

MAJOR
MARKET
SALES
ANALYSIS

Total Sales

\$26bn

Max Sales Amount

\$204K

Total Customers

2.00M

Customer Retention Rate

5.16%

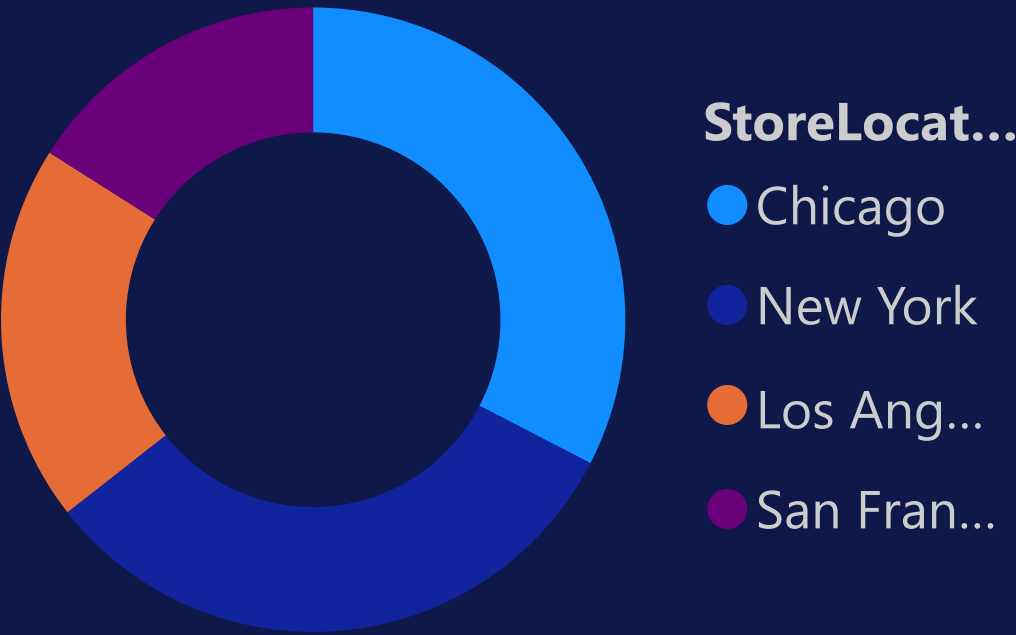
NEW YORK

CHICAGO

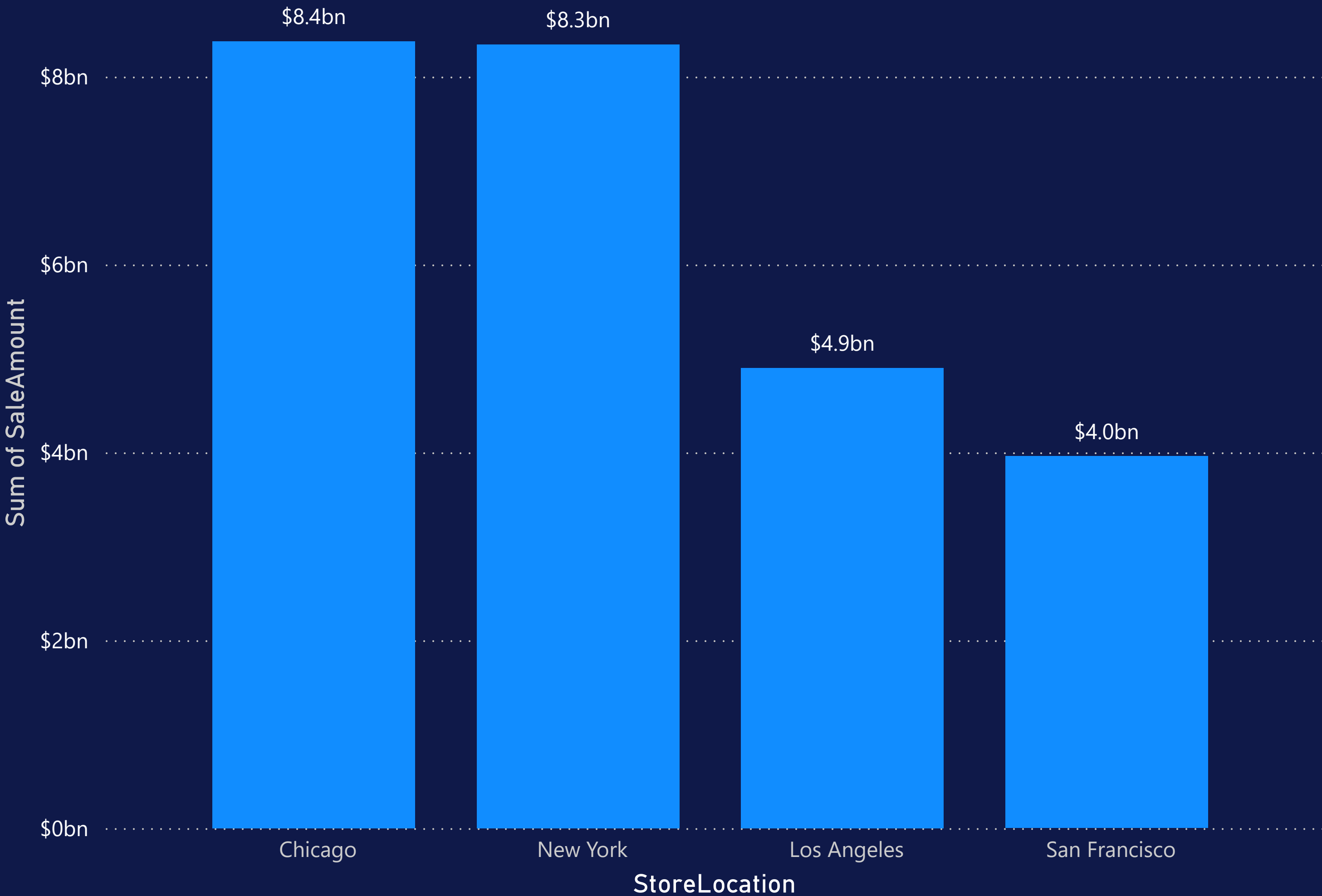
LOS ANGELES

SAN FRANCISCO

