



销售额

1.39M

销售量

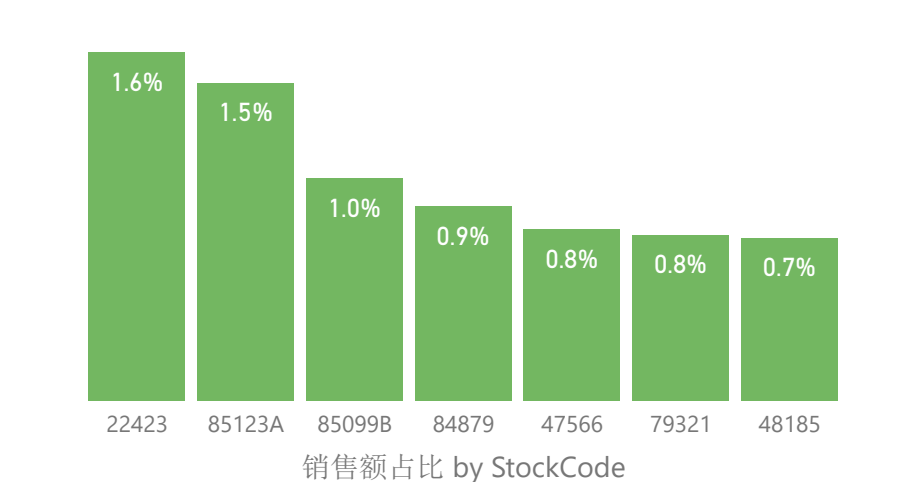
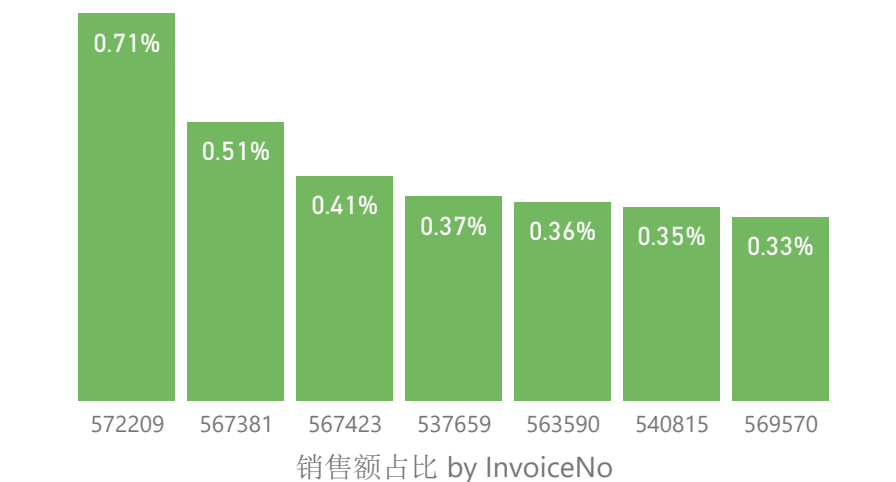
