

END OF THE YEAR SALES REVIEW FOR ADVENTURE WORKS

109.85M

Total sales

19K

Total customer

6.35

average frequen...

5.80

average recency

669

Customers without a purchase...

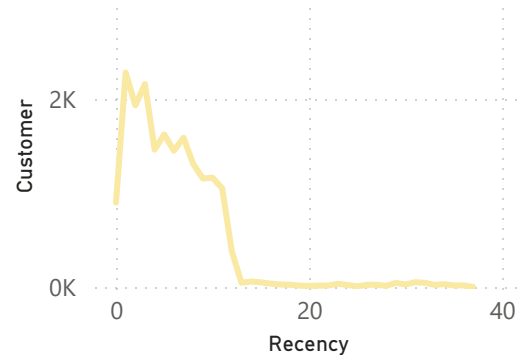
340

Number of customers with h...

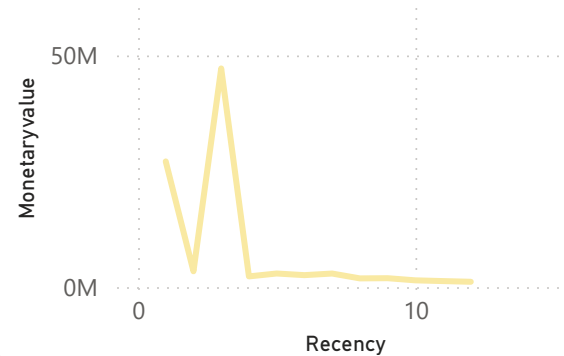
5.75K

average monetary value

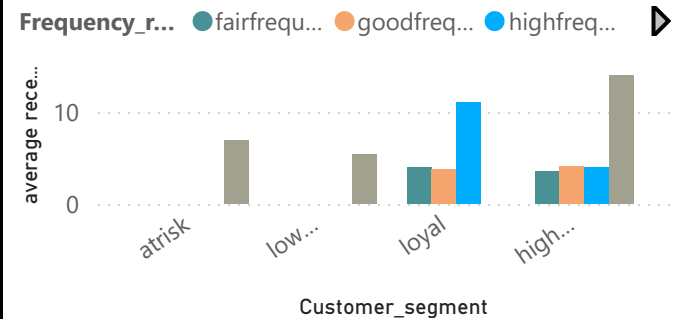
Customer by Recency



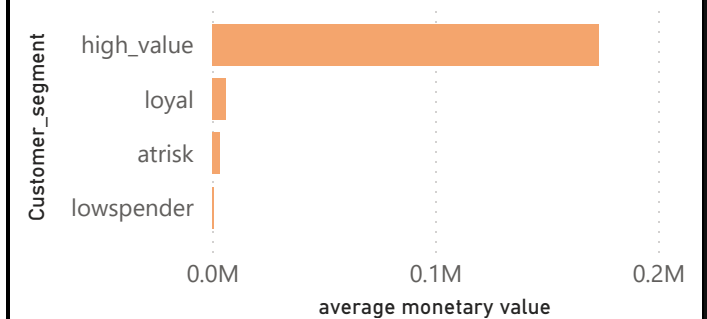
Monetaryvalue by Recency



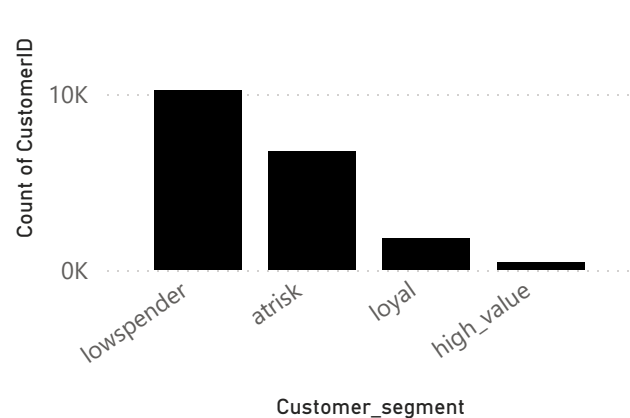
average recency by Customer_segment and Frequency_rating



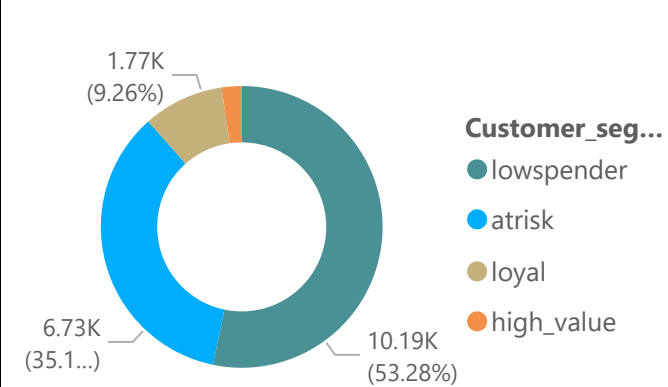
average monetary value by Customer_segment



