

Sales Overview

9.79M

Total Revenue

26K

Total Transactions

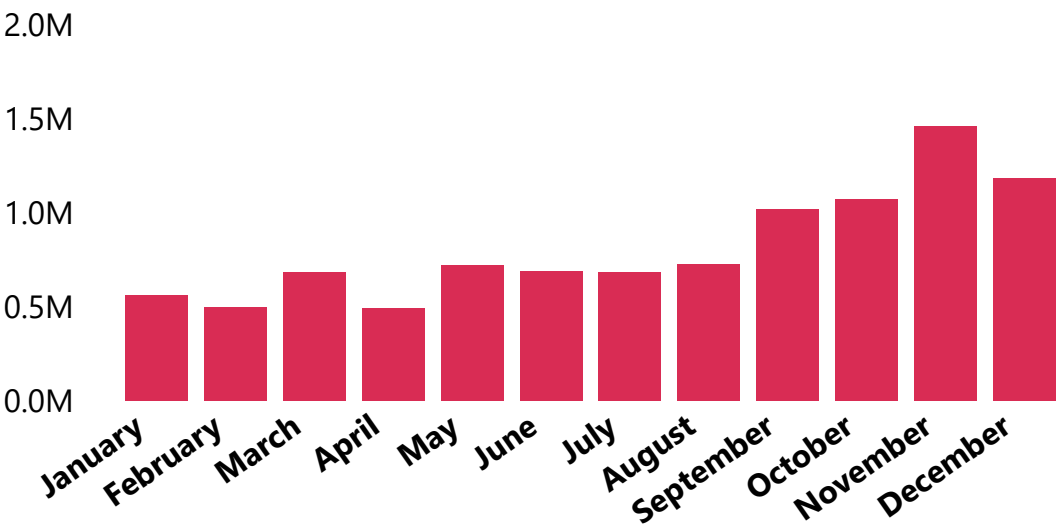
6M

Total Quantity Sold

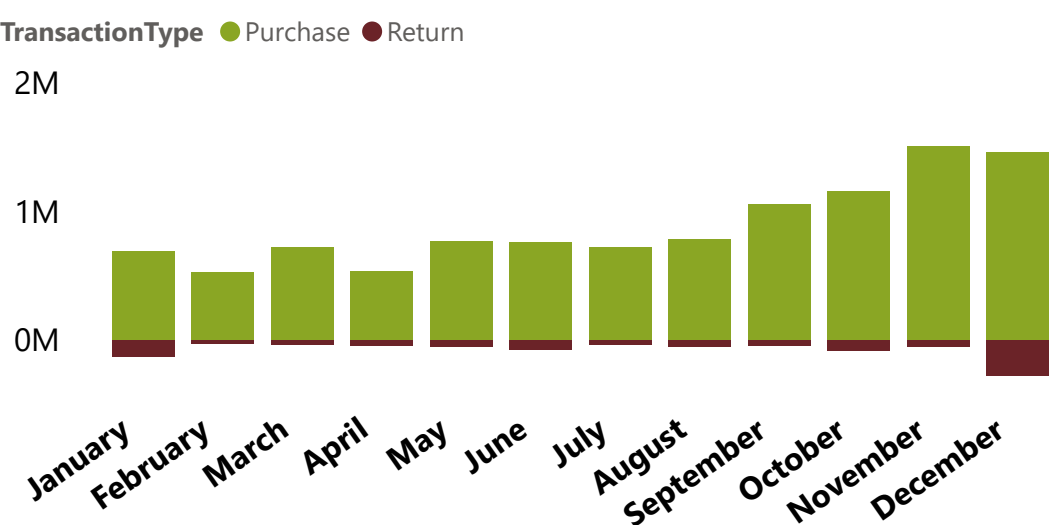
378.07

AOV

