

# Enterprise Sales Summary

and removing 100 duplicate records from the original dataset of 10,100 rows. Total revenue over the period is approximately \$743,371.43. The average deal size is \$74.34. Average revenue per customer (CLTV over this data window) is about \$256.25. Recent month-over-month revenue growth is 3.3%. Estimated customer churn between the last two months is 73.5%.

## Core Sales KPIs

Metric	Value
Deals (orders)	10,000
Rows (raw)	10,100
Rows (clean)	10,000
Removed duplicates	100
Total revenue	\$743,371.43
Average deal size	\$74.34
Avg CLTV (data window)	\$256.25
MoM revenue growth	3.3%
Customer churn (last 2 months)	73.5%

## Revenue by Region

Region	Revenue
Northeast	\$188,942.00
Midwest	\$182,402.99
West	\$179,642.75
South	\$176,108.99
Unknown	\$16,274.70

## Top 10 Products by Revenue

Product	Revenue
Bath Bomb	\$83,087.65
Soap - Citrus	\$81,687.86
Conditioner	\$78,325.49
Scrub	\$76,776.28
Body Oil	\$71,796.17

Lotion	\$71,352.94
Shampoo	\$70,972.04
Soap - Lavender	\$69,191.13
Face Cleanser	\$65,611.79
Soap - Mint	\$61,502.18

### ***Top 10 Customers by Revenue***

Customer	Revenue
Customer_762	\$1,016.07
Customer_412	\$974.03
Customer_2903	\$955.03
Customer_601	\$912.01
Customer_2774	\$910.61
Customer_830	\$838.12
Customer_2629	\$825.50
Customer_869	\$822.65
Customer_1593	\$815.54
Customer_2292	\$804.41