

MAJOR
MARKET
SALES
ANALYSIS

Total Sales

\$26bn

Max Sales Amount

\$204K

Total Customers

2.00M

Customer Retention Rate

5.16%

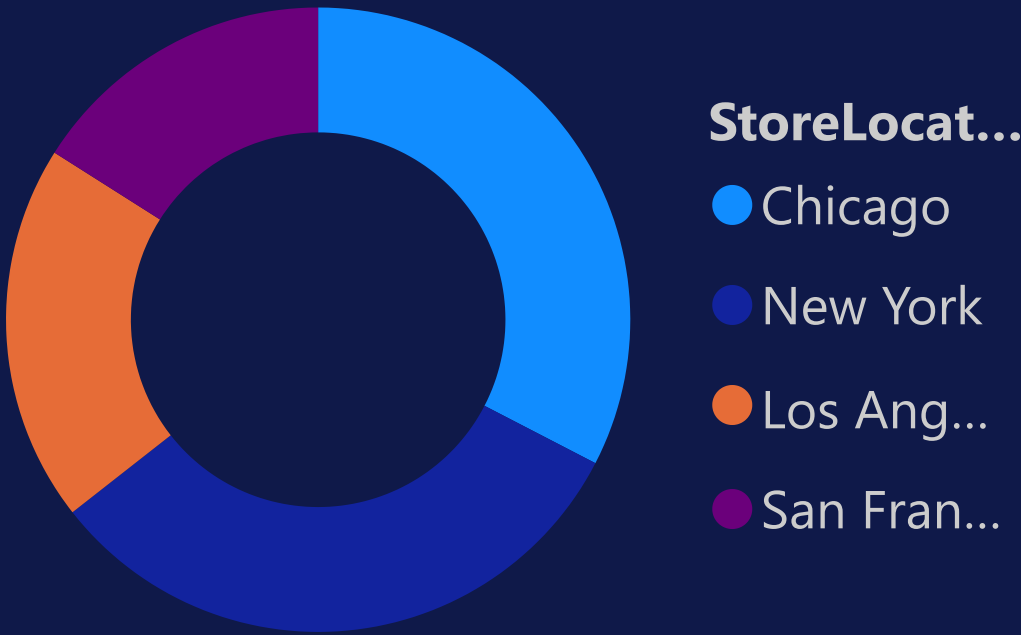
NEW YORK

CHICAGO

LOS ANGELES

SAN FRANCISCO

Median Sales per Store Location



Sales & Customer Activity by Store Location



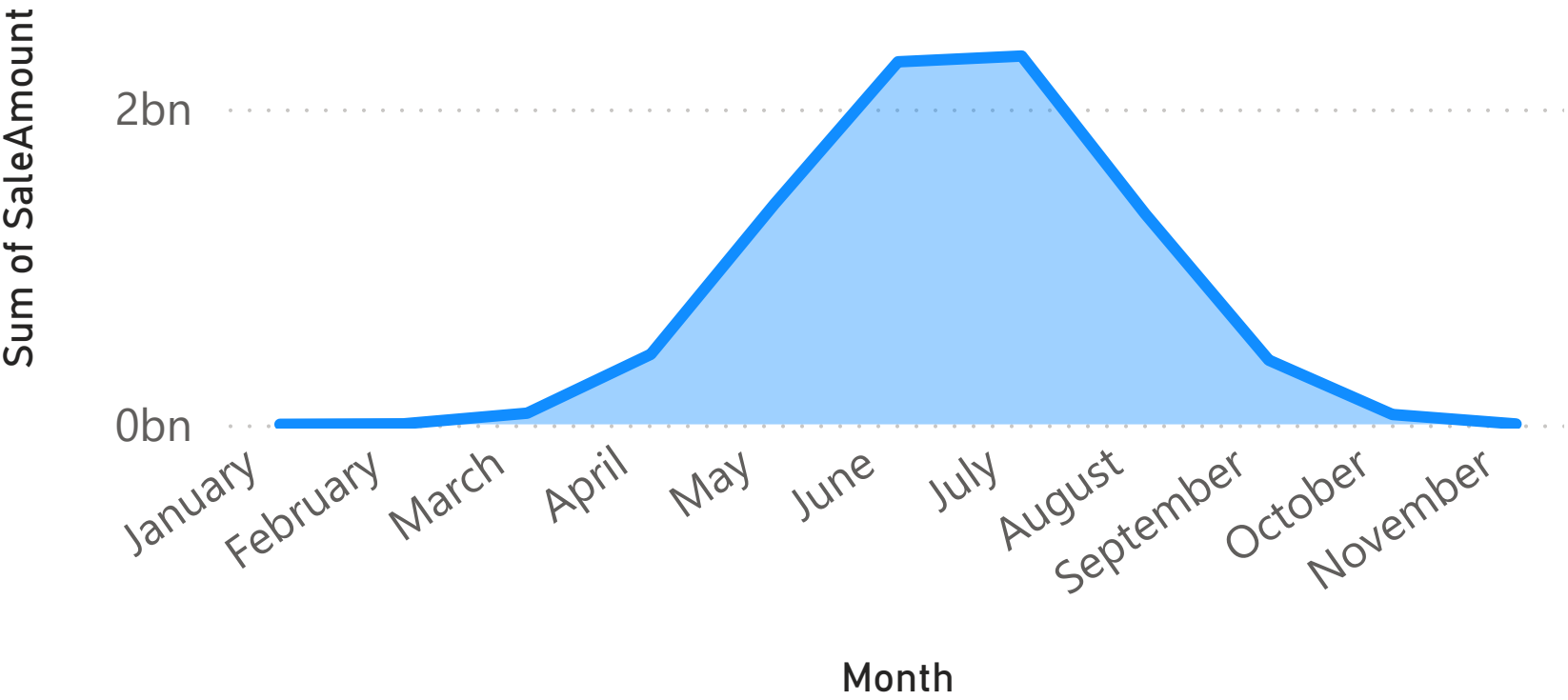
Sales by TransactionDate



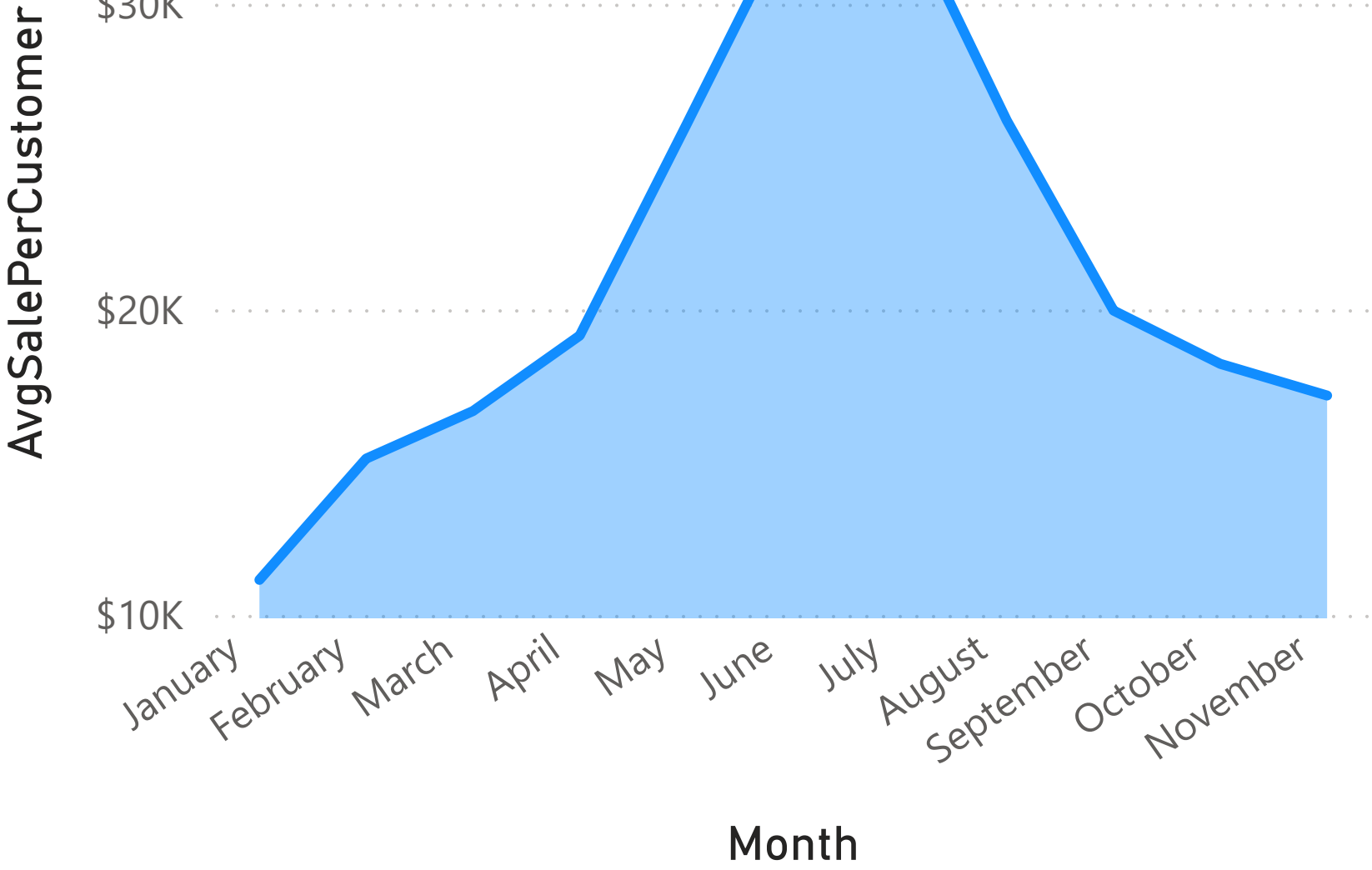
NEW YORK METRICS

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Sum of SaleAmount by Month



