

Total Sales

2.30M

Total Profit

286.40K

Total Orders

5009

Region

▼

All

▼

Segment

▼

All

▼

Category

▼

All

▼

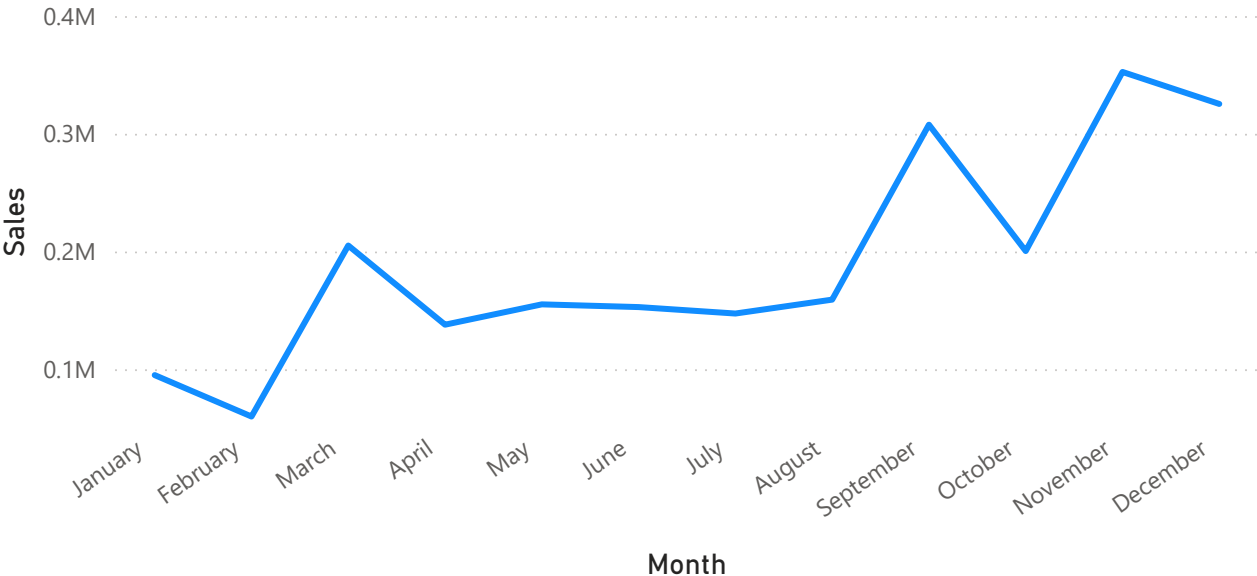
Year

▼

