



DATA ANALYSIS REPORT

Global Super Store

[Return](#)

DATA CLEANING

[Return](#)

- Insert a column named "Return"
- Function: =Vlookup(column_Order ID, table_Return, 3, TRUE)

[Order](#)

Order ID by Customer Name

PROBLEM

- Order ID is repeated - 1 Order ID from different customers

Order ID	Customer Name	Order Date
ES-2022-1960568	Mike Kennedy	2022-06-25
ES-2022-1960568	Mike Kennedy	2022-06-25
ES-2022-1960568	Mike Kennedy	2022-06-25
ES-2022-1960568	Shaun Weien	2022-03-15

RESULT

- The one with the least occurrence has been deleted

Order ID	Customer Name
ES-2022-1960568	Mike Kennedy
ES-2022-1960568	Mike Kennedy
ES-2022-1960568	Mike Kennedy

SOLUTION

- Create Pivot Table:
 - Row (OrderID)
 - Value (Count of Customer Name)
 - Column (Customer Name)
- Function MAX to find the highest value, equivalent to the most frequent occurrence of a customer name
- =INDEX(MATCH())
- Copy the value (Customer name)
- Create a new column in the original sheet and use the VLOOKUP function for that row
- If the value equals the customer name, then return "Yes". If not "No"

DATA CLEANING

Order

Order ID by Country Code

PROBLEM

- First 2 letters do not match the country's identification code.

Order ID	Count
MX-2022-143658	Mexico
MX-2020-155047	Colombia
MX-2020-155047	Colombia
MX-2020-155047	Colombia

Country	Country code
Mexico	MX
Colombia	CO
Brazil	BR
Nicaragua	NI
Panama	PA
Chile	CL
Honduras	HN
Cuba	CU
Dominican Republic	DO
Peru	PE
Guatemala	GT

SOLUTION

- Table: Country code (ISO 3166)
- Text to column Order ID
- Vlookup()
- Concat(..., "-", ..., "-", ...)

RESULT

New Order ID	Country
MX-2022-143658	Mexico
CO-2020-155047	Colombia

Order ID by Order Date

PROBLEM

- Order Date is repeated - 1 Order ID has different dates

Order ID	Order Date
ES-2022-1903302	2022-08-13
ES-2022-1903302	2022-04-28

SOLUTION

Create Pivot Table:

- Row (OrderID)
- Value (Distinct Count of Order Date)

Row Labels	Distinct Count of Order Date
ES-2022-1903302	2
US-2022-134075	1
US-2021-154256	1
US-2021-122154	1

Delete ES-2022-1903302 with the date 2022-08-13

RESULT

Order ID	Order Date
ES-2022-1903302	2022-04-28

DATA CLEANING

Shipping

Shipping modes

PROBLEM

- Incorrect description of Ship Date: Shipping Date
- Lack of Delivery Status to understand performance

SOLUTION

- Adjust Ship Date Description: Delivered Day
- Insert column named "Workday" (WD)
 - Function: =NETWORKDAYS(Order Date, Ship Date)
- Insert column named "Expected delivery day" (EDS)
 - Vlookup according to new definition
- Insert column named "Status"
 - IFS=(): WD > EDS → late, WD = ESD → on time, WD < ESD → early

Expected Delivery Days	Mode	Order Priority
0	Same Day	Critical
1	Same Day	Critical
2	First Class	High
3	Second Class	Medium
4	Standard Class	Medium
5	Standard Class	Low
6	Standard Class	Low
7	Standard Class	Low

RESULT

Ship Mode	Workday	Standard day	Status	Order Priority
Standard Class	4	5	early	Medium
Standard Class	4	5	early	Medium

Product

Product ID

PROBLEM

- Product ID is not consistent

Product ID	Sub-Category
FUR-BO-10004834	Bookcases
FUR-BO-10001619	Bookcases
FUR-BO-10001811	Bookcases
FUR-BO-10004357	Bookcases
FUR-BO-10004218	Bookcases
FUR-DAN-10004510	Bookcases

SOLUTION

- Create standard table for Product code of subcategory
 - E.g: Bookcases → BO
- Text to column Product ID
 - Vlookup()
 - Concat()

RESULT

Product ID	Sub-Category
FUR-BO-10004834	Bookcases
FUR-BO-10001619	Bookcases
FUR-BO-10001811	Bookcases
FUR-BO-10004357	Bookcases
FUR-BO-10004218	Bookcases
FUR-BO-10004510	Bookcases

DATA CLEANING

Product

PROBLEM

- Product ID mapping inconsistency - 1 Product ID refers to multiple products

✉ FUR-BO-10000112

Bush Birmingham Collection Bookcase, Dark Cherry
Dania Corner Shelving, Pine

✉ FUR-BO-10000668

Ikea Corner Shelving, Traditional
Sauder Classic Bookcase, Mobile

SOLUTION

- Create Pivot Table:
 - Row (Product ID) + Value (Count of Product Name) + Column (Product Name)
- MAX function finds most frequently occurring product name
- =INDEX(MATCH())
- Copy the value (Product name)
- Add column, use VLOOKUP to match value in row

RESULT

✉ FUR-BO-10000002

Bush Classic Bookcase, Mobile

✉ FUR-BO-10000008

Sauder Library with Doors, Traditional

✉ FUR-BO-10000021

Dania Corner Shelving, Metal

DATA CLEANING

Customer

PROBLEM

- Inconsistent gender, DOB data for the same customer

Customer Name	Gender	DOB
Tim Taslimi	M	10/8/1998
Tim Taslimi	F	11/11/1976
Tim Taslimi	M	10/8/1998

SOLUTION

- Create Pivot Table:
 - Row (Gender)/ Row (DOB)
 - Value (Count of Customer Name)
 - Column (Customer Name)
- Function MAX to find the highest value, equivalent to the most frequent occurrence of a customer name
- =INDEX(MATCH())
- Copy the value (Customer name)
- Create a new column in the original sheet and use the VLOOKUP function for that row

RESULT

Customer Name	Gender	DOB
Tim Taslimi	M	10/8/1998
Tim Taslimi	M	10/8/1998
Tim Taslimi	M	10/8/1998

Gender, DOB by Customer Name

DATA CLEANING

Customer

Customer ID

PROBLEM

- Customer ID format inconsistency due to trailing digit errors

SC-20575	Sonia Cooley
SC-20575	Sonia Cooley
SC-10575	Sonia Cooley
SC-10575	Sonia Cooley

SOLUTION

- Text to column
- =IF(A1>20000, A1-10000, IF(A1<10000, A1+10000, A1))
- CONCATENATE()

Customer ID	
SC	20575
KW	16570
KW	16570
KW	16570

RESULT

SC-10575	Sonia Cooley

Geography

Country by Market

PROBLEM

- Inconsistent market data for the same country
- Austria in EU & EMEA
- Mongolia in APAC & EMEA

Count	Market
Austria	EU
Austria	EU
Austria	EMEA
Austria	EMEA

Count	Market
Mongolia	APAC
Mongolia	EMEA
Mongolia	EMEA
Mongolia	EMEA

SOLUTION

- Create Pivot Table:
 - Row (Product ID) + Value (Count of Market) + Column (Market)
- MAX function finds most frequently occurring product name
- =INDEX(MATCH())
- Copy the value (Product name)
- Add column, use VLOOKUP to match value in row

RESULT

Country	Market
Austria	EU
Austria	EU
Mongolia	EMEA
Mongolia	EMEA

DATA CLEANING

Geography

PROBLEM

- Wrong region name (AMEA)
- India is not a region

SOLUTION

- Change AMEA to EMEA
- Delete "Kumar Agrawal" row

Person	Region
Anna Andreadi	Central
Chuck Magee	South
Kelly Williams	East
Matt Collister	West
Deborah Brumfield	Africa
Larry Hughes	AMEA
Nicole Hansen	Canada
Giulietta Dortch	Caribbean
Nora Preis	Central Asia
Jack Lebron	North
Shirley Daniels	North Asia
Anthony Jacobs	Oceania
Alejandro Ballentine	Southeast Asia
Kumar Agrawal	India

Market & Region

PROBLEM

- 1 manager takes care 3 regions in 3 different markets

Market	Region	Manager
+ Africa		
+ APAC		
+ Central Asia	Anna Andreadi	
+ North Asia	Jack Lebron	
+ Oceania	Jack Lebron	
+ Southeast Asia	Kumar Agrawal	
+ Canada		
+ Canada	Anna Andreadi	
+ EMEA		
+ EU	Chuck Magee	
+ Central	Anna Andreadi	
+ North	Jack Lebron	
+ South	Kumar Agrawal	

Manager

SOLUTION

- Accept that 1 manager can take care of different regions

PROBLEM

- Wrong definition

Country => Country of residence of the Customer.

City => City of residence of the Customer.

State => State of residence of the Customer.

City, State, Country

SOLUTION

- Adjust definition: Where customer buy from (not customer residence)

DATA CLEANING

Additional Columns

Market by Region

SOLUTION

=CONCAT("Market", "_", "Region")

RESULT

Market	Region	Market by Region
EMEA	EMEA	EMEA_EMEA
LATAM	Central	LATAM_Central
LATAM	South	LATAM_South
LATAM	Caribbean	LATAM_Caribbean

Sales/Profit after return

SOLUTION

= IF(Return="Yes",0,Sales/Profit)

RESULT

Return	Sales	Profit	Sales After Return	Profit After Returns
Yes	13999.96	6719.9808	0	0
Yes	6998.64	2939.31	0	0
Yes	4306.32	1722.48	0	0
Yes	3709.395	-288.765	0	0
Yes	3694.68	886.68	0	0
Yes	3309.2598	318.8598	0	0

Unit price

SOLUTION

= Sales/quantity

RESULT

Total Money Spent by Customers	Unit Price	Price before Discount	Sales
\$15	\$4.36	\$4.36	\$13.08
\$285	\$31.52	\$31.52	\$252.16
\$218	\$96.64	\$96.64	\$193.28
\$39	\$8.86	\$8.86	\$35.44

Total money spent by customers

SOLUTION

= Sales + shipping cost + 8% tax on sales

RESULT

Total Money Spent by Customers	Unit Price	Price before Discount	Sales
\$15.16	\$4.36	\$4.36	\$13.08
\$285.78	\$31.52	\$31.52	\$252.16
\$218.37	\$96.64	\$96.64	\$193.28
\$39.65	\$8.86	\$8.86	\$35.44

EDA PROCESS

SALES	
Mean	246.12
Standard Error	2.21
Median	84.78
Mode	12.96
Standard Deviation	487.20
Sample Variance	237364.34
Kurtosis	183.31
Skewness	8.25
Range	22638.04
Minimum	0.44
Maximum	22638.48
Sum	12014740.83
Count	48817.00

INSIGHT

- Median: many small orders, few large ones
- Kurtosis: presence of strong outliers (some very large sales).
- Max: A few extremely large orders

PROFIT	
Mean	28.58
Standard Error	0.79
Median	9.24
Mode	0.00
Standard Deviation	173.52
Sample Variance	30107.76
Kurtosis	299.12
Skewness	4.38
Range	14999.95
Minimum	-6599.98
Maximum	8399.98
Sum	1395385.06
Count	48817.00

INSIGHT

- Median: most profits are small.
- Kurtosis: presence of strong outliers (some highly profitable or unprofitable orders)
- Min: There are substantial losses on certain orders.