AvgSalePerCustomer by Month



AVG Sale Per Customer
Average purchase value

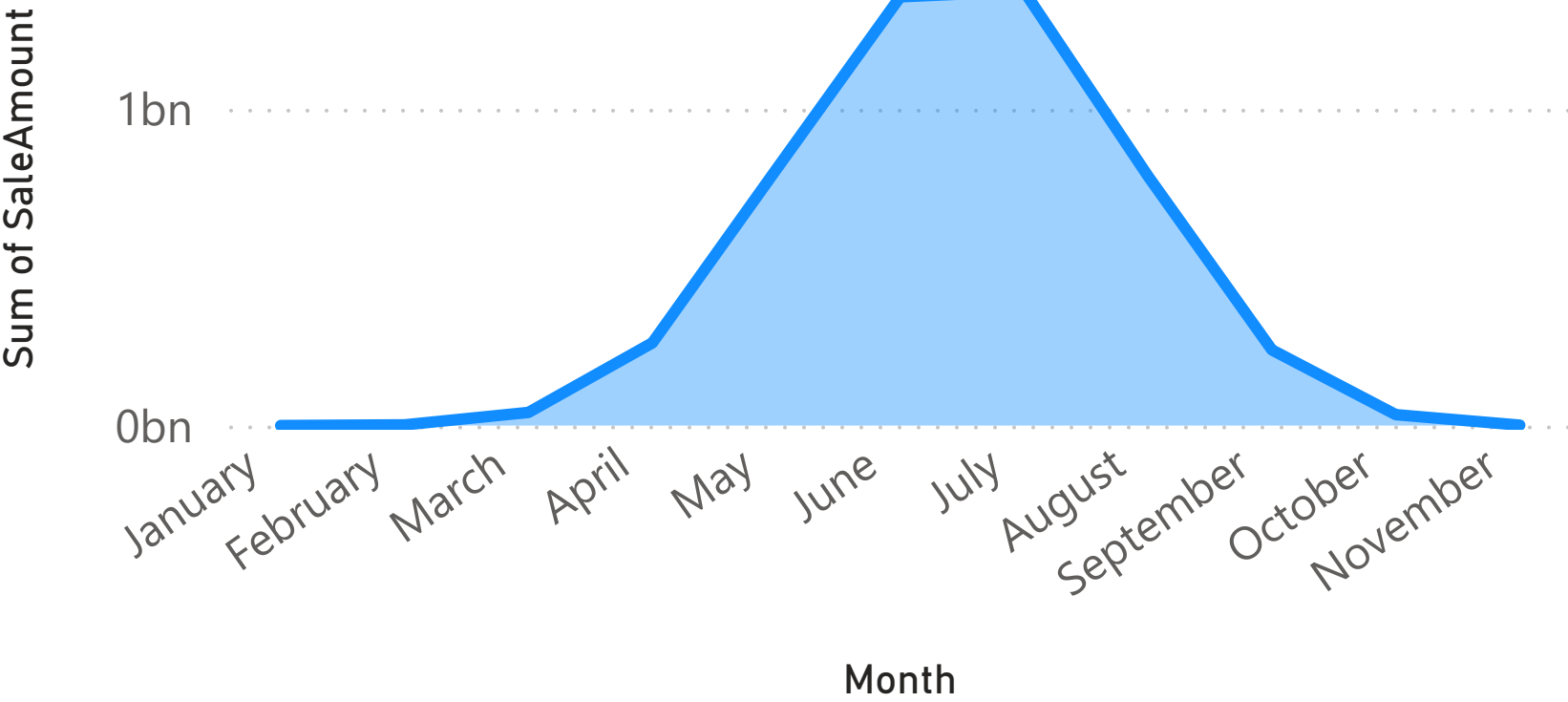
\$90.89K

Customer Purchase Summary

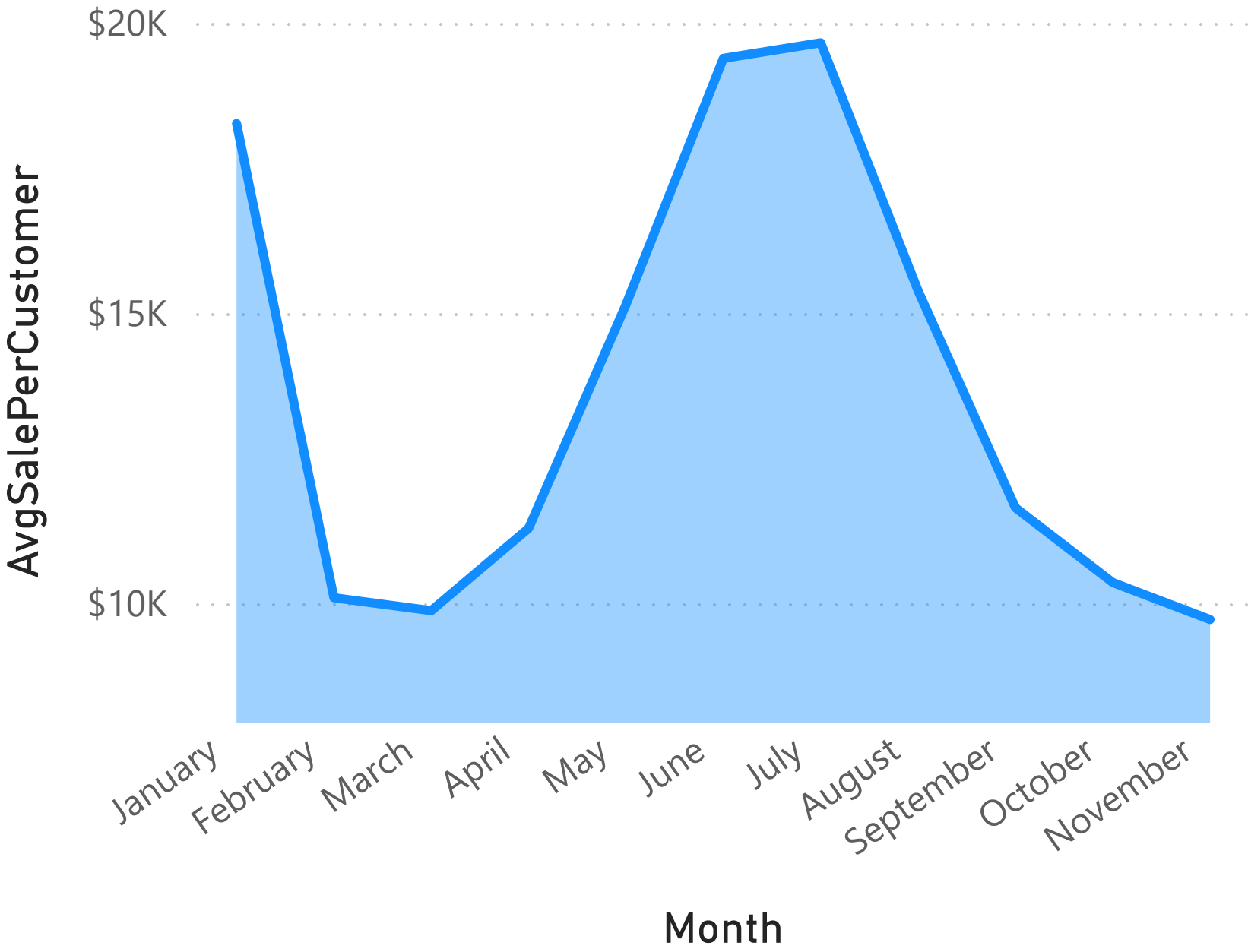
CustomerID	Total Transactions	Total Sales	Avg Sale Amount
67423	16	510,489	\$31,906
14468	18	508,683	\$28,260
29682	14	504,402	\$36,029
66840	18	490,267	\$27,237
30568	14	486,919	\$34,780
8280	20	483,330	\$24,167
99721	14	480,836	\$34,345
