

Customer Behavior Analysis

Total Customers

53027

Total
Transactions/Orders

99653

Total Product Categories

30

Total Products

299

ClusterID

All



Segment

All



Product Category

All



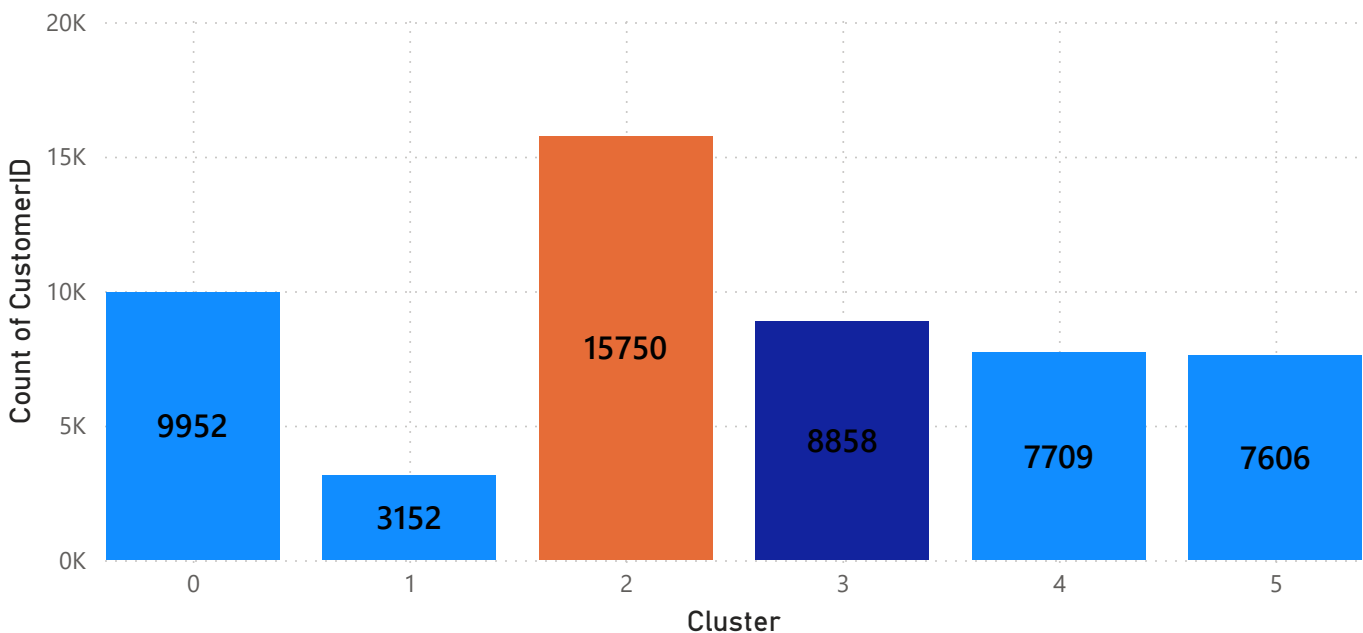
Product

All

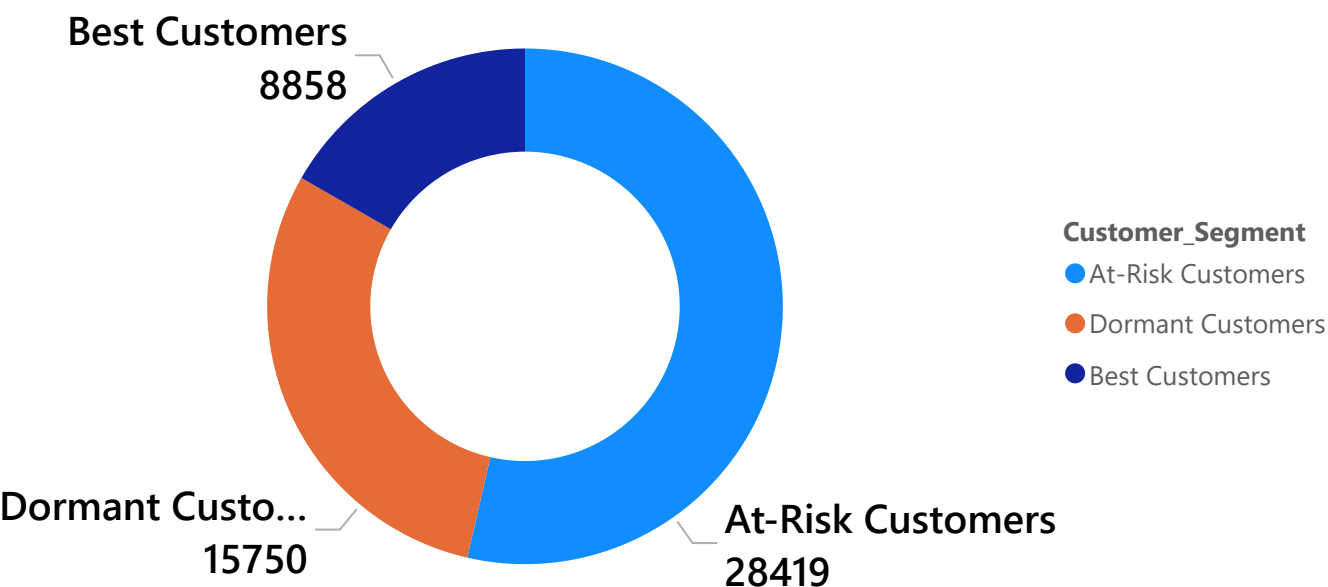


Customers by Cluster

Customer_Segment ● At-Risk Customers ● Best Customers ● Dormant Customers



Customer by Segment



Cluster Behavior

Customer_Segment	Count of CustomerID	Average of Recency	Average of Frequency	Average of Monetary
At-Risk Customers	28419	797.56	1.77	1553.14
Best Customers	8858	352.21	3.50	2825.70
Dormant Customers	15750	1659.69	1.16	709.87