Median Sales per Store Location



Sales & Customer Activity by Store Location



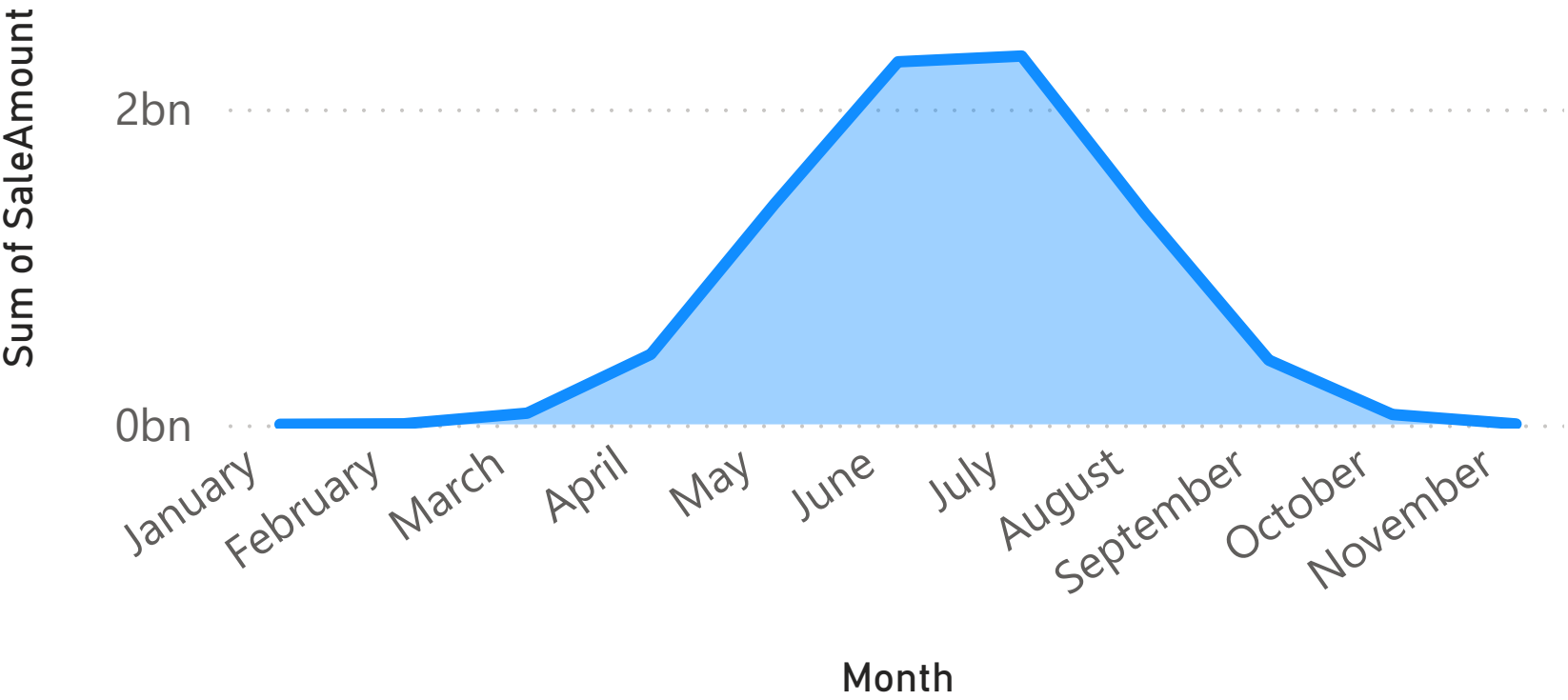
Sales by TransactionDate



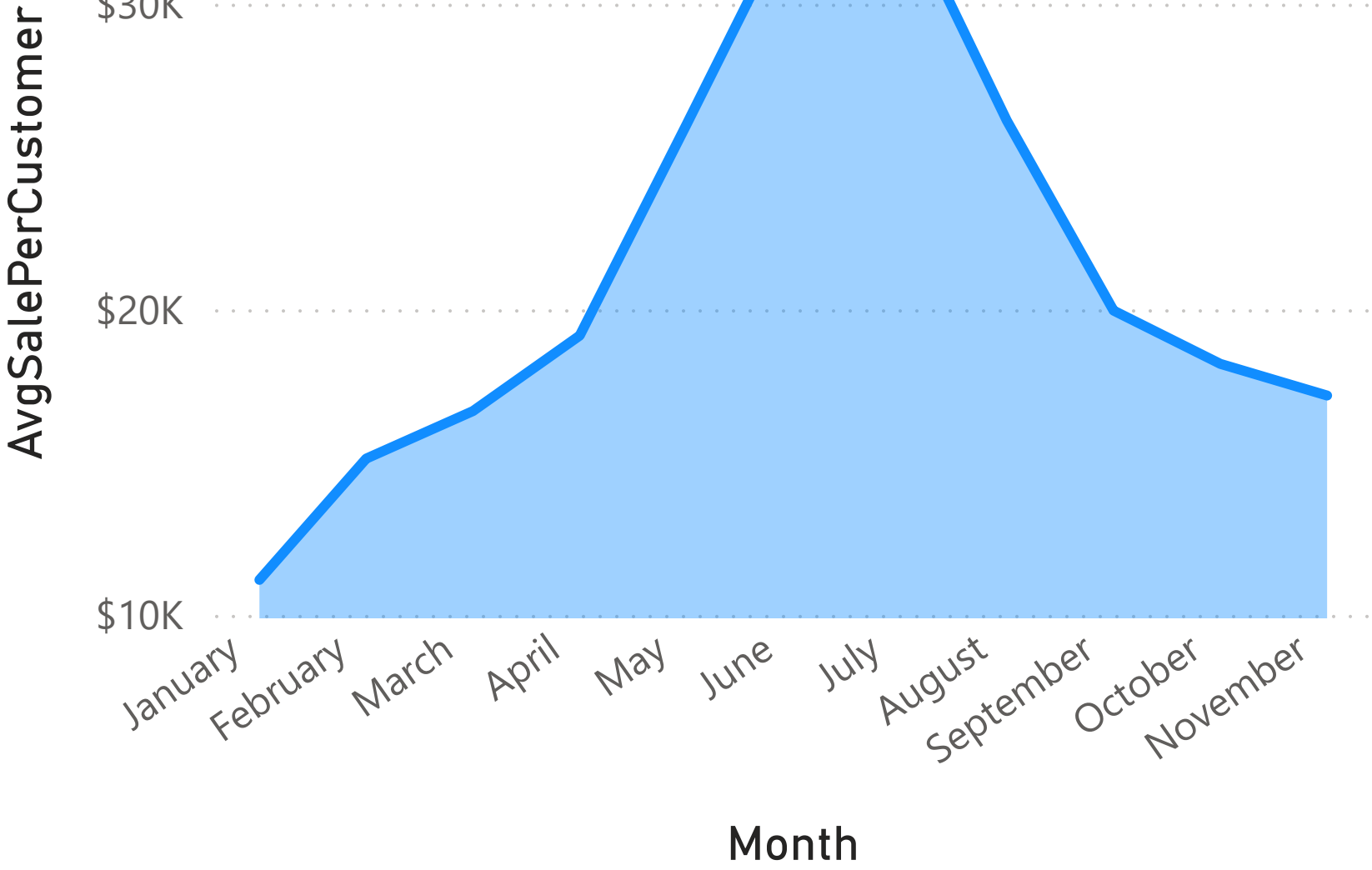
NEW YORK METRICS

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Sum of SaleAmount by Month