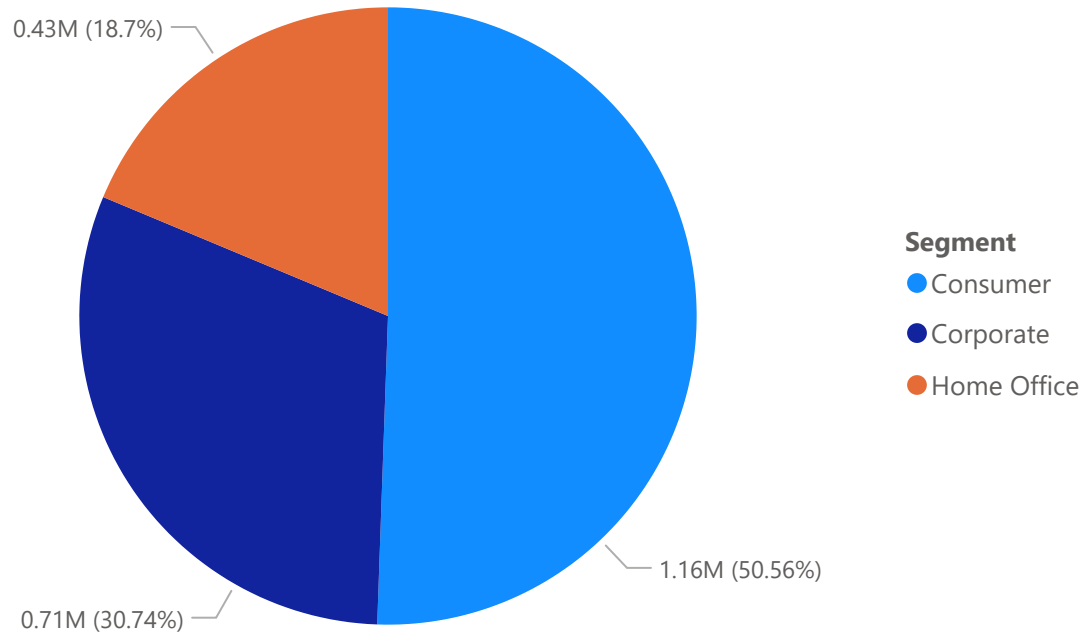
All

▼

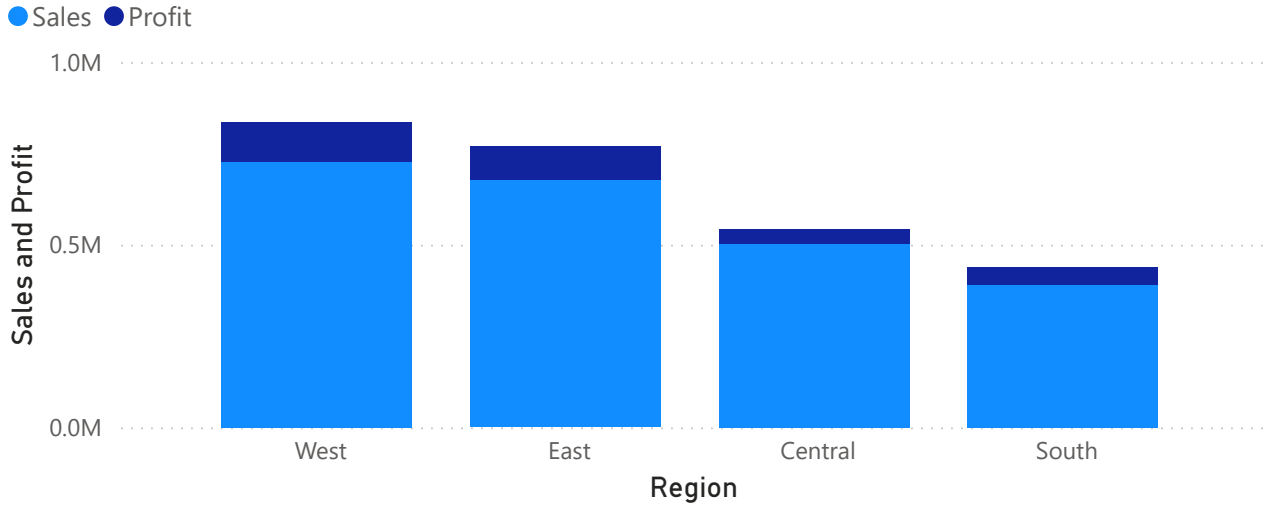
Monthly Sales Trend



Sales by Segment



Sales and Profit by Region



Category

▼