90447	16	478,452	\$29,903
11581	20	474,972	\$23,749
16784	16	467,748	\$29,234
37773	18	463,137	\$25,730
90950	8	461,626	\$57,703
23735	16	461,557	\$28,847
41583	14	461,198	\$32,943
24347	16	457,779	\$28,611
43074	18	457,346	\$25,408
14992	12	456,515	\$38,043
77470	12	455,135	\$37,928
85778	12	454,282	\$37,857
50727	12	453,772	\$37,814
9835	16	453,047	\$28,315
48014	10	450,981	\$45,098
37043	22	450,150	\$20,461
24781	16	448,972	\$28,061
71807	14	442,958	\$31,640
20607	12	442,641	\$36,887
32065	10	438,801	\$43,880
23172	18	438,001	\$24,333
68258	16	437,434	\$27,340
50704	10	437,131	\$43,713
52647	14	436,836	\$31,203
70270	8	436,352	\$54,544
64680	18	434,014	\$24,112
64520	16	434,008	\$27,126
33286	18	433,153	\$24,064
55559	12	430,801	\$35,900
88003	18	430,670	\$23,926
14222	18	430,144	\$23,897
90943	12	429,865	\$35,822
12333	16	426,558	\$26,660
43537	12	425,380	\$35,448
14540	22	424,767	\$19,308
8489	16	423,333	\$26,458
2213	14	419,152	\$29,939