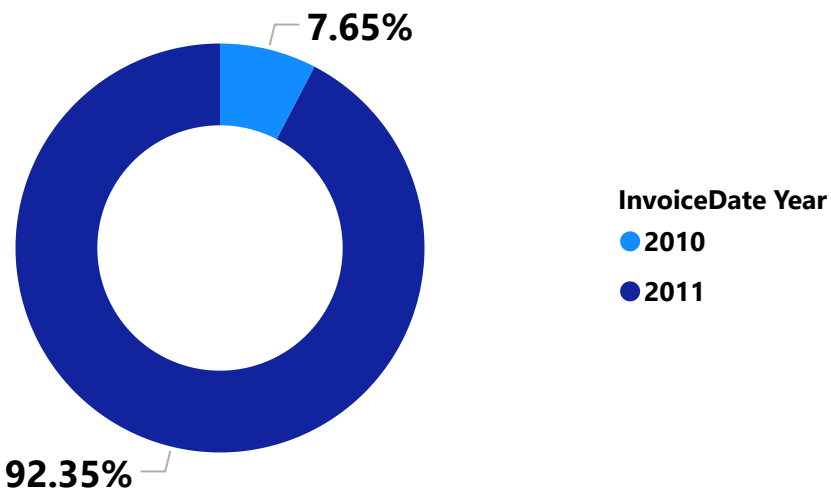
Total Sales By Month



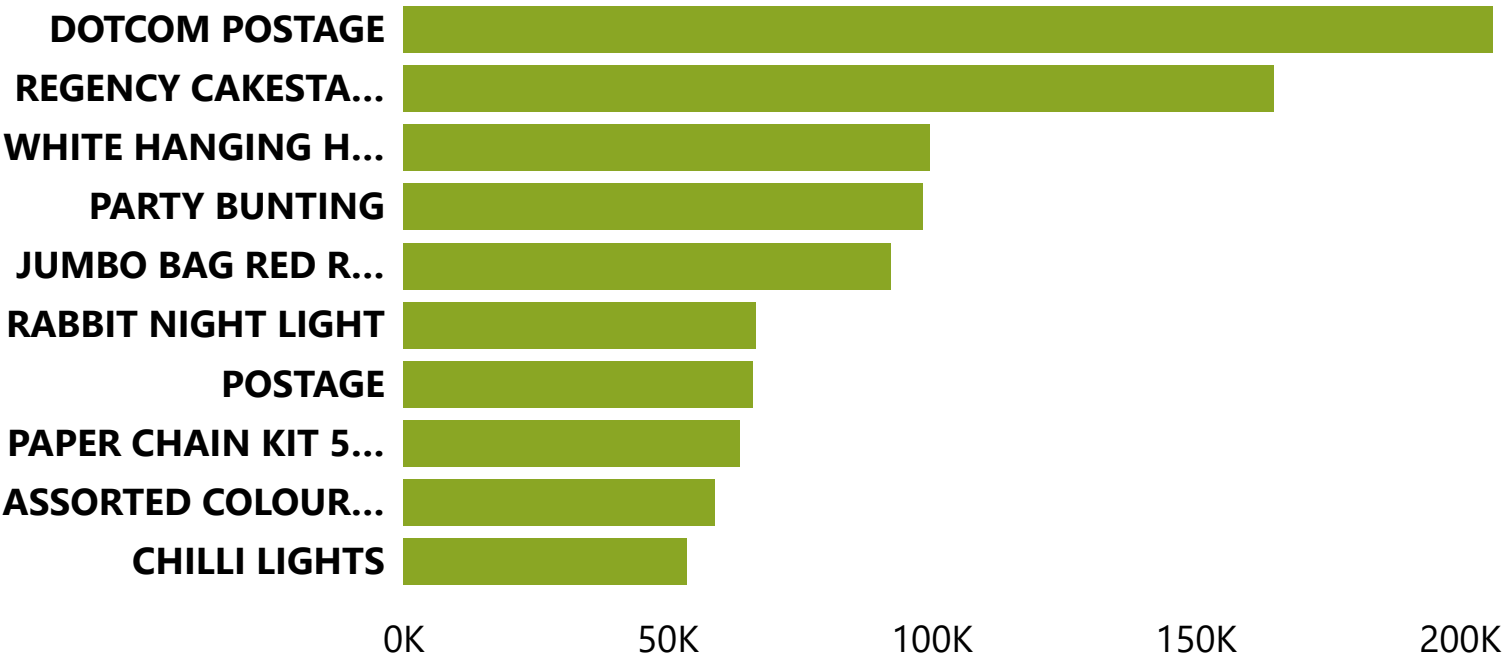
Purchases vs Returns by month



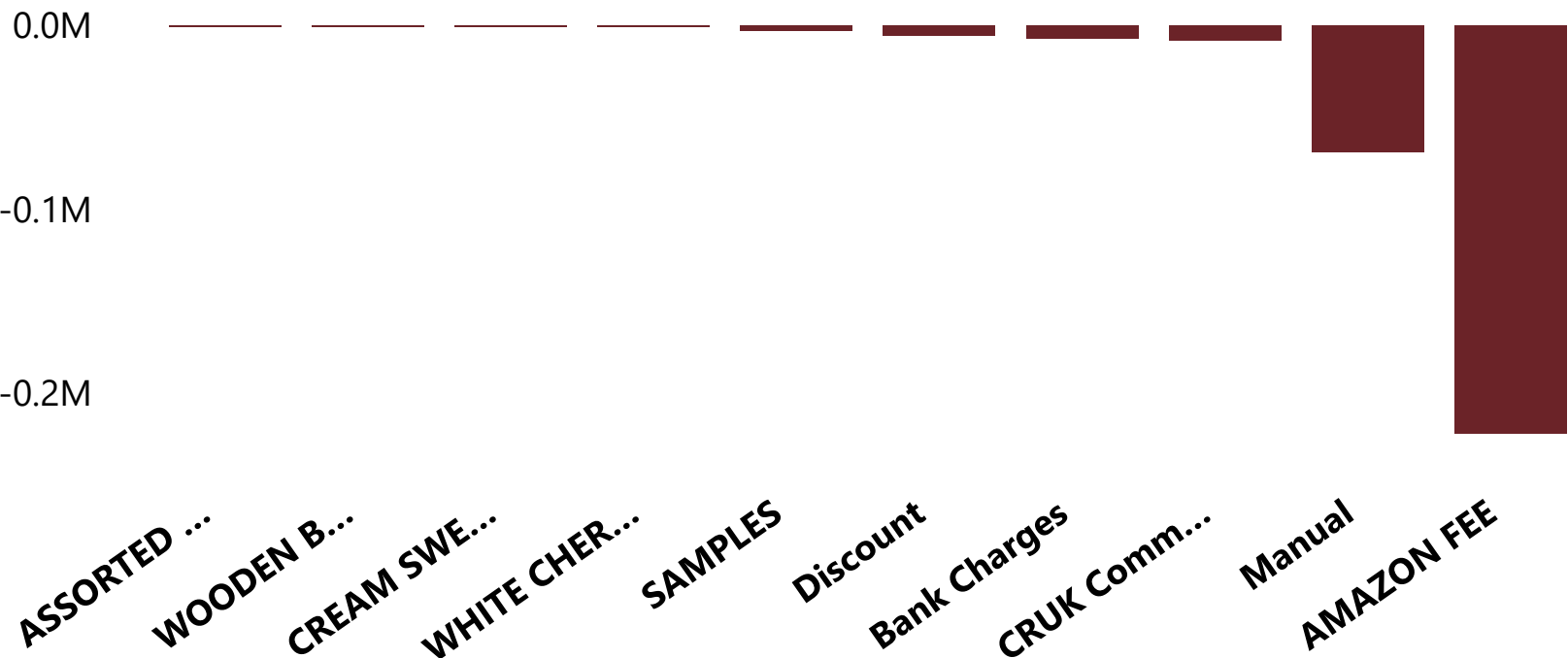
Total Sales by year



Top 10 Products Sales



