

Customer Demographics and Segmentation Dashboard

1.00M

Total Customers

50%

Churn Rate

Occupation Type

Employed
Retired
Self-Employed

Customer Churn Status

No

Yes

Income bracket

High
Low
Medium

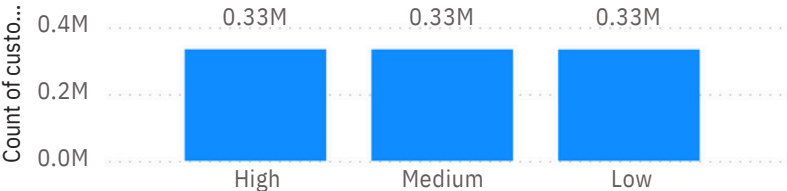
Gender

Female
Male
Other

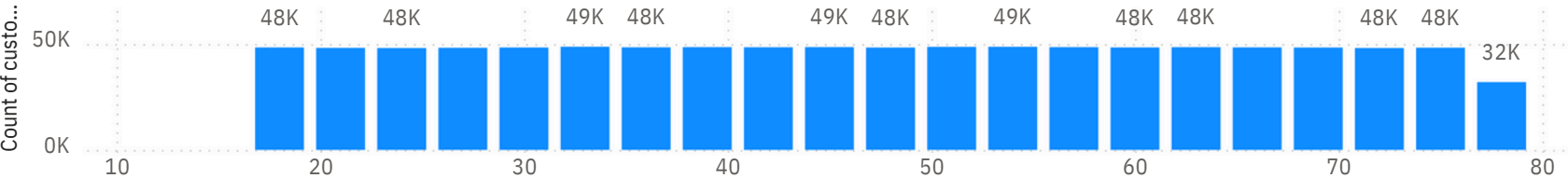
Marital Status

Divorced
Married
Single

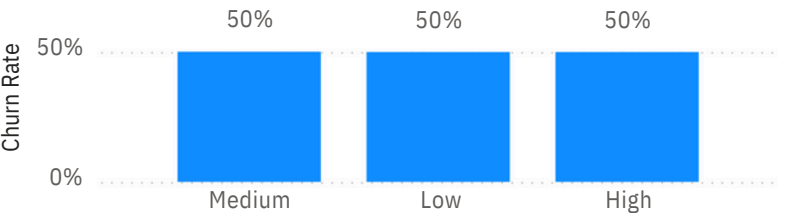
Customer Segments by Income Bracket



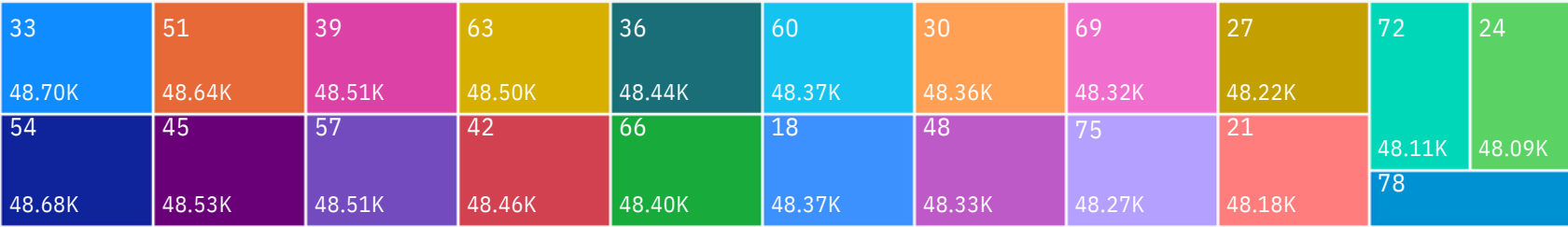
Customer Segments by Age



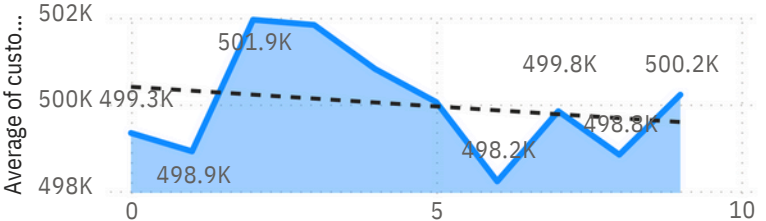
Churn Rate by Income Bracket



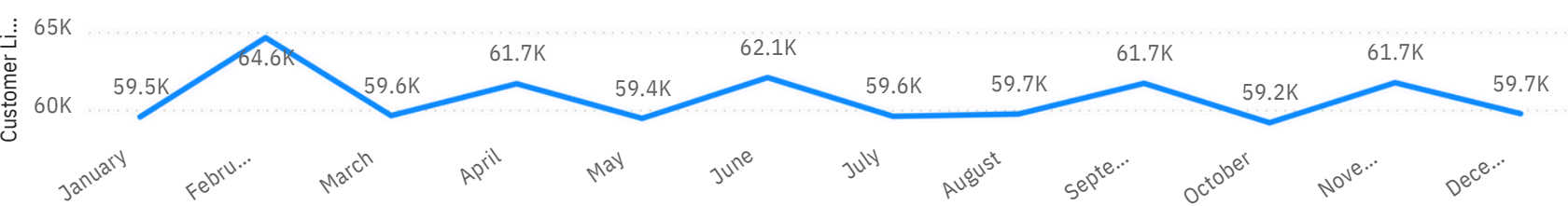
Loyalty Program Participation by Age



Average Membership Years



Customer Lifetime Value (CLV) by Month



Sales and Transaction Behavior Dashboard

\$5.06bn

Total Sales

50M

Total Transactions

255.12M

Average Transaction Value

Time Period : Year & Month

202

0

202

1

Product Category

All

Payment Method.

