

**92%**

VIP Revenue Share

**1.51K**

Active Customers

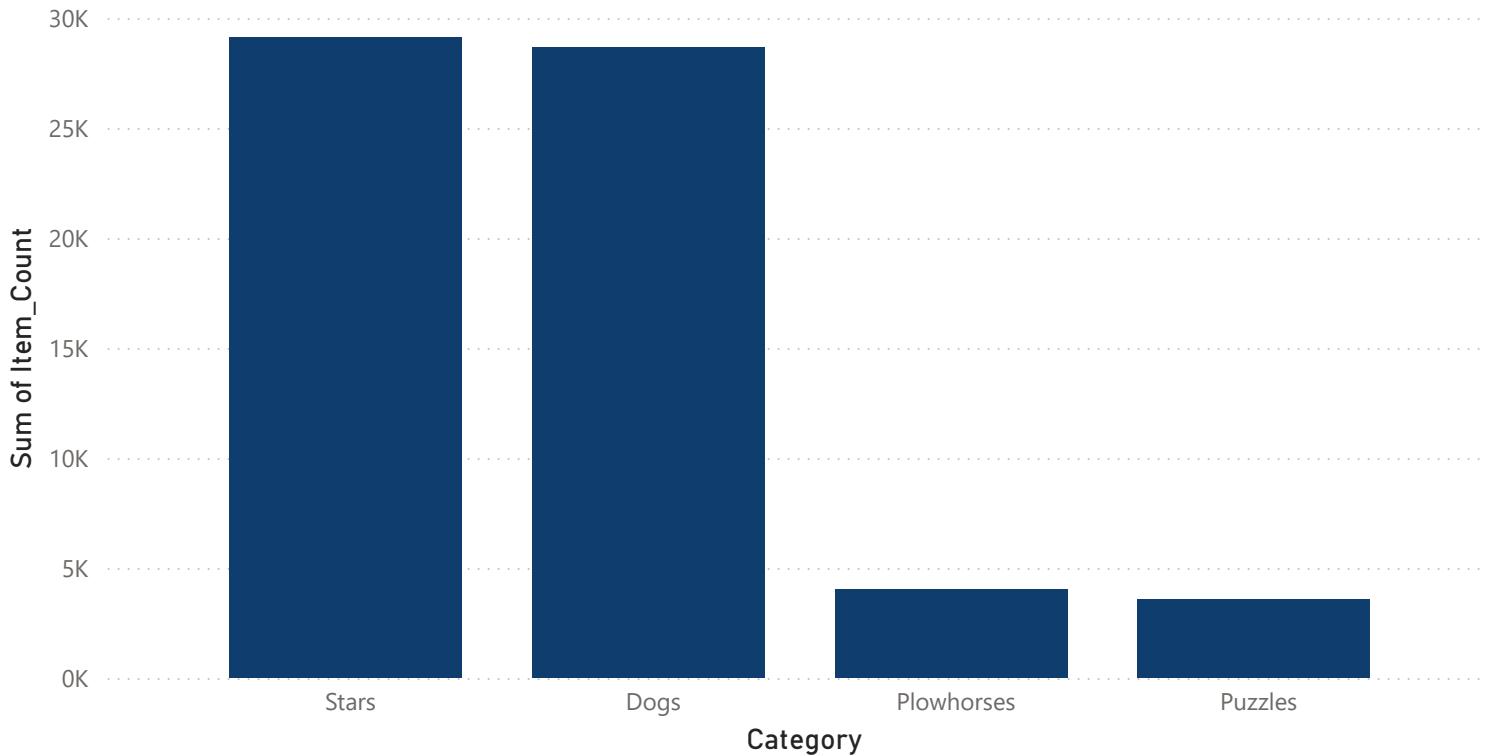
**44.12**

Repeat Purchase Rate

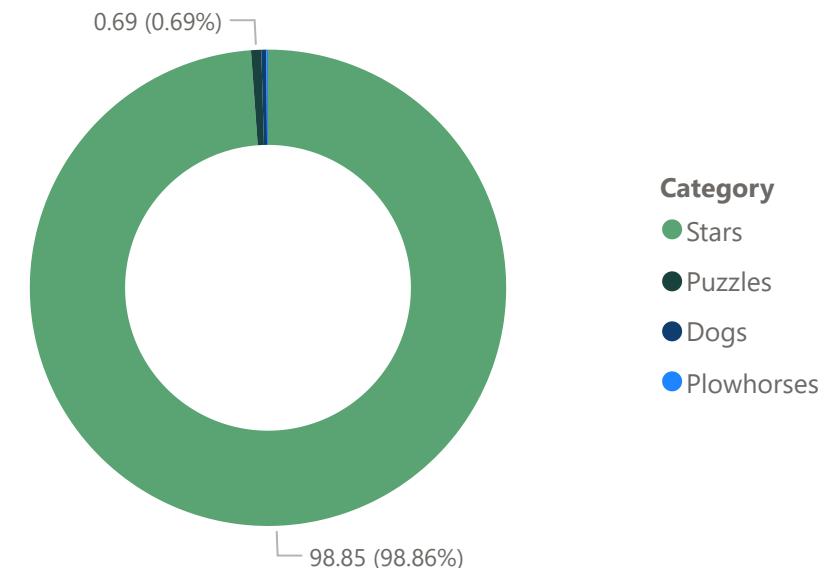