All

▼

Sub-Category

▼

All

▼

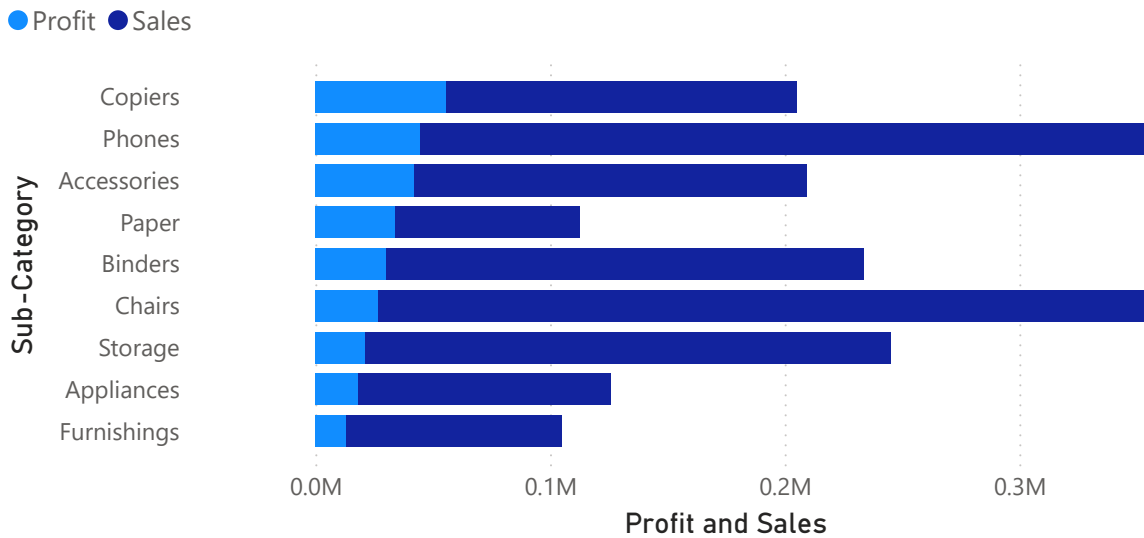
Product Name

▼

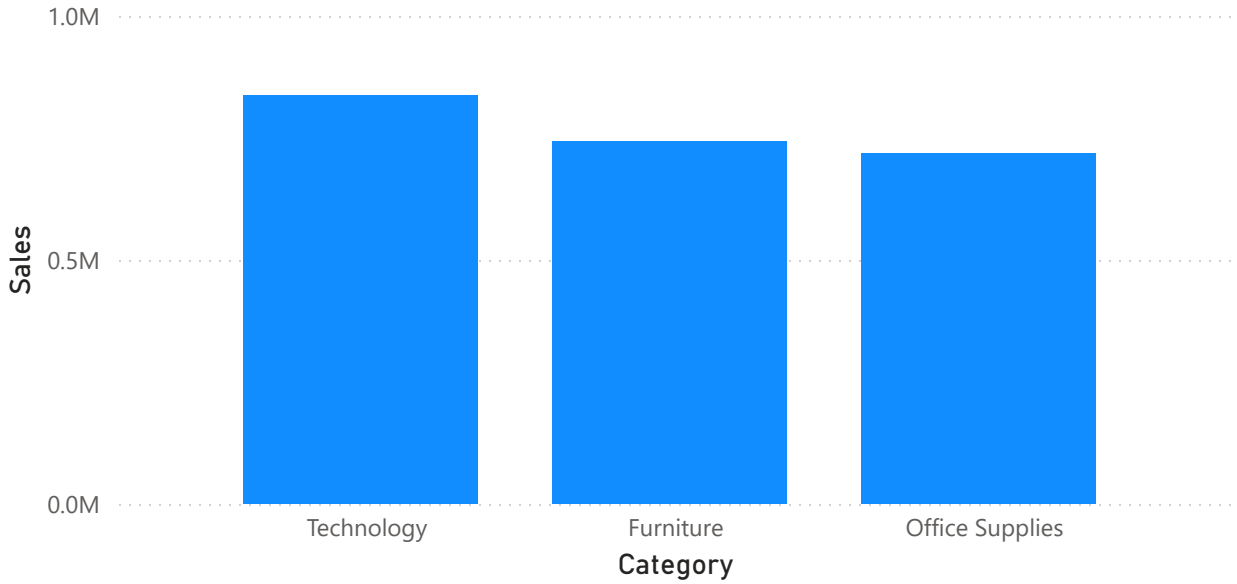
All

▼

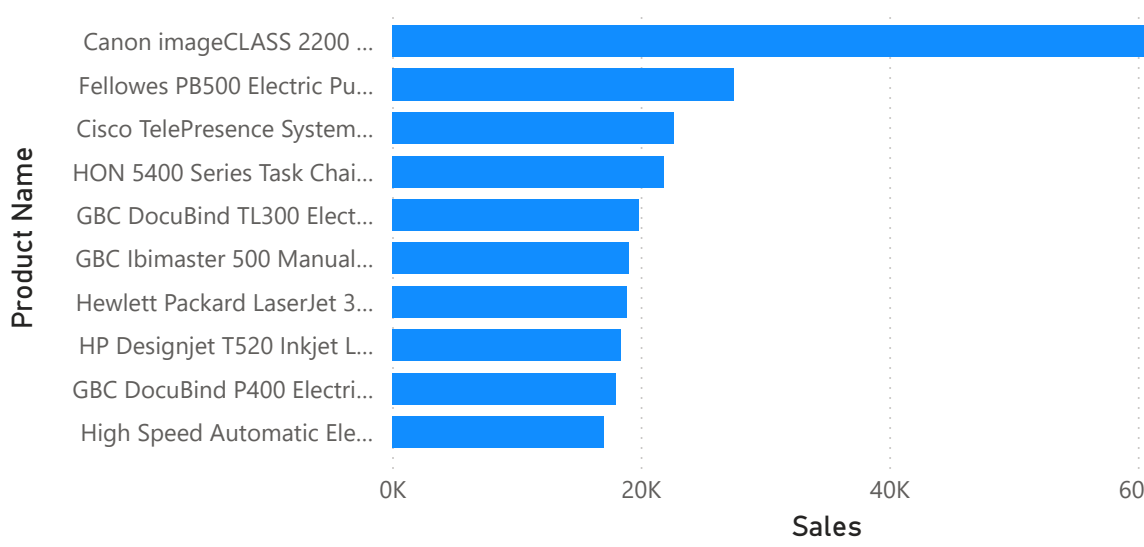
