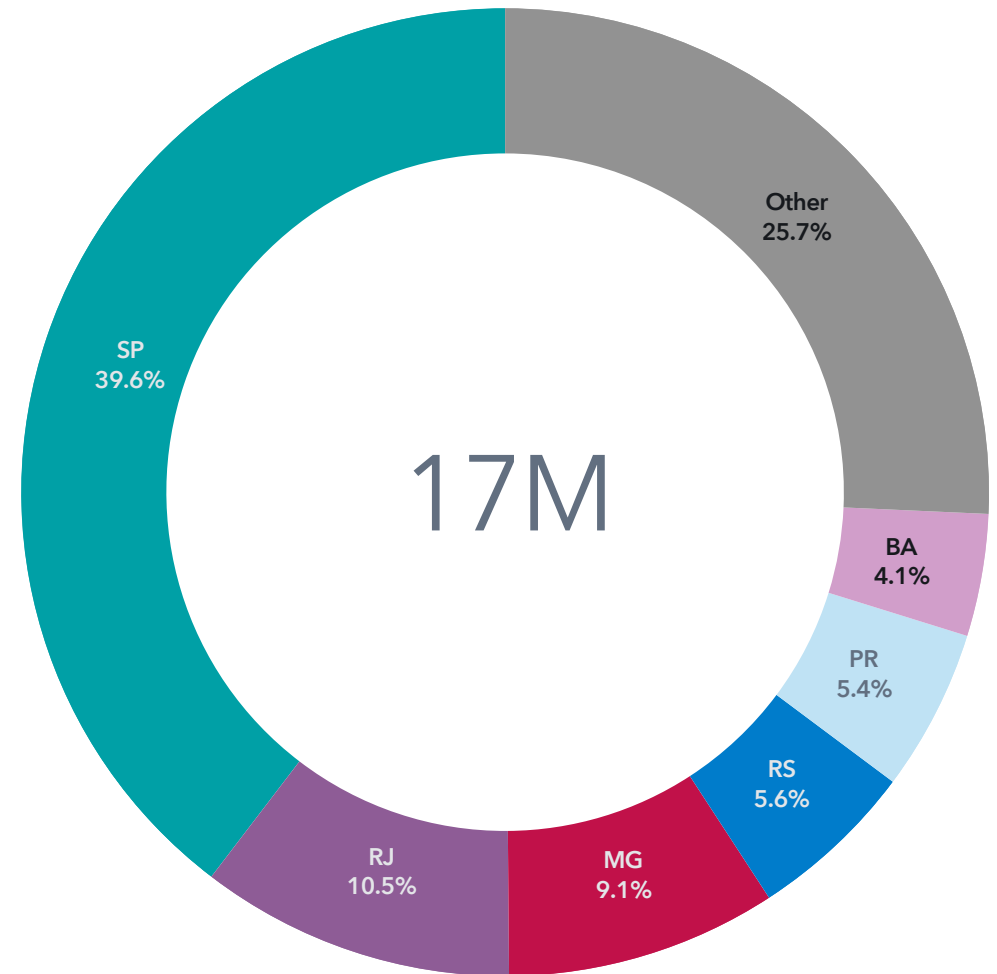
Average Basket Size



Regional Revenue Contribution



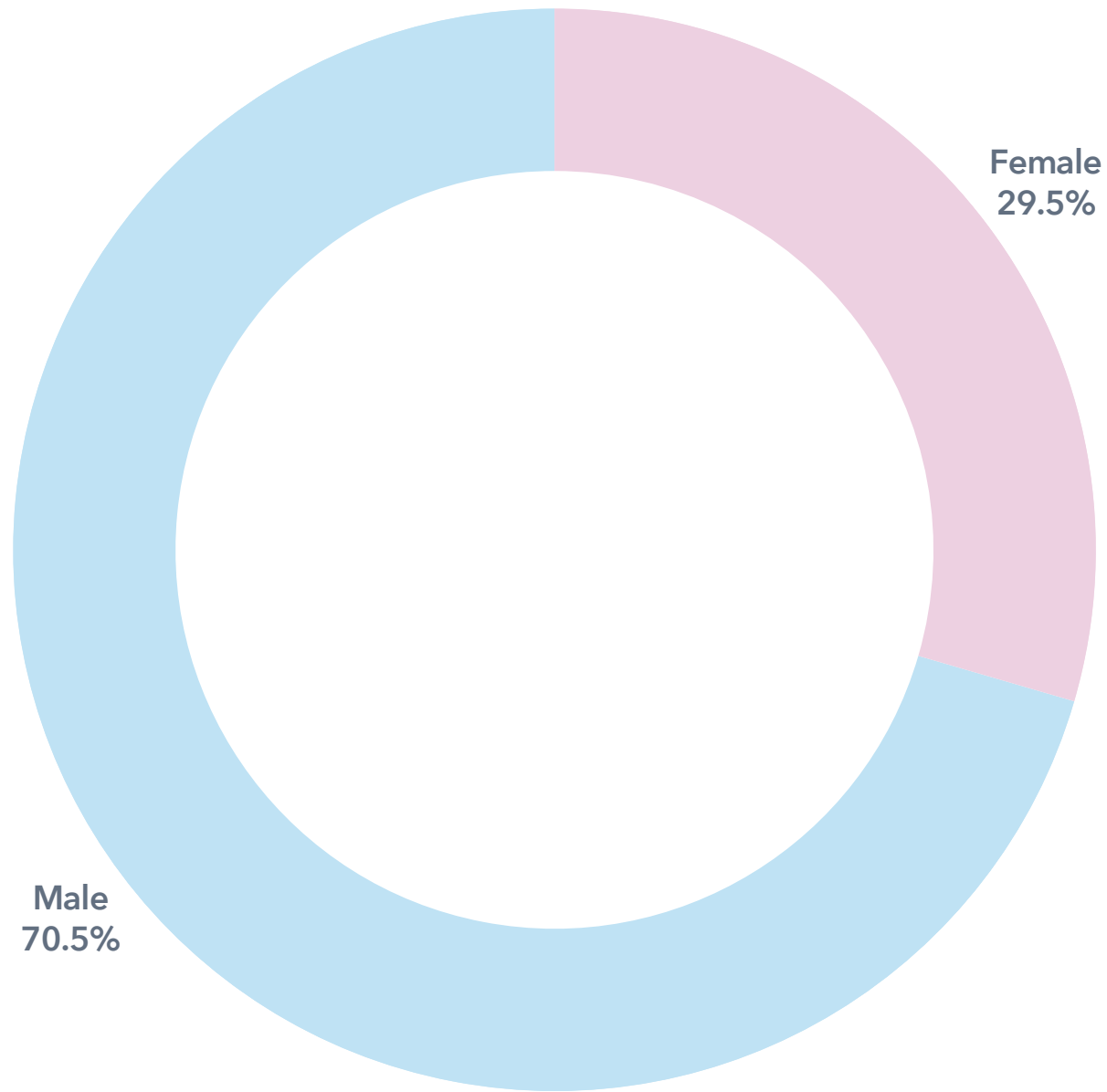
Regional Net Revenue Distribution



A2.1

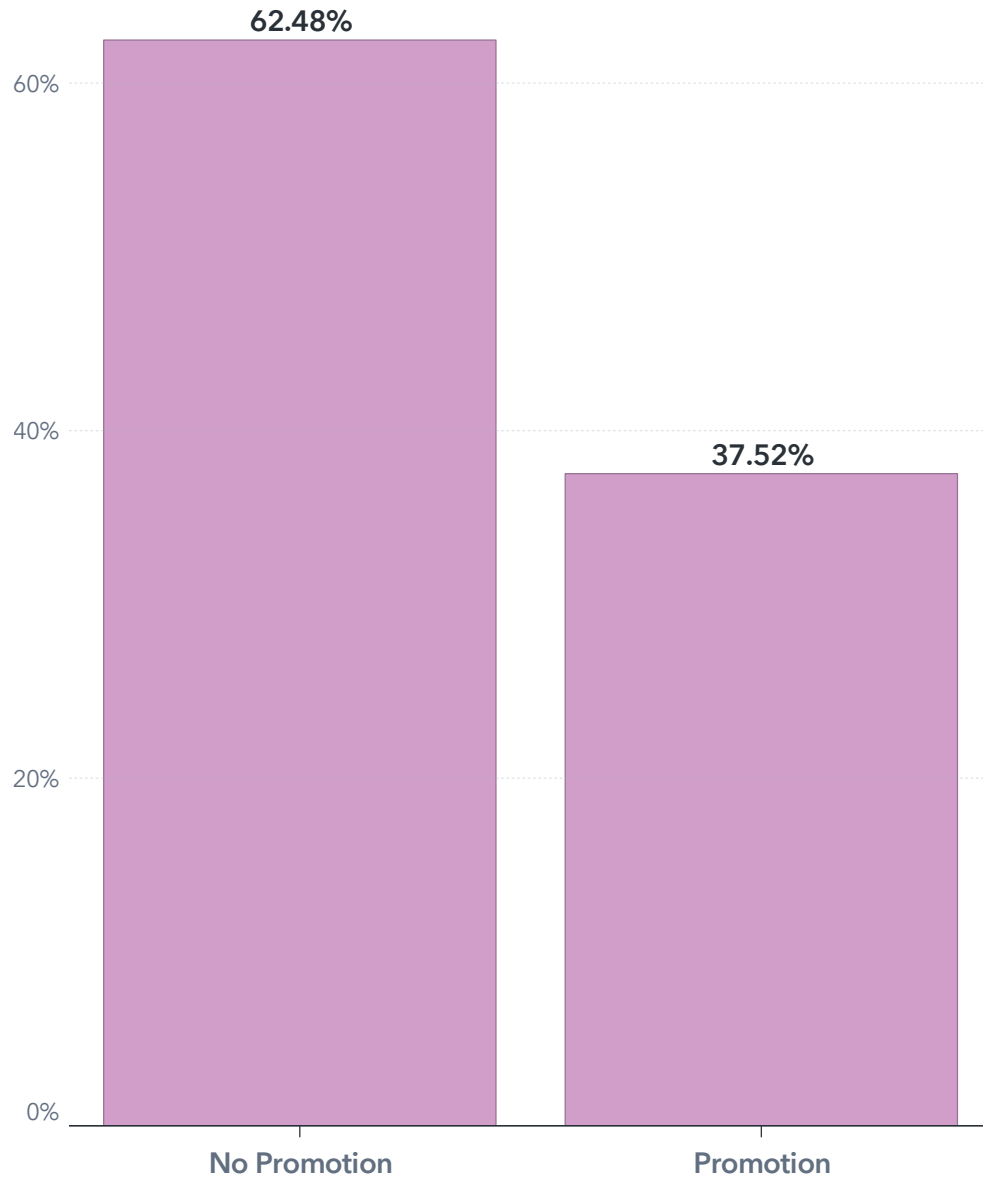
SP Gender Revenue Distribution

São Paulo Gender Revenue Distribution