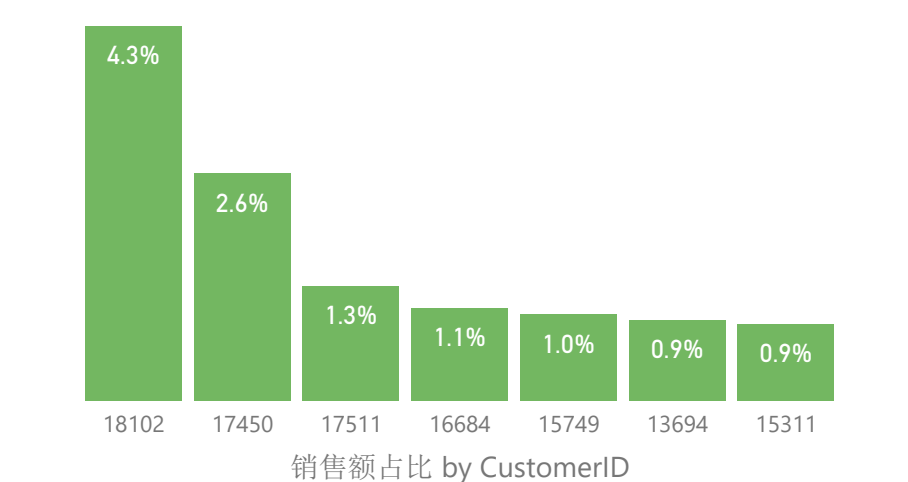
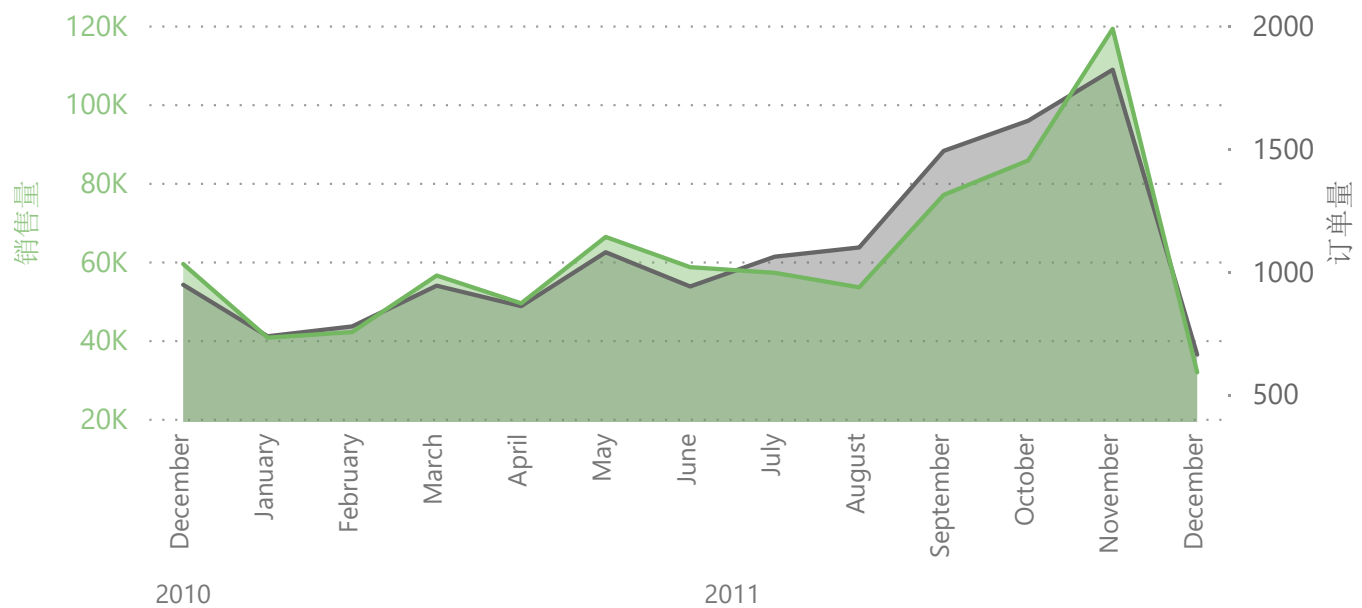
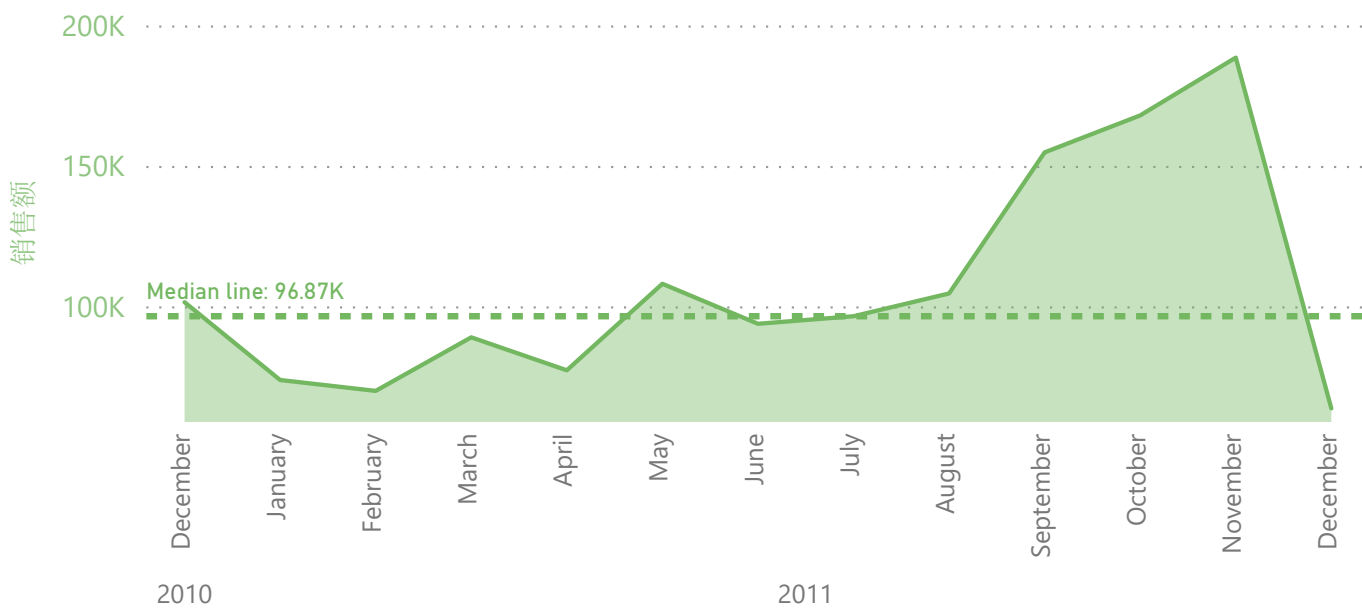
814K