Los Angeles Metrics

Sum of SaleAmount by Month



AvgSalePerCustomer by Month



AVG Sale Per Customer

Average purchase value

\$53.37K

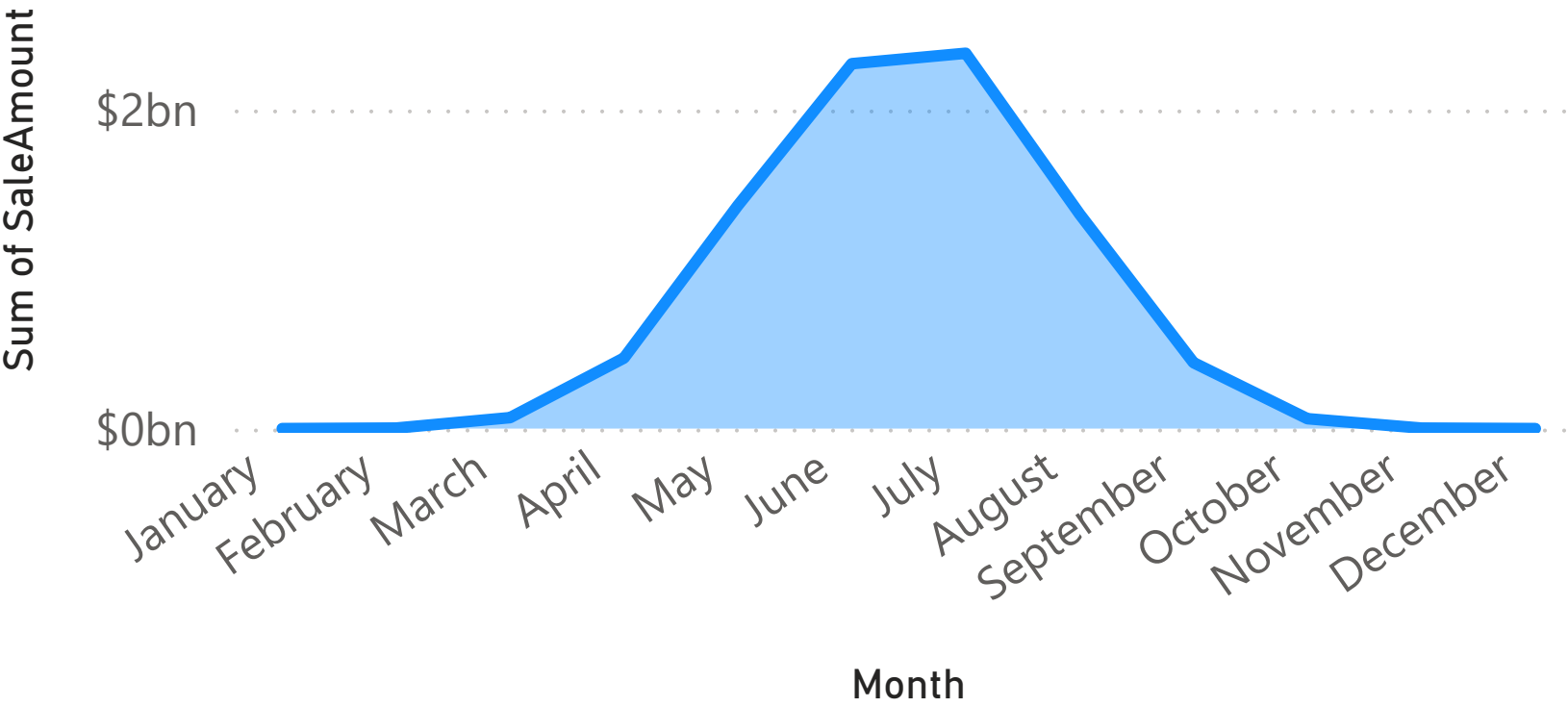
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Customer Purchase Summary

