

Number of

Average Sale per

Average Order

Average Customer Lifetime

96,440**\$ 77,450****\$ 22,388****\$ 1,207**

Number of Customers

Average Sale Per Customer

Average Order Value

Average Customer Lifetime Value

Customers by

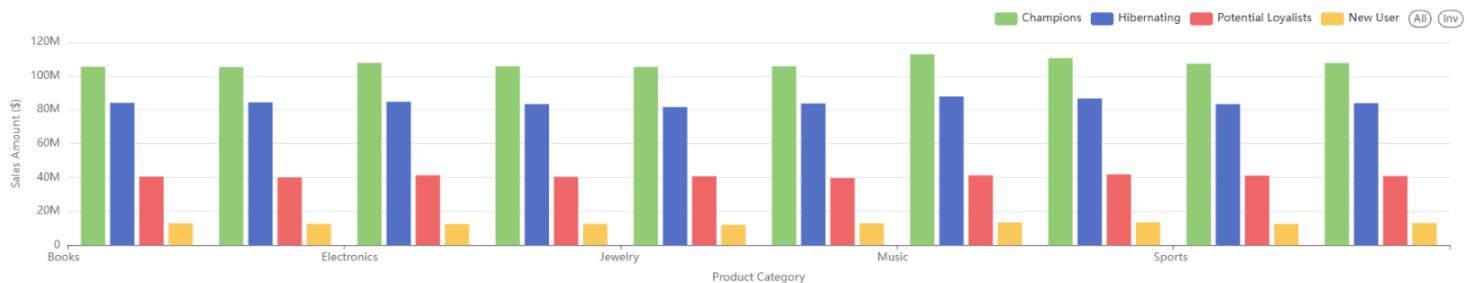
(All) (Inv)
■ Hibernating
■ Champions
■ New User
■ Potential Loyalists



Top

Customer SK	Total Amount	Total	Avg Order Value
62625	145957	2182	4293
89268	125307	1409	5221
19776	121198	1704	4328
77026	110832	2181	2577
34303	107347	1475	3702
4975	103008	1847	3679
96049	101891	859	7278
84992	101604	1591	3763
79729	101329	1648	3619
75212	101065	1407	4211
83197	100454	1775	3464

Customer Segment by



Revenue

Category	Revenue Breakdown (\$)									
	Sales Channel				Customer Segment				Web	
	Catalog	Store	Web		Champions	Hibernating	New User	Potential Loyalists	Champions	Hibernating
Books	35.1M	28.4M	3.39M	14.2M	52M	40.5M	7.4M	19.5M	18.4M	1.1M
Children	35.6M	28.6M	3.31M	13.8M	51.4M	40.5M	7.77M	19.5M	18.3M	1.1M
Electronics	36M	28.9M	3.51M	14.8M	52.8M	40.5M	7.26M	19.5M	19M	1.1M
Home	35.2M	28.9M	3.54M	14M	52.5M	39.7M	7.37M	19.5M	18.1M	1.1M
Jewelry	34.9M	27.7M	3.3M	14.3M	52.2M	39.3M	6.98M	19.1M	18.3M	1.1M
Men	35.4M	28.9M	3.67M	13.4M	52.4M	39.8M	7.47M	19.1M	17.9M	1.1M
Music	38M	29.3M	3.83M	14.4M	55.2M	42.5M	7.7M	19.7M	19.7M	1.1M
Shoes	36.4M	30.3M	3.73M	15.1M	55.1M	41M	7.83M	19.8M	19.1M	1.1M
Sports	35.2M	28.9M	3.73M	14.1M	53.6M	39.4M	7.06M	19.6M	18.5M	1.1M

Sales Revenue by State