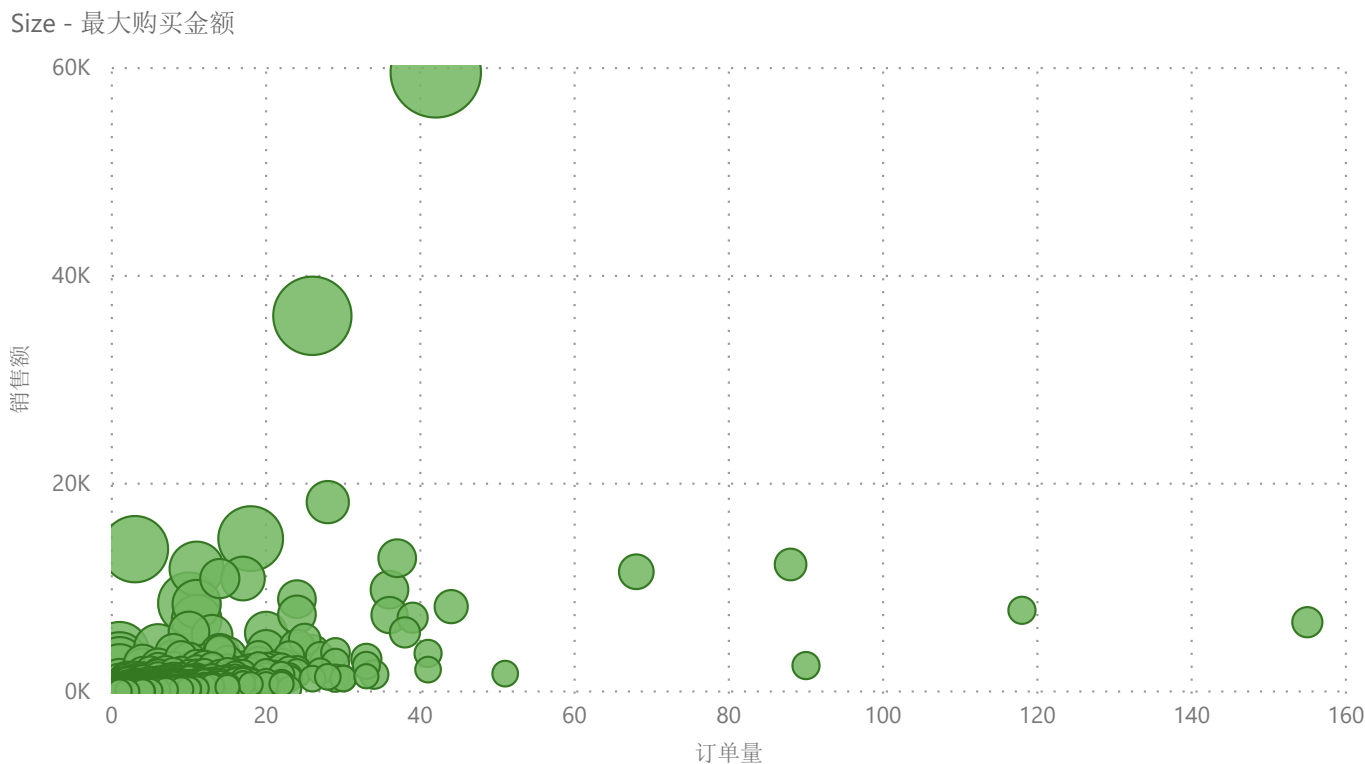
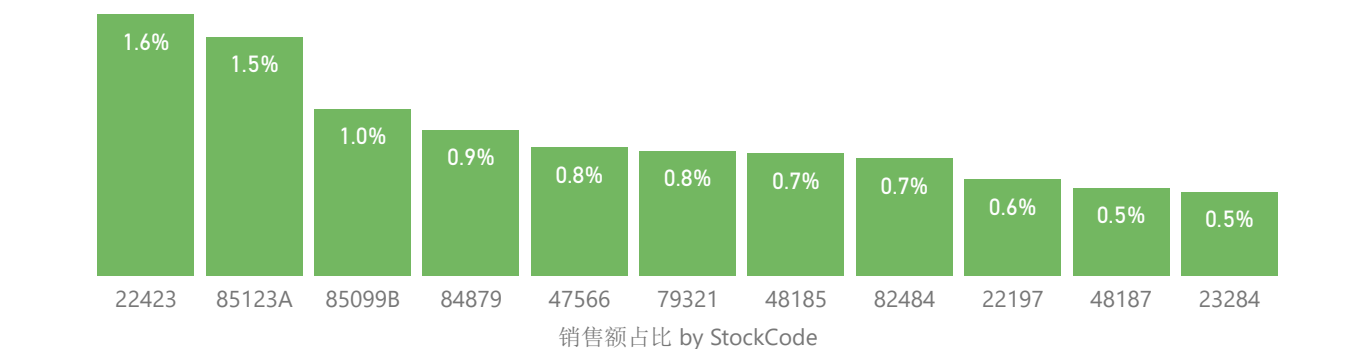
