

Customer Trends and Insights Dashboard

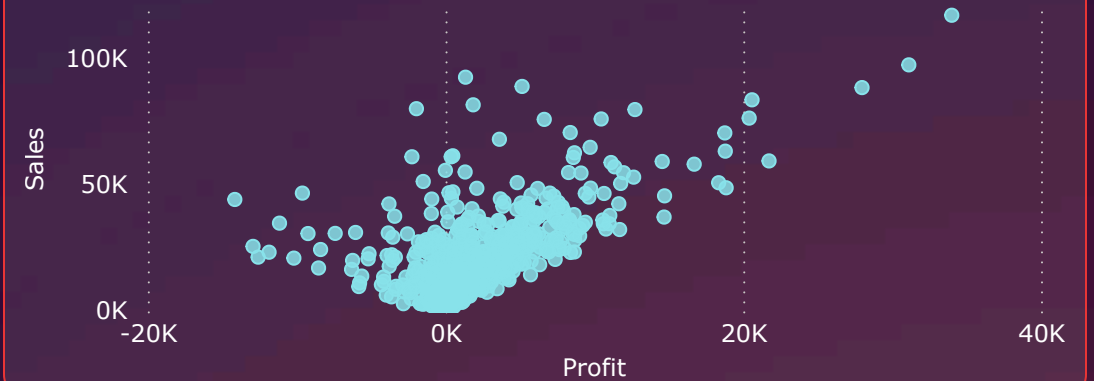
Total Sales Amount

14.92M

Total Customers

8399

Profit vs. Sales Amount for each customer

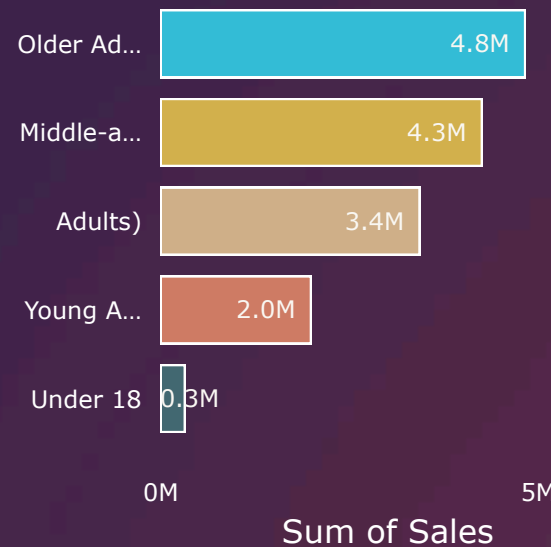


Sales Amount by Gender by Product Category

● Furniture ● Office Supplies ● Technology



Total Sales Amount by Age Group



Sales Amount by Region





- The age group **Older Adults** generates the highest sales.
- Customers in **Central Region** have the highest total profit.
- **Technology** Purchases are high value Sales orders.
- **Male Category** Dominates the Profits we get 57.78% from Males as total profit.

Customer Name	Region	Product Category	Sum of Sales	Sum of Profit	Sum of CLV
Emily Phan	South	Technology	95697.71	28,844.39	4,78,488.1
Dennis Kane	East	Technology	60434.64	10,829.78	3,02,173.1
Jasper Cacioppo	East	Technology	57739.27	539.98	2,88,696.1
Raymond Book	West	Technology	53450.78	18,353.24	2,67,253.1
Alejandro Grove	East	Office Supplies	51696.02	20,399.17	2,58,480.1
Lisa DeCherney	Central	Furniture	51022.92	2,338.09	2,55,114.1
Grant Carroll	Central	Office Supplies	50717.43	21,385.06	2,53,587.1
Deborah Brumfield	South	Technology	46454.19	18,222.05	2,32,270.1
Clytie Kelty	West	Technology	45264.40	15,841.86	2,26,322.1
Barry Gonzalez	East	Furniture	44484.14	6,485.71	2,22,420.1
John Lucas	East	Furniture	44090.34	2,957.75	2,20,451.1
Julia West	Central	Furniture	44021.42	-14,154.29	2,20,107.1
Nick Crebassa	South	Technology	43263.02	14,929.64	2,16,315.1
Noel Staavos	East	Technology	43023.97	10,268.57	2,15,119.1
Matt Abelman	Central	Furniture	42323.13	-6,752.78	2,11,615.1
Clay Cheatham	West	Technology	41691.92	-3,968.85	2,08,459.1
Craig Carreira	South	Technology	41343.21	3,852.19	2,06,716.1
Darren Budd	Central	Furniture	40691.03	-778.88	2,03,455.1
Julia Barnett	East	Furniture	39863.02	-6,376.74	1,99,315.1
Total			14915600.82	15,21,767.96	7,45,78,004.1

Purchase Date

01-01-2012



30-12-2015



Gender

Female

Male

Region

Central

South

East

West