DISCOUNT	
Mean	0.14
Standard Error	0.00
Median	0.00
Mode	0.00
Standard Deviation	0.21
Sample Variance	0.05
Kurtosis	0.71
Skewness	1.39
Range	0.85
Minimum	0.00
Maximum	0.85
Sum	6983.81
Count	48817.00

INSIGHT

- Median: Most orders have no discount.
- Skewness: majority of orders without discounts, few with high discounts
- Kurtosis: fewer outliers

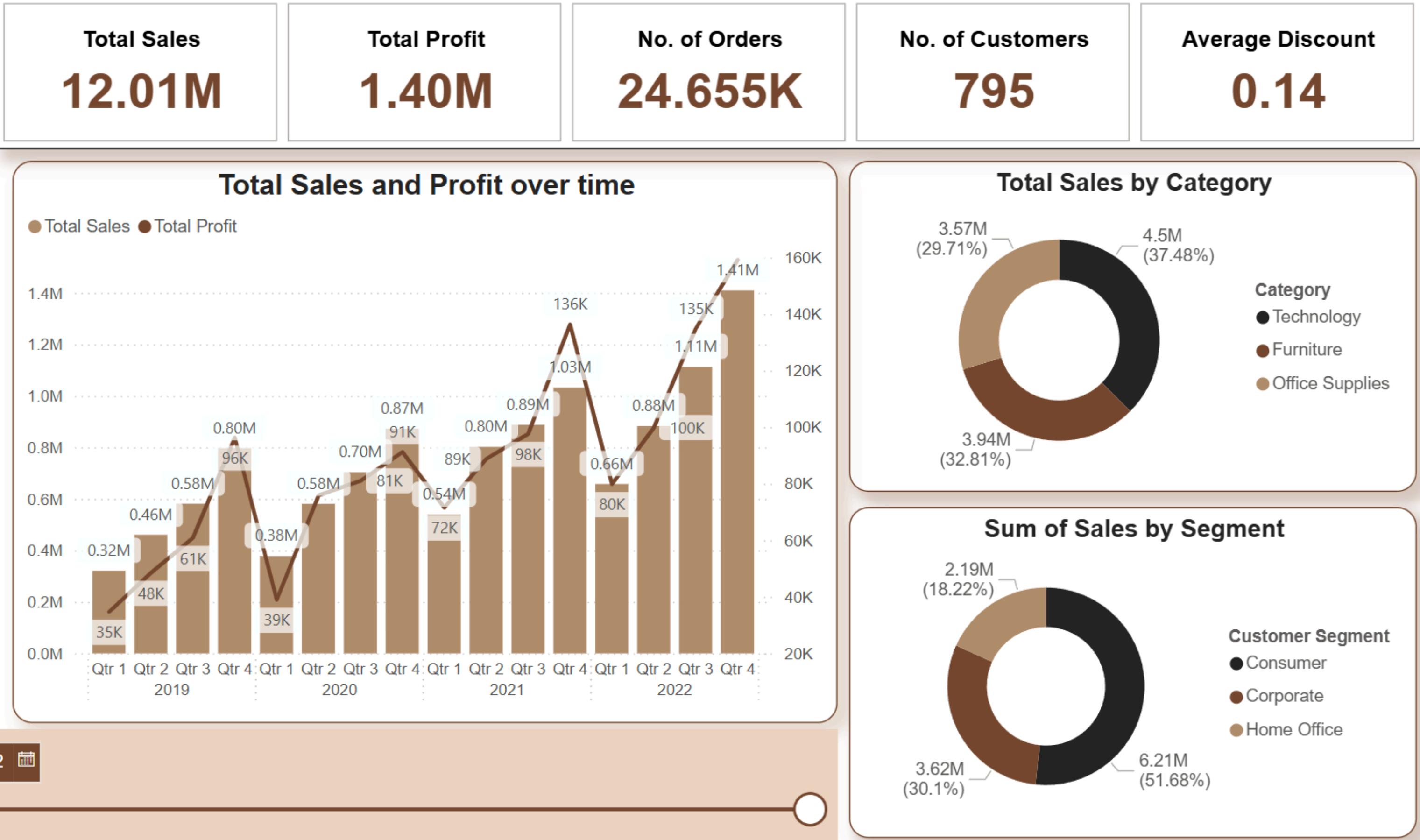
SHIPPING COST	
Mean	26.31253907
Standard Error	0.257669643
Median	7.77
Mode	0.86
Standard Deviation	56.93099827
Sample Variance	3241.138564
Kurtosis	49.08036996
Skewness	5.803151373
Range	933.57
Minimum	0
Maximum	933.57
Sum	1284499.22
Count	48817

INSIGHT

- Median: most shipping costs are low, but some are extremely high
- Kurtosis: presence of significant outliers in shipping costs.
- Max: Some orders have very high shipping costs.

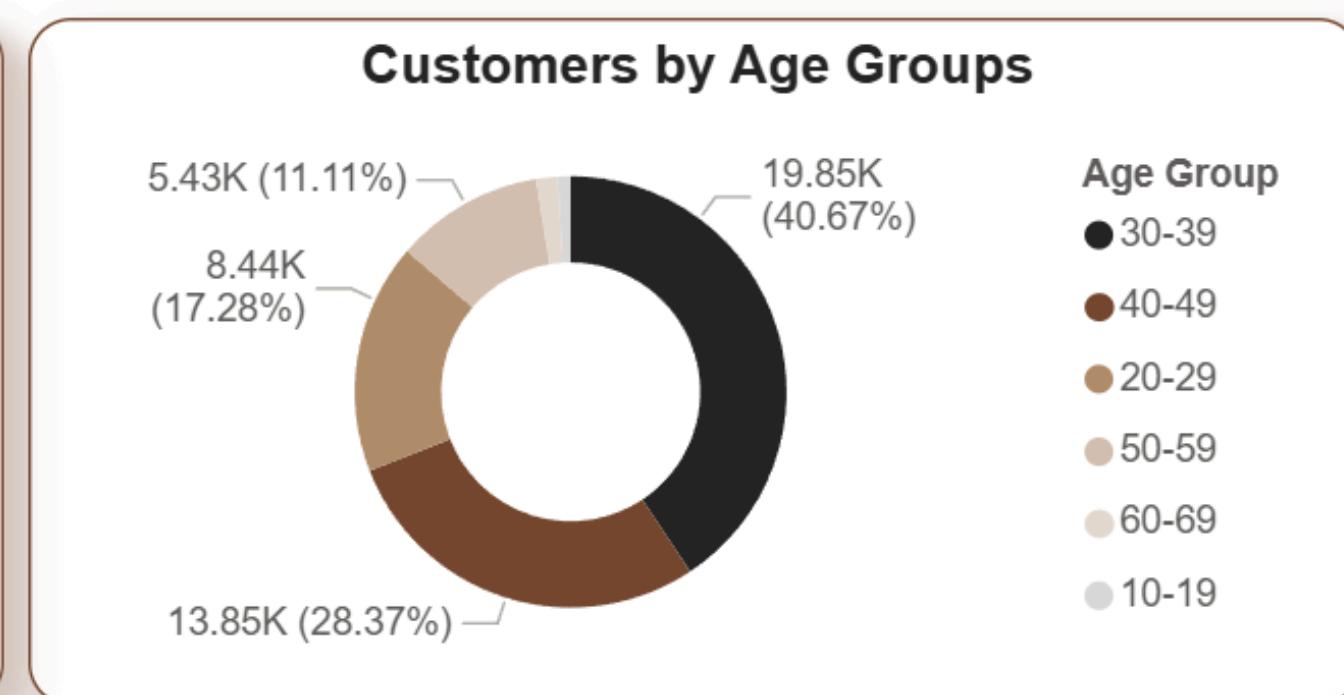
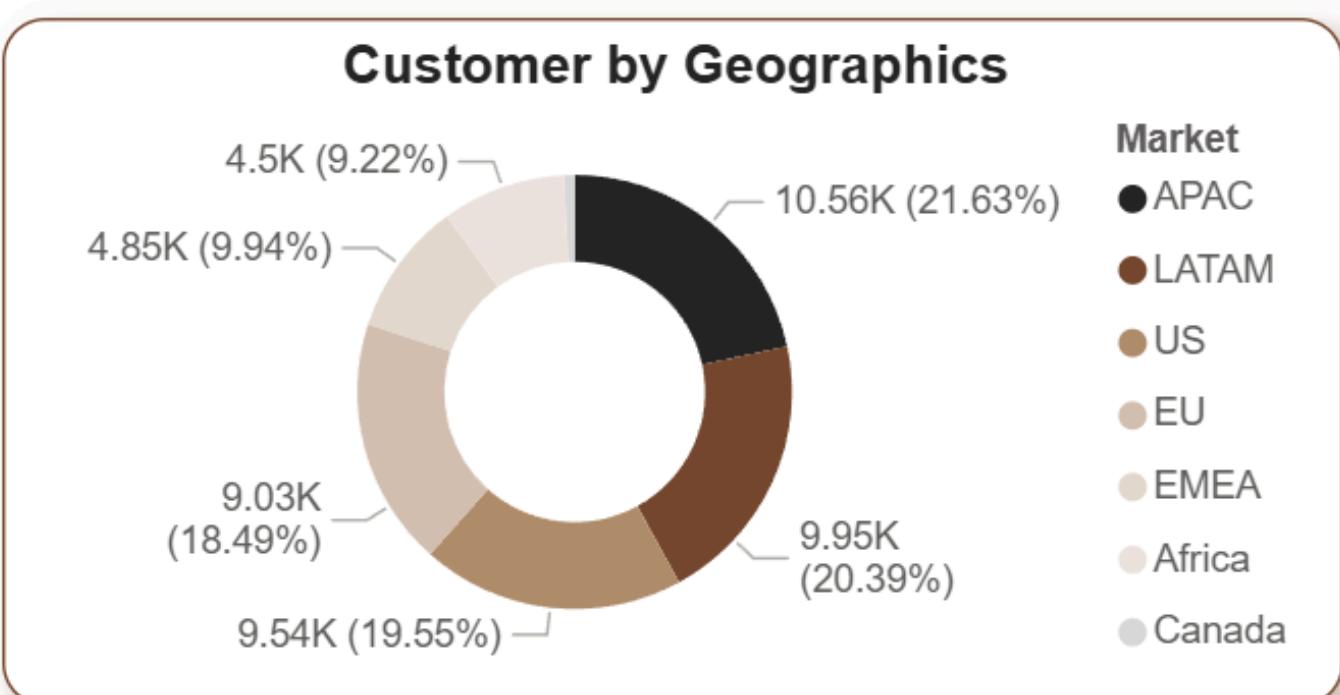
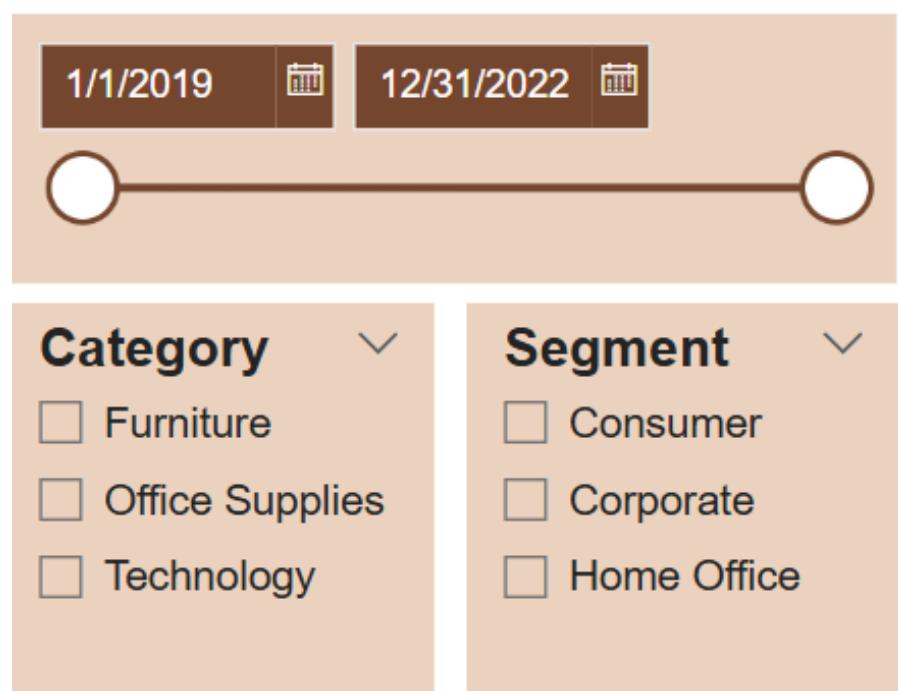
Global Superstore's Performance