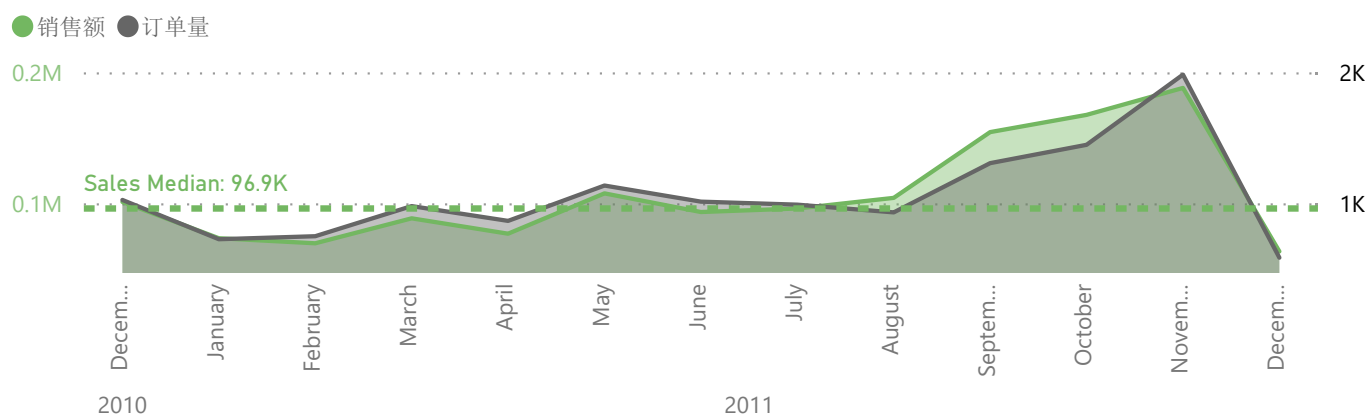
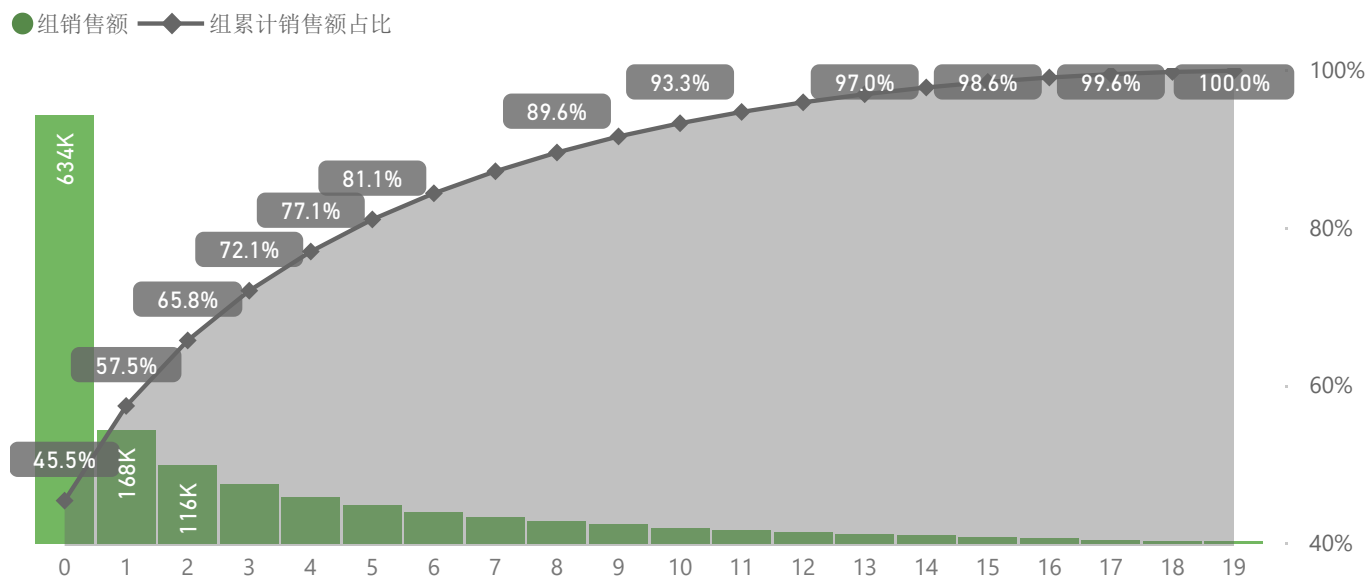
订单量

