Customer Behavior Analysis

72.64K
Count of Customers

264.83K
Purchases by Customers

505K
Products Sold

Remove Filters

Customer Type
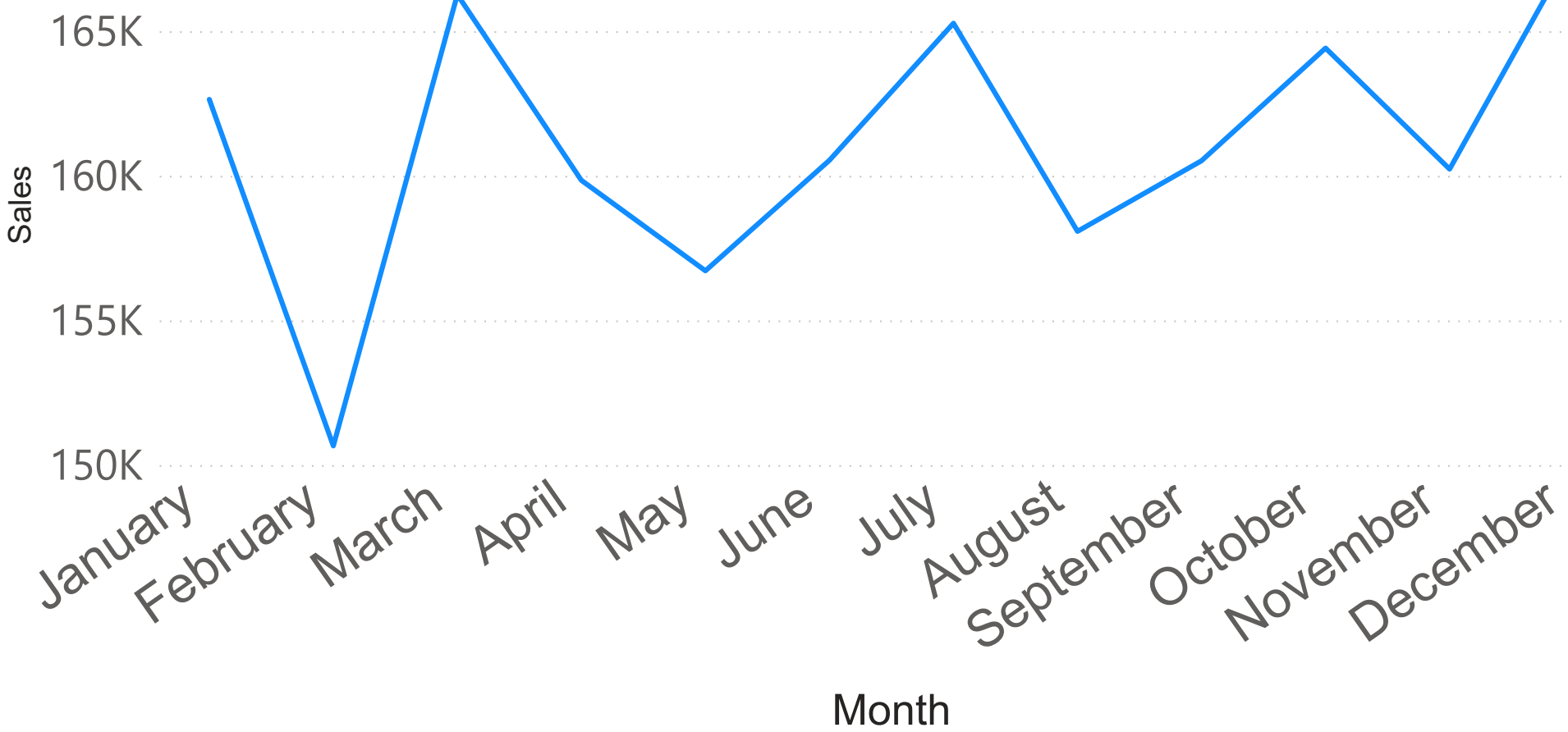- [ ] Budget
- [ ] Mainstream
- [ ] Premium