**78.00**

High Confidence Upsell

### Sum of Item\_Count by Category



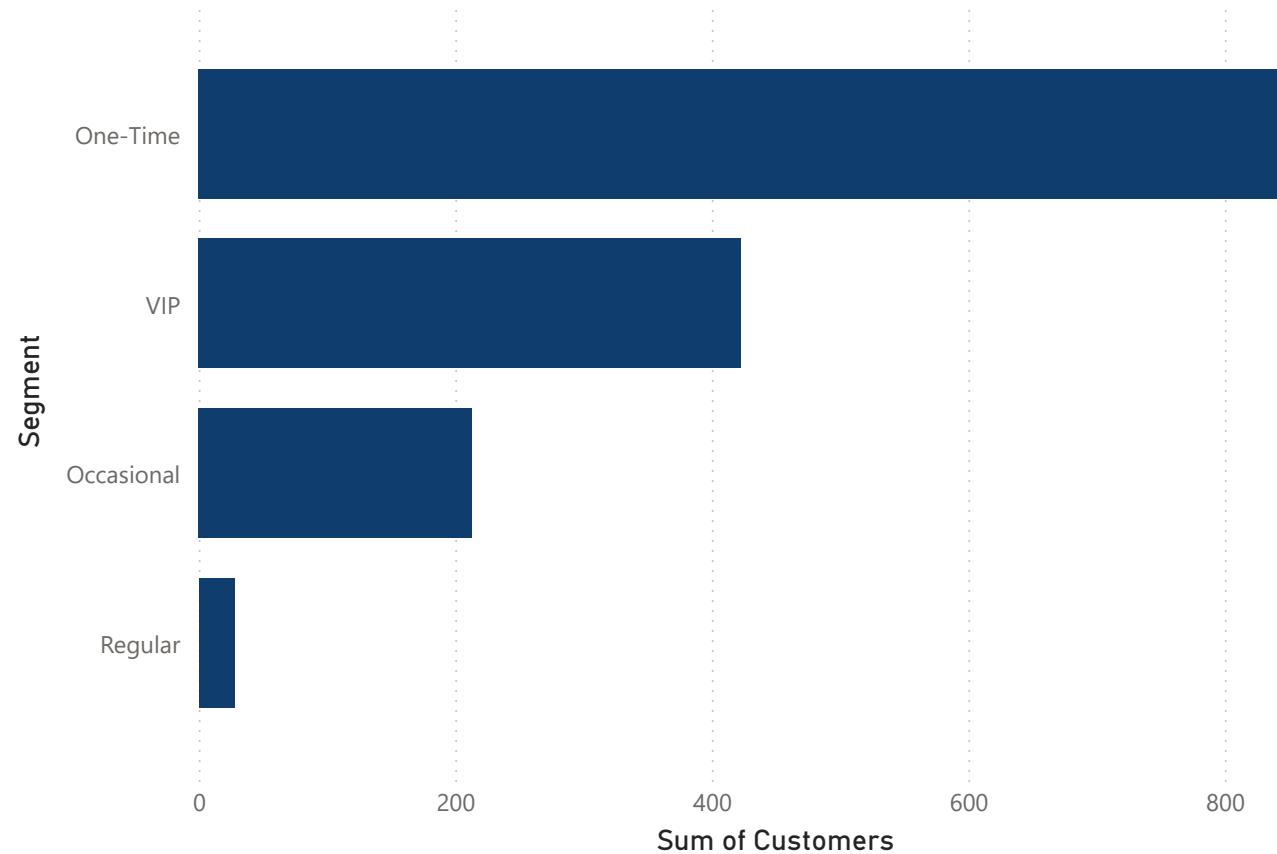
### Sum of Revenue\_Percent by Category