Market-Region
Africa_Africa
APAC_Central Asia
APAC_North Asia
APAC_Oceania
APAC_Southeast A...
Canada_Canada
EMEA_EMEA
EU_Central
EU_North
EU_South
LATAM_Caribbean
LATAM_Central
LATAM_North
LATAM_South
US_Central
US_East
US_South
US_West



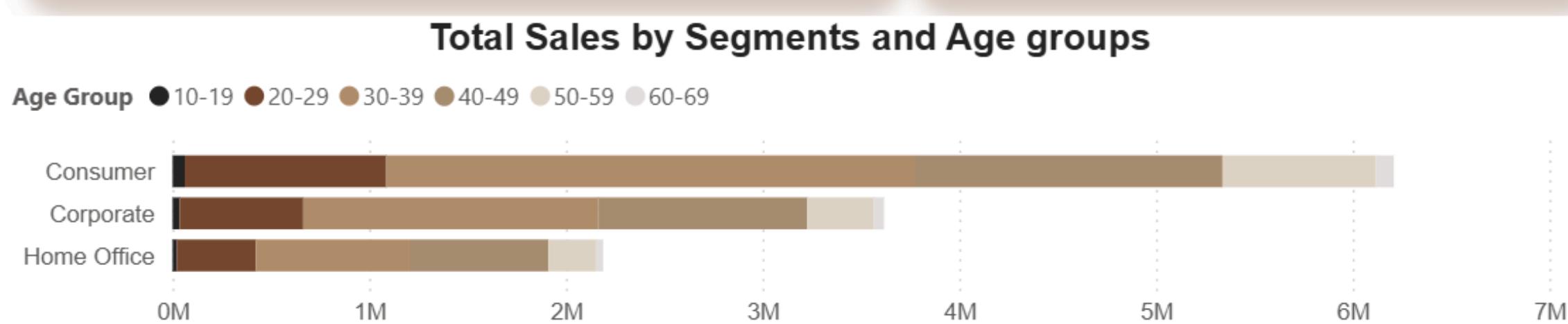
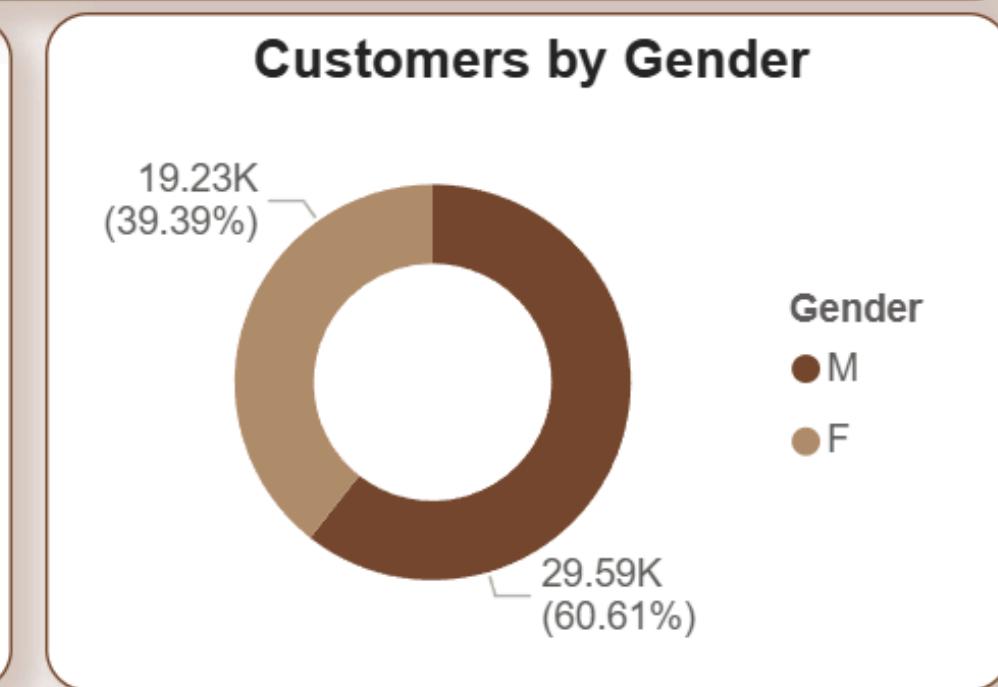
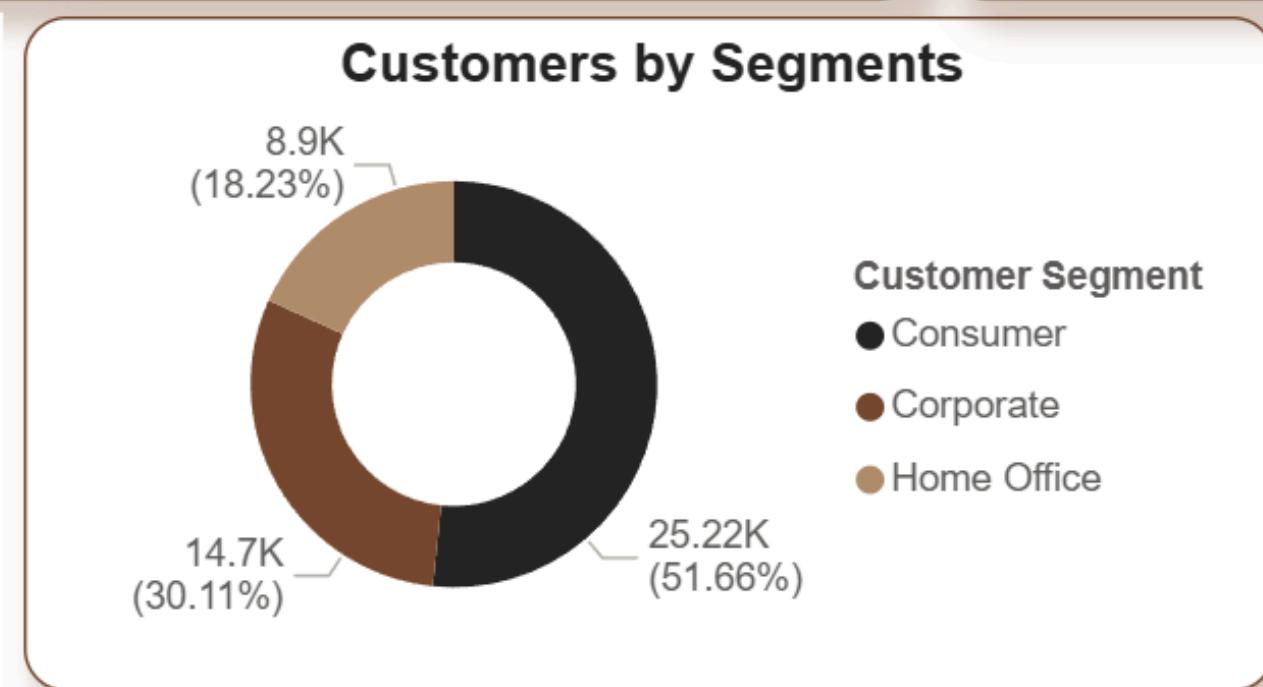
1/1/2019 12/31/2022

WHO ARE OUR CUSTOMERS?



Top 15 Customers by Sales

Customer Name	Sum of Sales	Age Group	Segment	Customer
Bill Eplett	27,826.08	30-39	Home Office	BE-11335
Christopher Conant	35,027.67	50-59	Consumer	CC-12370
Greg Tran	35,083.65	30-39	Consumer	GT-14710
Harry Marie	28,476.94	20-29	Corporate	HM-14860
Hunter Lopez	30,092.19	30-39	Consumer	HL-15040
Jane Waco	29,949.48	30-39	Corporate	JW-15220
Natalie Fritzler	29,674.63	30-39	Consumer	NF-18385
Penelope Sewall	29,501.78	30-39	Home Office	PS-19045
Peter Fuller	28,686.17	40-49	Consumer	PF-19120
Raymond Buch	29,565.07	50-59	Consumer	RB-19360
Sanjit Engle	29,593.92	30-39	Consumer	SE-20110
Sean Miller	33,048.98	30-39	Home Office	SM-20320
Tamara Chand	37,457.33	30-39	Corporate	TC-20980
Tom Ashbrook	40,383.85	30-39	Home Office	TA-21385
Total	472,589.44			

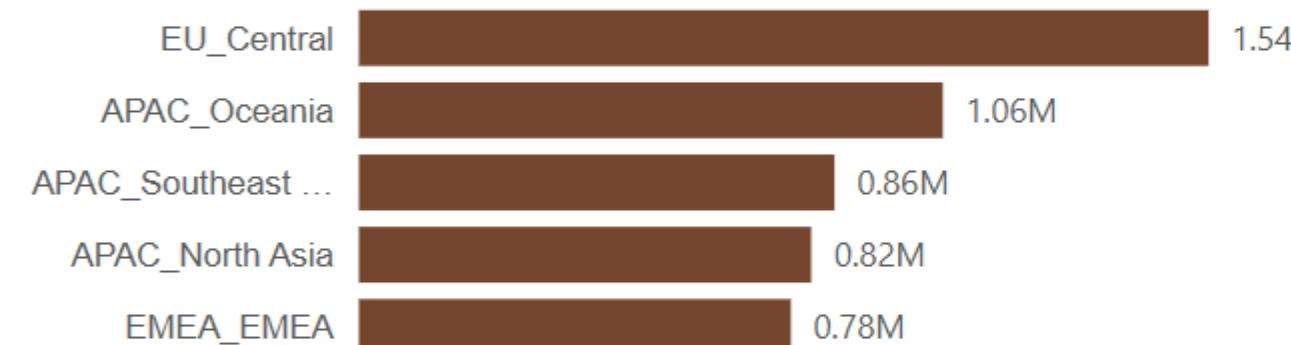


WHERE DO OUR CUSTOMERS COME FROM?