Customer Lifestage
- [ ] MIDAGE SINGLES/COUPLES
- [ ] NEW FAMILIES
- [ ] OLDER FAMILIES
- [ ] OLDER SINGLES/COUPLES
- [ ] RETIREES
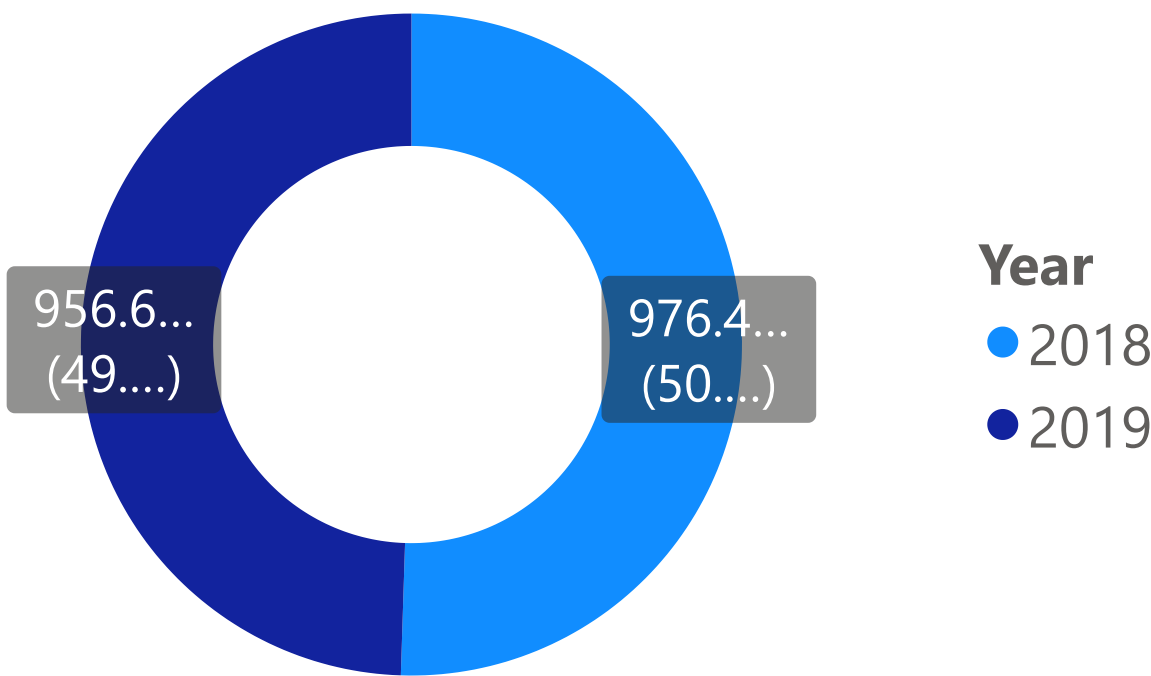- [ ] YOUNG FAMILIES
- [ ] YOUNG SINGLES/COUPLES

Product Brand
- [ ] BURGER RINGS
- [ ] CC's
- [ ] CHEETOS
- [ ] CHEEZELS
- [ ] COBS
- [ ] DORITOS
- [ ] FRENCH FRIES
- [ ] GRAIN WAVES
- [ ] INFUZIONS
- [ ] KETTLE
- [ ] OLD EL PASO
- [ ] PRINGLES
- [ ] RED ROCK DELI
- [ ] SMITH CRINKLE
- [ ] SUNBITES

Total Sales by Month

Total Sales by Year

Year
- 2018
- 2019

956.6... (49....)
976.4... (50....)