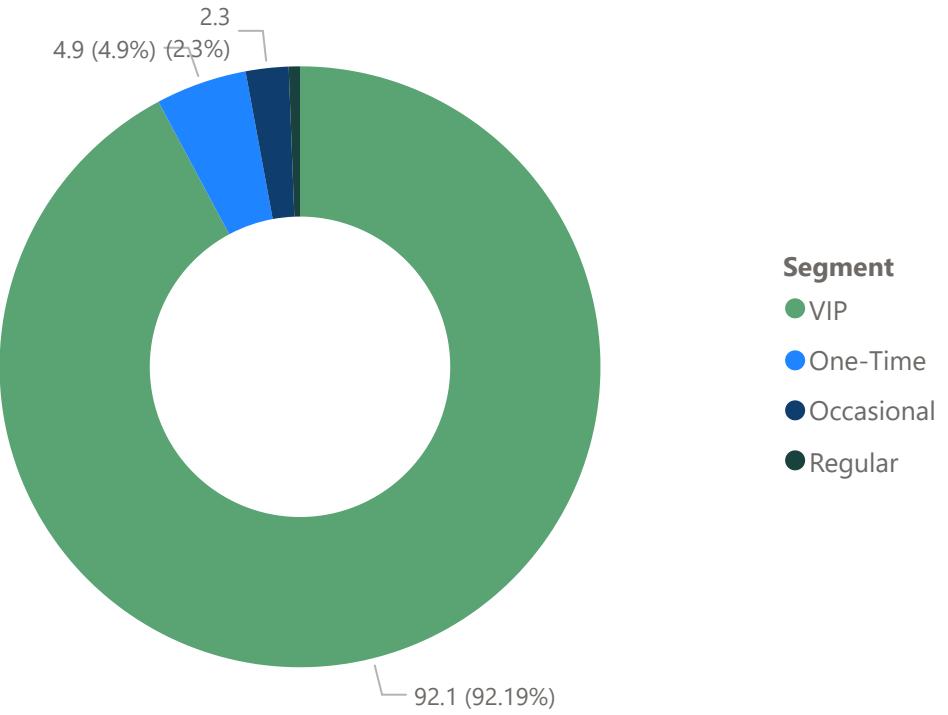
Stars generate 98.85% of revenue.

Dogs contribute almost nothing and should be removed to reduce complexity and cost.

