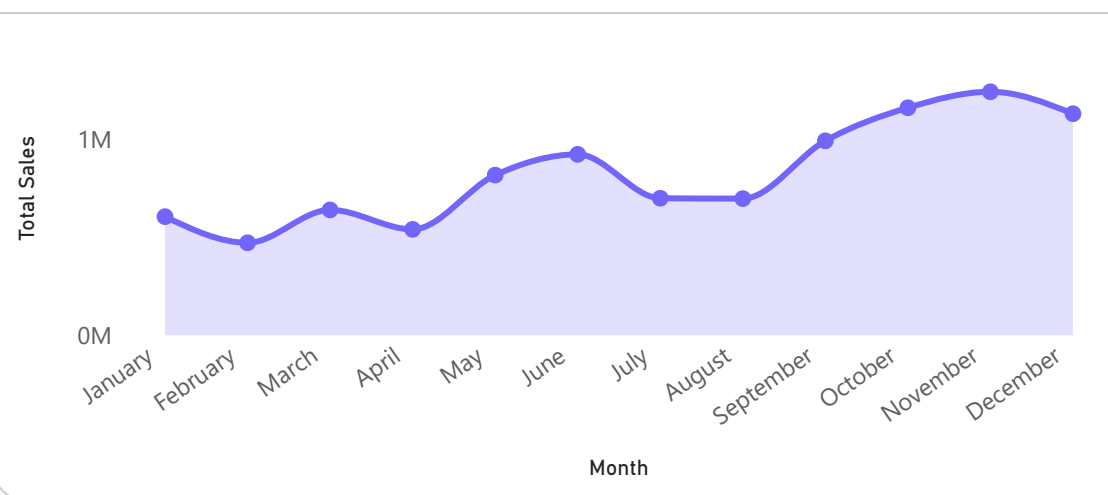# Online Retail

Total Orders   AOV   Total ...   Total S...   Cancel...   Compl...

9.95M
Total Sales

407K
Total Orders

24.45
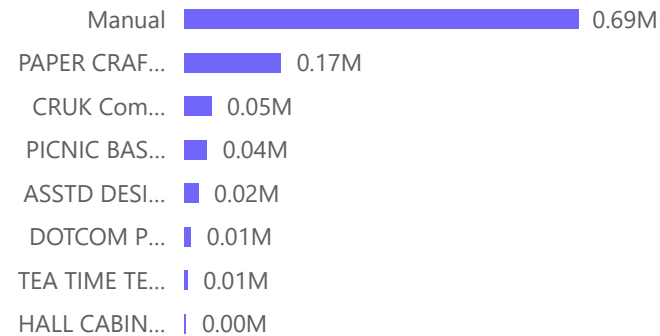AOV

2.19%
Cancellation Ratio

97.81%
Completion Ratio

Total Sales

9.95M
Total Sales
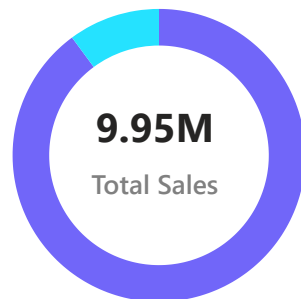
Situation
- Comple...
- Cancell...

Total Sales by Description

Description	Value
Manual	0.69M
PAPER CRAF...	0.17M
CRUK Com...	0.05M
PICNIC BAS...	0.04M
ASSTD DESI...	0.02M
DOTCOM P...	0.01M
TEA TIME TE...	0.01M
HALL CABIN...	0.00M

Total Sales by Country

United Kingdom

El...   N...

G...   Fr...

A...

RFM Analysis

5.11K	3.00	692.00
median_recency	median_frequency	median_monetary
Goal : 4001	Goal : 5	Goal : 901

Monetary by CustomerID

CustomerID axis: 14646.0 18102.0 15098.0 17450.0 14911.0 16029.0 16446.0 12415.0 14156.0 14096.0
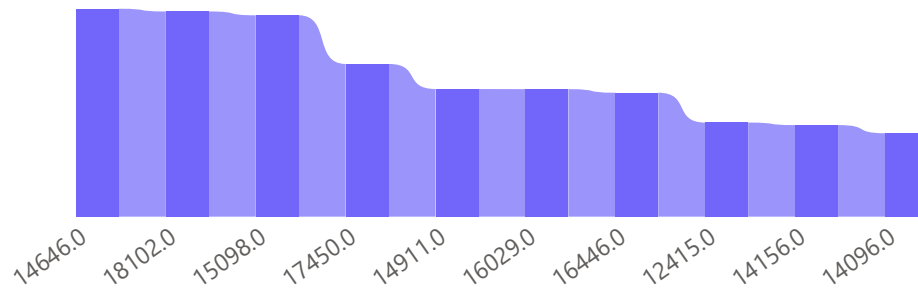
Frequency by CustomerID

248	224	169	128	118	118	89	86	81	77
14911.0	12748.0	17841.0	14606.0	13089.0	15311.0	12971.0	14527.0	13408.0	14646.0
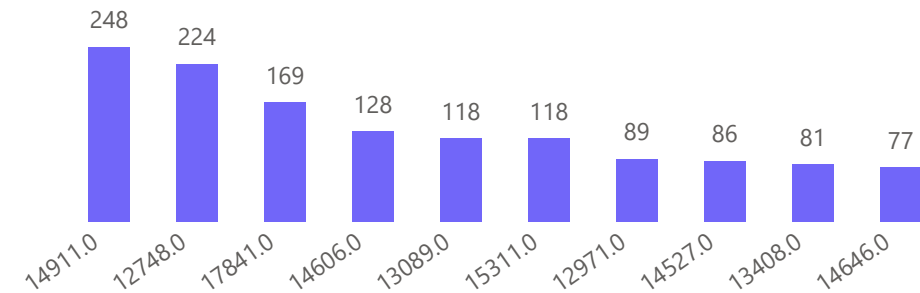
CustomerID	Sum of Recency
18102.0	5058
17754.0	5058
17581.0	5058
17490.0	5058
17428.0	5058
17389.0	5058

Re-engage inactive customers : send offers or reminders.

Boost frequency : use loyalty programs or bundle deals.

Reward top spenders : give VIP perks or early access.