Least 10 Products Sales



Customer Analysis

4372

Unique Customers

926

VIP Customers

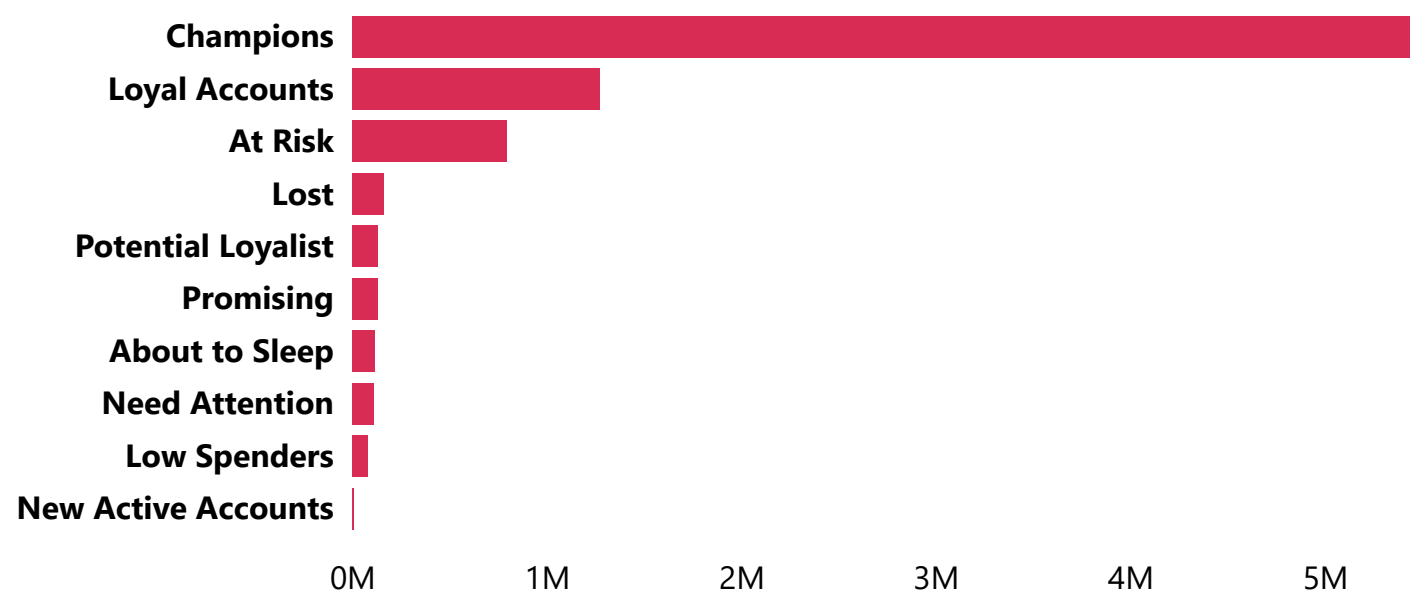
2.24K

ARPC

5.92

Transactions per Customer

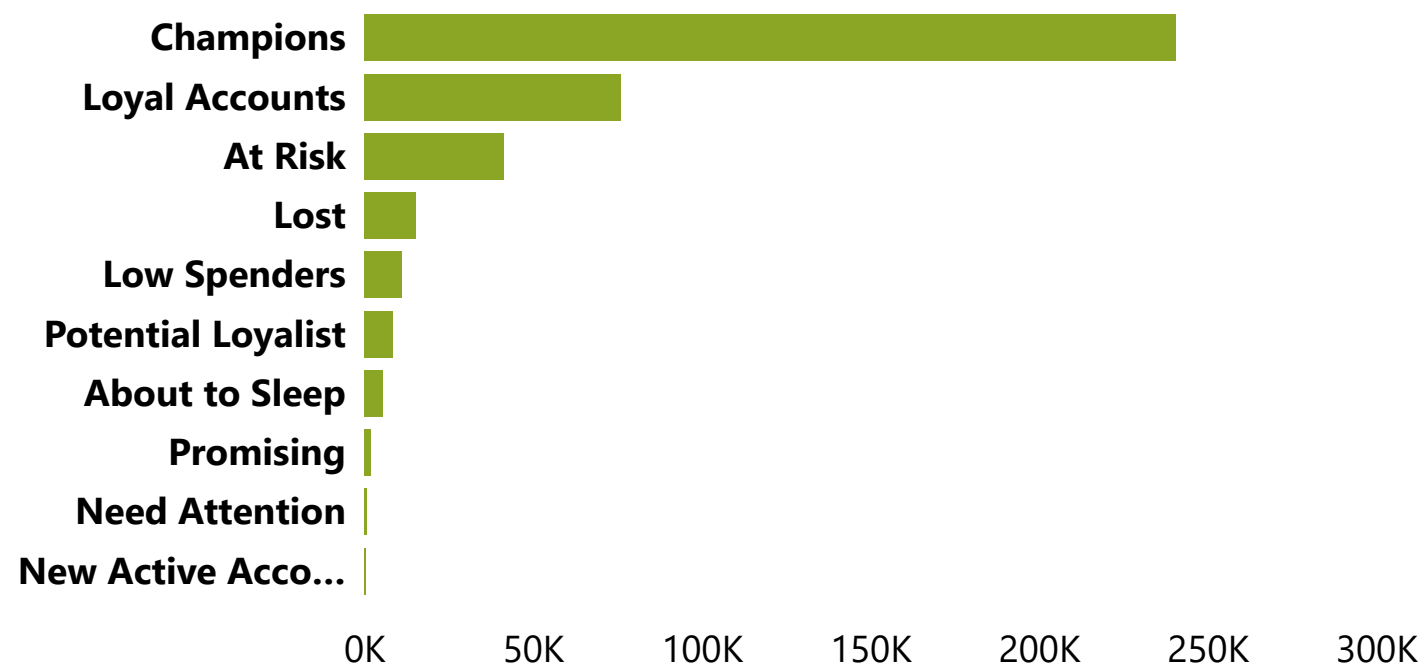