Sum of Customers by Segment



Sum of CLTV\_Percent by Segment



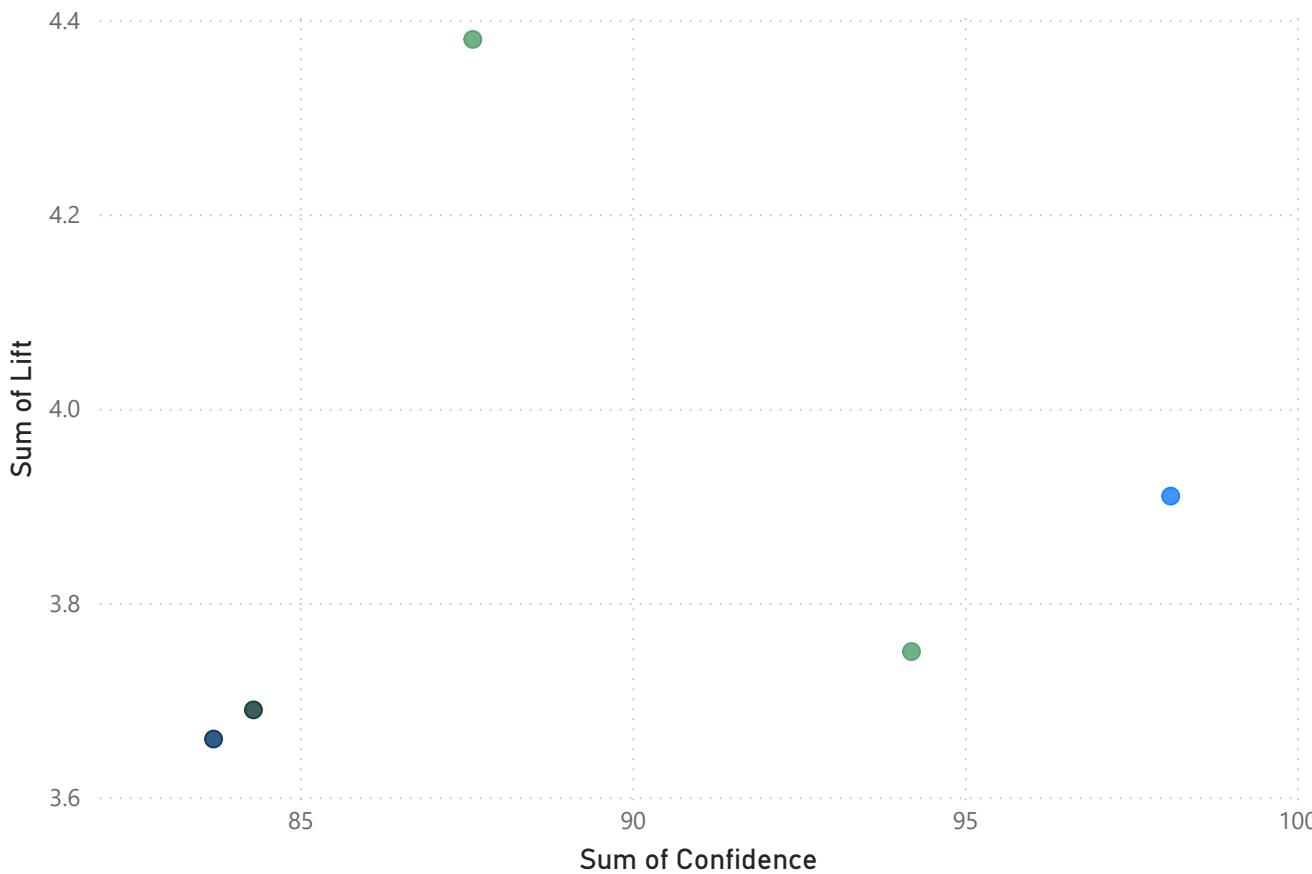
**Segment**

- VIP
- One-Time
- Occasional
- Regular



## Sum of Confidence and Sum of Lift by Suggest and If\_Item

If\_Item • Æg • Agurk • Tacosauce • Tomat



Sum of Confidence	If_Item	Sum of Lift	Suggest
87.60	Tomat	4.38	Oksefilet
98.10	Agurk	3.91	Salat
94.20	Tomat	3.75	Salat
84.30	Tacosauce	3.69	Bearnaisesauce
83.70	Æg	3.66	Bearnaisesauce
<b>447.90</b>		<b>19.39</b>	