Top 5 Market-Regions by No. of Customers



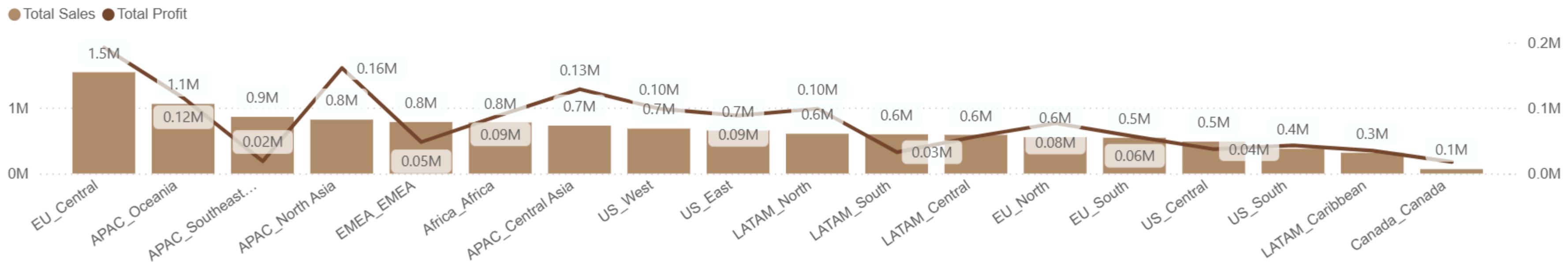
Top 5 Market-Regions by Total Sales



Customers by Market Coverage



Total Sales and Profit in different Market-Regions



DATA ANALYSIS CONTEXT

DATA RANGE

01/01/2019-31/12/2022 (4 years)

PROBLEM STATEMENT

Global Superstore has been increasing returns, observed sales-profit inconsistency between Mondays and Sundays and also high number of customers showing a sign of leaving (34%) over the past 4 years.

RESEARCH QUESTIONS

1. Which factors affect customers' decisions to return orders?
2. Why is there a profit-sales inconsistency between Mondays and Sundays?
3. What causes customers to disengage and stop buying?

WHY DID OUR CUSTOMERS RETURN ORDERS?

- Market-Region**
- Africa_Africa
 - APAC_Central Asia
 - APAC_North Asia
 - APAC_Oceania
 - APAC_Southeast A...
 - Canada_Canada
 - EMEA_EMEA
 - EU_Central
 - EU_North
 - EU_South
 - LATAM_Caribbean
 - LATAM_Central
 - LATAM_North
 - LATAM_South
 - US_Central
 - US_East
 - US_South
 - US_West

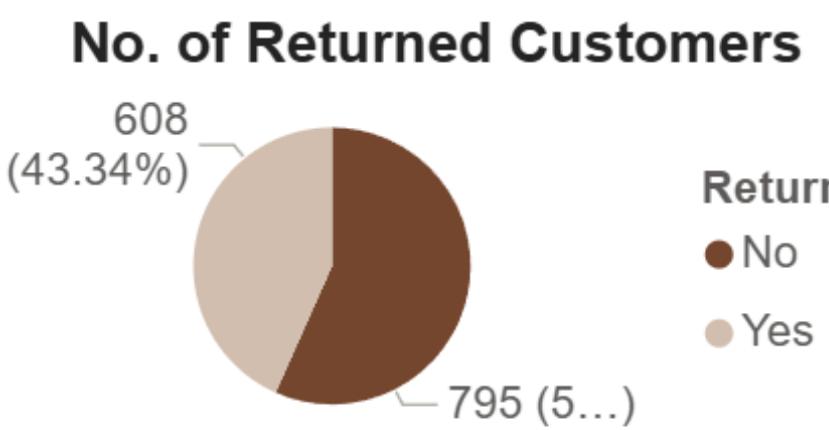
- Sub-Category**
- Accessories
 - Appliances
 - Art
 - Binders
 - Bookcases
 - Chairs
 - Copiers
 - Envelopes
 - Fasteners
 - Furnishings
 - Labels
 - Machines
 - Paper
 - Phones
 - Storage
 - Supplies
 - Tables

- Mode**
- First Class
 - Same Day
 - Second Class
 - Standard Class

- Status**
- Early
 - Late
 - On time

- Category**
- Furniture
 - Office Supplies
 - Technology

- Segment**
- Consumer
 - Corporate
 - Home Office

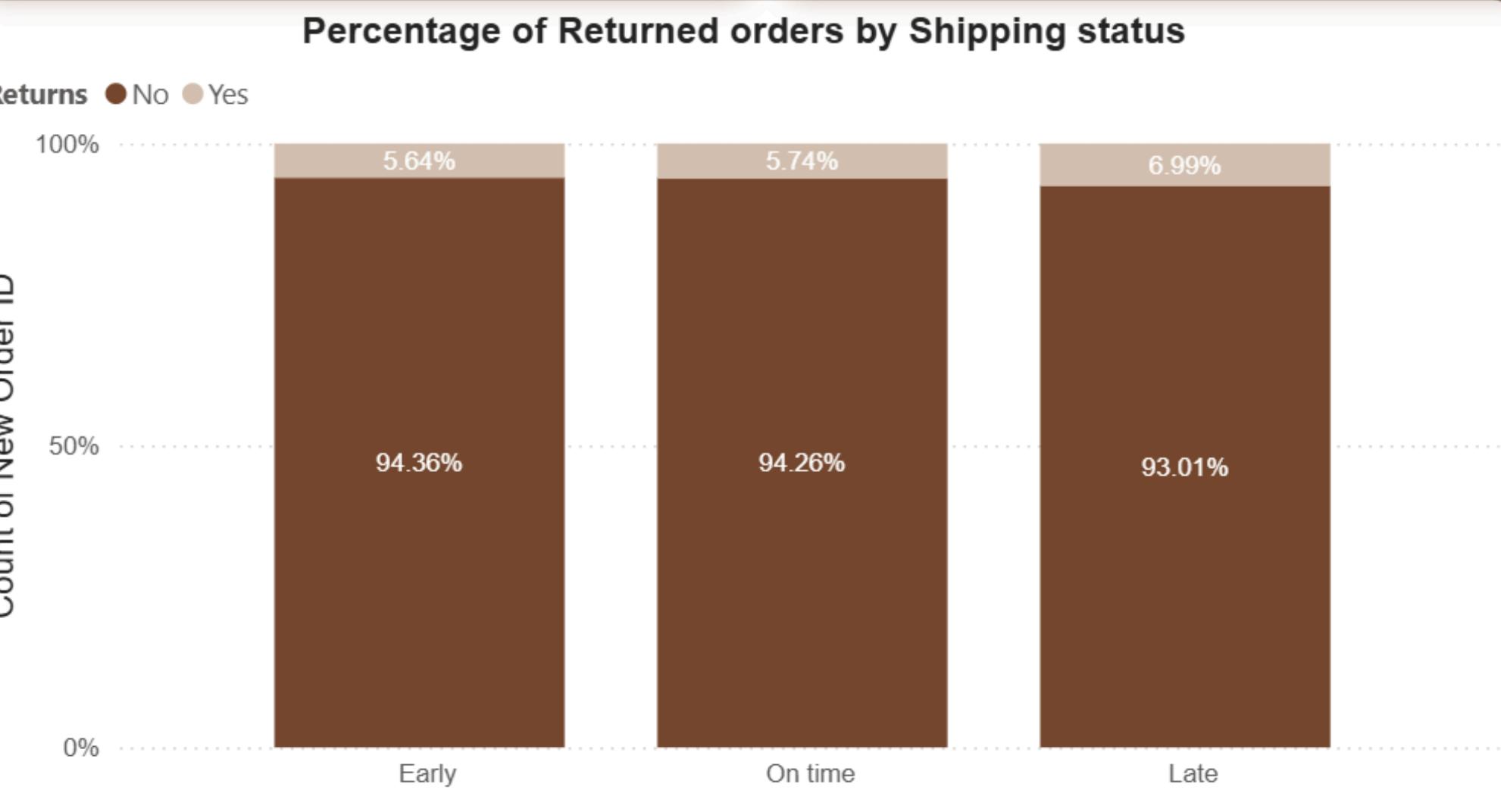


Sales After Return

11.2M

Profit After Return

1.28M

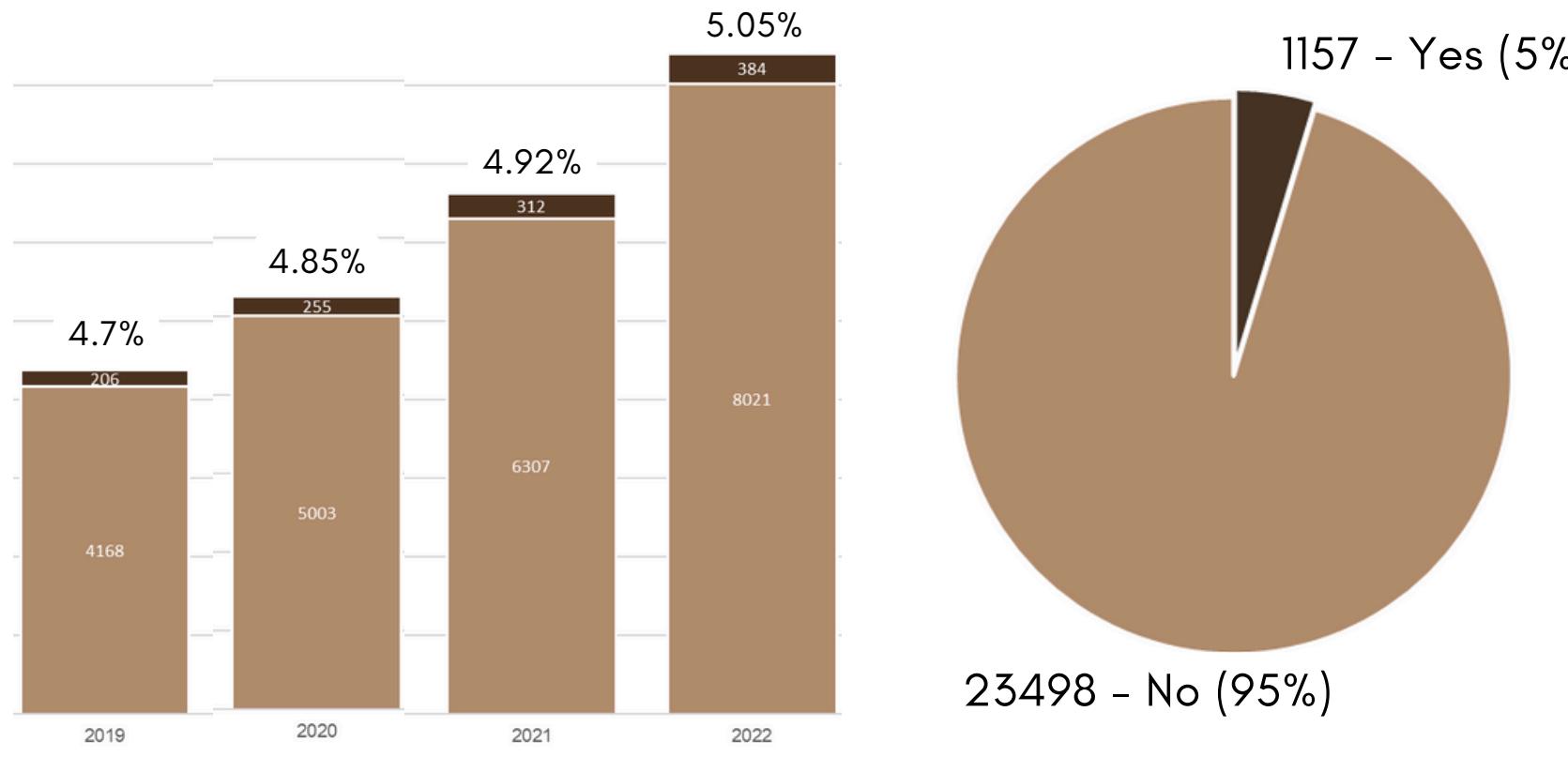


1/1/2019 12/31/2022



WHAT FACTORS IMPACT RETURN RATES?

% Return Rates in Total No. of Orders



PROBLEM STATEMENT

Global Superstore experiences increasing return rate, negatively impacting sales and profitability

STRATEGIC IMPLICATION

What strategy can Global Superstore apply to reduce return rate?

