

Customer Segmentation Analysis Dashboard

2014

2015

2016

2017



2.30M

Total Sales

793

Total Customers

286.40K

Total Profit

Customers

Name	Recency (Days)	Frequency	Monetary
Aaron Bergman	2752	3	886.16
Aaron Hawkins	2349	7	1,744.70
Aaron Smayling	2425	7	3,050.69
Adam Bellavance	2391	8	7,755.62
Adam Hart	2371	10	3,250.34
Adam Shillingsburg	2365	9	3,255.31
Adrian Barton	2378	10	14,473.57
Adrian Hane	2397	7	1,735.51
Adrian Shami	2378	2	58.82
Aimee Bixby	2378	5	966.71
Alan Barnes	2362	8	1,113.84
Alan Dominguez	2366	8	6,106.88
Alan Haines	2392	4	1,587.45
Alan Hwang	2343	9	4,805.34
Alan Schoenberger	2359	5	4,260.78
Alan Shonely	2529	7	584.61
Alejandro Ballentine	2503	9	914.53
Alejandro Grove	2615	5	2,582.90
Alejandro Savely	2356	6	3,214.24
Aleksandra	2455	4	367.55
Gannaway			

Customers by State

