

# Customer Trends and Insights Dashboard

Gender

Female

Male

Country

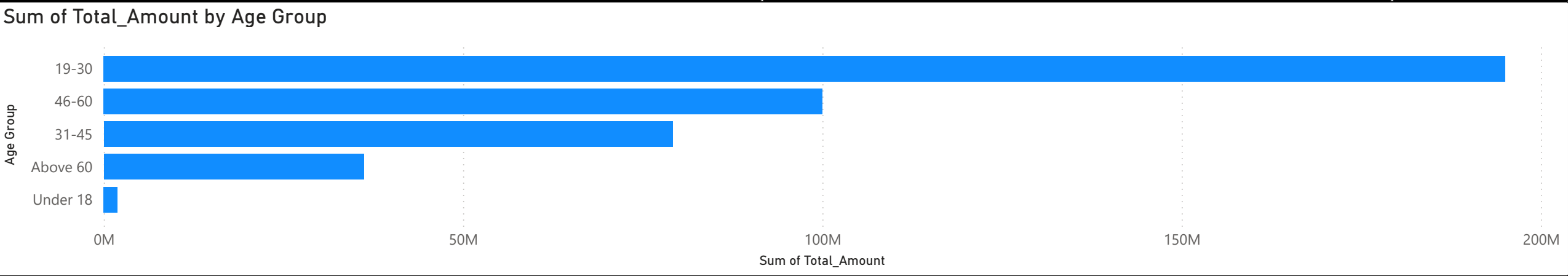
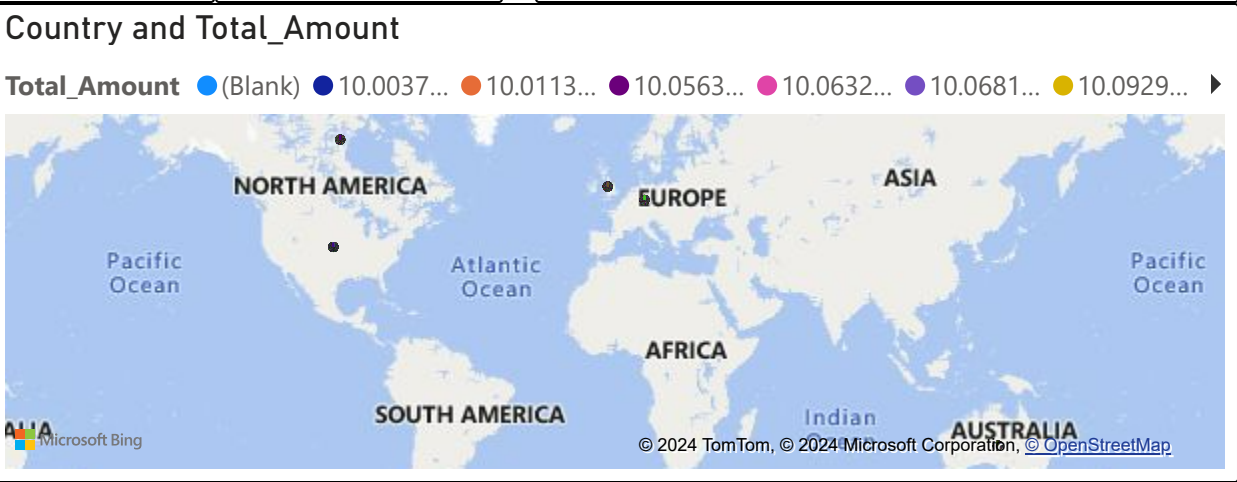
Australia