CURRENT SITUATION

High shipping costs
Late Delivery



High Return Rate

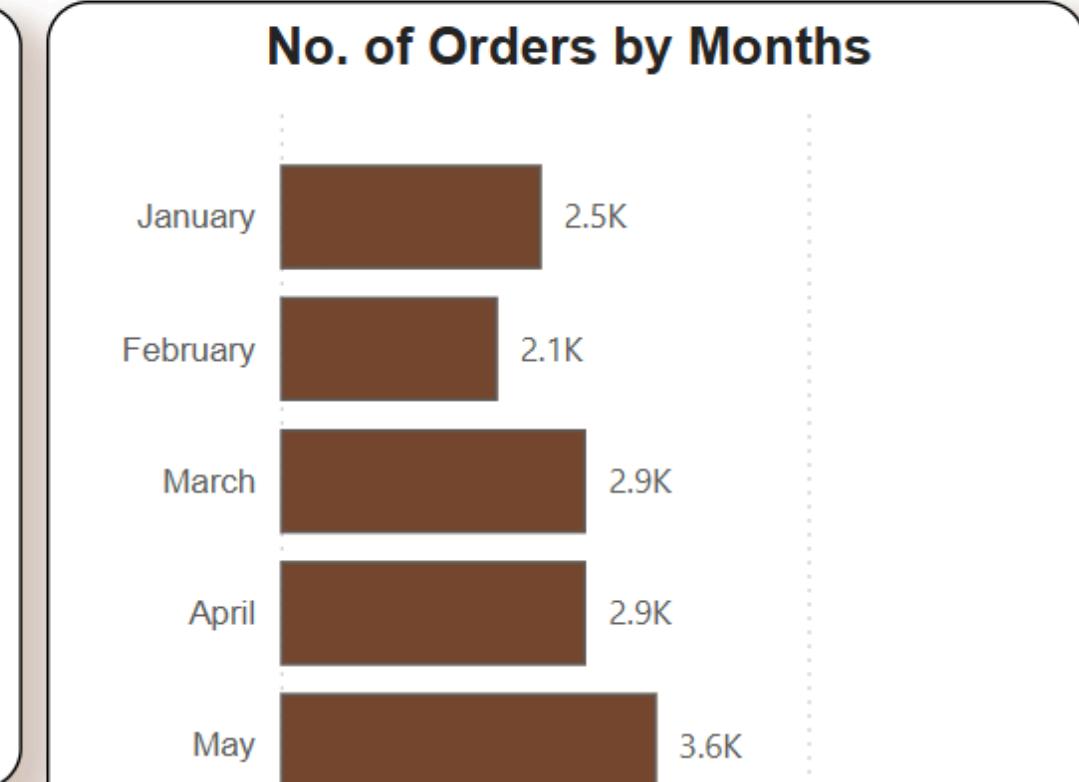
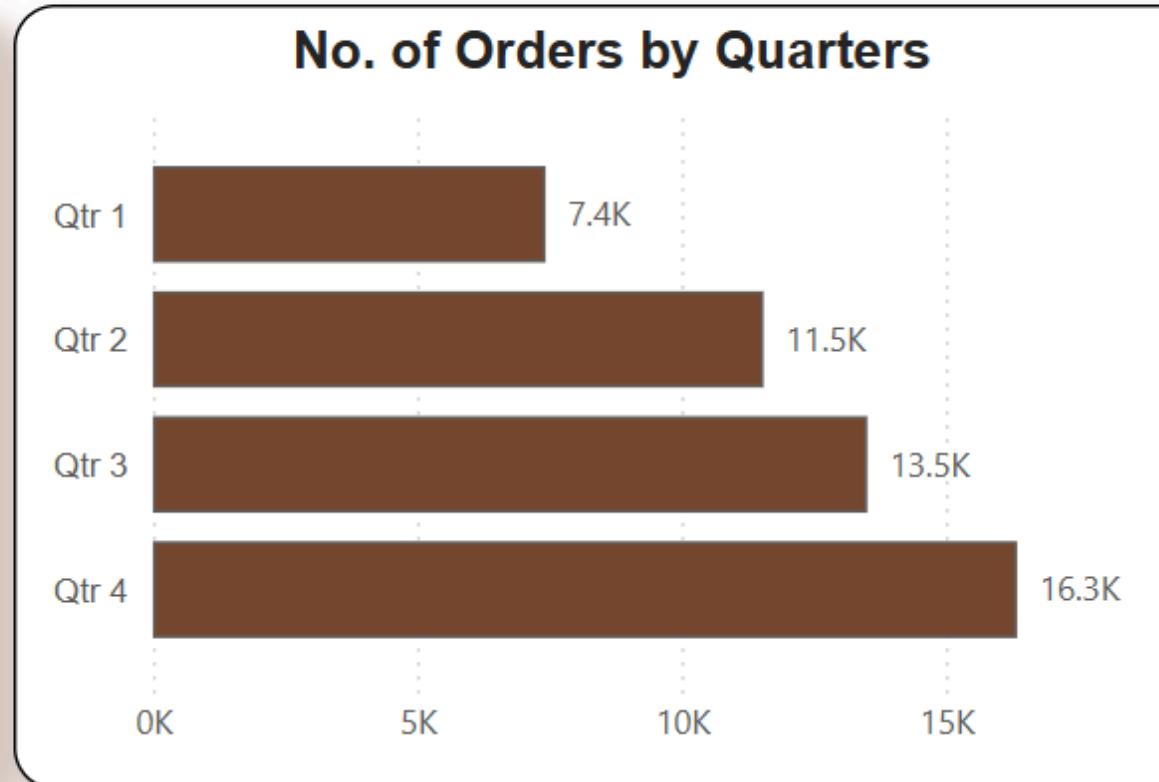
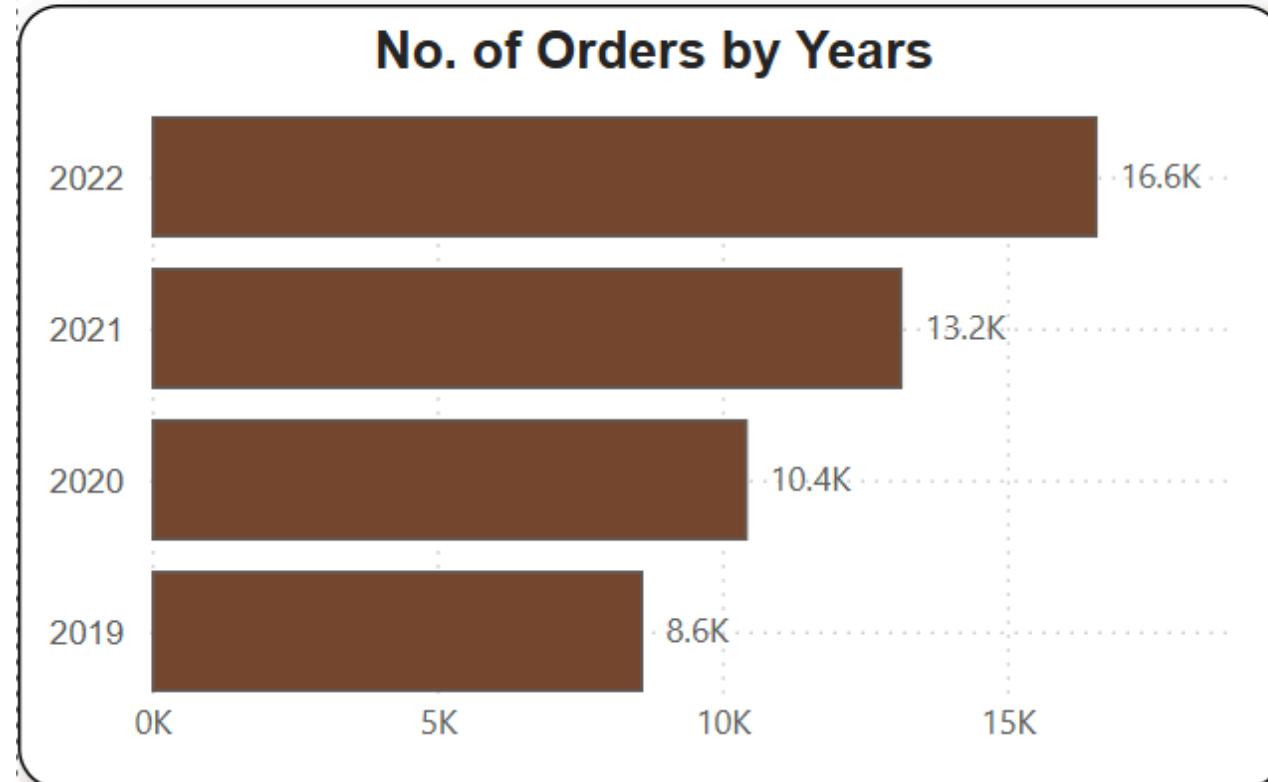
Relationships	P-value	Meanings
Late Delivery	0.01885 < 0.05	<ul style="list-style-type: none">Rating, and Product Price not affect customer return decision.Customers are more likely to return order if<ul style="list-style-type: none">delivered later than expectedhas high shipping costs
Shipping Costs	0.00526 < 0.05	
Unit Price	0.46 > 0.05	
Rating	0.445 > 0.05	>>> SHIPPING ISSUES

RECOMMENDATION

Reduce shipping costs and ensure timely delivery based on customer's shipping modes by

- Conducting further analysis to identify sources of delay in delivery for a specific region, segment, and subcategory

WHEN DO OUR CUSTOMER MAKE ORDERS?