14K

顾客数量

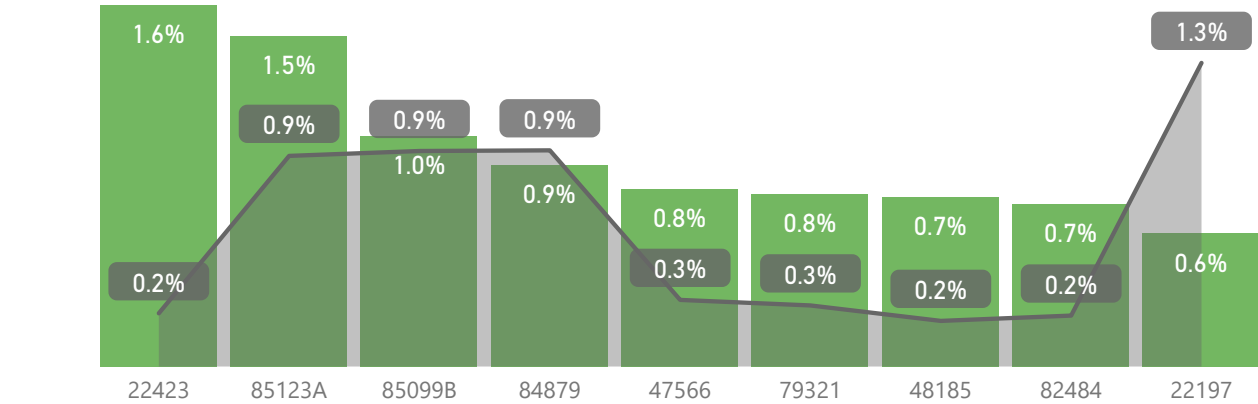
3699



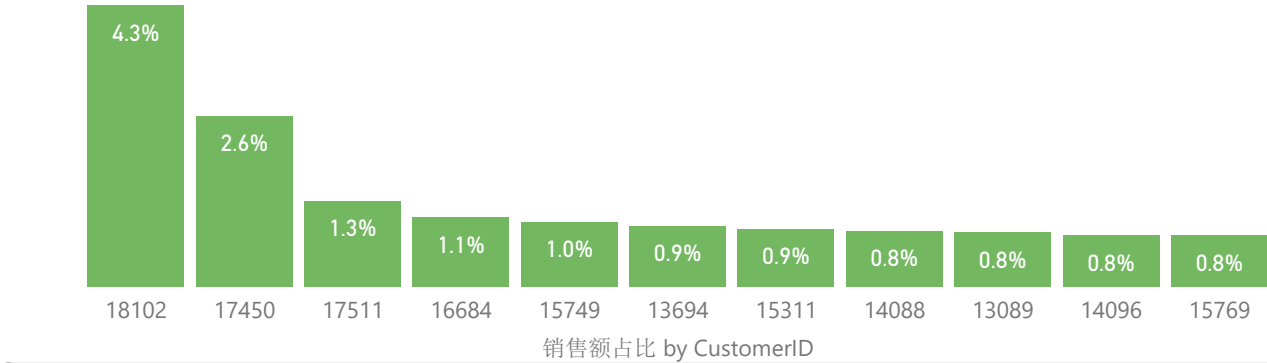
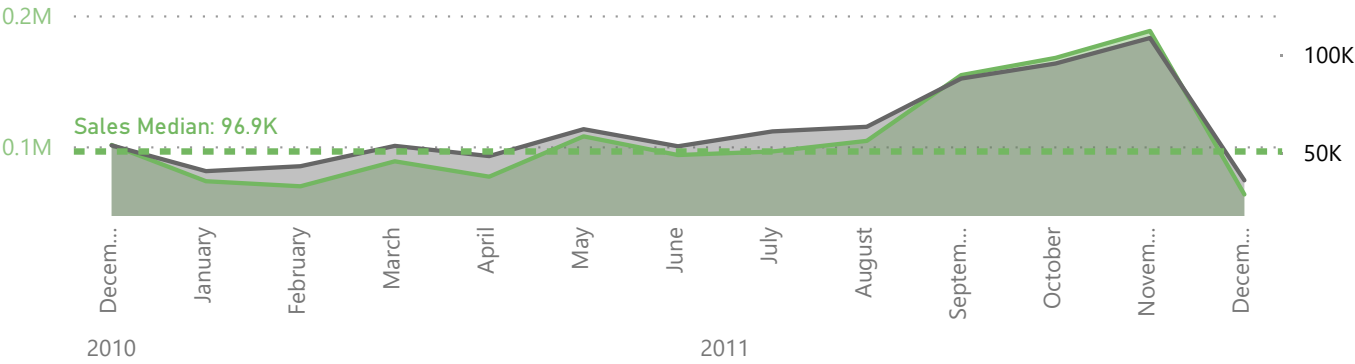


CustomerID	销售额	销售额占比	销售量	销售量占比	订单量	最大购买金额	消费排名	组别	
18102	59.6K	4.3%	13.2K	1.6%	42	9,855	1	0	^
17450	36.2K	2.6%	13.3K	1.6%	26	7,094	2	0	
17511	18.2K	1.3%	13.0K	1.6%	28	1,668	3	0	
16684	14.7K	1.1%	8.6K	1.1%	18	4,671	4	0	
15749	13.7K	1.0%	3.3K	0.4%	3	4,922	5	0	
13694	12.8K	0.9%	11.4K	1.4%	37	1,096	6	0	
15311	12.2K	0.9%	8.0K	1.0%	88	647	7	0	
14088	11.8K	0.8%	3.0K	0.4%	11	3,068	8	0	
13089	11.5K	0.8%	5.5K	0.7%	68	788	9	0	
14096	10.9K	0.8%	3.1K	0.4%	17	1,757	10	0	
15769	10.9K	0.8%	6.0K	0.7%	14	1,344	11	0	
14298	9.8K	0.7%	12.1K	1.5%	36	1,177	12	0	
Total	1,394.3K	100.0%	814.1K	100.0%	13842	9,855			v

