

Customer Insights

84,670

Number of Customers

55,257.07

Average Sale per Customer

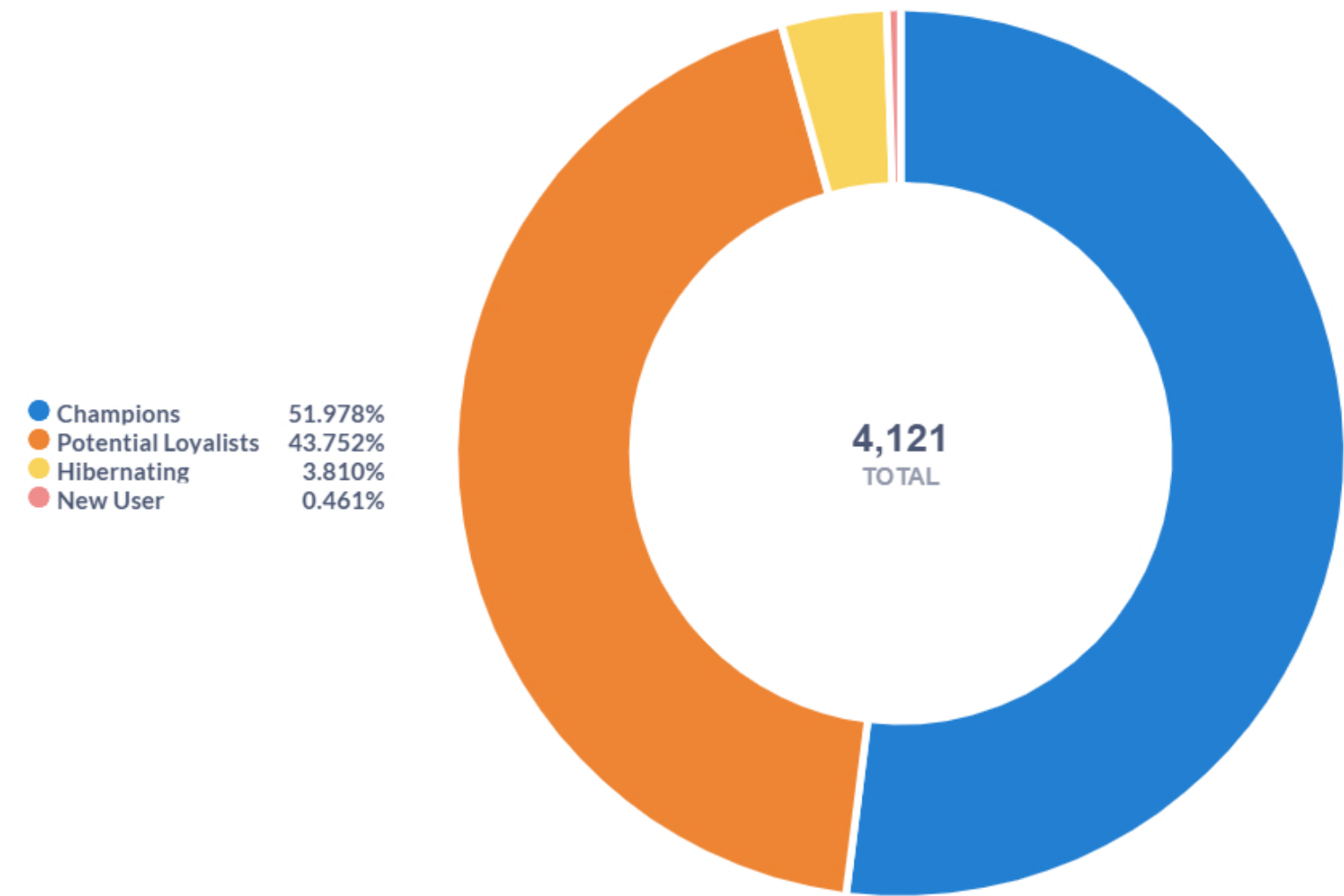
-2,513.12

Average Order Value

-6,036.93

Average Customer Lifetime Value

Customers by Segment



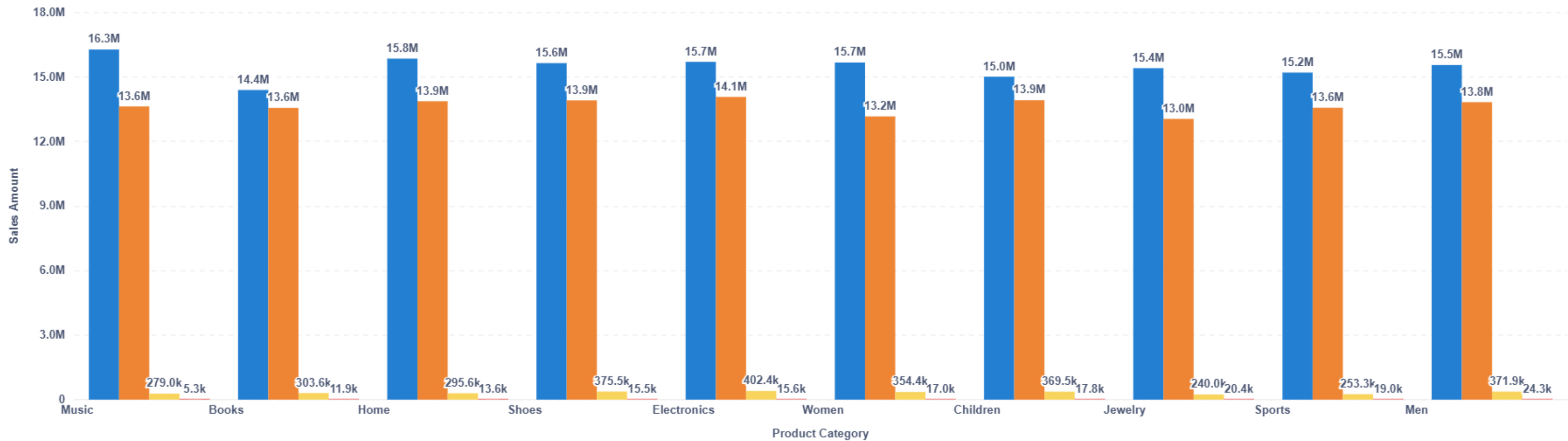
Top Customers

Bill Customer Sk	Sum Amt Wk	Sum Qty Wk	Avg Order Value
15,194	87,888.56	1,098	12,996.33
50,099	87,744.03	893	20,976.46
4,410	87,705.03	905	16,362.82
34,891	87,509.74	787	22,592.68
59,543	87,264.09	1,166	11,090.29
82,820	87,173.99	1,147	10,016.25
8,382	87,089.98	753	30,081.6
5,022	87,061.64	925	17,785.02
63,375	86,994.47	845	26,487.84
40,324	86,924.24	1,382	8,753.15
24,394	86,874.03	917	25,754.2
40,304	86,866.99	1,409	7,810.53
62,495	86,824.22	1,094	15,734.12
34,443	86,586.01	961	21,682.92

2,000 rows

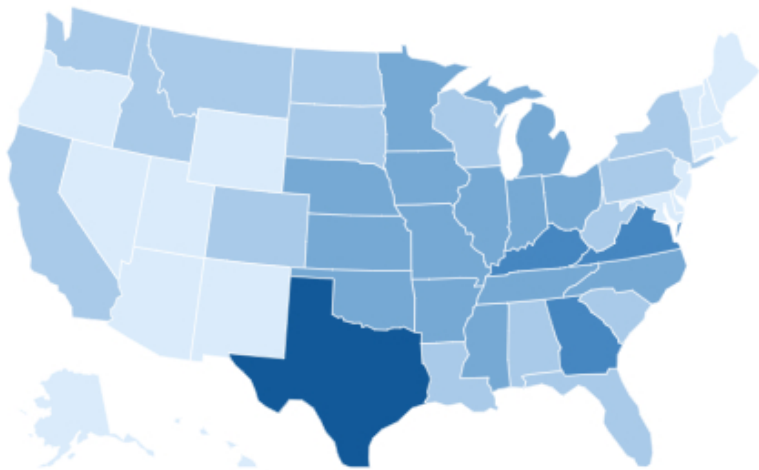
Customer Segment by Product

Champions Potential Loyalists Hibernating New User



Sales Revenue by State

1.3M - 52.6M
57.0M - 98.0M
110.0M - 153.7M
178.8M - 231.6M
364.3M +



Revenue Breakdown

Category	Catalog				Web		
	Champions	Hibernating	New User	Potential Loyalists	Champions	Hibernating	Potential