AvgSalePerCustomer by Month



AVG Sale Per Customer
Average purchase value

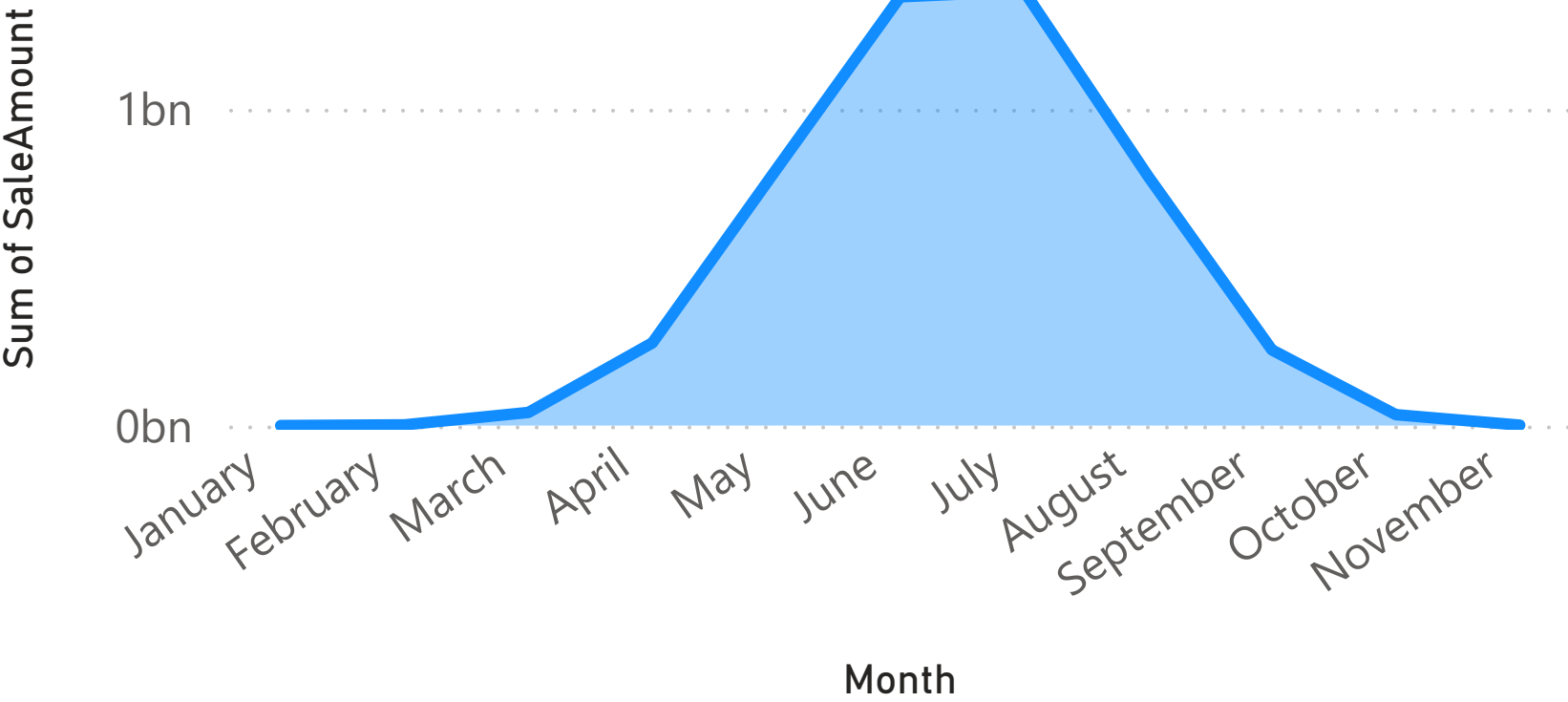
\$90.89K

Customer Purchase Summary

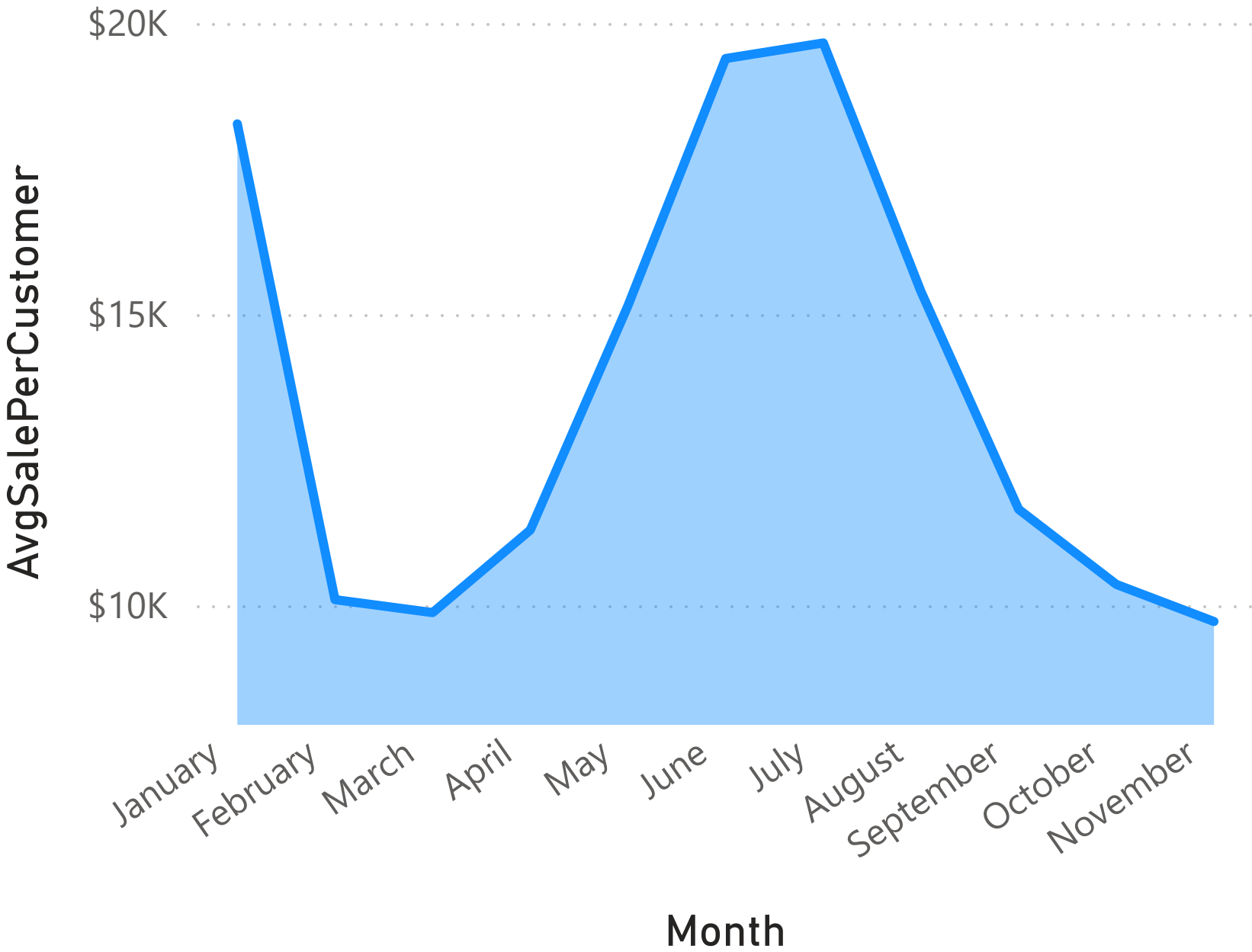
CustomerID	Total Transactions	Total Sales	Avg Sale Amount
67423	16	\$510,489	\$31,906
14468	18	\$508,683	\$28,260
29682	14	\$504,402	\$36,029
66840	18	\$490,267	\$27,237
30568	14	\$486,919	\$34,780
8280	20	\$483,330	\$24,167
99721	14	\$480,836	\$34,345
90447	16	\$478,452	\$29,903
11581	20	\$474,972	\$23,749
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