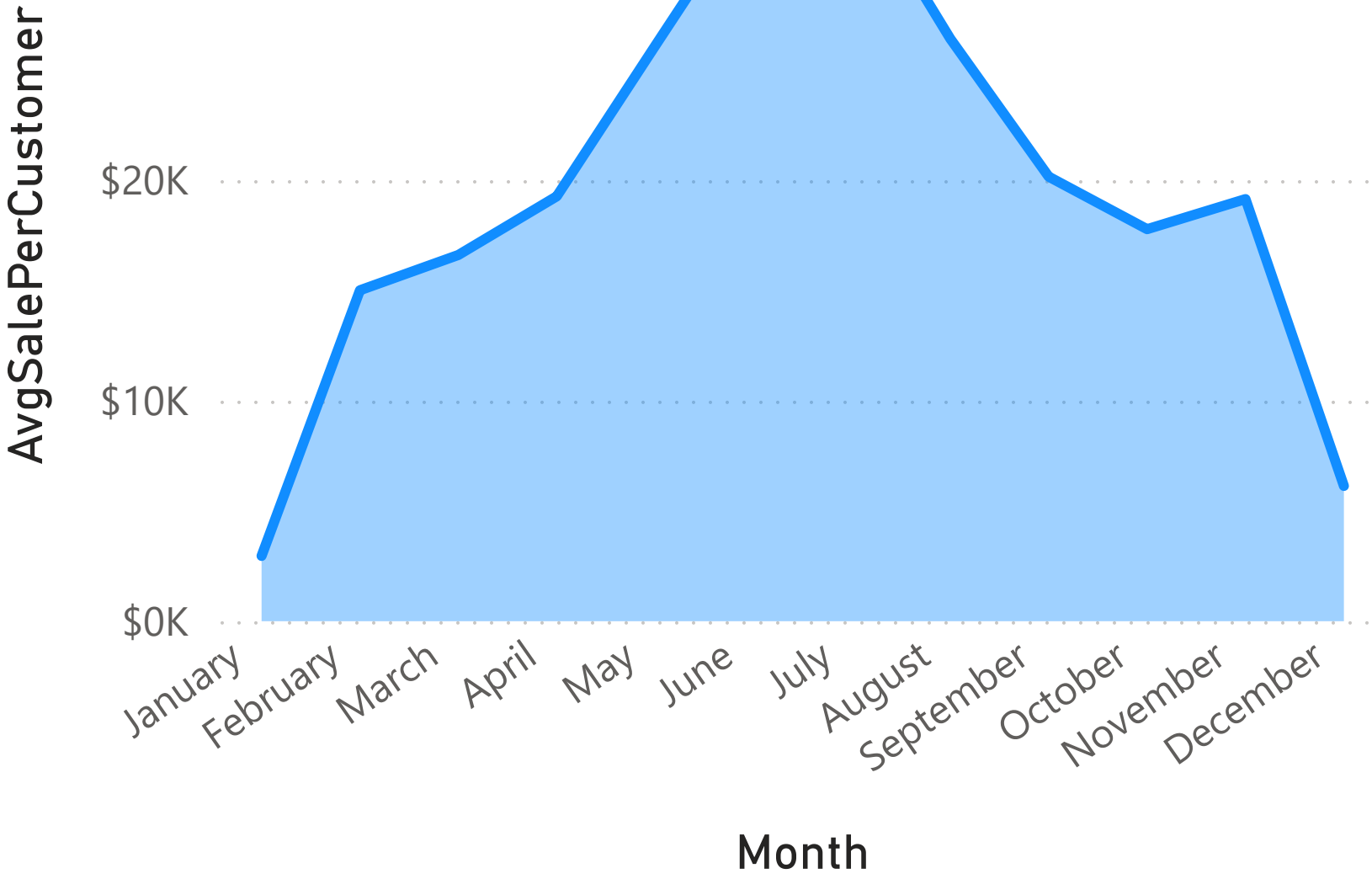
CustomerID	Total Transactions	Total Sales	Avg Sale Amount
84206	16	298,789.37	\$18,674
32404	14	297,813.59	\$21,272
62307	16	290,817.55	\$18,176
81399	20	290,464.44	\$14,523
74088	22	284,614.51	\$12,937
27423	16	279,701.83	\$17,481
8004	18	279,499.12	\$15,528
41579	18	274,623.01	\$15,257
16778	18	273,741.21	\$15,208
50967	12	272,410.69	\$22,701
43940	22	271,495.87	\$12,341
90350	20	271,030.36	\$13,552
40067	18	265,947.61	\$14,775
70690	22	254,659.99	\$11,575
75920	18	253,439.90	\$14,080
85290	16	251,552.93	\$15,722
52674	16	249,770.39	\$15,611
79785	12	248,622.43	\$20,719
89725	18	248,500.16	\$13,806
70855	16	247,453.10	\$15,466
29033	14	246,288.86	\$17,592
96228	18	245,907.77	\$13,662
46752	18	245,901.89	\$13,661
81271	14	245,742.89	\$17,553
4103	14	245,113.28	\$17,508
55522	12	244,488.14	\$20,374
312	14	243,122.91	\$17,366
59736	20	242,998.82	\$12,150
9522	14	242,681.96	\$17,334
5663	18	242,296.39	\$13,461
14243	20	242,265.29	\$12,113
13558	14	242,108.41	\$17,293
25301	12	241,941.95	\$20,162
21713	14	241,162.53	\$17,226
4576	12	240,276.23	\$20,023
77355	14	238,466.82	\$17,033
30313	16	236,501.42	\$14,781
98070	18	236,439.59	\$13,136
25740	16	235,556.46	\$14,722
72498	12	235,407.58	\$19,617
23243	12	234,385.77	\$19,532
70151	18	234,193.37	\$13,011
36381	16	232,952.96	\$14,560
18810	18	232,880.92	\$12,938

