Customer Purchasing Behavior Analysis

Select date range ▾

Lifestage ▾

Customer Type ▾

Total Sales	Number of Customers	Number of Transaction
1,927,535.2	72,617	264,596

☑ PROD_BRAND	Total Sales
🔍 Type to search	
✓ KETTLE	20.13%
✓ DORITOS	12.44%
✓ SMITH CRINKLE	11.62%
✓ PRINGLES	9.22%
✓ INFUZIONS	5.14%
✓ RED ROCK DELI	4.93%
✓ OLD EL PASO	4.68%
✓ THINS	4.61%
✓ TWISTIES	4.21%
✓ TOSTITOS	4.12%
✓ COBS	3.66%
✓ GRAIN WAVES	2.68%
✓ TYRRELLS	2.67%
✓ WOOLWORTHS	2.56%
✓ THE NATURAL CHIP COMPANY	2.2%
✓ CHEEZELS	2.06%
✓ CC's	0.94%
✓ CHEETOS	0.88%
✓ SUNBITES	0.5%
✓ FRENCH FRIES	0.41%
✓ BURGER RINGS	0.35%

— TOT_SALES

Donut chart:
- Mainstream 38.8%
- Budget 35%
- Premium 26.2%

Total Sales by Product Quantity:
- 2: 1.8M
- 1: 102.2K
- 3: 4.9K
- 4: 4.4K
- 5: 4.2K

Total Sales by Product Weight (grams):
- 175: 483.6K
- 150: 303.5K
- 134: 177.7K
- 110: 162.8K
- 170: 146.3K
- 330: 135.9K
- 300: 112.7K
- 165: 101.2K
- 380: 75.1K
- 270: 55.1K