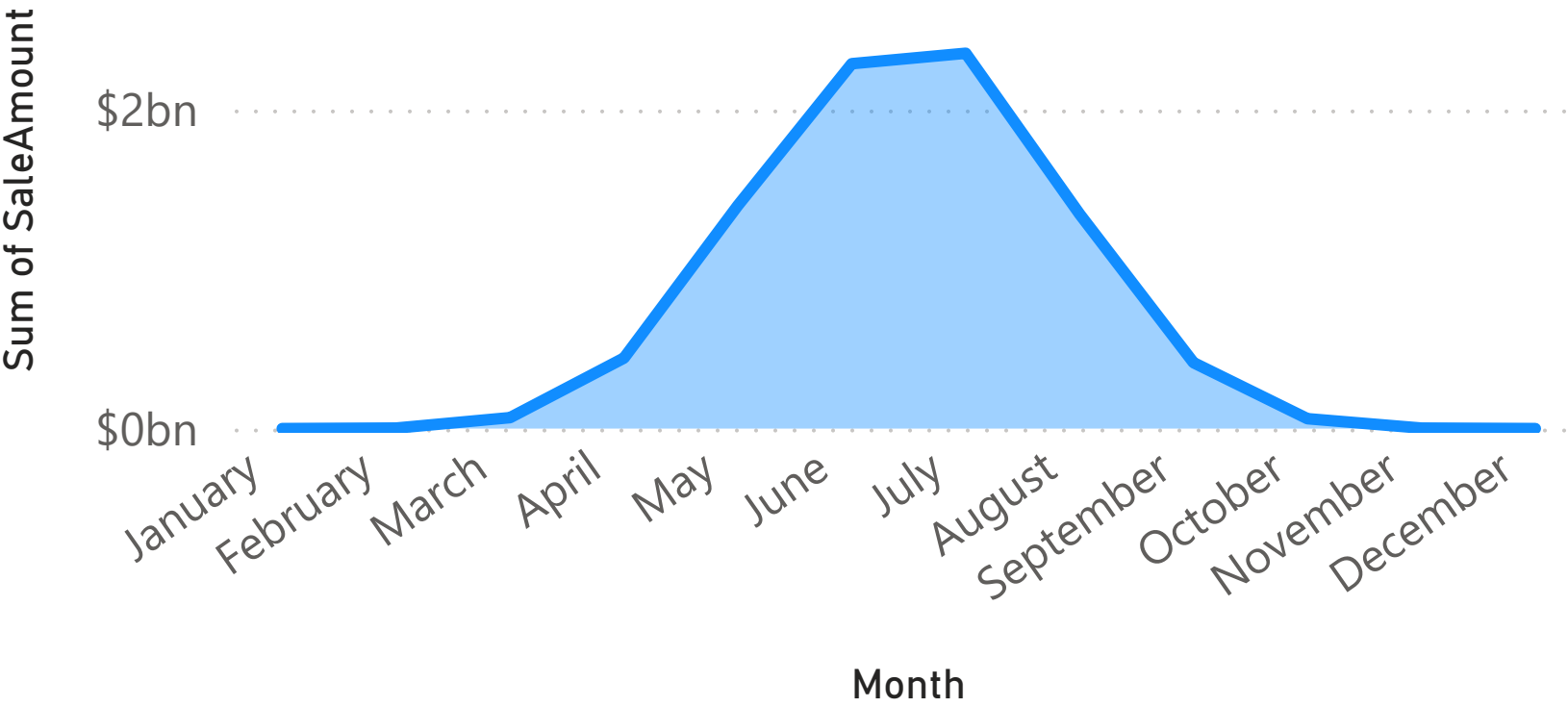
Return to Overview

Customer Purchase Summary

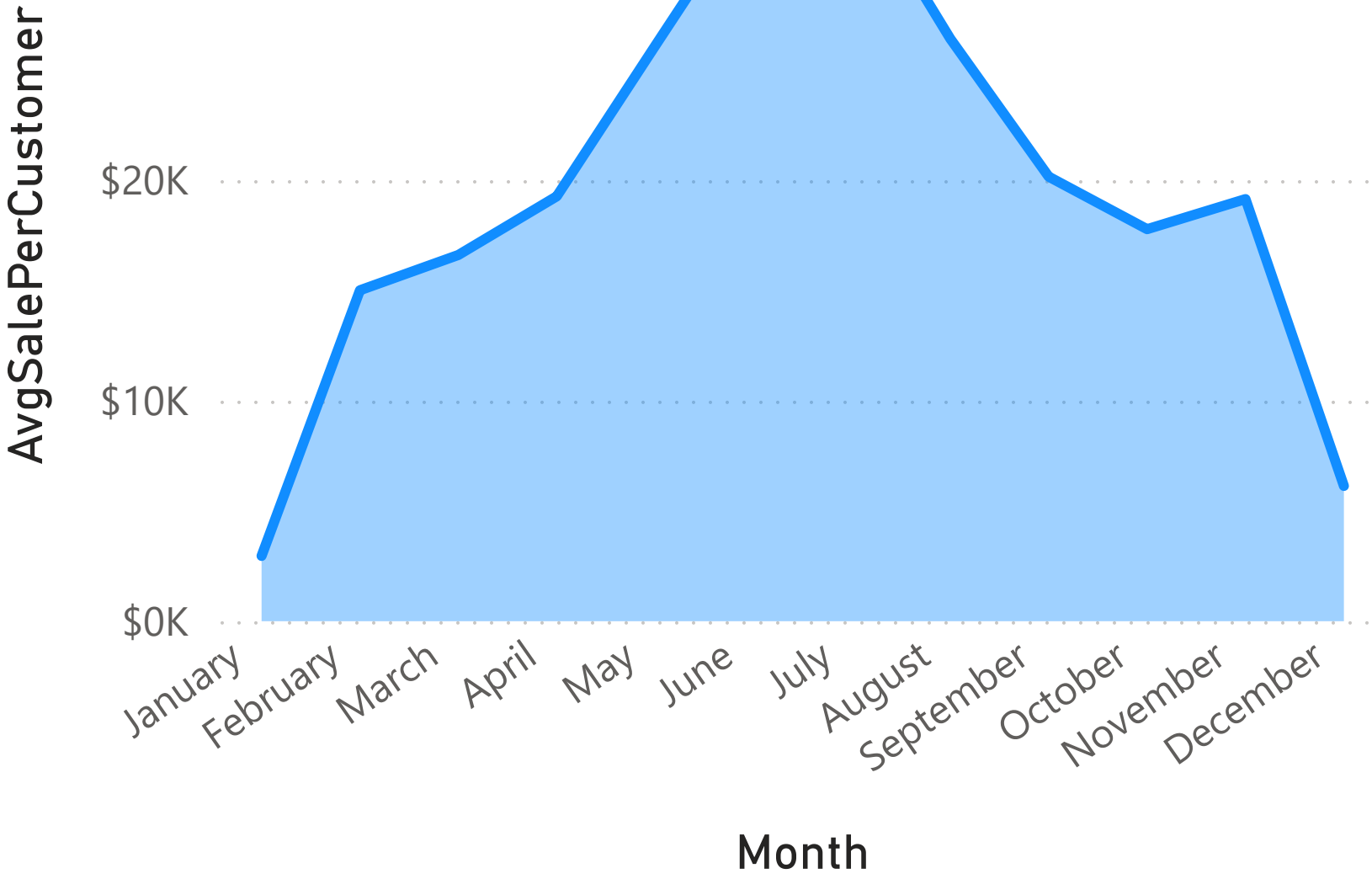
CustomerID	Total Transactions	Total Sales	Avg Sale Amount
84206	16	\$298,789	\$18,674
32404	14	\$297,814	\$21,272
62307	16	\$290,818	\$18,176
81399	20	\$290,464	\$14,523
74088	22	\$284,615	\$12,937
27423	16	\$279,702	\$17,481
8004	18	\$279,499	\$15,528
41579	18	\$274,623	\$15,257
16778	18	\$273,741	\$15,208
50967	12	\$272,411	\$22,701
43940	22	\$271,496	\$12,341
90350	20	\$271,030	\$13,552
40067	18	\$265,948	\$14,775
70690	22	\$254,660	\$11,575
75920	18	\$253,440	\$14,080
85290	16	\$251,553	\$15,722
52674	16	\$249,770	\$15,611
79785	12	\$248,622	\$20,719
89725	18	\$248,500	\$13,806
70855	16	\$247,453	\$15,466
29033	14	\$246,289	\$17,592
96228	18	\$245,908	\$13,662
46752	18	\$245,902	\$13,661
81271	14	\$245,743	\$17,553
4103	14	\$245,113	\$17,508
55522	12	\$244,488	\$20,374
312	14	\$243,123	\$17,366
59736	20	\$242,999	\$12,150
9522	14	\$242,682	\$17,334
5663	18	\$242,296	\$13,461
14243	20	\$242,265	\$12,113
13558	14	\$242,108	\$17,293
25301	12	\$241,942	\$20,162
21713	14	\$241,163	\$17,226
4576	12	\$240,276	\$20,023
77355	14	\$238,467	\$17,033
30313	16	\$236,501	\$14,781
98070	18	\$236,440	\$13,136
25740	16	\$235,556	\$14,722
72498	12	\$235,408	\$19,617
23243	12	\$234,386	\$19,532
70151	18	\$234,193	\$13,011
36381	16	\$232,953	\$14,560
18810	18	\$232,881	\$12,938