Segment

- Consumer
- Corporate
- Home Office

1/1/2019 12/31/2022

Weekdays

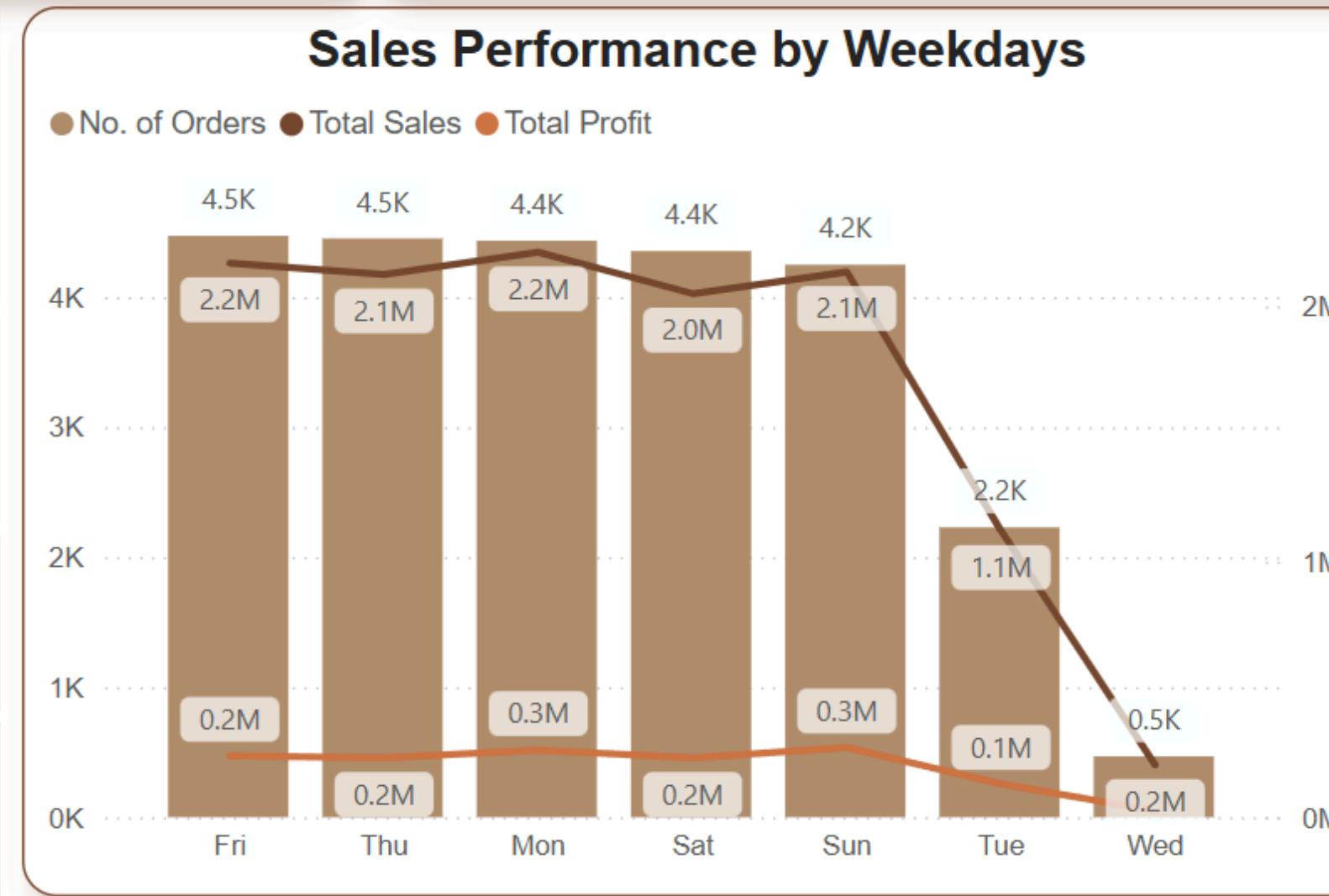
All

Sub-Category

All

Category

- Furniture
- Office Supplies
- Technology



SALES VS PROFIT ON WEEKDAYS

Problem Statement

Global Superstore has observed sales-profit inconsistency between Mondays and Sundays over the past 4 years.

Row Labels	Sum of Sales	Sum of Profit
Mon	2,211,740.98	262,554.70
Furniture	739,664.97	51,995.14
Office Supplies	664,684.10	101,446.52
Technology	807,391.91	109,113.04
Sun	2,134,826.04	272,770.08
Furniture	696,623.55	57,081.02
Office Supplies	631,800.24	80,245.62
Technology	806,402.25	135,443.43
Grand Total	12,014,740.83	1,395,385.06

- Despite sales performance of Monday being better than Sunday, **Sunday** proved to be **more profitable**.
- Upon closer inspection, this gap stems from the **furniture and technology** category.

Row Labels	Sum of Sales	Sum of Profit	Average of Discount
Mon	2,211,740.98	262,554.70	0.14
Furniture	739,664.97	51,995.14	0.16
Bookcases	252,003.92	29,692.73	0.15
Chairs	281,254.71	31,978.20	0.15
Furnishings	64,556.96	7,255.55	0.15
Tables	141,849.38	-16,931.34	0.28
Sun	2,134,826.04	272,770.08	0.14
Furniture	696,623.55	57,081.02	0.16
Bookcases	246,895.01	28,444.32	0.15
Chairs	267,240.45	27,379.78	0.16
Furnishings	60,144.64	7,476.82	0.15
Tables	122,343.44	-6,219.90	0.29

Row Labels	Sum of Sales	Sum of Profit	Average of Discount
Mon	2,211,740.98	262,554.70	0.14
Furniture	739,664.97	51,995.14	0.16
Office Supplies	664,684.10	101,446.52	0.13
Technology	807,391.91	109,113.04	0.14
Accessories	134,343.54	23,265.43	0.12
Copiers	259,125.79	38,063.70	0.12
Machines	145,073.60	8,439.95	0.19
Phones	268,848.97	39,343.96	0.14
Sun	2,134,826.04	272,770.08	0.14
Furniture	696,623.55	57,081.02	0.16
Office Supplies	631,800.24	80,245.62	0.14
Technology	806,402.25	135,443.43	0.12
Accessories	121,336.06	26,295.01	0.10
Copiers	273,085.87	54,624.99	0.10
Machines	116,722.36	10,823.00	0.17
Phones	295,257.96	43,700.44	0.13

This can be explained by a steep discount on tables, causing a loss...

...and higher discounts on accessories and machines.

Should Global Superstore decrease its discounts to maximize profit?

DO DISCOUNTS AFFECT THE QUANTITY SOLD?

	2019-2022	Price Change	Quantity Change	Price Elasticity
Customer	Furniture	0.26	-0.02	-0.08
	Office Supplies	0.17	-0.01	-0.06
	Technology	0.15	0.00	0.01
Corporate	Furniture	0.18	-0.06	-0.32
	Office Supplies	0.12	-0.03	-0.23
	Technology	0.29	-0.01	-0.04
Home Office	Furniture	0.30	0.06	0.20
	Office Supplies	0.28	0.00	0.01
	Technology	0.19	0.08	0.44

Price Elasticity Formula

Change in quantity/Change in Price

INSIGHT

All products across all segments are price inelastic

Discounts do not impact the quantity sold.

RECOMMENDATION

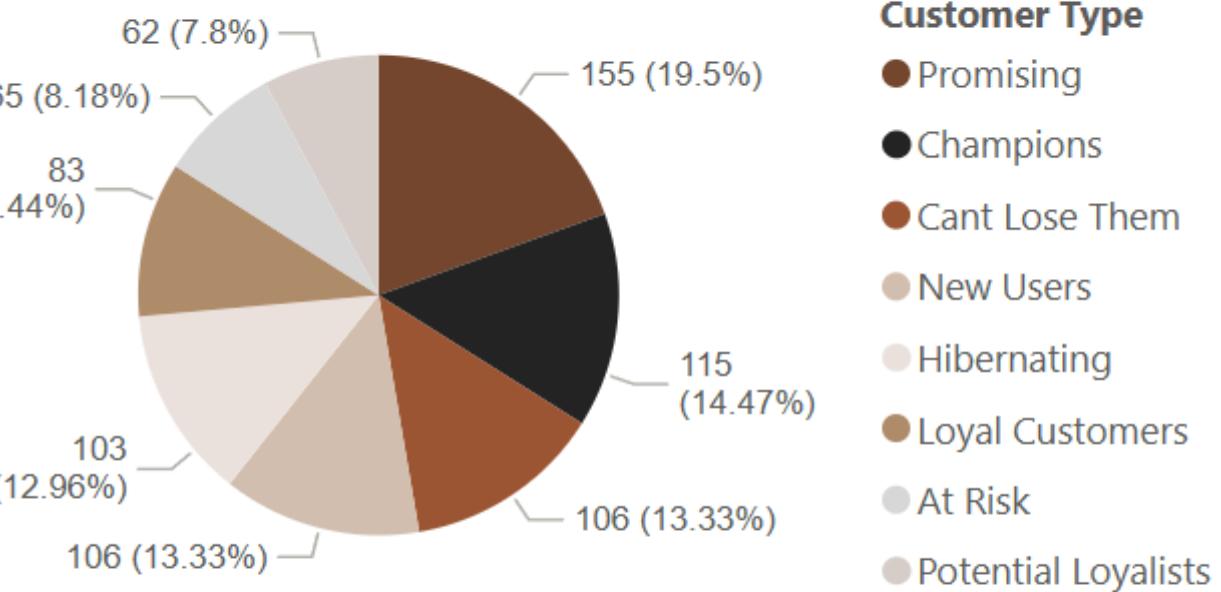
Global Superstore should decrease discounts to maximize profit.

WHO ARE OUR LOYAL CUSTOMERS?

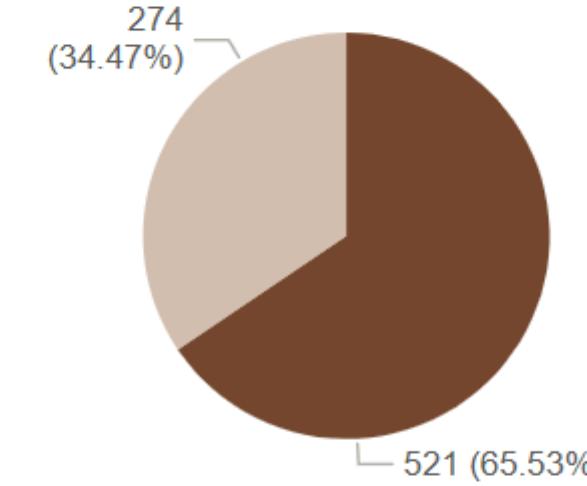
Loyalty References

Customer Type	Customer Tendency
At Risk	Leaving
Cant Lose Them	Non-leaving
Champions	Non-leaving
Hibernating	Leaving
Loyal Customers	Non-leaving
New Users	Leaving
Potential Loyalists	Non-leaving
Promising	Non-leaving

No. of Customers by Customer Types



No. of Customers by Customer Tendency



1/1/2019 12/31/2022



Age Group

All

Customer Segments

All

No. of No-returned...

795

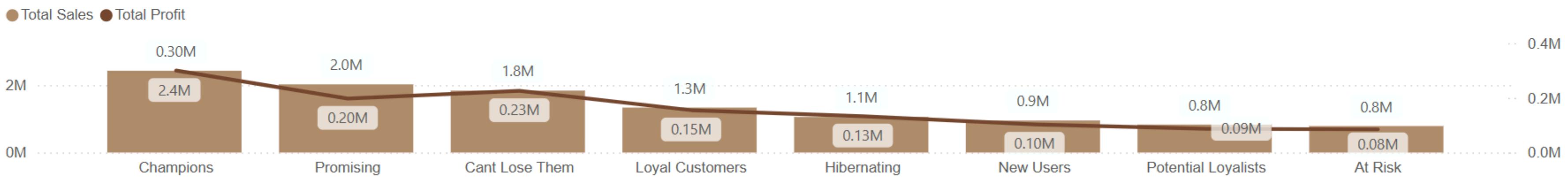
Sum of Sales

11.24M

Sum of Profit

1.28M

Total Sales and Profit by different Customer Types



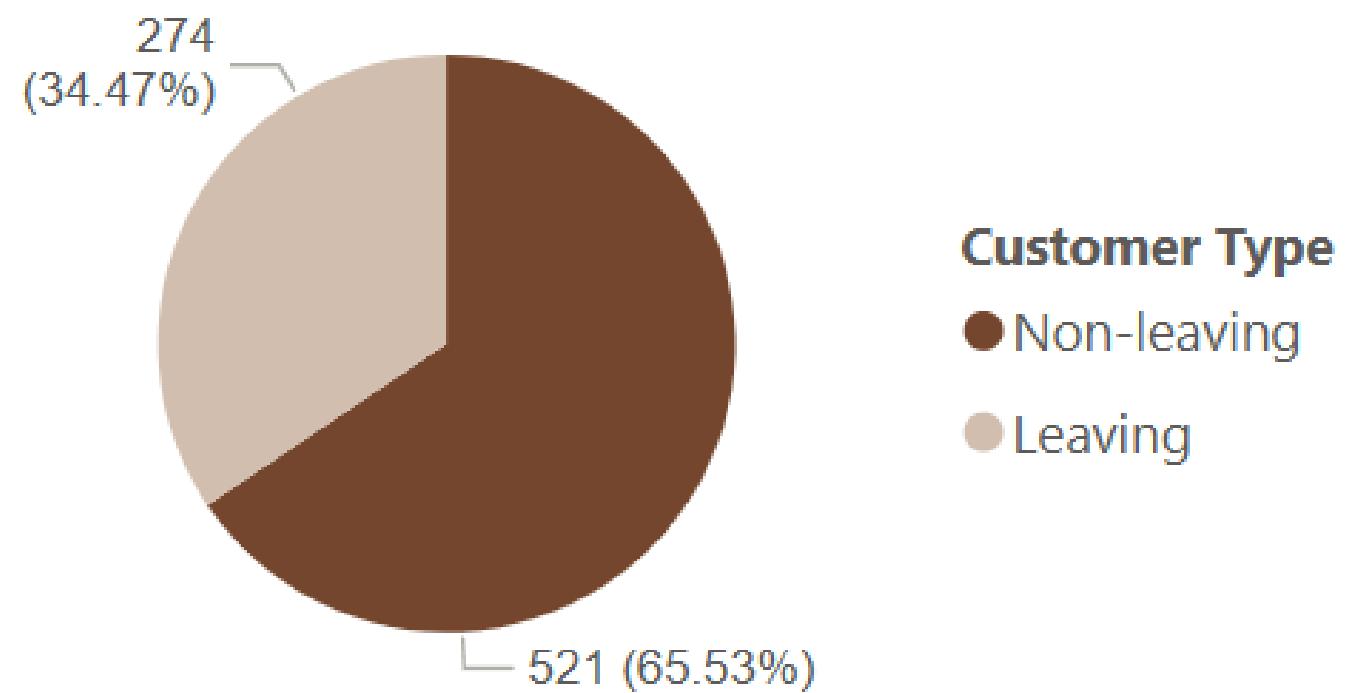
WHAT CAUSES CUSTOMERS TO DISENGAGE AND STOP BUYING?