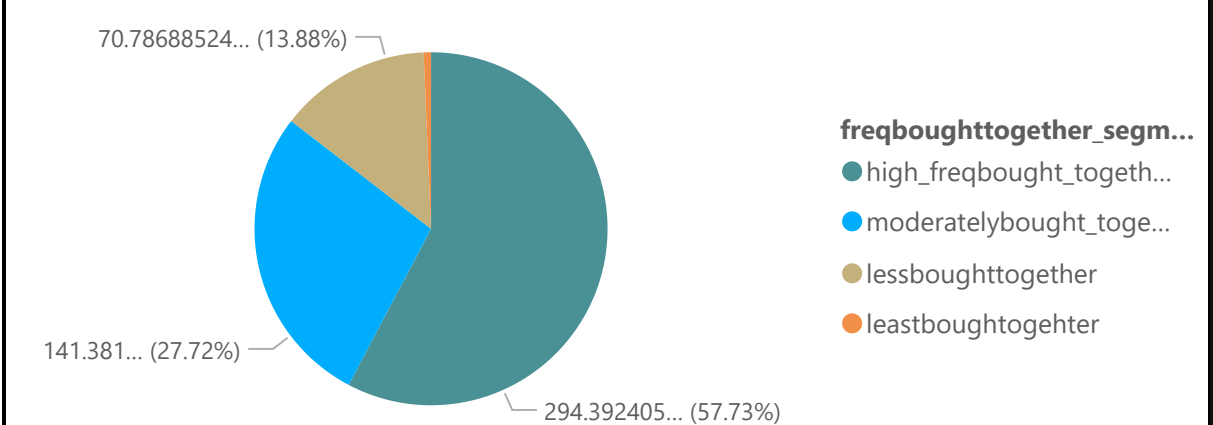
Count of CustomerID by Customer_segment



Count of CustomerID by Customer_segment

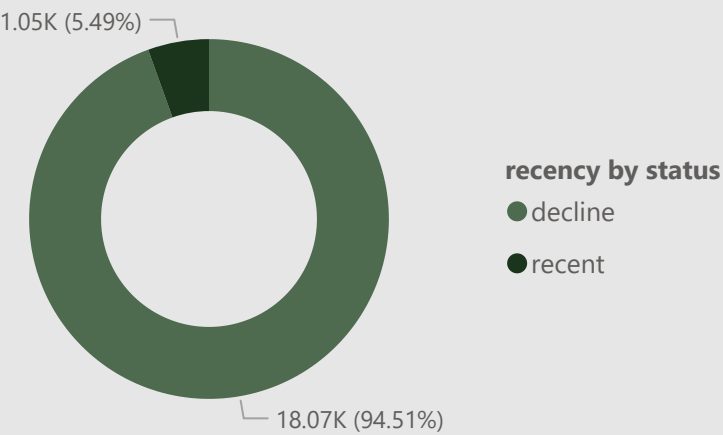


average frequency by freqboughttogether_segments

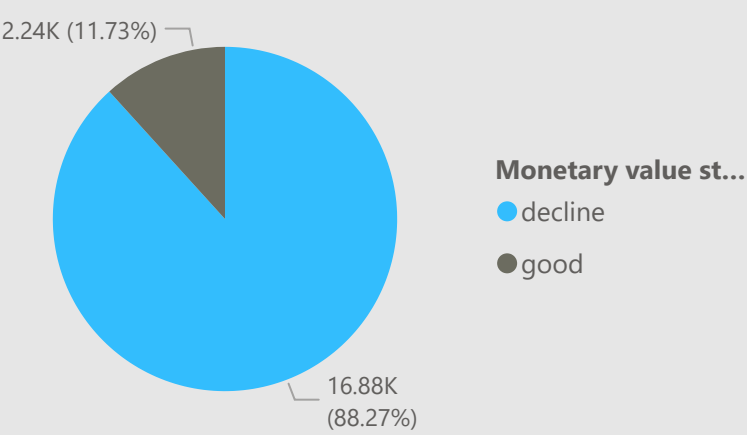


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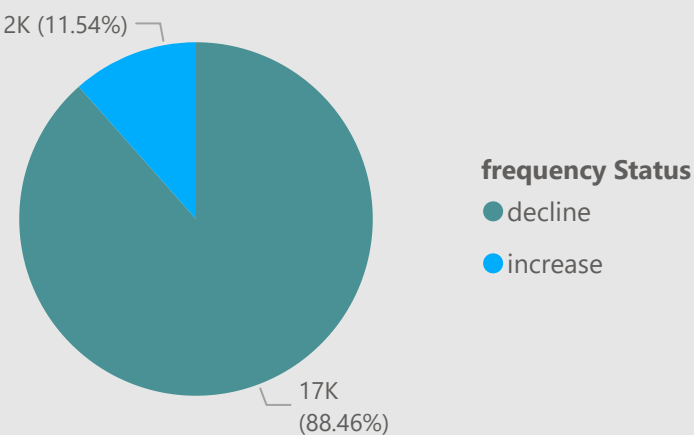
Count of CustomerID by recency by status



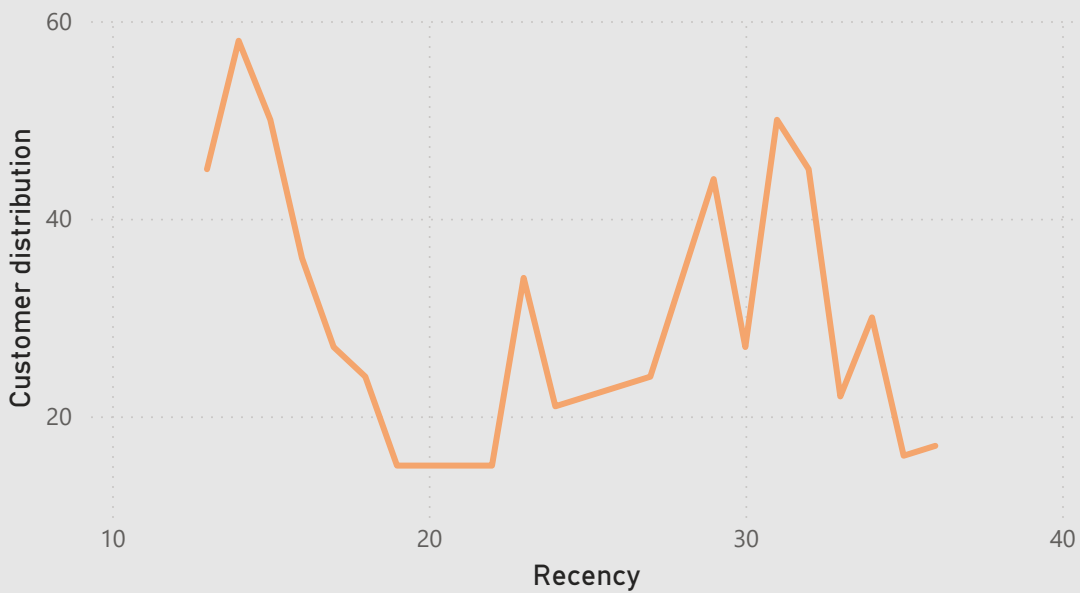
Customer Distribution by Monetary value status



Customer Distribution by frequency Status



Customer distribution by Recency

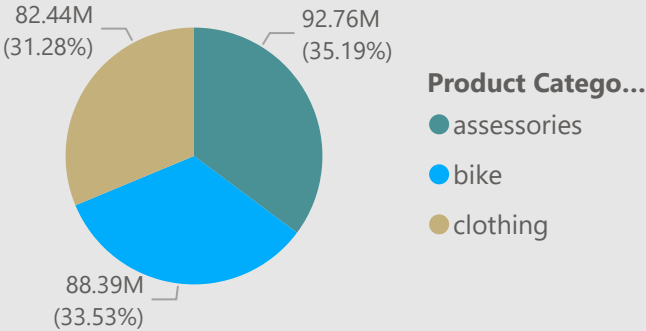


product_name1	product_name2	Sum of Frequency	freqboughttogether_segments
Mountain Bottle Cage	Water Bottle - 30 oz.	1692	high_freqbought_together
Water Bottle - 30 oz.	Mountain Bottle Cage	1692	high_freqbought_together
Road Bottle Cage	Water Bottle - 30 oz.	1521	high_freqbought_together
Water Bottle - 30 oz.	Road Bottle Cage	1521	high_freqbought_together
AWC Logo Cap	Long-Sleeve Logo Jersey, L	1172	high_freqbought_together
Long-Sleeve Logo Jersey, L	AWC Logo Cap	1172	high_freqbought_together
AWC Logo Cap	Water Bottle - 30 oz.	1019	high_freqbought_together
Water Bottle - 30 oz.	AWC Logo Cap	1019	high_freqbought_together
AWC Logo Cap	Sport-100 Helmet, Blue	1011	high_freqbought_together
Sport-100 Helmet, Blue	AWC Logo Cap	1011	high_freqbought_together
AWC Logo Cap	Sport-100 Helmet, Black	988	high_freqbought_together
Sport-100 Helmet, Black	AWC Logo Cap	988	high_freqbought_together
HL Mountain Tire	Mountain Tire Tube	957	high_freqbought_together
Total		1984276	