Chicago Metrics

Sum of SaleAmount by Month



AvgSalePerCustomer by Month



AVG Sale Per Customer

Average purchase value

\$91.21K

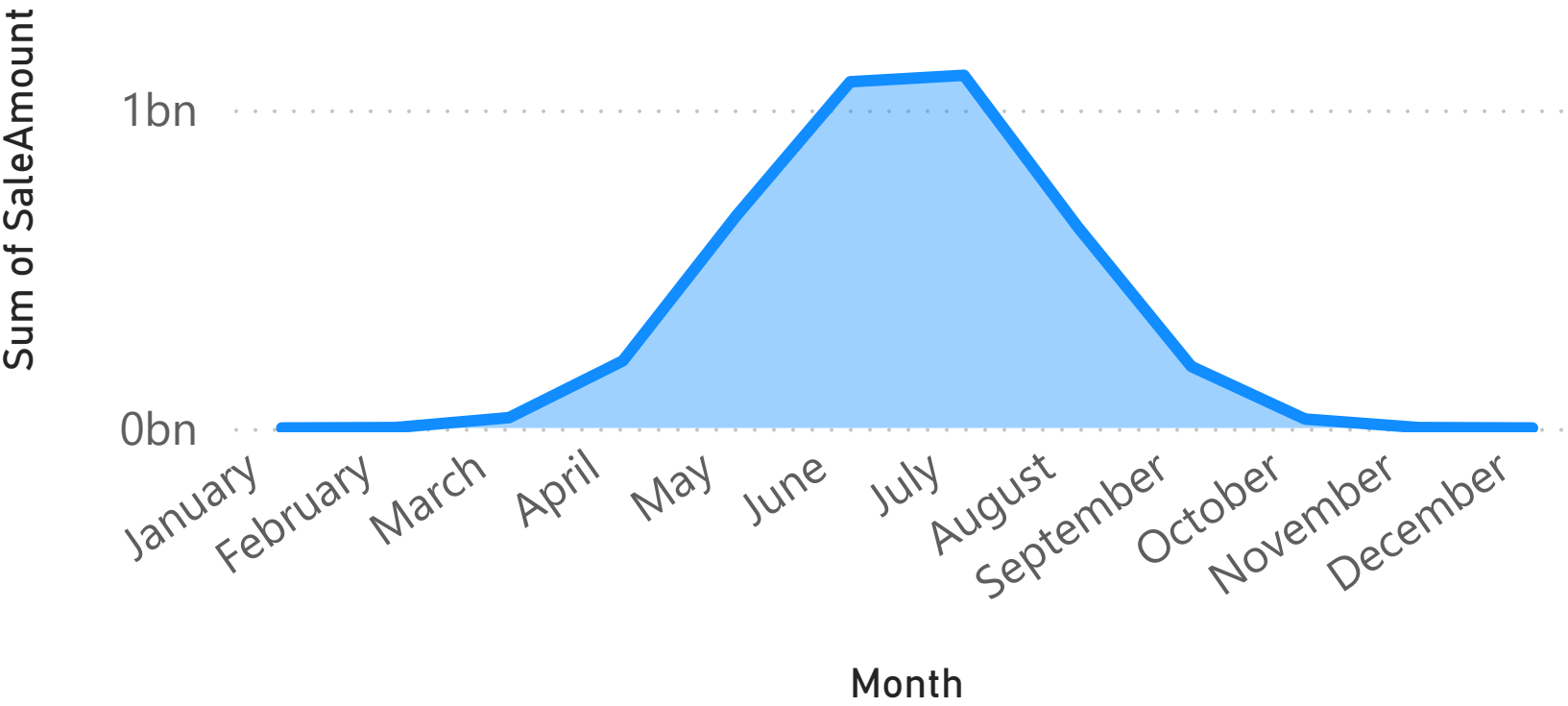
Return to Overview

Customer Purchase Summary

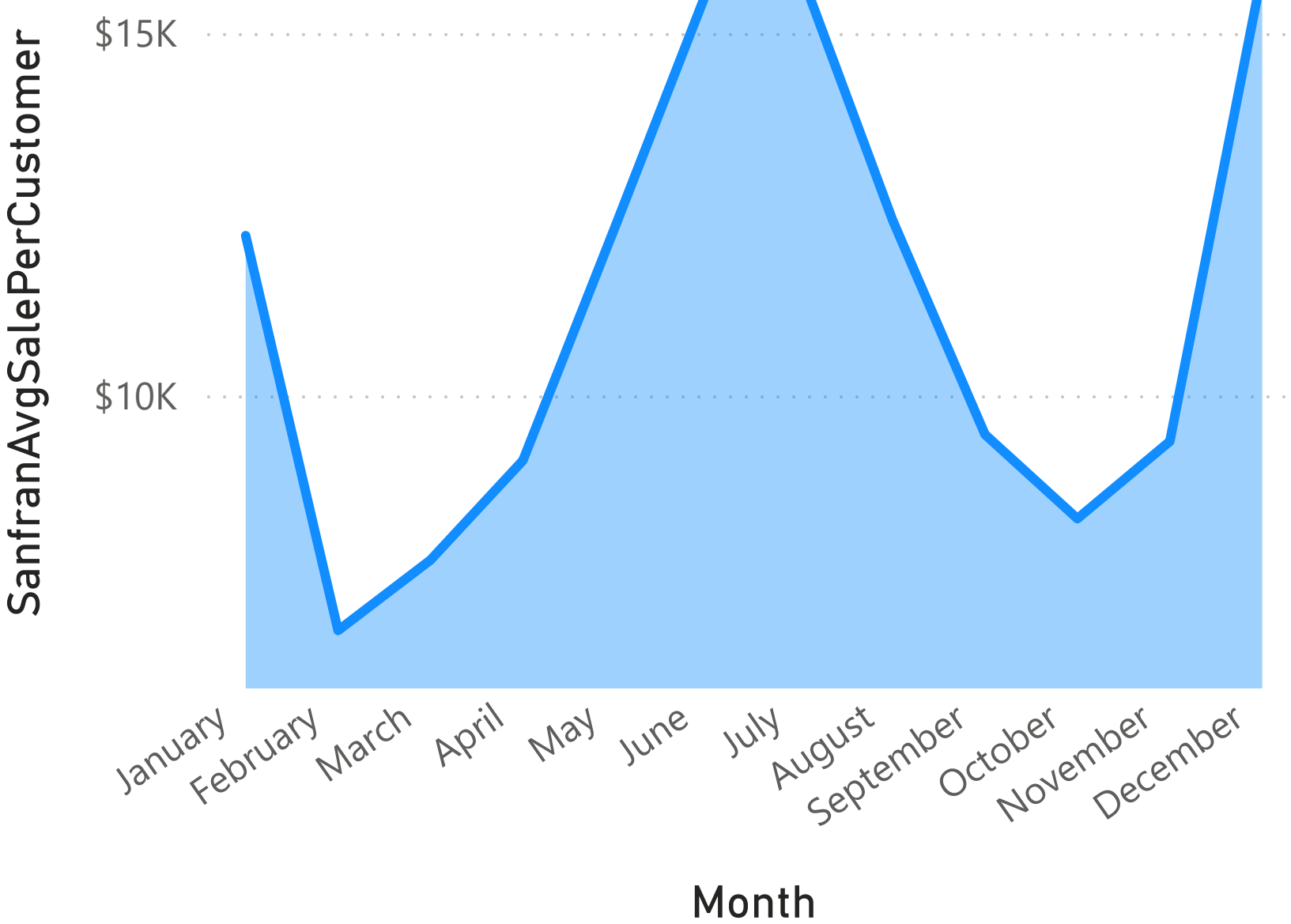
CustomerID	Total Transactions	Total Sales	Avg Sale Amount
46139	18	\$572,335	\$31,796
44866	12	\$539,068	\$44,922
83904	14	\$514,448	\$36,746
13578	10	\$513,214	\$51,321
75106	10	\$491,027	\$49,103
6833	14	\$485,018	\$34,644
55845	20	\$484,205	\$24,210
67756	14	\$482,542	\$34,467
62078	20	\$481,809	\$24,090
59312	18	\$476,305	\$26,461
56775	16	\$473,705	\$29,607
56566	18	\$472,002	\$26,222
45109	20	\$470,816	\$23,541
59796	20	\$466,603	\$23,330
40909	16	\$462,916	\$28,932
67903	12	\$458,045	\$38,170
65121	12	\$456,918	\$38,077
4198	12	\$456,639	\$38,053
93388	16	\$455,735	\$28,483
51917	14	\$455,059	\$32,504
66932	16	\$449,821	\$28,114
82723	16	\$447,691	\$27,981
89231	10	\$447,453	\$44,745
76916	20	\$447,194	\$22,360
19701	18	\$443,576	\$24,643
13388	10	\$442,668	\$44,267
75970	22	\$442,397	\$20,109
29768	6	\$442,150	\$73,692
12072	18	\$438,640	\$24,369
92187	16	\$432,964	\$27,060
60511	14	\$431,667	\$30,833
61761	14	\$428,706	\$30,622
77487	14	\$427,753	\$30,554
4524	16	\$425,670	\$26,604
71931	16	\$425,478	\$26,592
96544	14	\$424,598	\$30,328
1861	8	\$423,895	\$52,987
35061	12	\$422,265	\$35,189
45120	16	\$417,379	\$26,086
62570	14	\$412,975	\$29,498
96311	16	\$412,720	\$25,795
14569	14	\$411,854	\$29,418
34462	14	\$411,337	\$29,381