Purchase Behavior Analysis

ClusterID

All

Segment

All

Product Category

All

Product

All

Best Customers

8858

At-Risk Customers

28419

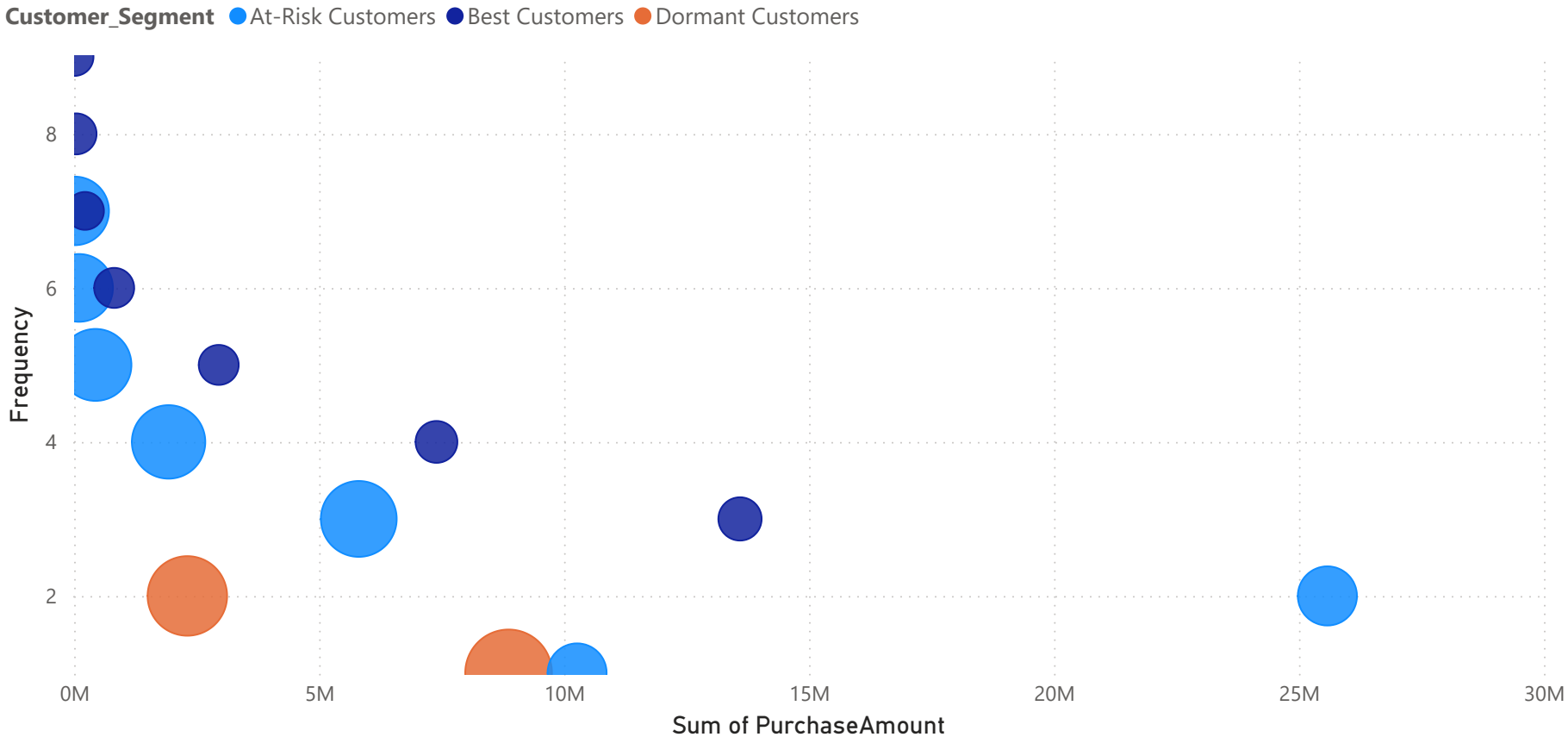