Cash

Credit Card

Debit Card

Mobile Payment

Store Location

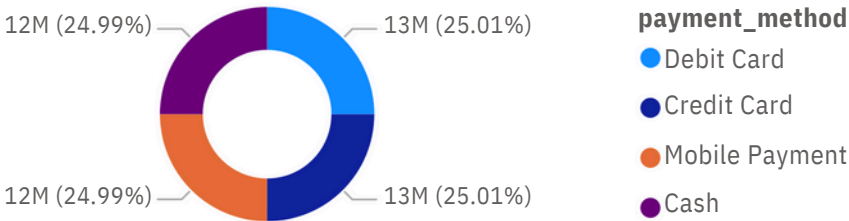
Location A

Location B

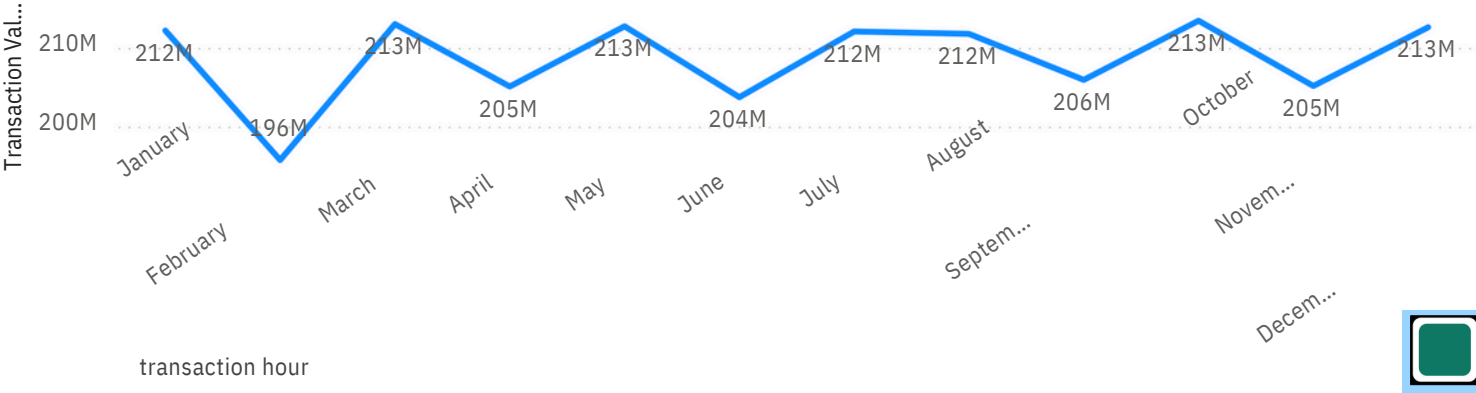
Location C

Location D

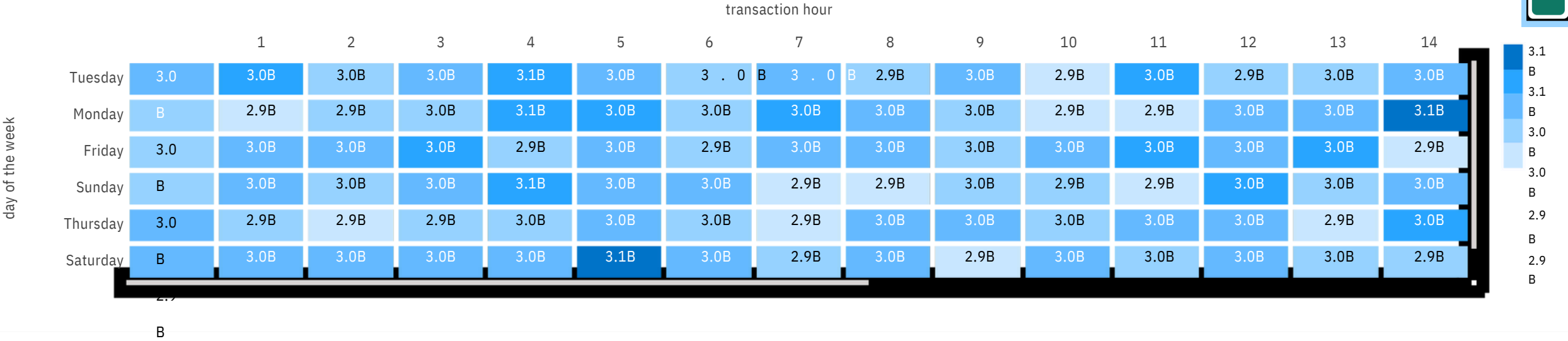
Percentage of transactions per payment method



Transaction Value by Month



Transaction Time Behavior



Product Performance Analysis Dashboard

Time Period : Year

2020

2021

Time Period : Month

All

Time Period : Day

1

31

Product Category

All

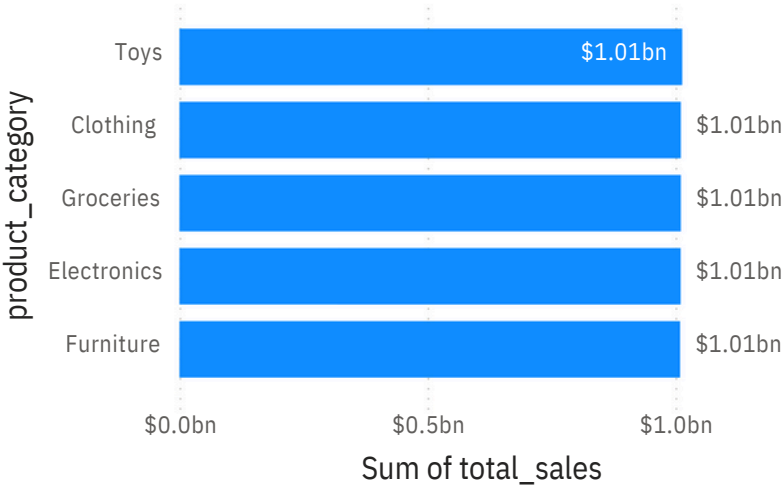
Product Size

All

Top-Selling Product

Product Name	Sum of total_sales
Product A	\$1,263,774,742.3
Product B	\$1,264,154,853.22
Product C	\$1,264,667,048.36
Product D	\$1,263,463,121.26
Total	\$5,056,059,765.14