31837	18	\$410,738	\$22,819

San Francisco Metrics

Sum of SaleAmount by Month



SanfranAvgSalePerCustomer by Month



AVG Sale Per Customer

Average purchase value

\$43.12K

Return to Overview

Customer Purchase Summary

CustomerID	Total Transactions	Total Sales	Avg Sale Amount
85000	22	\$234,339	\$10,652
53829	12	\$220,917	\$18,410
97542	14	\$220,363	\$15,740
20559	14	\$215,620	\$15,401
3591	18	\$214,595	\$11,922
47550	16	\$214,539	\$13,409
44901	16	\$212,846	\$13,303
91416	18	\$210,078	\$11,671
60712	16	\$209,477	\$13,092
22743	16	\$208,500	\$13,031
54365	20	\$206,323	\$10,316
37888	12	\$205,768	\$17,147
6381	14	\$205,712	\$14,694
69170	16	\$202,457	\$12,654
32399	22	\$202,333	\$9,197
65530	16	\$202,280	\$12,643
83506	16	\$202,071	\$12,629
82430	14	\$201,829	\$14,416
83384	14	\$199,970	\$14,284
3616	20	\$199,913	\$9,996
47077	16	\$199,579	\$12,474
45890	14	\$198,629	\$14,188
99674	10	\$197,590	\$19,759
29132	12	\$195,440	\$16,287
68709	12	\$194,083	\$16,174
20329	16	\$193,556	\$12,097
90547	12	\$193,218	\$16,101
73070	14	\$193,197	\$13,800
72311	16	\$192,333	\$12,021
78001	16	\$191,980	\$11,999
3448	8	\$190,967	\$23,871
30256	16	\$190,418	\$11,901
68248	14	\$190,412	\$13,601
64354	20	\$190,191	\$9,510
70341	16	\$190,160	\$11,885
56610	14	\$189,819	\$13,558
85594	18	\$189,507	\$10,528
12945	14	\$189,189	\$13,513
81564	16	\$188,796	\$11,800
87568	12	\$188,355	\$15,696
15214	10	\$188,196	\$18,820
16236	12	\$188,169	\$15,681
84099	14	\$187,950	\$13,425
5902	18	\$187,736	\$10,430