Dormant Customers

15750

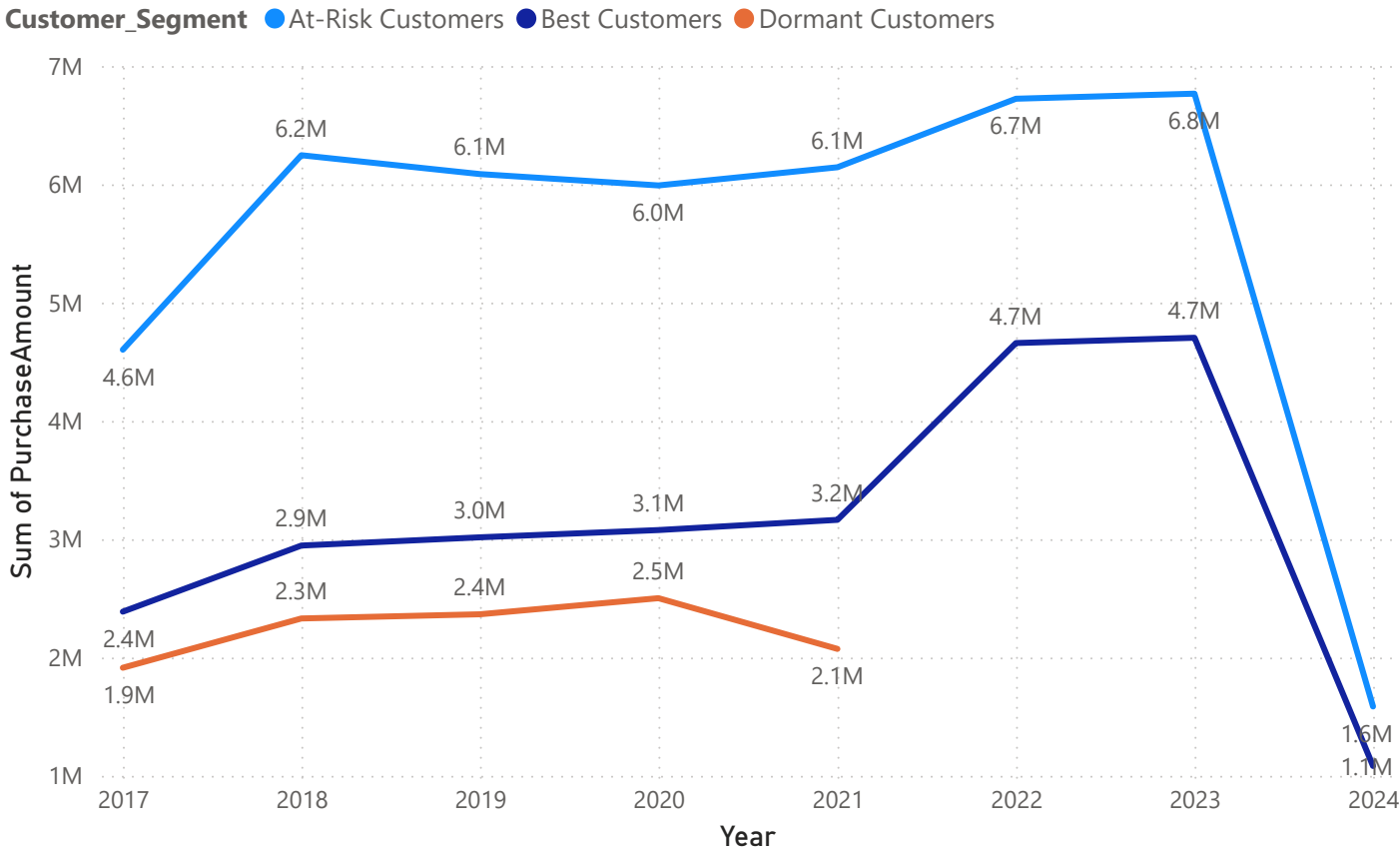
Ratings

4.18

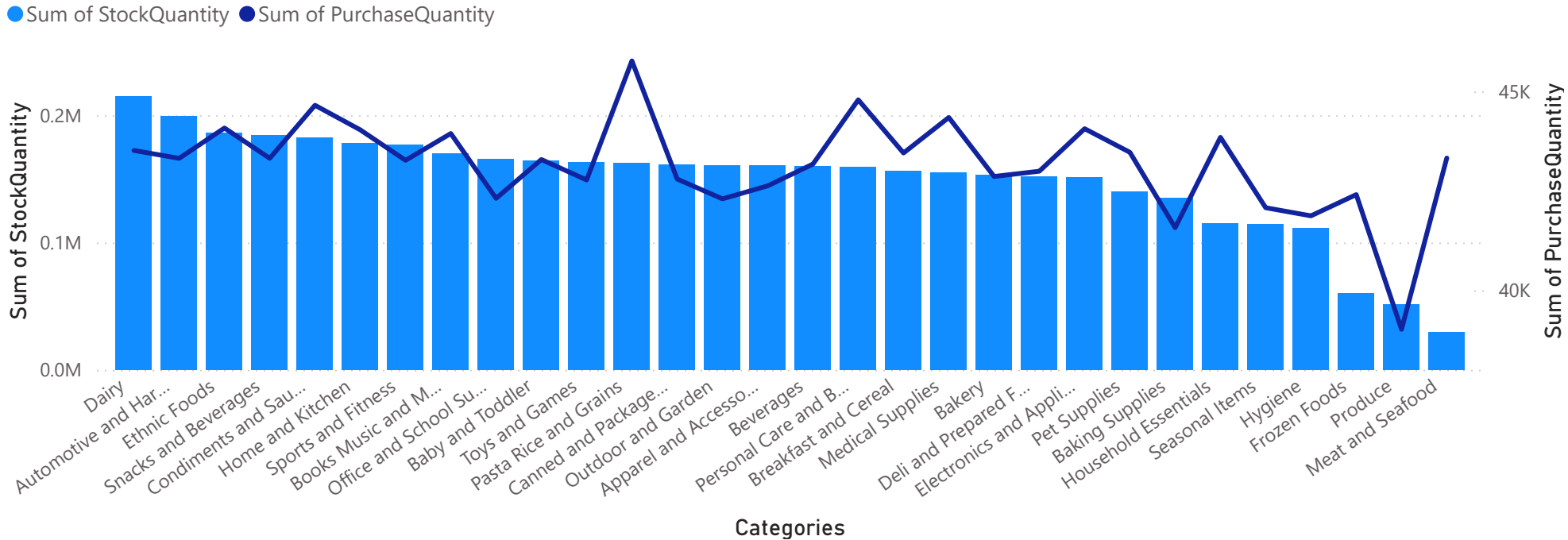
Recency Vs Frequency Vs Monetary



Sum of PurchaseAmount by Year and Customer_Segment



Sum of StockQuantity and Sum of PurchaseQuantity by Categories



Monetary Value by Products