Product Quantity in Single Purchase

Times Sold values: 27518, 472078, 1290, 1588, 2250 for Product Quantity 1–5
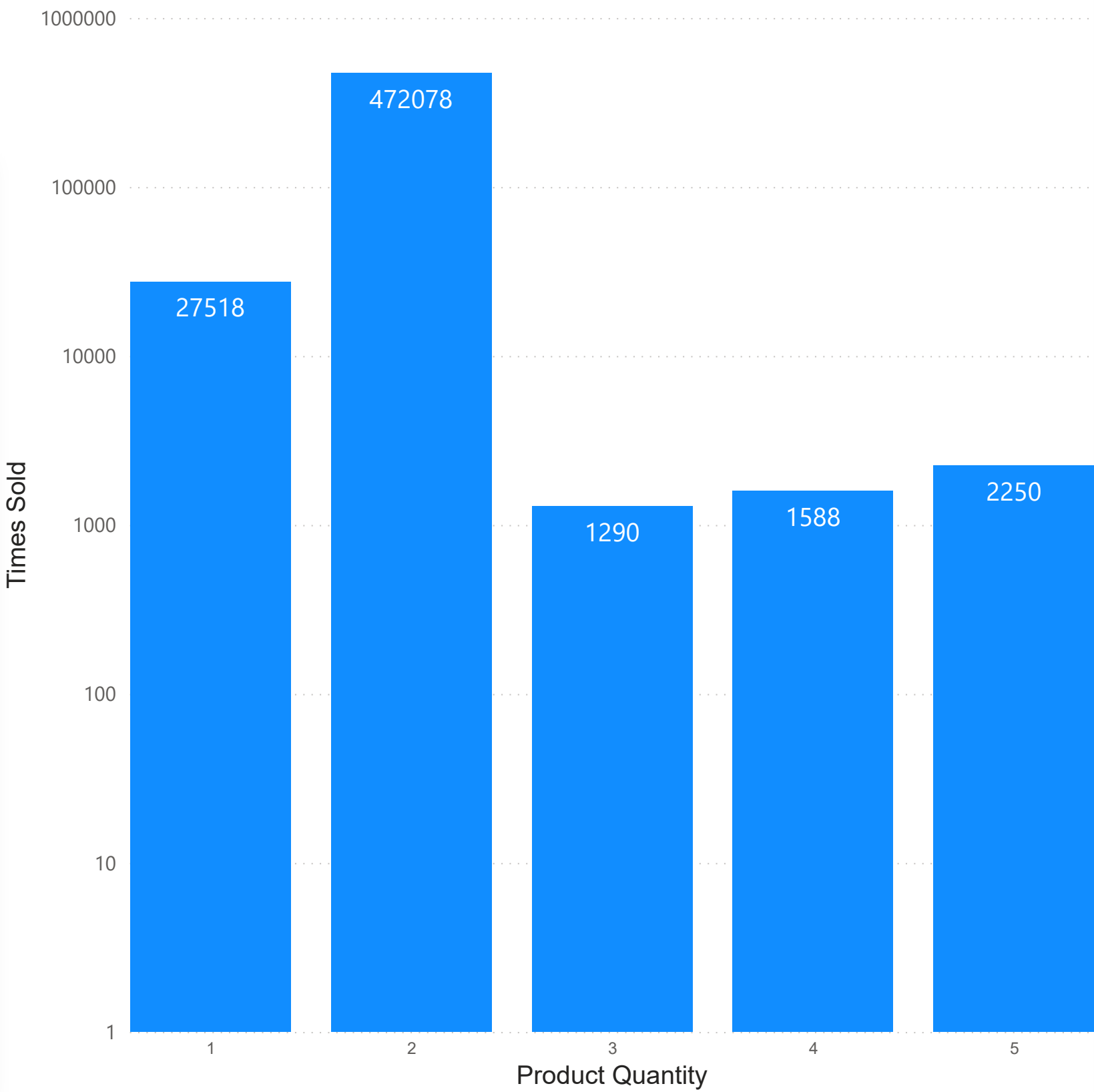
Product Sales for Particular Weight

- 485.44K (25.11%)
- 304.29K (15.74%)
- 177.66K (9.19%)
- 162.77K (8.42%)
- 146.67K (7.59%)
- 136.79K (7.08%)
- 113.33K (5.86%)
- 101.36K (5.24%)
- 75.42K (3.9%)
- 55.43K (2.87%)
- 26.1K (1.35%)
- 9.68K (0.5%)

Product Weight
- 175g
- 150g
- 134g
- 110g
- 170g
- 330g
- 300g
- 165g
- 380g
- 270g
- 210g
- 250g
- 135g
- 200g
- 190g
- 160g
- 90g
- 180g
- 70g
- 220g
- 125g