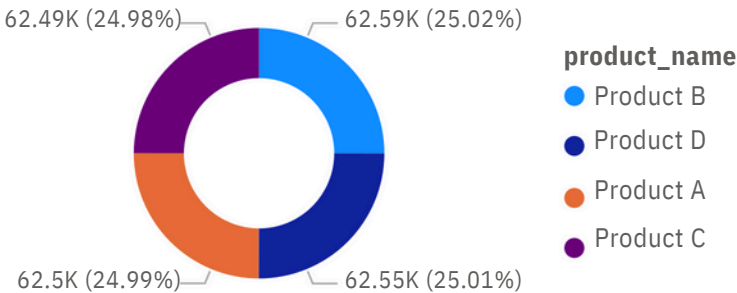
Sum of total_sales by product_category



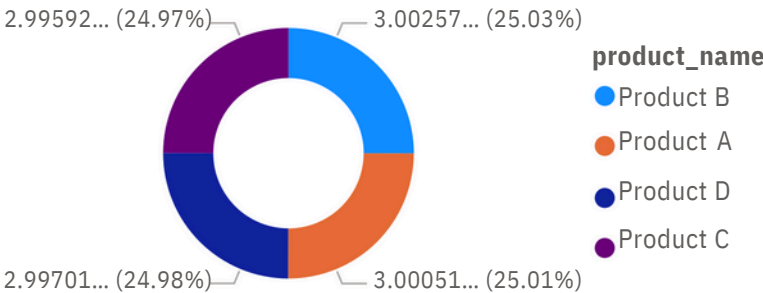
50
Stock Availability (%)