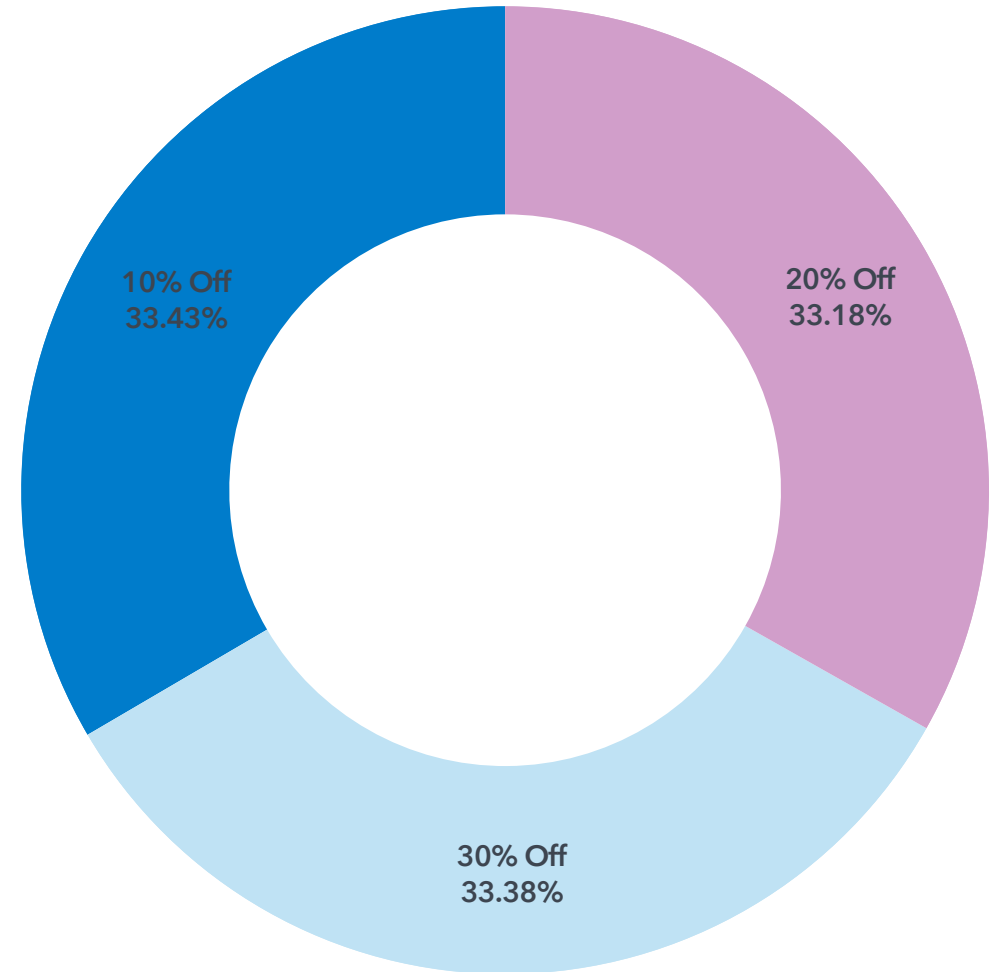


Promotions

Percentage of Products Sold with and without Promotion

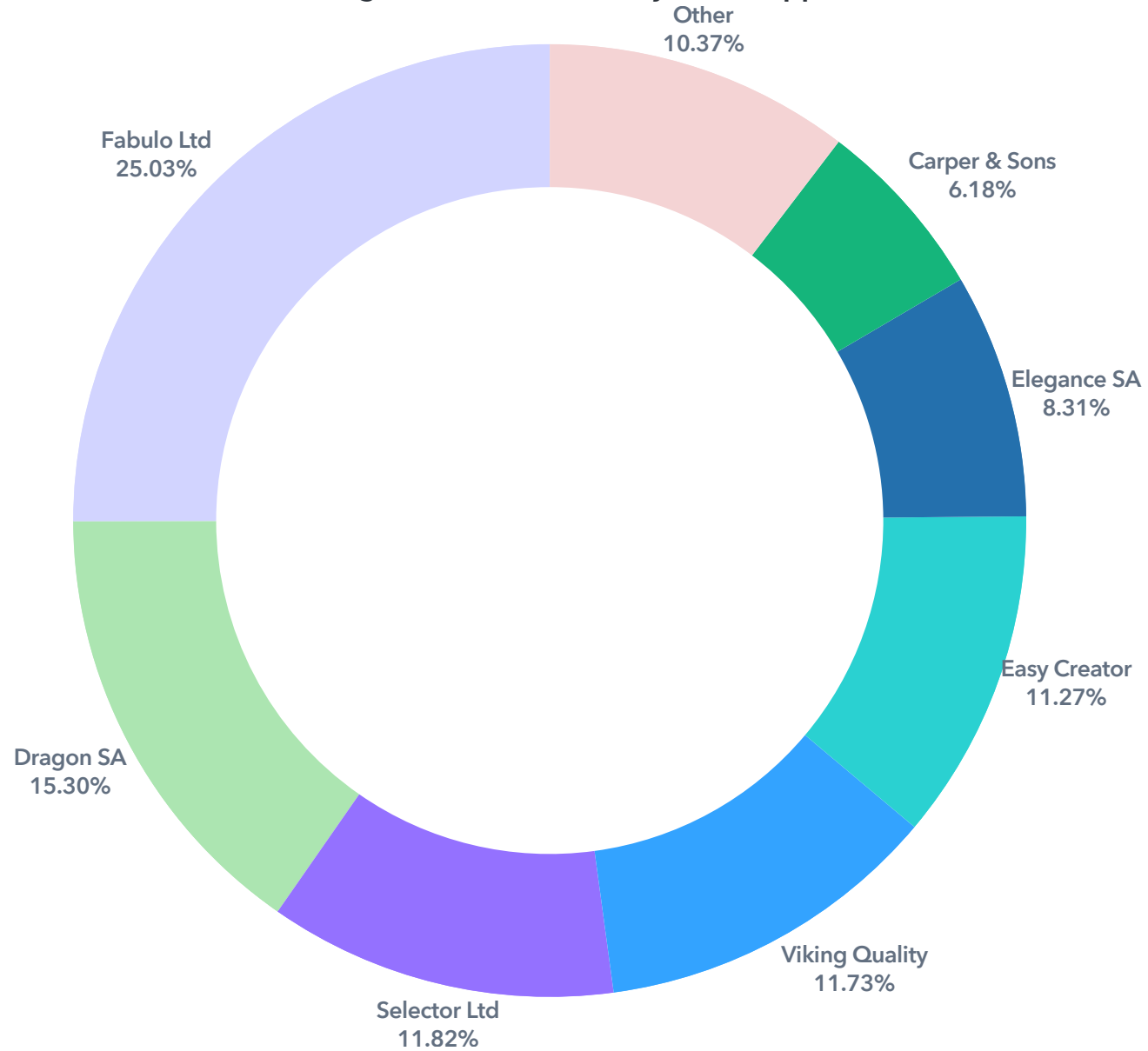


Product Distribution by Promotion Types



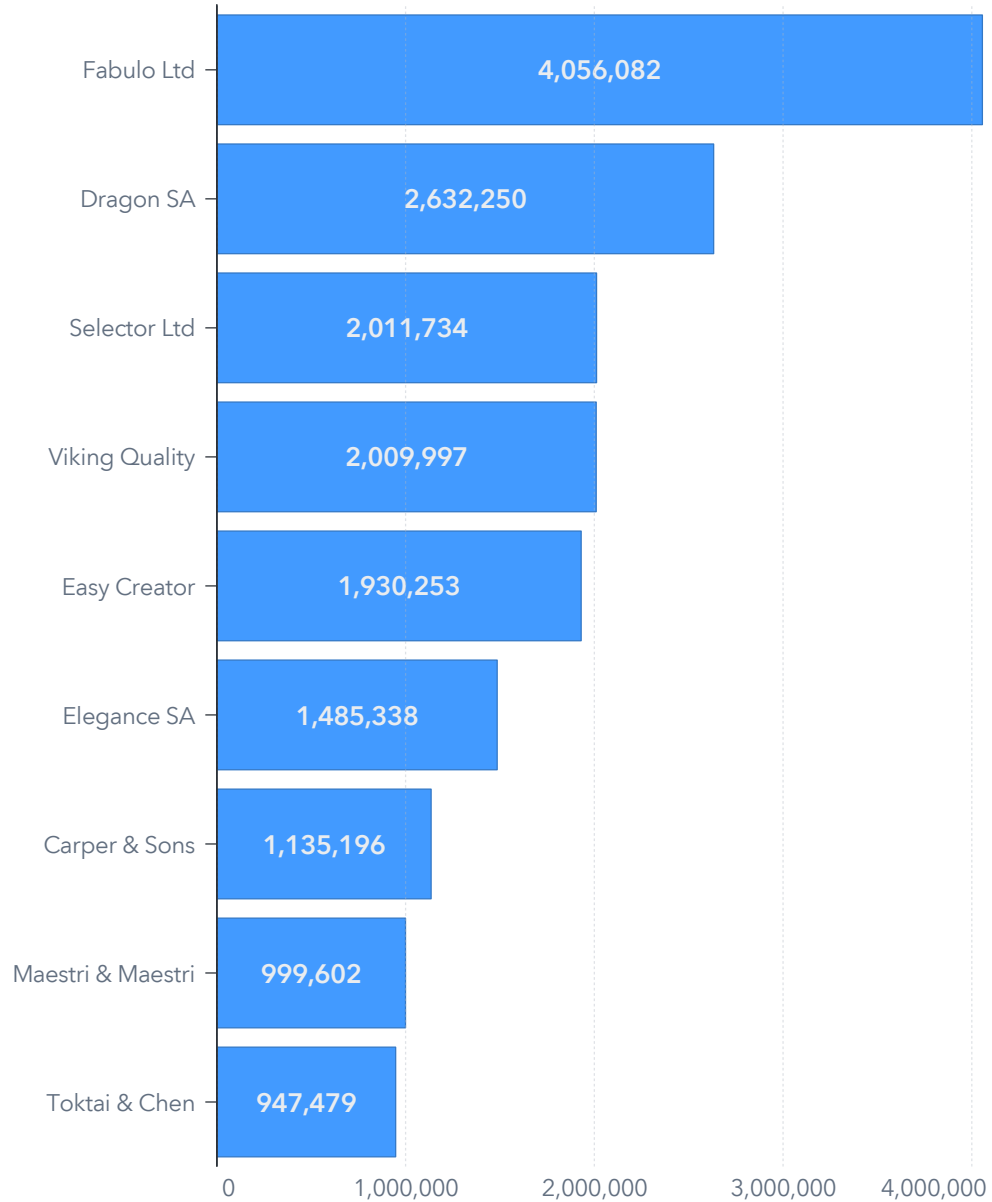
Products