Chicago Metrics

Sum of SaleAmount by Month



AvgSalePerCustomer by Month



AVG Sale Per Customer

Average purchase value

\$91.21K

Return to Overview

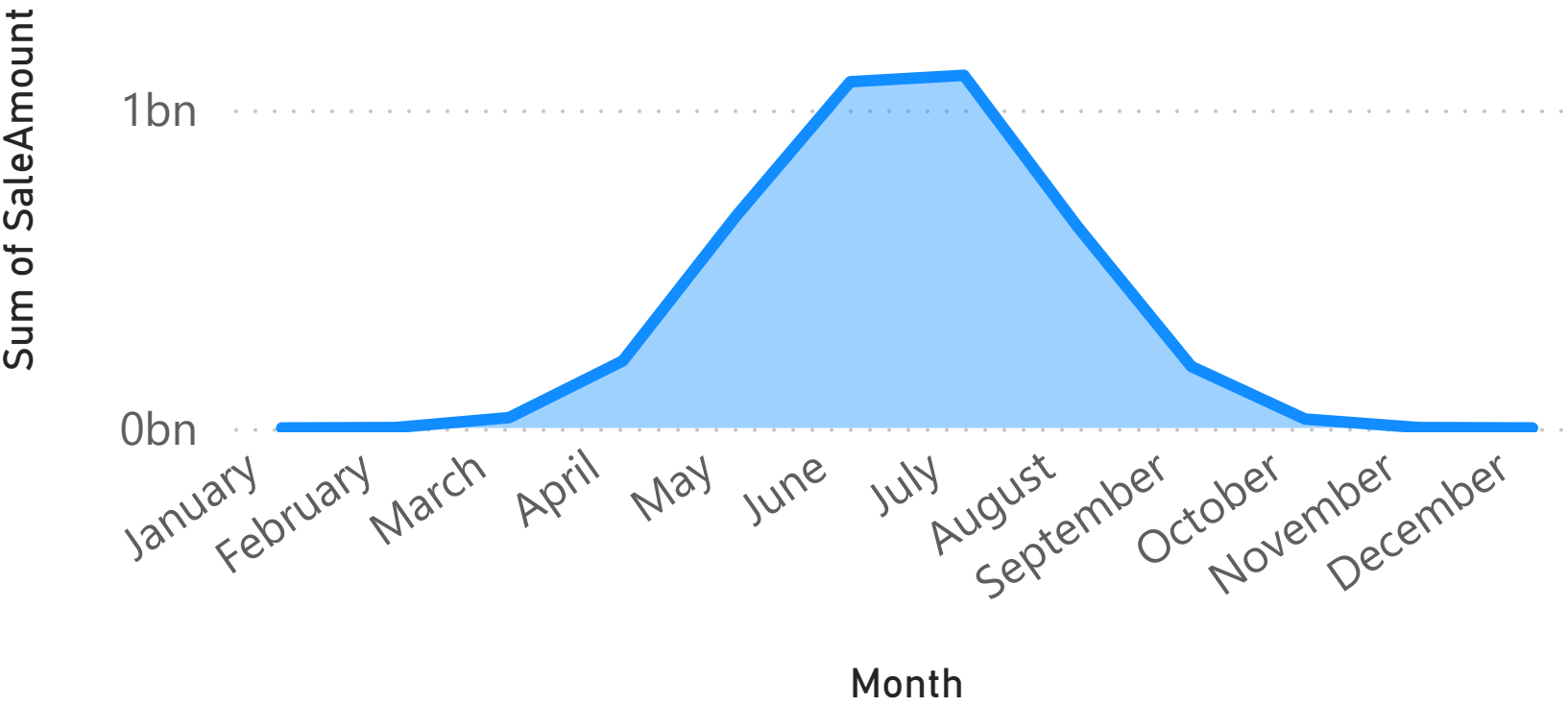
Customer Purchase Summary

CustomerID	Total Transactions	Total Sales	Avg Sale Amount
46139	18	572,335.25	\$31,796
44866	12	539,068.25	\$44,922
83904	14	514,447.92	\$36,746
13578	10	513,214.15	\$51,321
75106	10	491,027.14	\$49,103
6833	14	485,018.02	\$34,644
55845	20	484,204.91	\$24,210
67756	14	482,541.83	\$34,467
62078	20	481,809.14	\$24,090
59312	18	476,304.56	\$26,461
56775	16	473,705.01	\$29,607
56566	18	472,001.76	\$26,222
45109	20	470,816.38	\$23,541
59796	20	466,602.79	\$23,330
40909	16	462,916.38	\$28,932
67903	12	458,045.02	\$38,170
65121	12	456,918.38	\$38,077
4198	12	456,639.01	\$38,053
93388	16	455,734.64	\$28,483
51917	14	455,059.13	\$32,504
66932	16	449,820.53	\$28,114
82723	16	447,691.20	\$27,981
89231	10	447,452.77	\$44,745
76916	20	447,194.28	\$22,360
19701	18	443,576.20	\$24,643
13388	10	442,668.16	\$44,267
75970	22	442,397.43	\$20,109
29768	6	442,150.05	\$73,692
12072	18	438,640.42	\$24,369
92187	16	432,963.82	\$27,060
60511	14	431,666.69	\$30,833
61761	14	428,705.93	\$30,622
77487	14	427,753.43	\$30,554
4524	16	425,669.69	\$26,604
71931	16	425,478.30	\$26,592
96544	14	424,598.44	\$30,328
1861	8	423,894.55	\$52,987
35061	12	422,265.22	\$35,189
45120	16	417,378.54	\$26,086
62570	14	412,975.25	\$29,498
96311	16	412,720.13	\$25,795
14569	14	411,853.96	\$29,418
34462	14	411,337.03	\$29,381
31837	18	410,737.62	\$22,819