9999

Product Return Rate



Average Product Rating



Product A
\$63,692,922.69
Column 1: Product Return Rate

Product B
\$63,798,839.65
Column 1: Product Return Rate

Product C

Purchase Behavior and Preferences Analysis Dashboard

Time Period : Year

2020

2021

Time Period : Month

All

Time Period : Day

1

31

Season

Fall

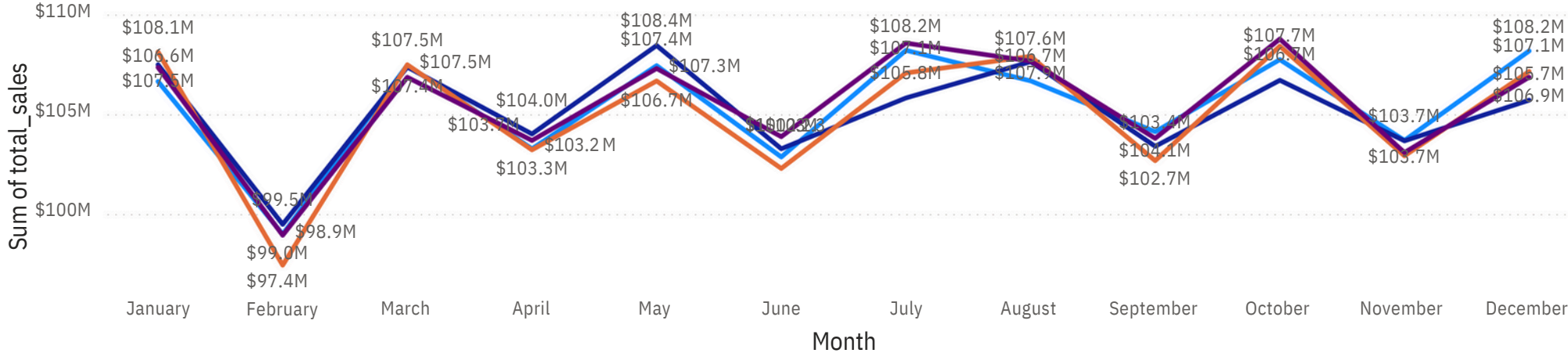
Spring

Summer

Winter

Seasonal Purchase Trends

season ● Fall ● Spring ● Summer ● Winter



\$254.8...
Average Purchase Value

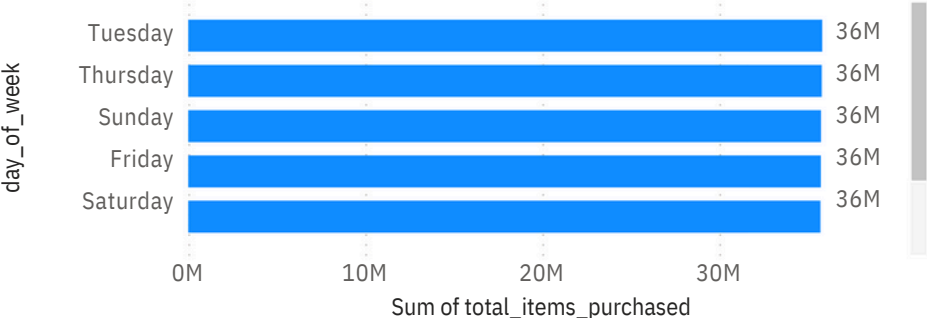
5.50

Average Items Per Transaction

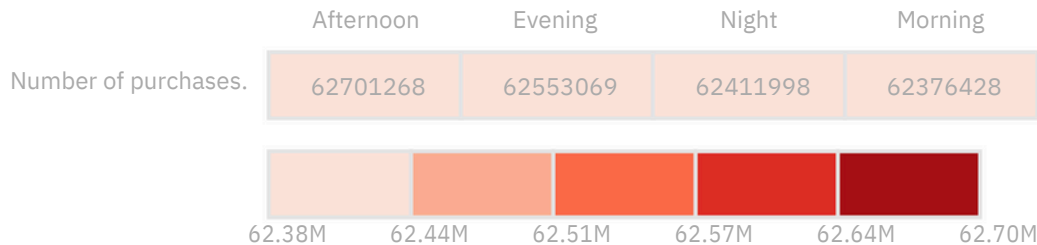
0.25

Average Discount Applied

Purchase Frequency by Day of Week



Peak Purchase Hours



Geographic and Location-Based Insights Dashboard