Total Sales By Segment



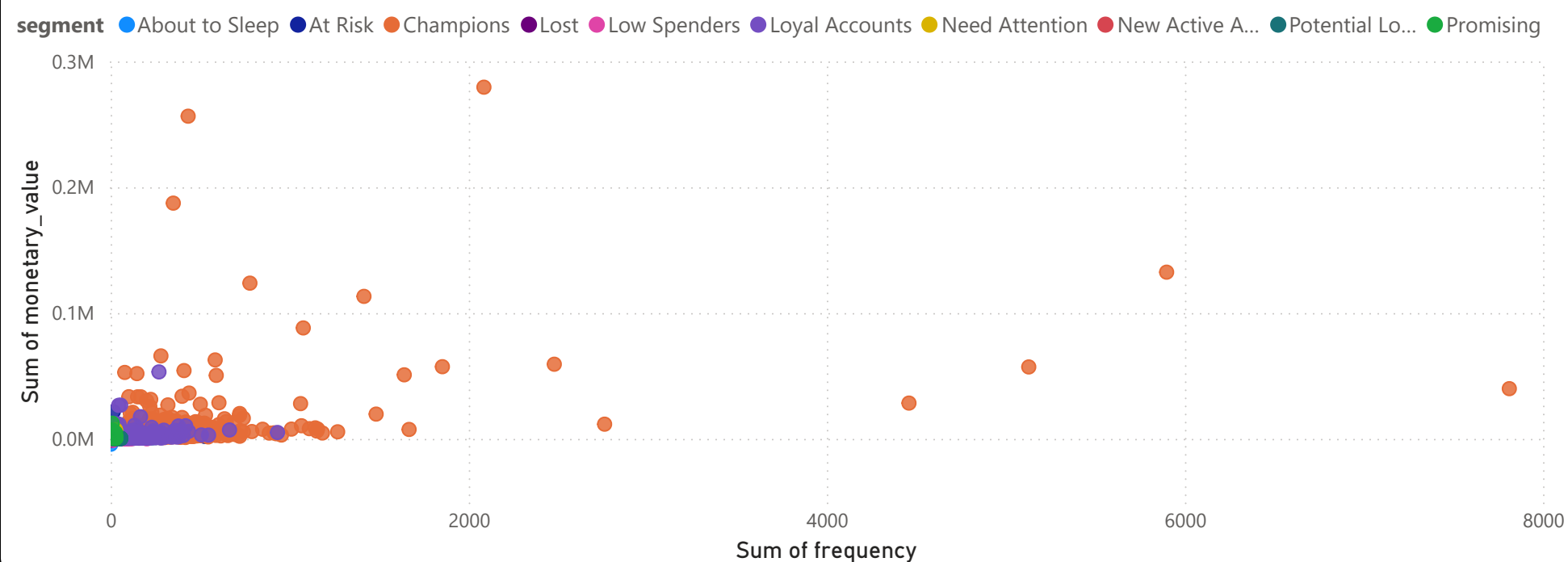
Top 5 clients in terms of spending

CustomerID	frequency	recency	monetary_value	f	m	r	rfm_score	segment
12415	778	23	123,725.17	5	5	4	455	Champions
14646	2085	1	279,486.02	5	5	5	555	Champions
14911	5898	0	132,450.47	5	5	5	555	Champions
17450	350	7	187,321.09	5	5	5	555	Champions
18102	433	0	256,437.83	5	5	5	555	Champions