END OF THE YEAR SALES REVIEW FOR ADVENTURE WORKS-CROSS-SELLING AND UPSELLING

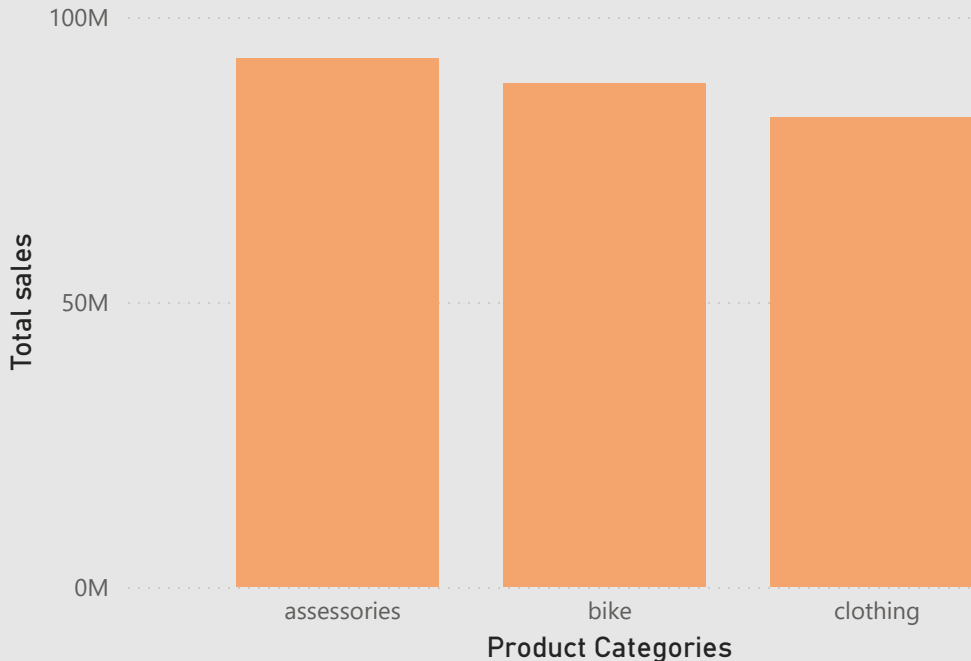
product name	sum of products
AWC Logo Cap	263
Sport-100 Helmet, Black	263
Sport-100 Helmet, Blue	262
Sport-100 Helmet, Red	262
Long-Sleeve Logo Jersey, L	259
Long-Sleeve Logo Jersey, M	259
Long-Sleeve Logo Jersey, XL	259
Half-Finger Gloves, M	236
Half-Finger Gloves, S	236
Half-Finger Gloves, L	234
Hydration Pack - 70 oz.	180
Short-Sleeve Classic Jersey, S	179
Patch Kit/8 Patches	178
Bike Wash - Dissolver	177
Classic Vest, S	177
Hitch Rack - 4-Bike	177
Short-Sleeve Classic Jersey, XL	177
Classic Vest, M	176
Short-Sleeve Classic Jersey, L	176
Water Bottle - 30 oz.	176
HL Mountain Frame - Black, 42	126
HL Mountain Frame - Silver, 38	126
HL Mountain Frame - Silver, 42	125
Mountain-200 Black, 38	123
Mountain-200 Black, 42	123
Mountain-200 Black, 46	123
Mountain-200 Silver, 38	123
Mountain-200 Silver, 42	123
Total	22860

Total sales by Product Categories



CustomerID	Recency	Sum of Monetaryvalue
29485	1	112,888.67
29486	1	519,411.36
29487	1	67,941.19
29488	1	221,169.78
29492	1	140,130.84
29496	1	95,228.22
29499	1	234,957.32
29528	1	144,109.87
29531	1	100,495.45
29534	1	112,651.99
29546	1	474,401.85
29550	1	216,653.62
29551	1	126,693.24
29552	1	132,143.71
29557	1	197,801.06
29559	1	443,316.11
29563	1	184,837.33
Total		64,896,766.99

Total sales by Product Categories



Product name by Quantity of Product sold and Product Categories