Profit by Sub-Category



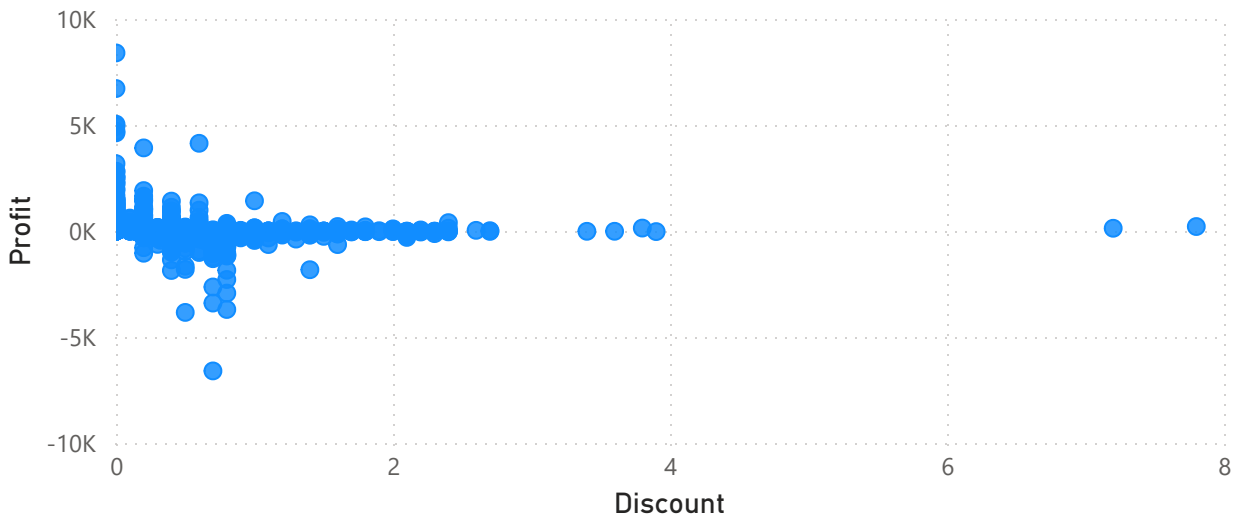
Sales by Category



Top 10 Product



Discount vs Profit

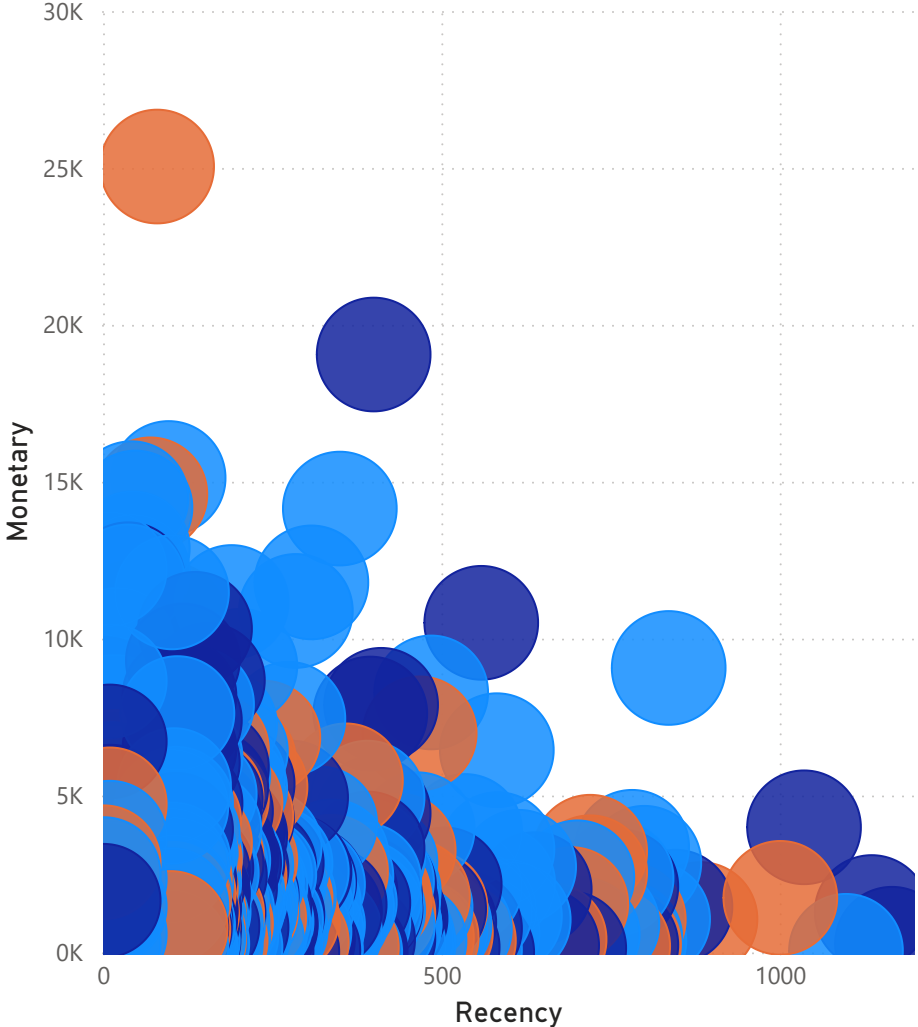


