

Retail Data Analysis Dashboard

Year		
2009	2010	2011

Total Customers

5,881

Total Order

36,975

Avg. Order Per Customer

6

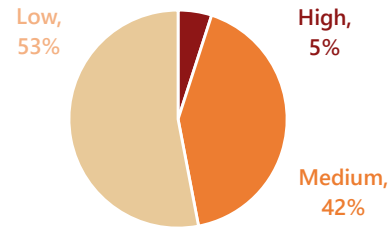
Avg. Revenue Per Customer

\$3,017

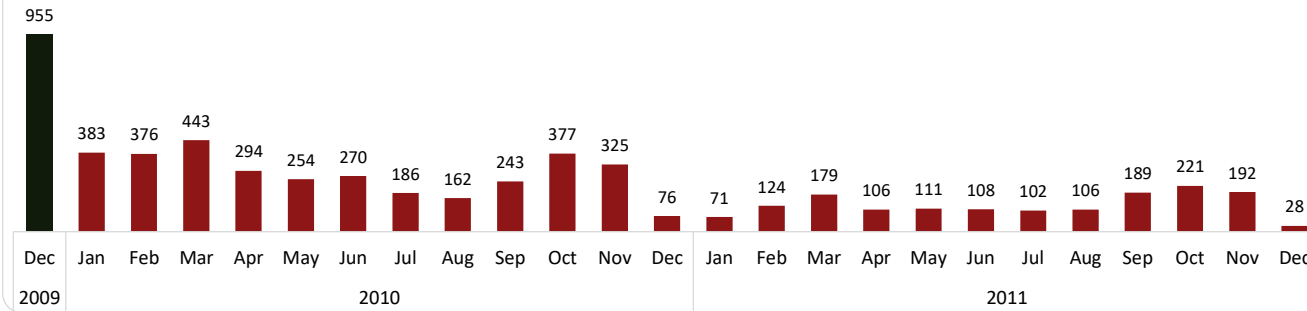
Avg. Order Value

\$480

Customer Lifetime Value Segmentation



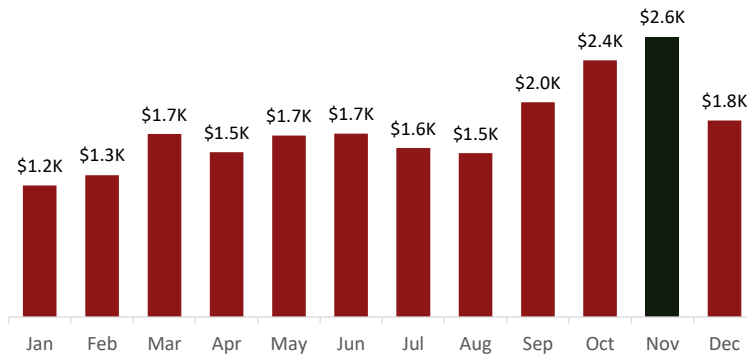
New Customer By Month



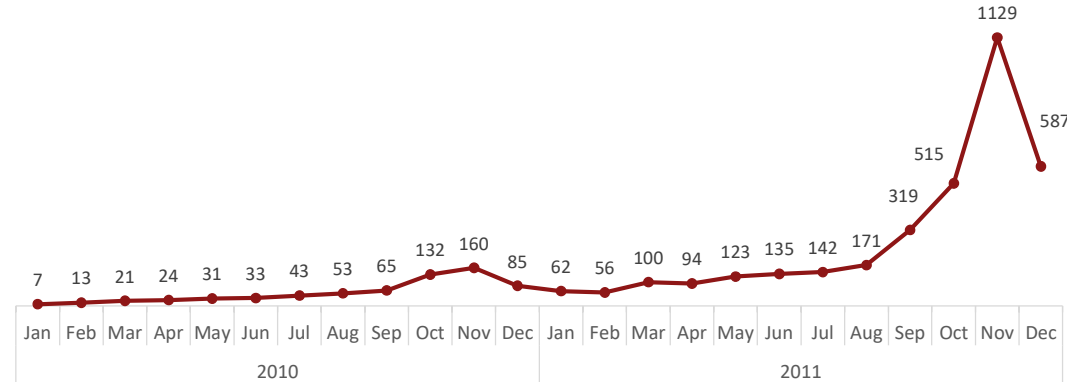
Top Country by Turnover



Most Order by Month



Churned Customer By Month



Key Insights & Recommendation

1. Total Revenue reached \$17.74M, with the highest in 2011 (\$8.34M).
2. Customer acquisition peaked at 955 in Dec 2009, followed by a gradual decline.
3. Customer churn is rising in late 2011 – especially in Oct–Nov.
4. United Kingdom dominates with \$14.72M in turnover, over 80% of total revenue.
5. Target low CLV segments with upsell/cross-sell strategies.
6. Monitor monthly churn to improve customer lifecycle management.