Books	\$9,609,302.24	\$231,927.18	\$11,943.16	\$8,791,404.58	\$4,773,665.38	\$71,629.14	\$4,773,665.38
Children	\$9,866,006.95	\$292,199.60	\$17,759.64	\$9,532,236.13	\$5,134,592.75	\$77,302.03	\$4,397,643.88
Electronics	\$10,449,650.97	\$305,021.83	\$15,577.99	\$9,643,226.47	\$5,241,236.72	\$97,331.91	\$4,401,988.75
Home	\$10,540,075.26	\$271,260.71	\$13,612.42	\$9,039,741.72	\$5,301,217.65	\$24,307.06	\$4,818,524.11
Jewelry	\$10,521,260.03	\$197,107.21	\$20,369.19	\$8,692,827.23	\$4,875,705.46	\$42,875.50	\$4,329,921.77
Men	\$10,559,817.42	\$311,512.36	\$24,278.82	\$9,143,366.04	\$4,982,650.97	\$60,378.66	\$4,662,002.31
Music	\$10,673,179.57	\$216,811.57	\$5,345.22	\$8,976,305.88	\$5,589,622.84	\$62,180.27	\$4,664,103.31
Shoes	\$10,467,205.82	\$271,245.30	\$15,471.94	\$9,267,388.44	\$5,163,555.69	\$104,237.44	\$4,699,605.85
Sports	\$9,926,089.82	\$207,466.43	\$18,982.58	\$8,993,422.86	\$5,266,085.42	\$45,883.09	\$4,551,519.43
Women	\$10,304,792.62	\$264,628.48	\$17,026.56	\$8,620,207.19	\$5,353,884.11	\$89,724.71	\$4,556,608.48
Grand totals	\$102,917,380.70	\$2,569,180.67	\$160,367.52	\$90,700,126.54	\$51,682,216.99	\$675,849.81	\$45,718,276.29