RFM Score Distribution

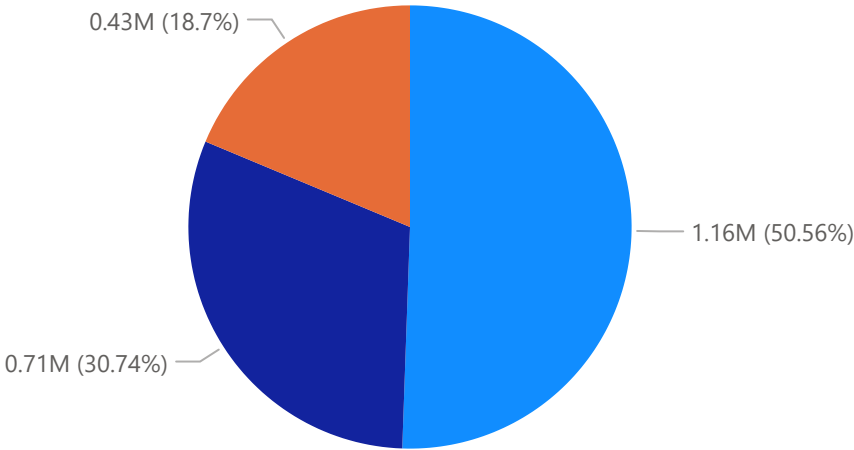
R	1	2	3	4	Total
1	92	55	29	20	196
2	35	56	58	51	200
3	41	44	55	54	194
4	31	43	56	73	203
Total	199	198	198	198	793