Total Transactions by segment



Analysis of the relationship between Frequency and Monetary



RFM & KPI Dashboard

1.89K

Avg Monetary

0.66

Top Segment Revenue %

2.24K

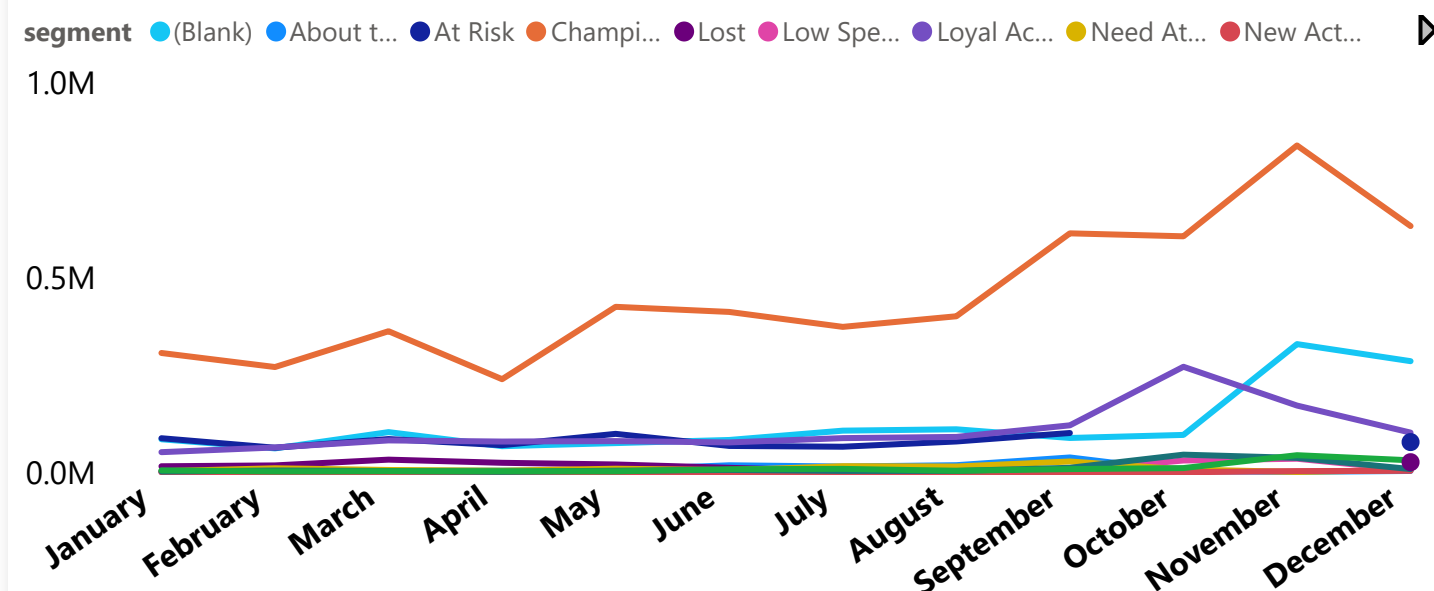
ARPC

5.92

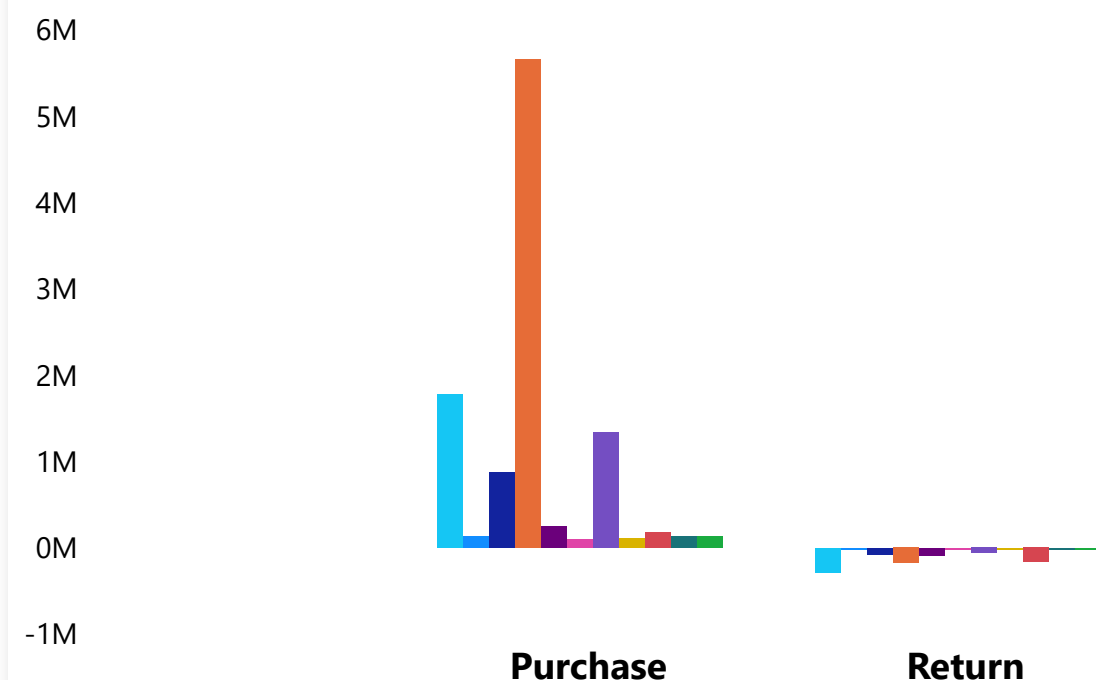
Transactions per Customer



Total Sales By Segment, Month



Total Sales By Segment, Transaction type



Top 5 clients in terms of spending

CustomerID	frequency	recency	monetary_value	f	m	r	rfm_score	segment
12358	19	1	1,168.06	2	4	5	524	Promising
12464	29	9	1,212.05	2	4	5	524	Promising
12603	3	21	739.20	1	3	4	413	Promising
12695	27	6	582.10	2	3	5	523	Promising
12787	20	9	463.50	2	3	5	523	Promising
12798	8	9	6,977.04	1	5	5	515	Promising
12882	13	8	1,463.00	1	4	5	514	Promising
12912	24	2	1,662.26	2	4	5	524	Promising
12950	23	1	1,843.00	2	4	5	524	Promising
13029	10	30	1,247.50	1	4	4	414	Promising
13104	20	2	1,098.40	2	4	5	524	Promising
13147	4	9	712.80	1	3	5	513	Promising
13153	15	5	486.22	2	3	5	523	Promising
13247	25	17	501.10	2	3	4	423	Promising
13311	26	3	598.37	2	3	5	523	Promising
13318	20	0	640.72	2	3	5	523	Promising