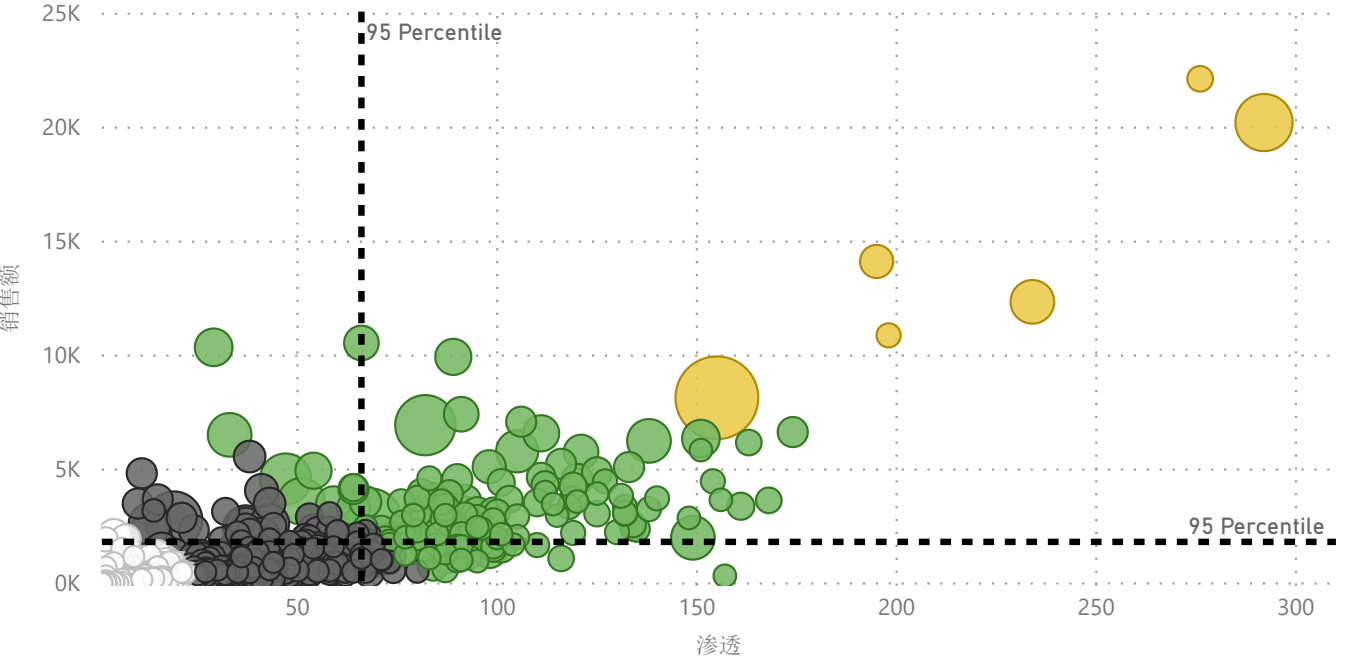
● 销售额占比 ● 销售量占比



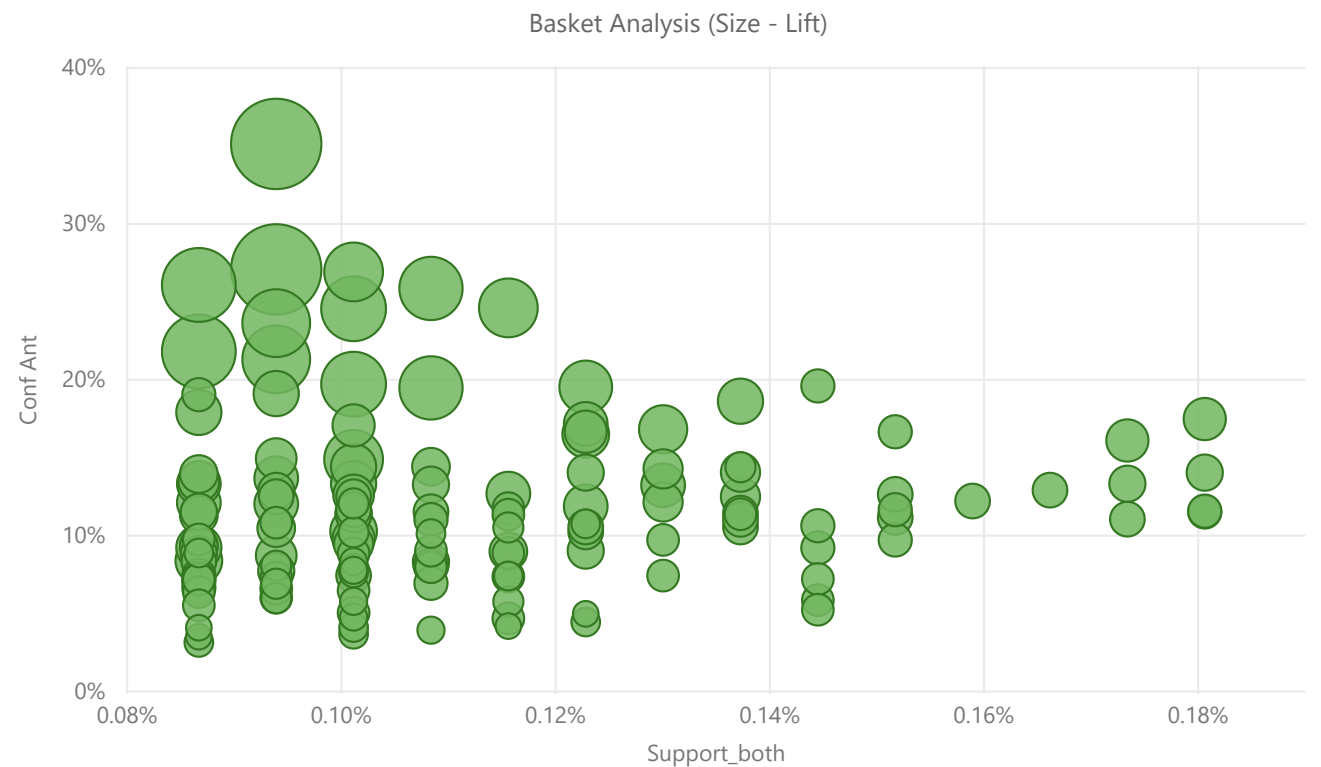