Time Period : Year

2020

2021

Time Period : Month

All

Customer State

☐ State X

☐ State Y

☐ State Z

Store State

☐ State X

☐ State Y

☐ State Z

Customer City

☐ City A

☐ City B

☐ City C

☐ City D

Store City

☐ City A

☐ City B

☐ City C

☐ City D

Total Sales by Location

Location A

\$1,264,147,315.81

Total Sales

Location B

\$1,264,591,825.04

Total Sales

Location C

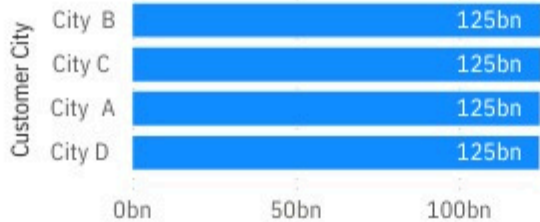
\$1,265,778,177.55

Total Sales

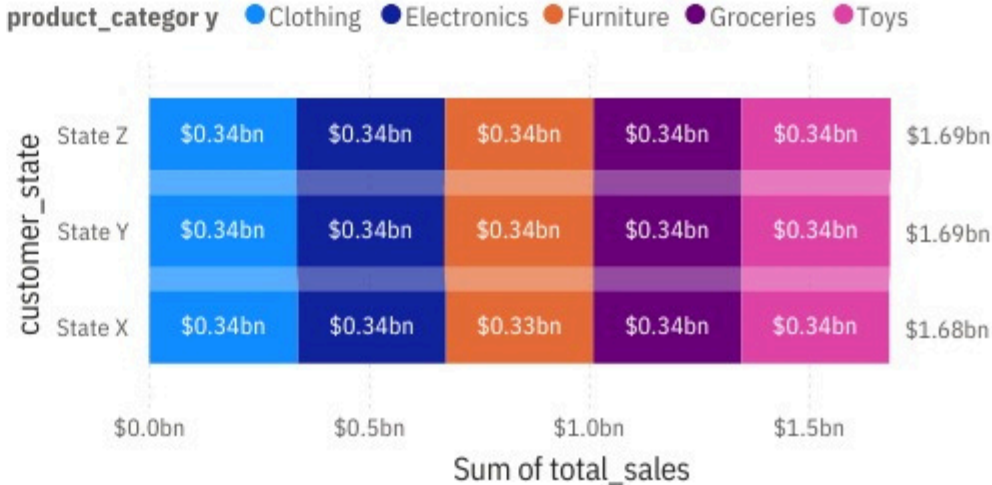
49.98 km

Average Distance to Store (with Unit)

Total Customer by Customer City



Regional Product Preferences



Store Performance by Region



Sum of total_transactions by transaction_hour and store_location