Segment Frequency

Segment Consumer Corporate Home Office



Sales by Segment



Top RFM Customers

Customer ID	Recency	Frequency	Monetary	RFM_Score
AA-10315	185	5	5,563.56	114
AA-10375	20	9	1,056.39	441
AA-10480	260	4	1,790.51	112
AA-10645	56	6	5,086.94	324
AB-10015	416	3	886.16	111
AB-10060	55	8	7,755.62	334
AB-10105	42	10	14,473.57	344
AB-10150	42	5	966.71	311
AB-10165	26	8	1,113.84	431
AB-10255	167	9	914.53	241
AB-10600	51	4	1,515.86	312
AC-10420	233	3	925.80	111
AC-10450	12	7	5,527.85	434
AC-10615	7	5	2,537.69	413
AC-10660	283	5	657.32	111
AD-10180	30	8	6,106.88	434
AF-10870	42	7	2,052.91	332

Segment

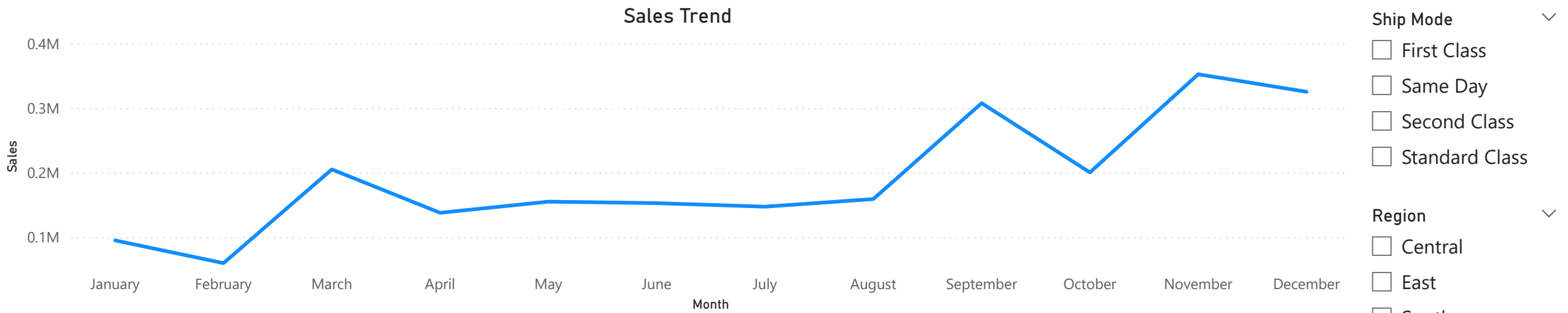
- ☐ Consumer
- ☐ Corporate
- ☐ Home Office

Segment

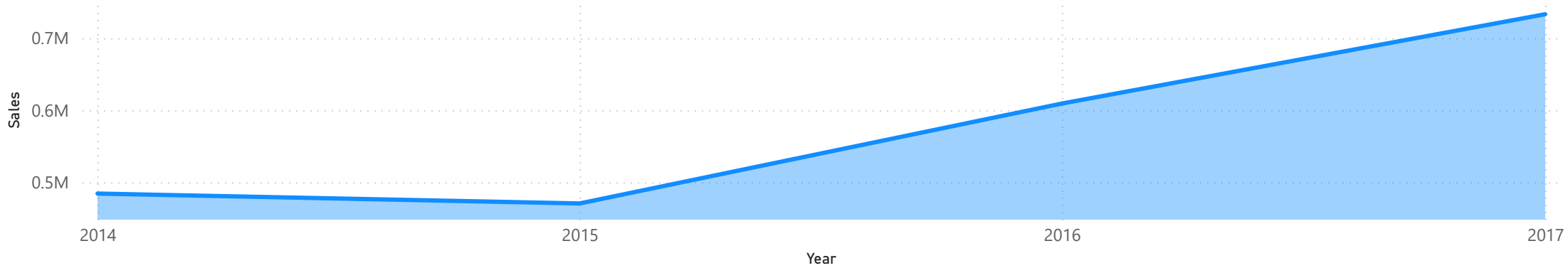
- Consumer
- Corporate
- Home Office

RFM_Score

- 111
- 112
- 113
- 114
- 121
- 122
- 123
- 124
- 131
- 132
- 133
- 134
- 142
- 143
- 144
- 211
- 212



Yearly Sales Trend



Sales by Ship Mode