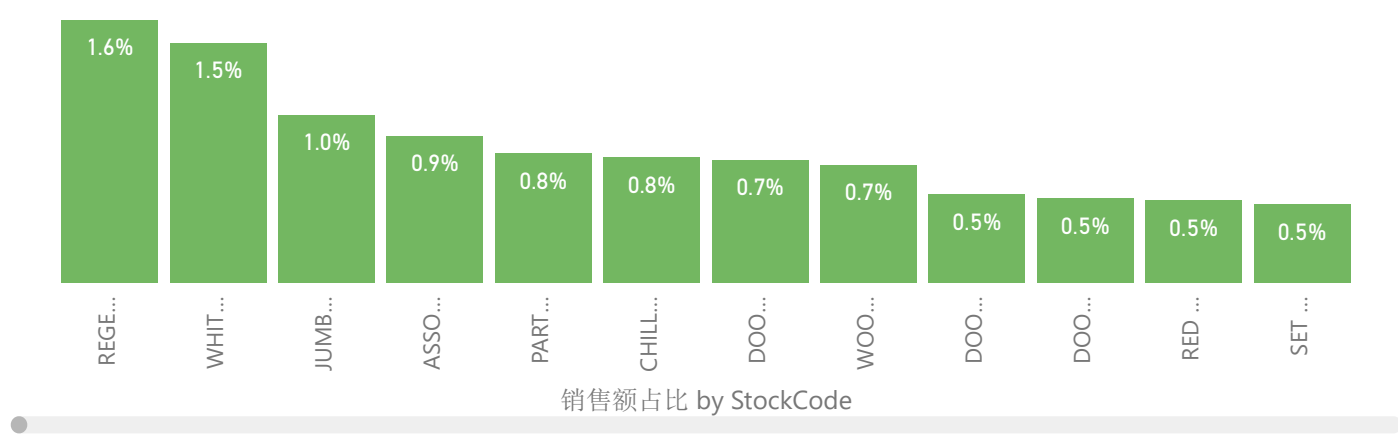
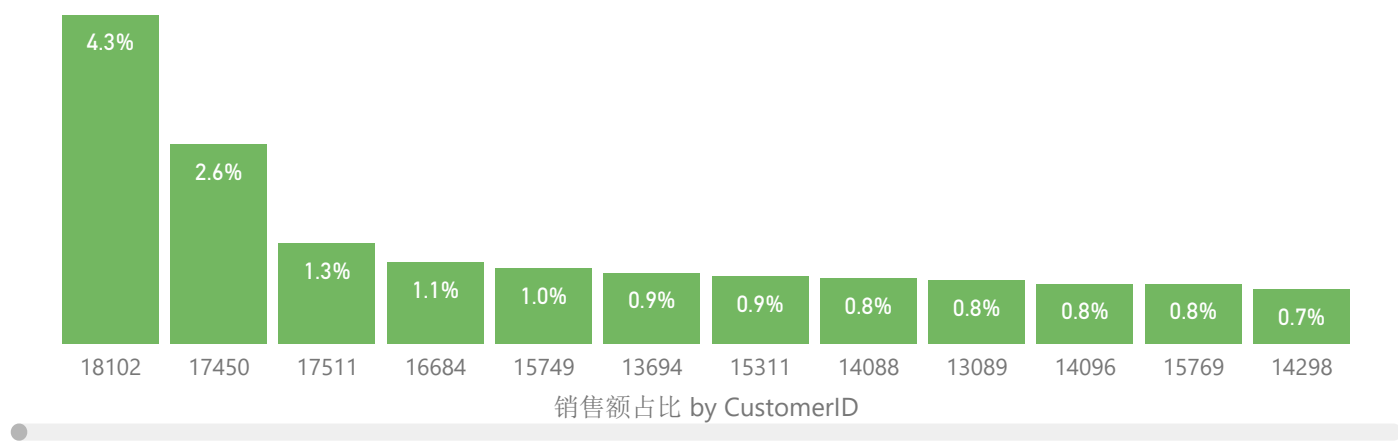
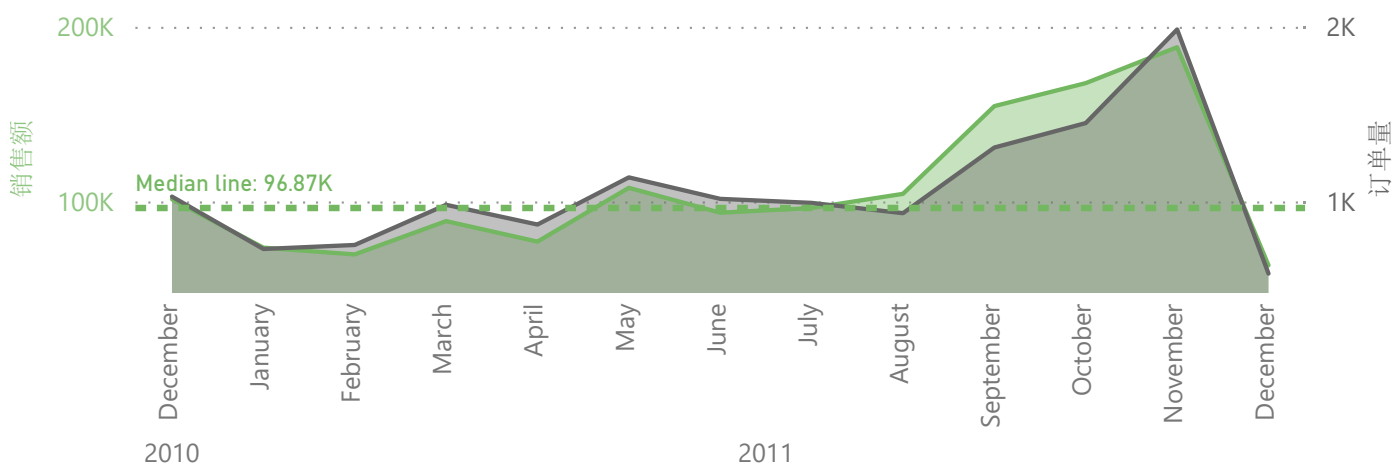
● 销售额 ● 销售量