RFM Method

R	F	M	Levels
2022-12-31	88	37454.528	3
2022-12-19	58.32	14398.478	2
2022-12-02	48	10831.74	2
2021-10-29	23	3197.035	1

Champions	333, 233
Loyal Customers	332, 331, 223, 323
Potential Loyalists	322, 232, 231
Promising	221, 321, 313, 312, 222, 213, 212
New Users	311, 211
At Risk	131, 122, 121
Cant Lose Them	133, 132, 113, 123
Hibernating	112, 111

No. of Customers by Customer Tendency



Problem Statement

Global Super Store has been experiencing the high number of customers showing a sign of leaving (34%) over the past 4 years.

Relationships	P-value	Meanings
Ratings & Shipping cost	0.00002 < 0.05	<ul style="list-style-type: none">Both discount rate and shipping cost affect customer satisfaction
Ratings & Discount rate	0.028 < 0.05	<ul style="list-style-type: none">Only shipping cost has a statistically significant impact on actual purchase behavior
Order Quantity & Shipping cost	0.02409 < 0.05	>> Discounts improve perceived value but do not drive buying decisions
Order Quantity & Discount rate	0.2413 > 0.05	>> Shipping cost is the more decisive factor influencing whether customers complete purchases

CURRENT SITUATION

Leaving group:
>> **High shipping cost**
>> **High discount rate**

RECOMMENDATION

Reduce shipping costs and discount rate to drive customer customers' purchase behavior

KEY TAKEAWAYS

RESEARCH QUESTIONS

Which factors affect customers' decisions to return orders?

Why is there a profit-sales inconsistency between Mondays and Sundays?

What causes customers to disengage and stop buying?

RESEARCH ANSWERS

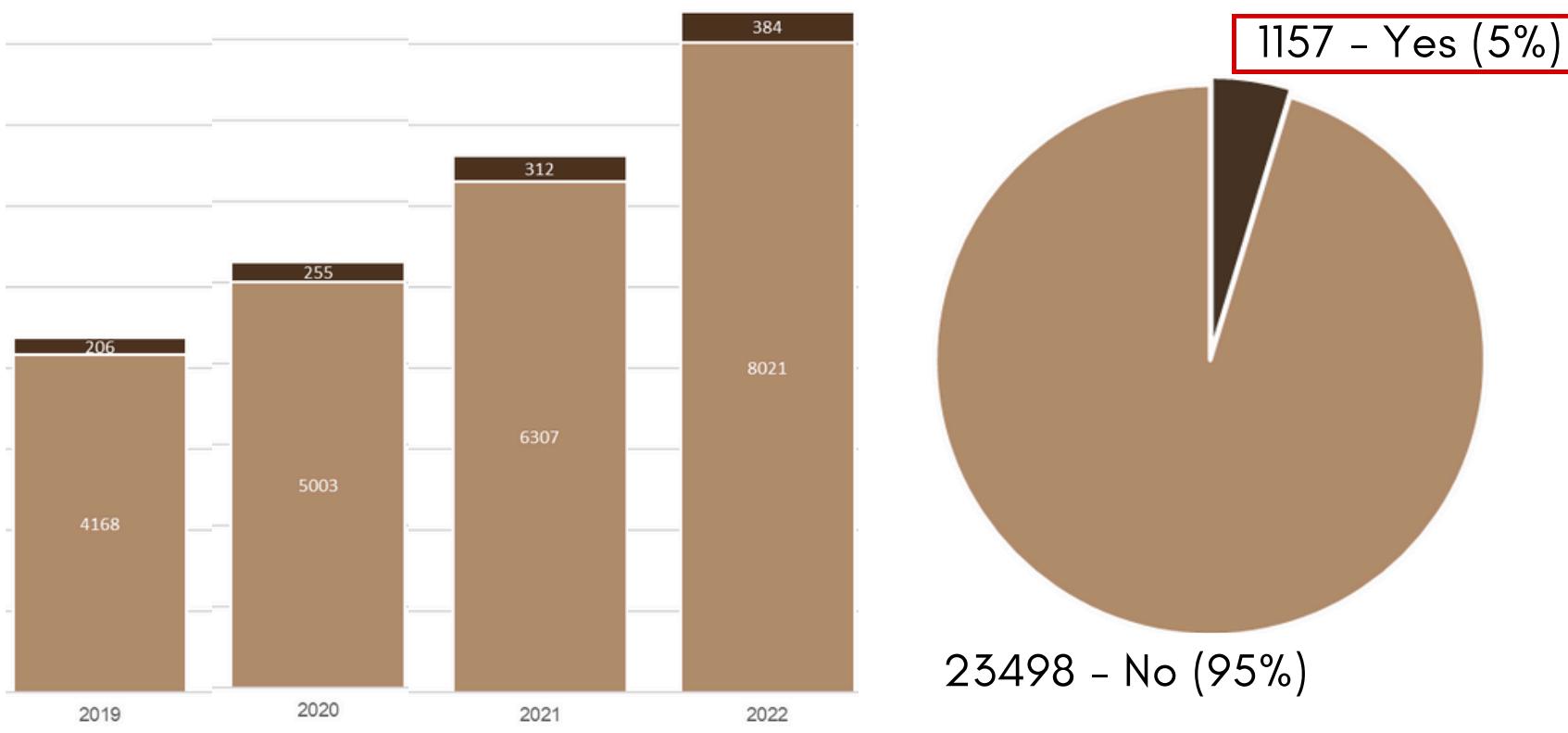
Late delivery and high shipping costs affects customers' return decision
→ Reduce shipping costs and ensure timely delivery on customer shipping mode

With all products across all segments being price inelastic, discounts are the main cause for this inconsistency.

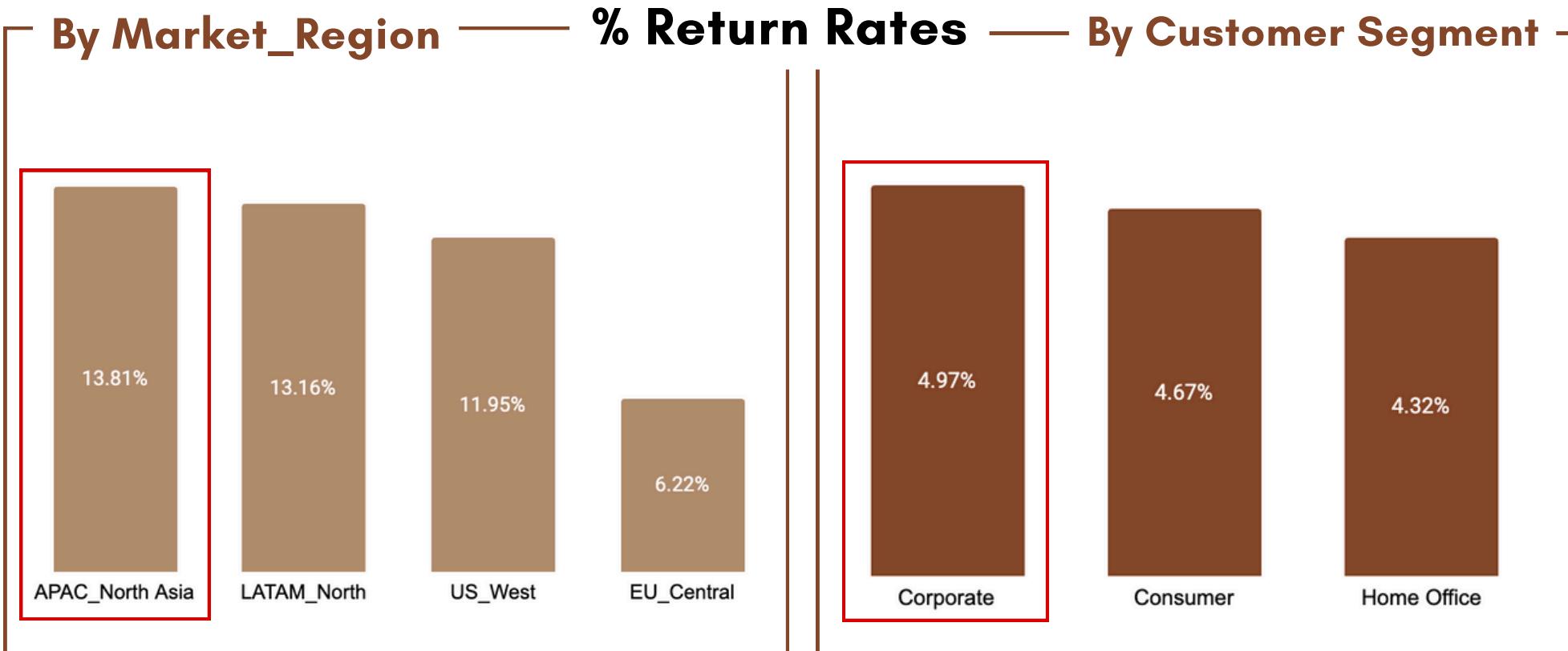
High shipping cost affect the customers' purchase behaviors while discount rate have no impact → Decrease the discount rate and shipping cost.