Percentage of Products Sold by Each Supplier

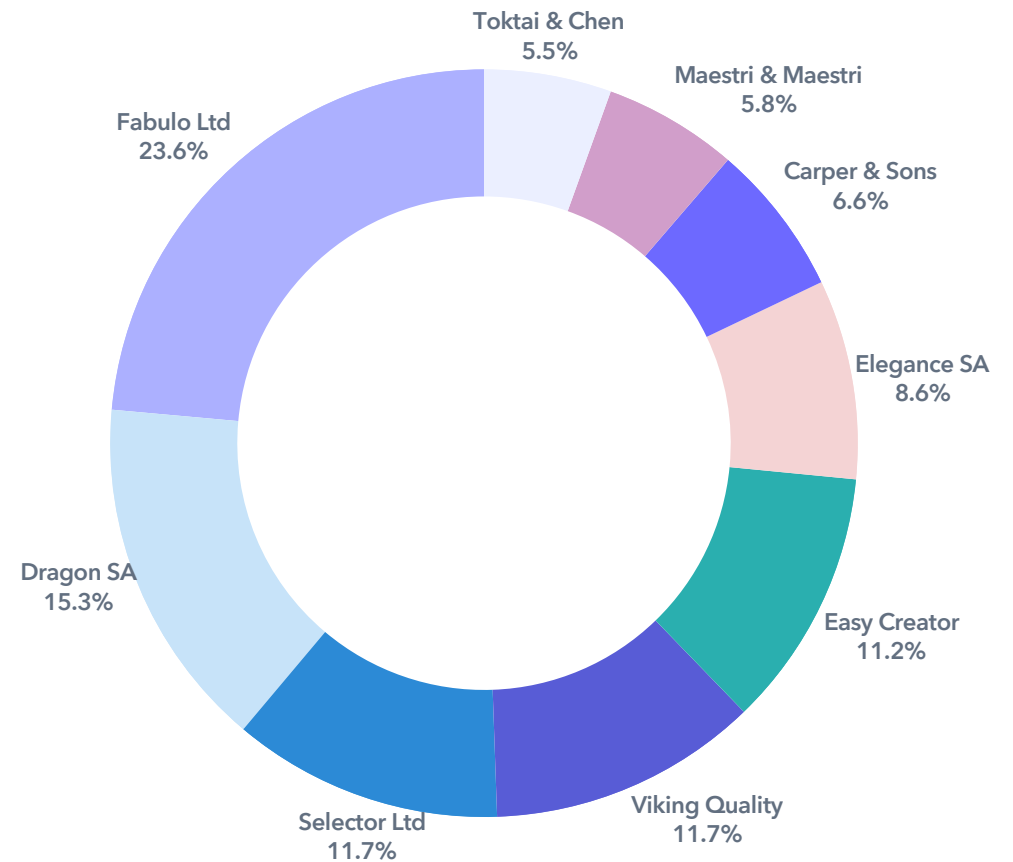


Supplier Revenue

Actual Revenues by Supplier



Percentage of Revenue by Supplier



RFM

Cluster ID ▲	Segment Names ▲	Frequency	Frequency Percent	R	F	M
1	Low Value Customers	2,193	24.07%	33.84	1.63	BRL1,611.62
2	New Customers	4,076	44.74%	8.06	2.12	BRL1,463.98
3	High Value Customers	2,841	31.19%	7.32	4.22	BRL5,537.84
Total		9,110	100.00%	14.03	2.66	BRL2,769.98

Appendix

A1.1 City Distribution (Top 5)

Ranks:	Top 5 of City (including ties) by Frequency
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A1.2 Gender Distribution by Region (Top 3)

Ranks:	Top 3 of Region by Frequency
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A2.1 Regional Revenue and Returns Contribution (Top 5)

Ranks:	Top 5 of Region by Total Sales Revenue
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A3.1 Crosstab - Cluster ID 1

Display Rules:	F	M	R
	<div>abc</div> F < 2.64	<div>abc</div> M < BRL2,769.96	<div>abc</div> R < 14.031
	<div>abc</div> F > 2.657958	<div>abc</div> M > 2769.976	<div>abc</div> R > 14.03282