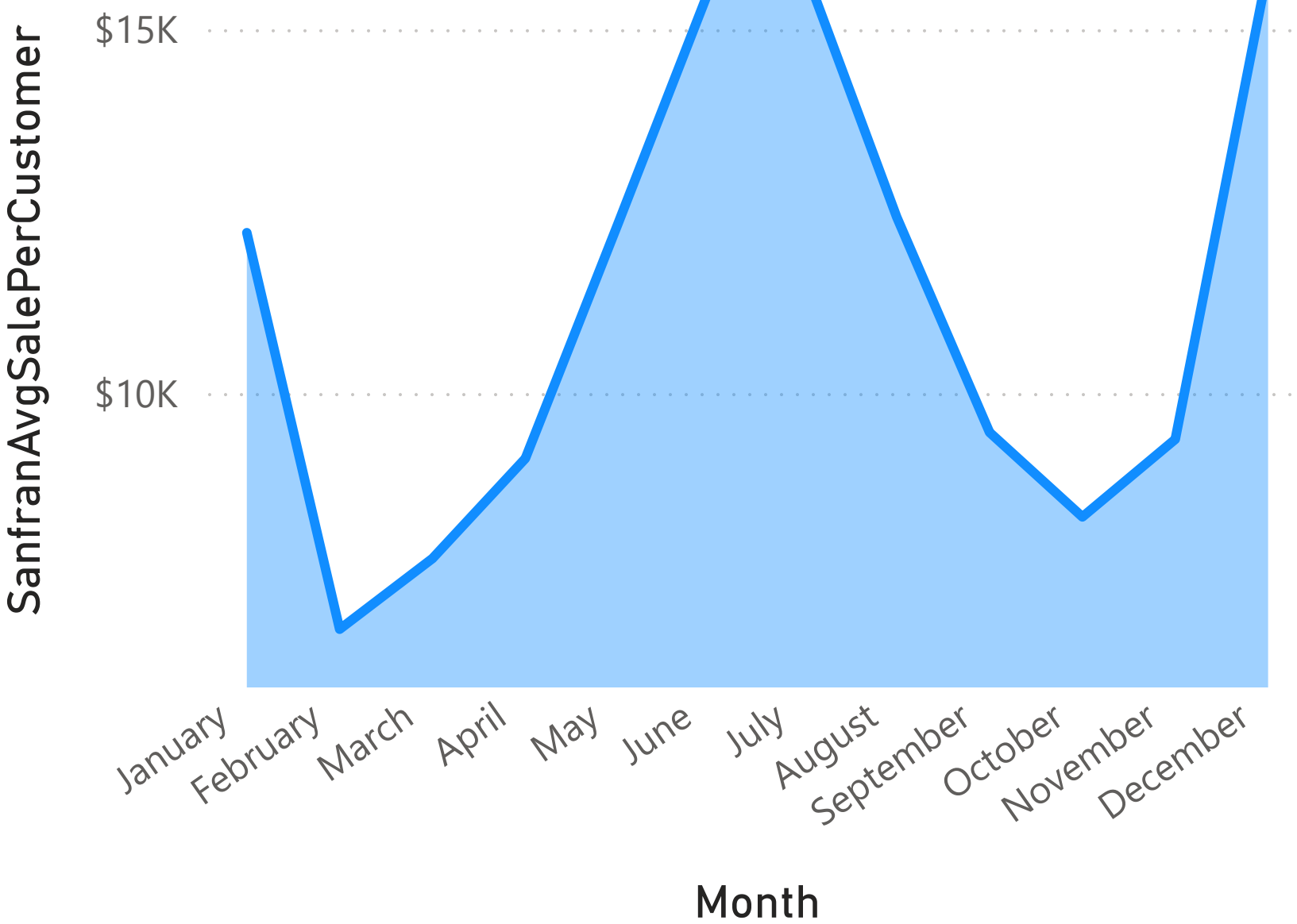
San Francisco Metrics

[Return to Overview](#)

Sum of SaleAmount by Month



SanfranAvgSalePerCustomer by Month



AVG Sale Per Customer

Average purchase value

\$43.12K

Customer Purchase Summary

CustomerID	Total Transactions	Total Sales	Avg Sale Amount
85000	22	234,339.12	\$10,652
53829	12	220,916.77	\$18,410
97542	14	220,362.72	\$15,740
20559	14	215,620.06	\$15,401
3591	18	214,594.61	\$11,922
47550	16	214,539.39	\$13,409
44901	16	212,845.86	\$13,303
91416	18	210,078.15	\$11,671
60712	16	209,476.63	\$13,092
22743	16	208,499.76	\$13,031
54365	20	206,323.25	\$10,316
37888	12	205,768.34	\$17,147
6381	14	205,711.96	\$14,694
69170	16	202,456.71	\$12,654
32399	22	202,332.55	\$9,197
65530	16	202,280.33	\$12,643
83506	16	202,070.51	\$12,629
82430	14	201,828.70	\$14,416
83384	14	199,969.92	\$14,284
3616	20	199,913.07	\$9,996
47077	16	199,578.58	\$12,474
45890	14	198,629.19	\$14,188
99674	10	197,590.42	\$19,759
29132	12	195,439.69	\$16,287
68709	12	194,083.29	\$16,174
20329	16	193,556.41	\$12,097
90547	12	193,217.89	\$16,101
73070	14	193,196.72	\$13,800
72311	16	192,333.22	\$12,021
78001	16	191,980.37	\$11,999
3448	8	190,967.09	\$23,871
30256	16	190,417.68	\$11,901
68248	14	190,411.72	\$13,601
64354	20	190,190.57	\$9,510
70341	16	190,159.92	\$11,885
56610	14	189,818.50	\$13,558
85594	18	189,506.73	\$10,528
12945	14	189,188.50	\$13,513
81564	16	188,795.56	\$11,800
87568	12	188,354.79	\$15,696
15214	10	188,196.12	\$18,820
16236	12	188,168.83	\$15,681
84099	14	187,950.14	\$13,425
5902	18	187,736.10	\$10,430