

# CUSTOMER ANALYTICS DASHBOARD

Product Category

All

Order Priority

All

Region

All

Ship Mode

All

197

Consumer #

353

Corporate #

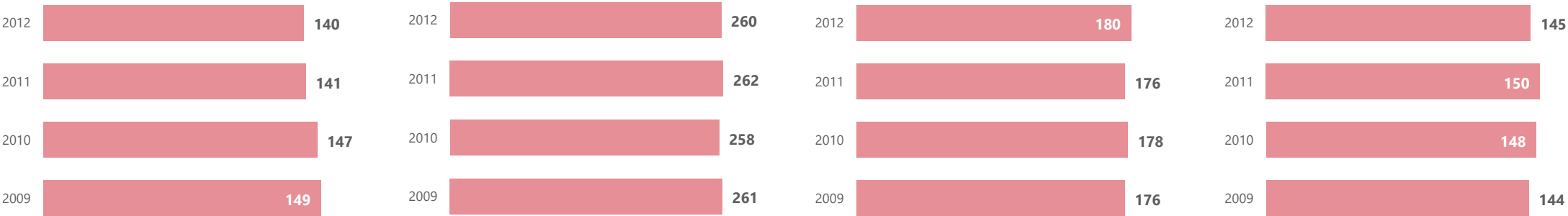
246

Home Office #

193

Small Business #

## CUSTOMERS WHO MADE AT LEAST A SINGLE ORDER IN A YEAR



## HEATMAP OF CUSTOMER SEGMENT BY SUB PRODUCT CATEGORY

Customer Seg...	Appliances	Binders a...	Bookc...	Chairs &...	Comput...	Copiers ...	Envelo...	Labels	Office F...	Office M...	Paper	Pens ...	Rubb...	Scisso...	Storage ...	Tables	Telepho...
Consumer	112,337	166,906	184,420	374,635	123,514	233,017	28,480	6,172	127,840	538,623	84,453	37,023	2,976	29,405	223,629	441,912	348,268
Corporate	296,465	403,750	293,191	677,586	319,088	364,176	57,963	15,152	227,419	888,782	154,710	60,860	4,759	23,110	324,546	664,644	721,989
Home Office	187,463	254,902	194,979	403,575	202,333	248,344	35,175	7,789	223,716	409,378	110,432	33,383	3,932	23,643	301,070	463,076	458,870
Small Business	140,726	196,719	150,062	306,040	149,789	284,825	52,030	9,869	119,119	320,874	95,986	35,841	3,339	4,838	220,662	321,392	360,186