商品分类 ● Cluster1 ● Cluster2 ● Cluster3 ● Cluster4



StockCode	Description	销售额	销售额占比	销售量	销售量占比	最大购买金额	最大购买数
85123A	WHITE HANGING HEART T-LIGHT HOLDER	20.2K	1.5%	7.5K	0.9%	4,921.50	193
48185	DOORMAT FAIRY CAKE	10.4K	0.7%	1.6K	0.2%	4,522.50	67
22413	METAL SIGN TAKE IT OR LEAVE IT	4.6K	0.3%	1.7K	0.2%	3,861.00	140
22722	SET OF 6 SPICE TINS PANTRY DESIGN	5.8K	0.4%	1.4K	0.2%	3,621.00	85
Total		1,394.3K	100.0%	814.1K	100.0%	9,855.00	430



Combo	Support_both	Conf Ant	Conf Con	Lift	Desc Ant
HERB MARKER BASIL+HERB MARKER MINT	0.09%	35.1%	27.1%	101	HERB MARKER BASIL
HERB MARKER MINT+HERB MARKER BASIL	0.09%	27.1%	35.1%	101	HERB MARKER MINT
SET OF 3 WOODEN SLEIGH DECORATIONS+SET OF 3 WOODEN STOCKING DECORATION	0.09%	26.1%	21.8%	66	SET OF 3 WOODEN SLEIGH DECORATIONS
SET OF 3 WOODEN STOCKING DECORATION+SET OF 3 WOODEN SLEIGH DECORATIONS	0.09%	21.8%	26.1%	66	SET OF 3 WOODEN STOCKING DECORATION
POPPY'S PLAYHOUSE BEDROOM+POPPY'S PLAYHOUSE KITCHEN	0.09%	21.3%	23.6%	54	POPPY'S PLAYHOUSE BEDROOM
POPPY'S PLAYHOUSE KITCHEN+POPPY'S PLAYHOUSE BEDROOM	0.09%	23.6%	21.3%	54	POPPY'S PLAYHOUSE KITCHEN