# Dashboard

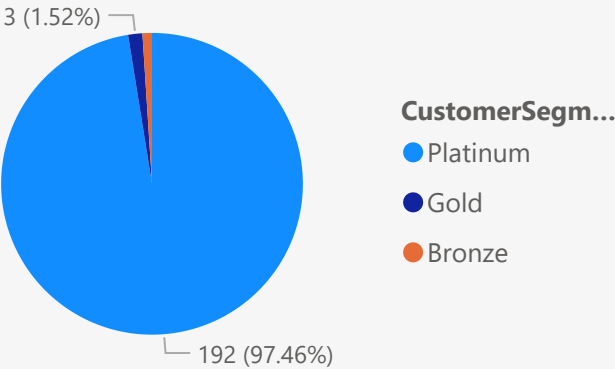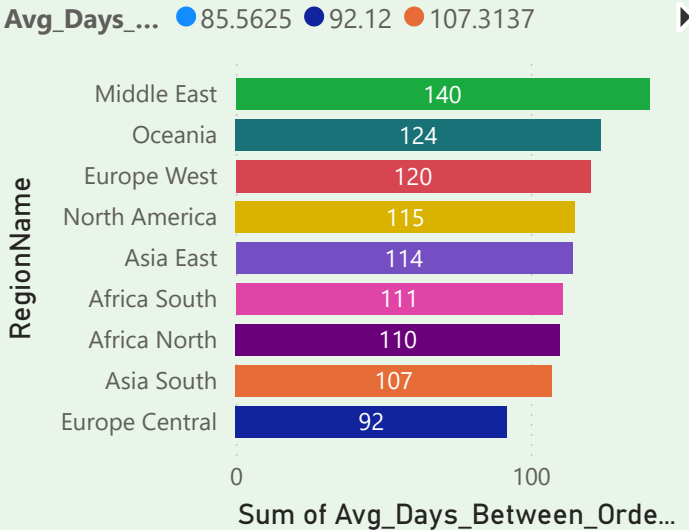| 344.81K | 197 | 95.98 | 14.00K |
|---|---|---|---|
| Sum of Total_Revenue | Count of CustomerName | Average of Repeat_Customer_Rate | Average of CLV |

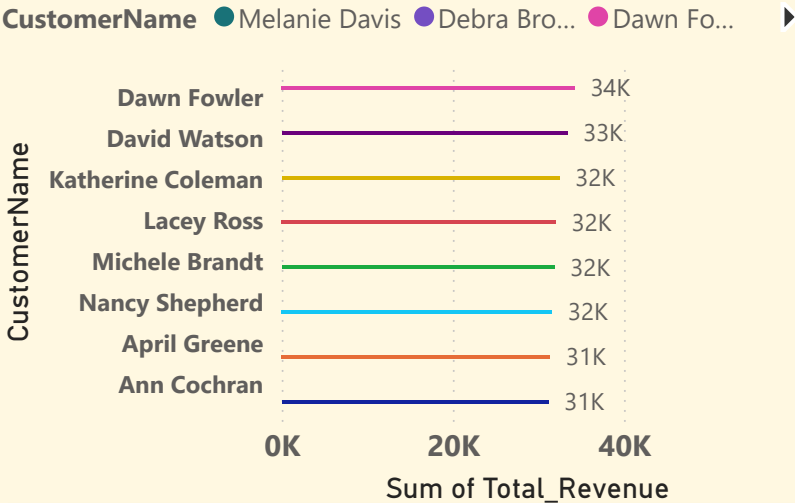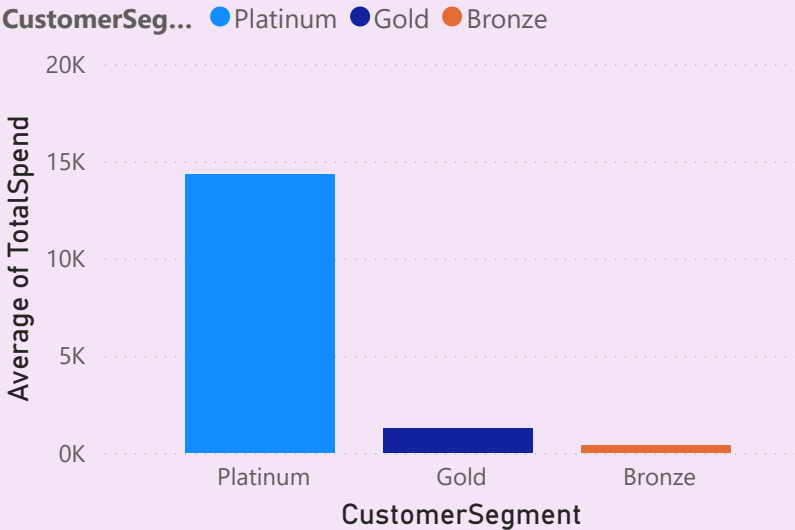## Count of CustomerID by CustomerSegment

3 (1.52%)

192 (97.46%)

**CustomerSegm...**
- Platinum
- Gold
- Bronze

## Sum of Total_Revenue by CustomerName and CustomerName

**CustomerName** ● Melanie Davis ● Debra Bro... ● Dawn Fo... ▶

| CustomerName | Sum of Total_Revenue |
|---|---|
| Dawn Fowler | 34K |
| David Watson | 33K |
| Katherine Coleman | 32K |
| Lacey Ross | 32K |
| Michele Brandt | 32K |
| Nancy Shepherd | 32K |
| April Greene | 31K |
| Ann Cochran | 31K |

## Sum of CLV and Sum of TotalSpend by CustomerName and CustomerSegment

**CustomerName** ● Abigail Fig... ● Alan Young ● Albert Jo... ● Alexis Co... ▶

CustomerSegment: Platinum, Gold

## Sum of Avg_Days_Between_Orders by RegionName and Avg_Days_Between_Orders

**Avg_Days_...** ● 85.5625 ● 92.12 ● 107.3137 ▶

| RegionName | Sum of Avg_Days_Between_Orde... |
|---|---|
| Middle East | 140 |
| Oceania | 124 |
| Europe West | 120 |
| North America | 115 |
| Asia East | 114 |
| Africa South | 111 |
| Africa North | 110 |
| Asia South | 107 |
| Europe Central | 92 |

## Average of TotalSpend by CustomerSegment and CustomerSegment

**CustomerSeg...** ● Platinum ● Gold ● Bronze

| CustomerName | CustomerID | CustomerSegment | Sum of TotalSpend | Sum of CLV |
|---|---|---|---|---|
| Melanie Davis | 178 | Platinum | 46,959.01 | 46,959.01 |
| Debra Brooks | 174 | Platinum | 39,548.89 | 39,548.89 |
| Dawn Fowler | 70 | Platinum | 34,253.12 | 34,253.12 |
| David Watson | 142 | Platinum | 33,401.58 | 33,401.58 |
| Katherine Coleman | 136 | Platinum | 32,474.46 | 32,474.46 |
| Lacey Ross | 112 | Platinum | 32,054.02 | 32,054.02 |
| Michele Brandt | 25 | Platinum | 31,890.22 | 31,890.22 |
| Nancy Shepherd | 131 | Platinum | 31,636.18 | 31,636.18 |
| April Greene | 33 | Platinum | 31,389.24 | 31,389.24 |
| Ann Cochran | 44 | Platinum | 31,198.41 | 31,198.41 |
| Robert Bond | 51 | Platinum | 30,911.93 | 30,911.93 |
| Amy Wright | 6 | Platinum | 30,500.98 | 30,500.98 |
| **Total** | | | **27,57,346.10** | **27,57,346.10** |