Canada

Germany

UK

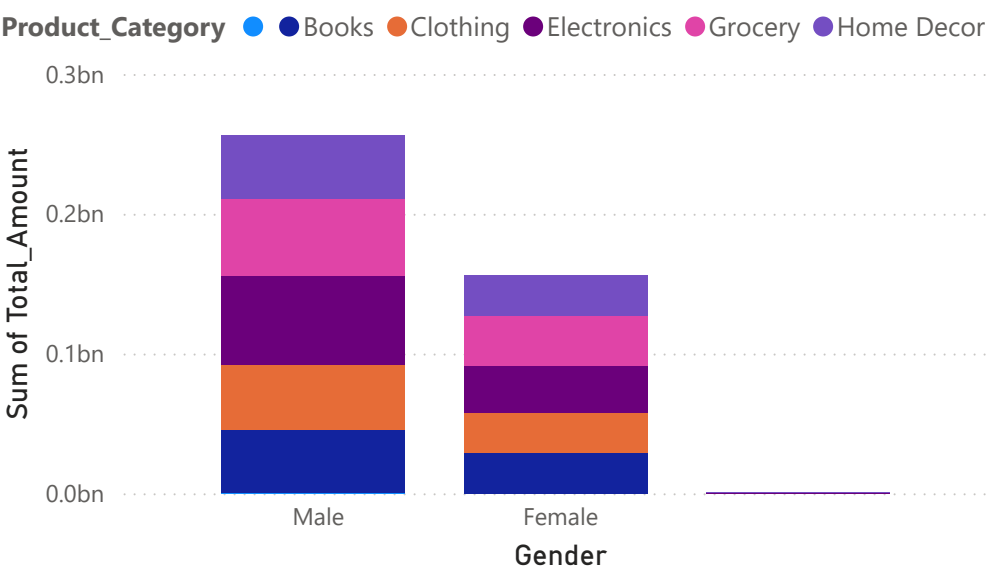
USA



## INSIGHTS

- Age Group 19-30 Contributing the most
- Australia is contributing more in our sales
- We have to improve our product quality in Cloth and Home decor Products

## Sum of Total\_Amount by Gender and Product\_Category



Date

1/1/2024

1/10/2024

1/11/2024

1/12/2024

1/13/2024

1/14/2024

1/15/2024

1/16/2024

1/17/2024

1/18/2024

1/19/2024

1/2/2024

1/20/2024

1/21/2024

1/22/2024

Drill Through Page

Name	Country	Product_Category	Sum of Amount	Sum of Profit	CLV
Brandon Hall Jr.	Canada	Grocery	987.31	8,885.76	24682.66593
Jennifer Rodriguez	USA	Electronics	986.83	8,881.48	24670.77575
Susan Phillips	USA	Books	972.73	8,754.60	24318.32801
Matthew Huff	UK	Electronics	972.06	8,748.53	24301.48584
William Stuart	USA	Grocery	968.95	8,720.53	24223.69363
Kelly Duarte	UK	Home Decor	961.06	8,649.58	24026.60105
Mr. Martin Williams	UK	Home Decor	960.55	8,644.97	24013.79815
Jacqueline Patterson	Germany	Home Decor	953.68	8,583.08	23841.89514
Travis Bell	USA	Books	949.20	8,542.82	23730.05988
Michael Kim	USA	Electronics	948.85	8,539.65	23721.24823
Amanda White	UK	Home Decor	935.70	8,421.27	23392.42823
Erin Lewis	USA	Electronics	932.48	8,392.30	23311.93307
Carrie Duke	UK	Home Decor	922.97	8,306.77	23074.35518
Chad Harvey	USA	Electronics	917.73	8,259.55	22943.20168
Beth Perry	USA	Clothing	913.11	8,217.96	22827.67125
Mr. James Adams	Canada	Grocery	900.63	8,105.69	22515.81934
Linda Gomez	UK	Grocery	897.44	8,076.99	22436.08097
Brett Cardenas	Germany	Electronics	894.14	8,047.30	22353.61673
Monica Williams	UK	Electronics	885.62	7,970.58	22140.49713
Krista Hines	Germany	Books	985.94	7,887.55	22183.72898
Emily Morris	Canada	Books	872.00	7,847.97	21799.90993
Vanessa Jackson DVM	Australia	Grocery	979.55	7,836.37	22039.77716
Leslie Salazar	UK	Electronics	979.37	7,834.99	22035.89716
Casey Cole	Germany	Home Decor	867.59	7,808.35	21689.85567
Dylan Chavez	Australia	Home Decor	863.06	7,767.55	21576.52798
Victoria Baker	Germany	Clothing	970.21	7,761.69	21829.74226
Ashley Gray	Australia	Grocery	966.66	7,733.30	21749.89442
Madeline Nguyen	Germany	Books	963.32	7,706.59	21674.77517
Total			7,69,27,612.51	33,50,33,969.22	

Count of Income and Sum of Total\_Purchases by Age Group

Count of Income

Sum of Total\_Purchases

Age Group	Count of Income	Sum of Total_Purchases
19-30	0.15M	0.78M
46-60	0.08M	0.40M
31-45	0.07M	0.32M
Above 60	0.03M	0.18M
Under 18	0.01M	0.02M

Sum of Total\_Amount by Product\_Category

Product_Category	Sum of Total_Amount
Electronics	100M
Grocery	95M
Clothing	75M
Books	75M
Home Decor	0M

Sum of Ratings by Product\_Category

Product_Category	Sum of Ratings
Electronics	0.23M
Grocery	0.21M
Books	0.17M
Clothing	0.17M
Home Decor	0.17M