APPENDIX - RETURN RATE

% Return Rates in Total No. of Orders

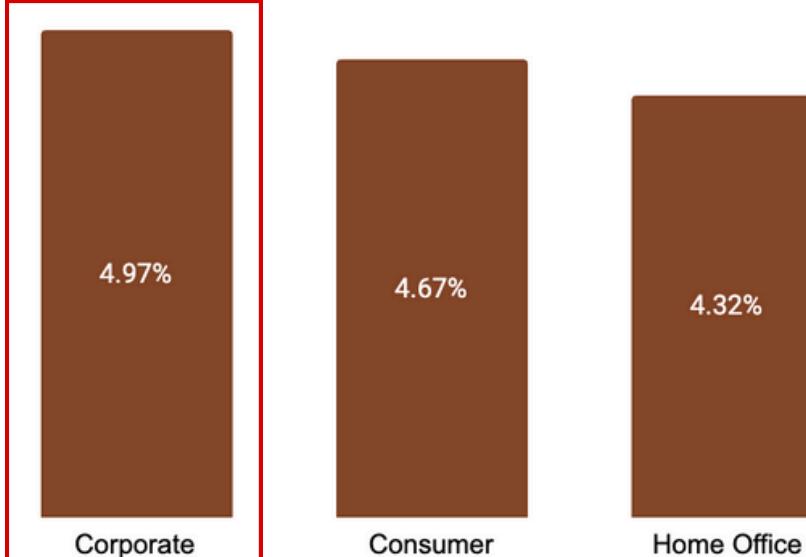


By Market_Region

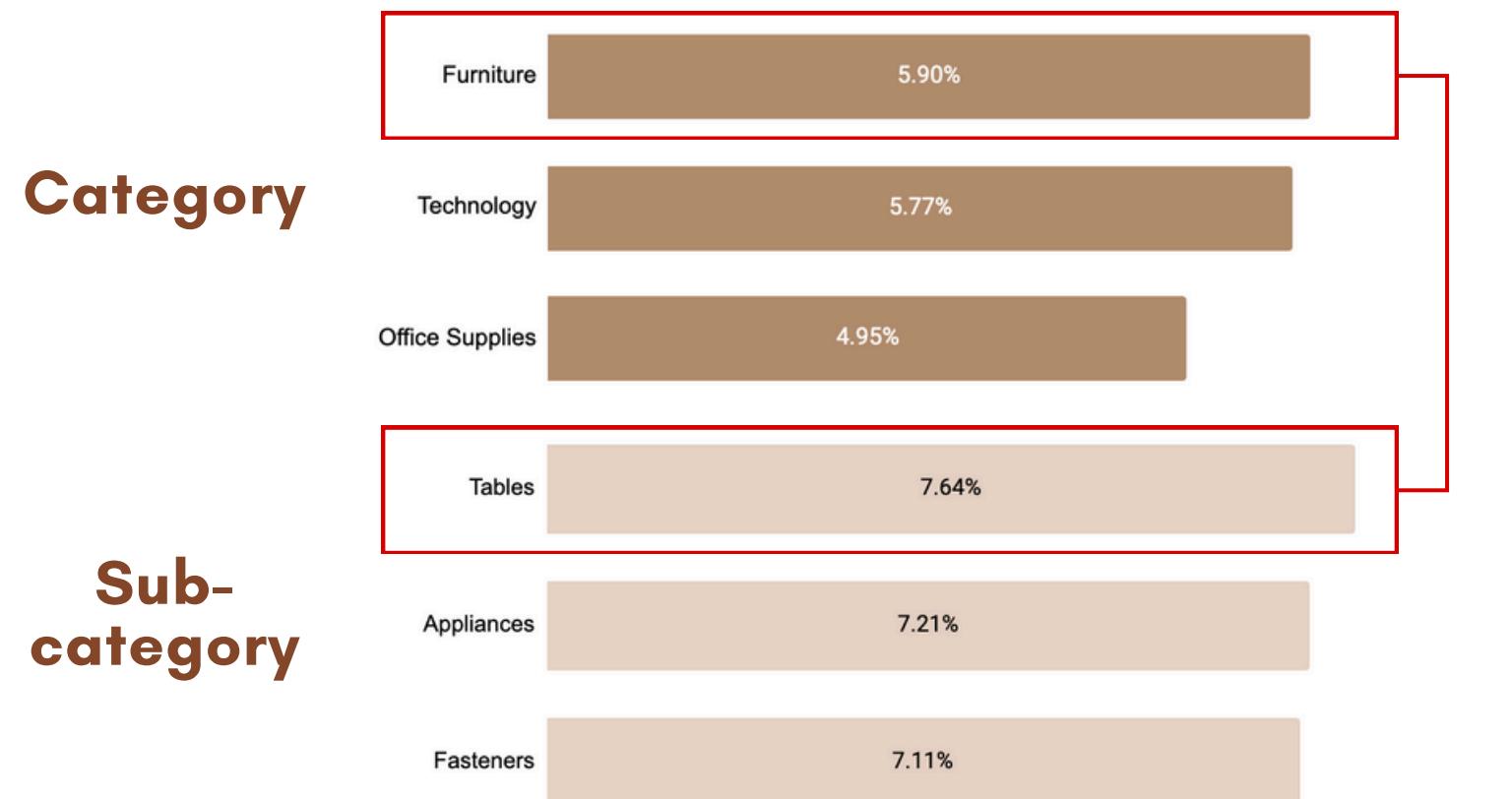


% Return Rates

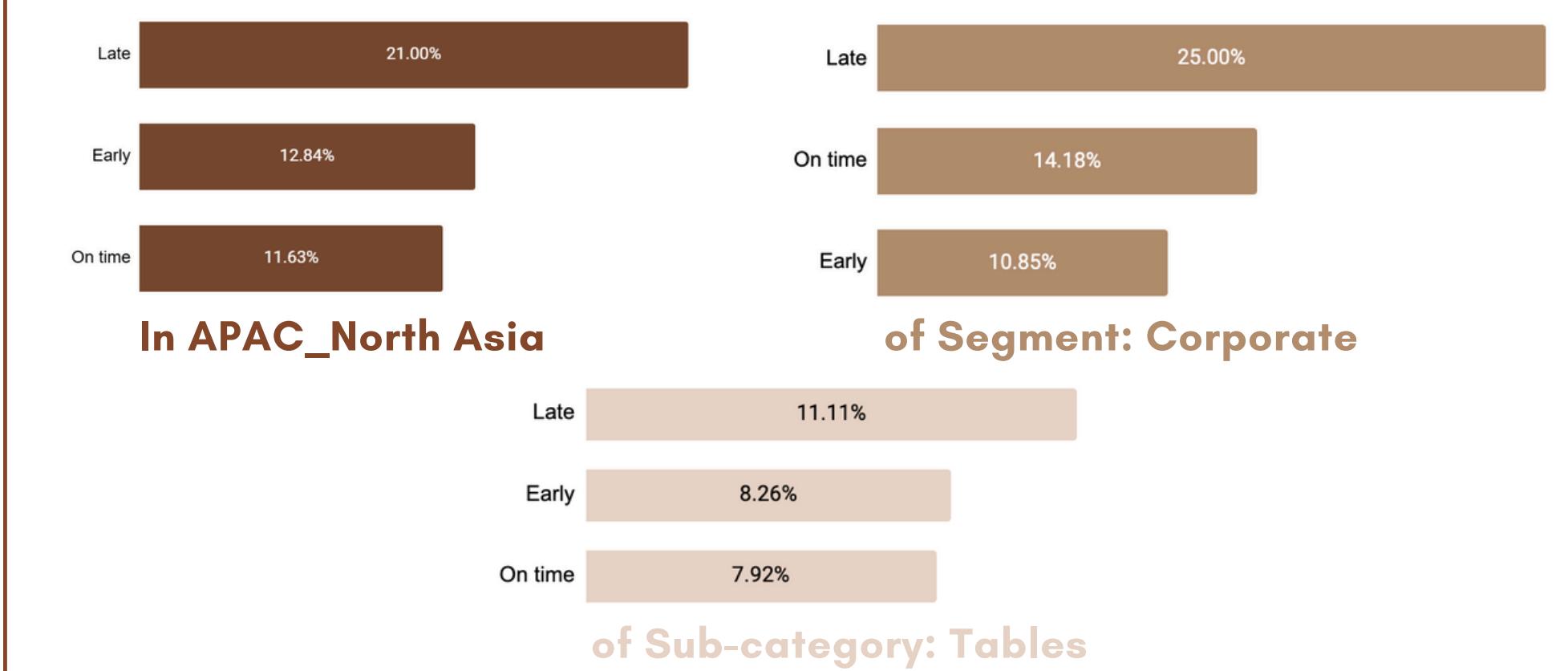
By Customer Segment



% Return Rates by Category & Sub-category



Return Rates by Delivery Status



APPENDIX - CUSTOMER RETENTION

Row Labels	Average of Types	3	Average of Shipping Cost	Average of Discount
Aachen	1	26.97642857	0.014285714	
0	0	8.2166666667	0	
JC-15340	0	19.48	0	
DJ-13630	0	3.51	0	
TB-21520	0	1.66	0	
1	1	32.09272727	0.018181818	
RC-19825	1	46.895	0.05	
MO-17500	1	41.09833333	0.0166666667	
GZ-14545	1	6.34	0	
TS-21655	1	3.15	0	
Abbeville	1	6.82	0.0333333333	
0	0	3.11	0	
ON-18715	0	3.11	0	
1	1	8.675	0.05	
SG-20080	1	8.675	0.05	
Aix-en-Provence	0	17.95333333	0.0266666667	
0	0	11.51083333	0.0208333333	
KL-16645	0	37.56	0.15	
SW-20755	0	12.9325	0.025	
LC-17050	0	12.22	0	
MO-17800	0	9.12	0	
TH-21235	0	5.92	0	
YC-21895	0	4.1	0	
JD-15895	0	1.16	0	
1	1	43.72333333	0.05	
ML-18040	1	95.76	0	
RW-19630	1	30.27	0.15	
AR-10345	1	5.14	0	

*0: no leaving; 1: leaving

Row Label	Max of Order Date	Sum of Sales	Count of Order ID	R	F	M	Concat	Value	Group
AA-10315	2022-12-29	14955.53	42	3	1	2	312	312	Promising
AA-10375	2022-12-25	4934.821	47	3	1	1	311	311	New Users
AA-10480	2022-08-28	18455.4028	46	1	1	3	113	113	Cant Lose Them
AA-10645	2022-12-03	16443.7447	86	1	3	3	133	133	Cant Lose Them
AB-10015	2022-12-15	22640.5315	85	2	3	3	233	233	Champions
AB-10060	2022-11-26	19228.5584	63	1	2	3	123	123	Cant Lose Them
AB-10105	2022-12-04	22781.498	60	2	2	3	223	223	Loyal Customers
AB-10150	2022-11-26	16201.1746	55	1	2	3	123	123	Cant Lose Them
AB-10165	2022-12-15	9369.571	44	2	1	1	211	211	New Users
AB-10255	2022-12-26	15122.1564	63	3	2	2	322	322	Potential Loyalists
AB-10600	2022-12-24	18586.6931	61	3	2	3	323	323	Loyal Customers
AC-10420	2022-12-25	11843.0617	57	3	2	2	322	322	Potential Loyalists

F	M	R	Level
96	40383.8468	2022-12-31	3
63	15526.74314	2022-12-22	2
52	11518.46788	2022-12-03	2
17	2945.23	2021-10-29	1

Champions	Your Best Customer	333, 233
Loyal Customers	Can become best, either stopping on revenue, or frequency. But they like you.	332, 331, 223, 323
Potential Loyalists	Need more convincing. Can become loyal.	322, 232, 231
Promising	Showing interest in brand / product with either repeat purchase or good ticket size.	221, 321, 313, 312, 222, 213, 212
New Users	Recently Bought Low Ticket	311, 211
At Risk	Repeat Buyers Long Time Ago.	131, 122, 121
Cant Lose Them	Former Power Users, High Ticket One Timers.	133, 132, 113, 123
Hibernating	Long Ago One Time Buyers	112, 111

A photograph of a modern living room interior. On the left, a large pampas grass plant stands tall in a white vase. In the center, a light-colored sofa with a single cushion is positioned. To the left of the sofa is a wooden armchair with a light-colored cushion. The floor is made of light-colored wood planks.

**THANK
YOU**

A solid dark brown rectangular overlay covers the right half of the image. It features two thin white horizontal lines, one near the top and one near the bottom. The word "THANK" is written in a large, bold, white sans-serif font above the line, and "YOU" is written in a large, bold, white sans-serif font below the line.