

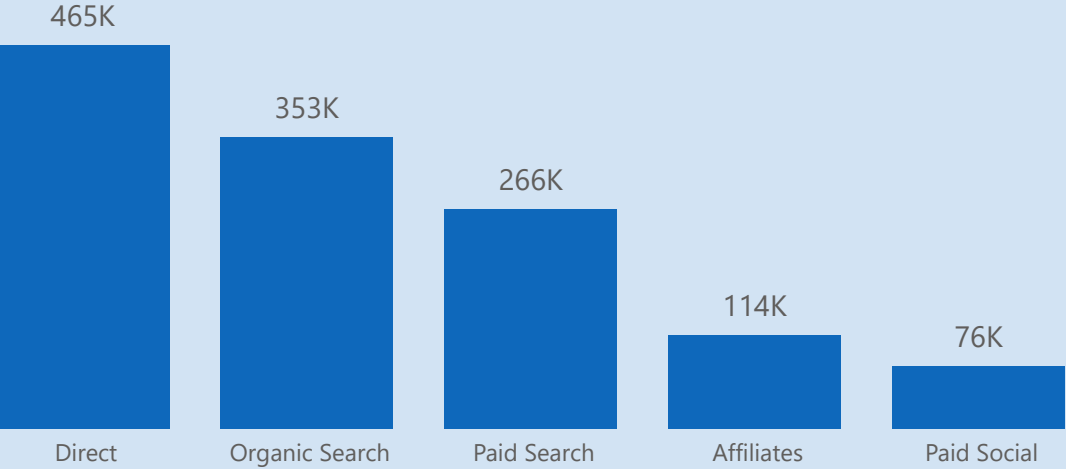
# CUSTOMER DEMOGRAPHIC ANALYSIS

Total Revenue  
**\$1.27M**

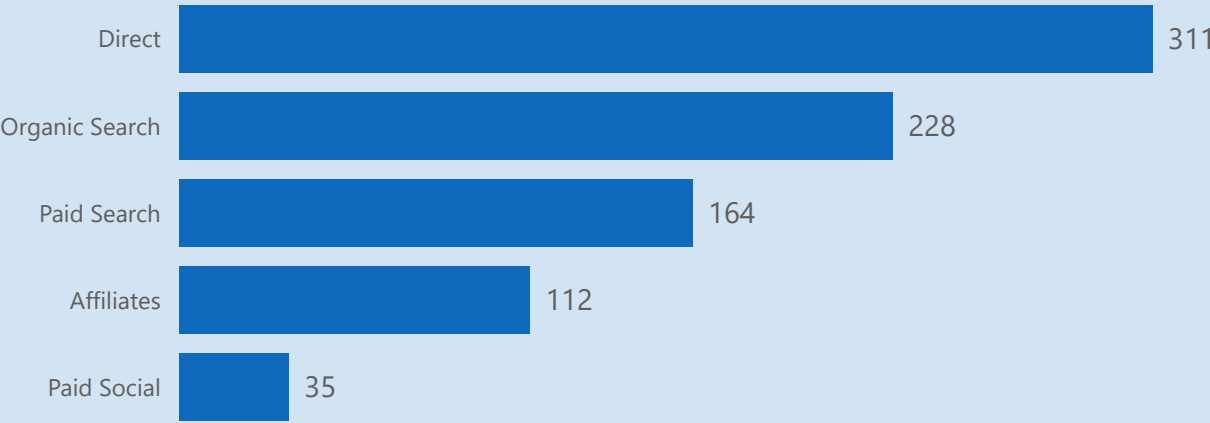
Total Customers  
**31K**

No Purchase Count  
**850**

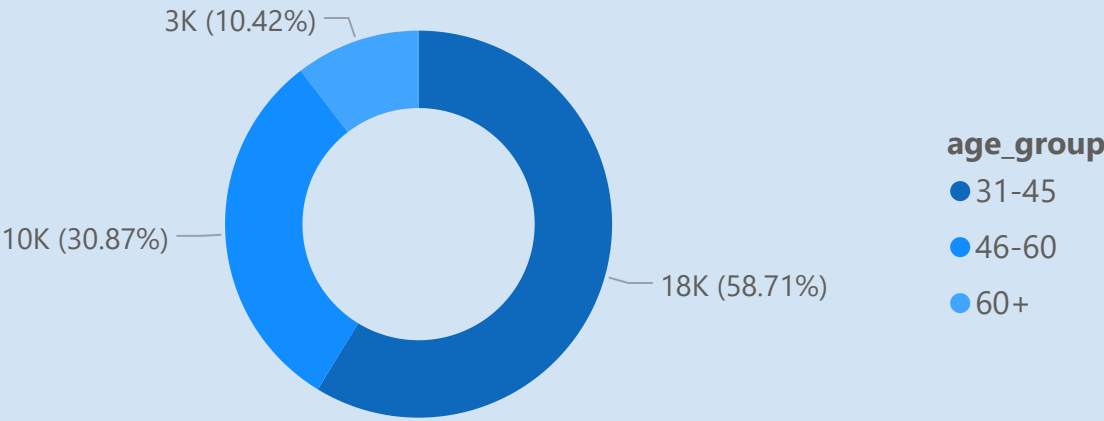
Customer Source vs Profitability



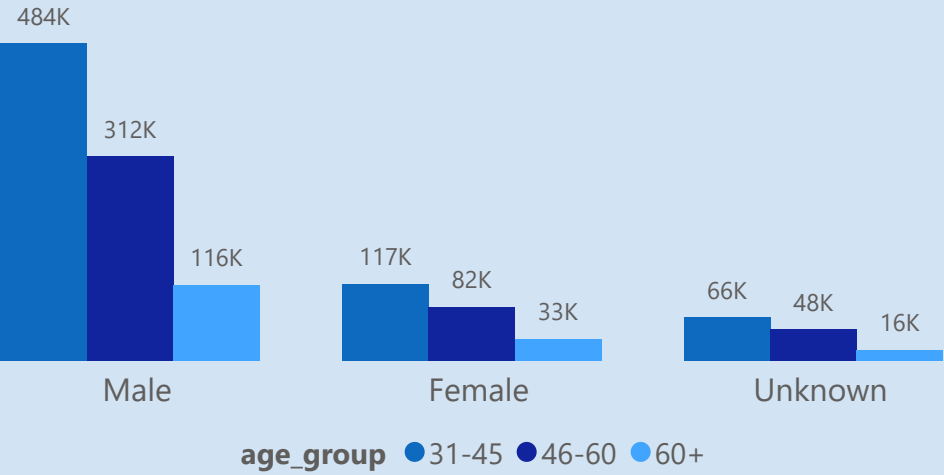
Registered Non\_Buyers



Customer by Age Group



Profit by Age Group & Gender

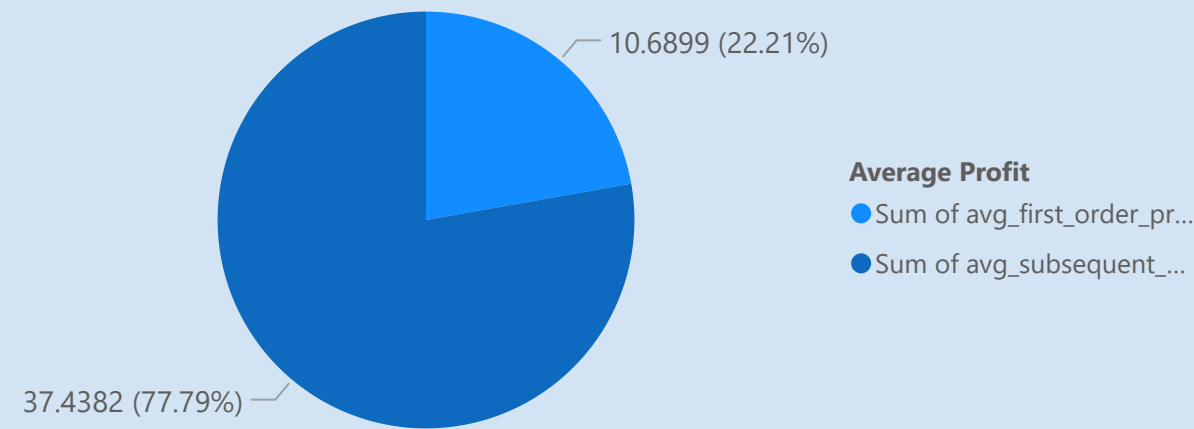


# PROFITABILITY AND ENGAGEMENT METRICS

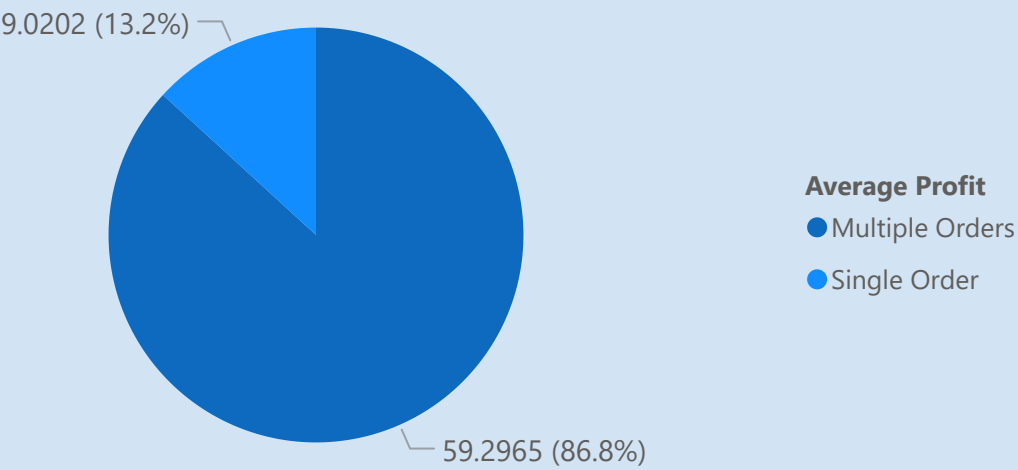
First Order  
Revenue  
**\$327K**

Subsequent Order  
Revenue  
**\$1,145K**

Avg Profit for First & Subsequent Orders



Avg Profit by Order quantity



Top Customers by Life Time Value				
customer_id	gender	Sum of age	Sum of total_profit	Sum of number_of_visits
9230	Male	47	405	20
30704	Male	57	386	20
19362	Male	60	382	17
20087	Male	56	372	20
29141	Male	65	370	17
5112	Female	66	364	20
6641	Male	53	360	21
21842	Male	56	359	18
9589	Male	43	353	17
10020	Male	47	351	24

# PROMOTIONAL EFFECTIVENESS

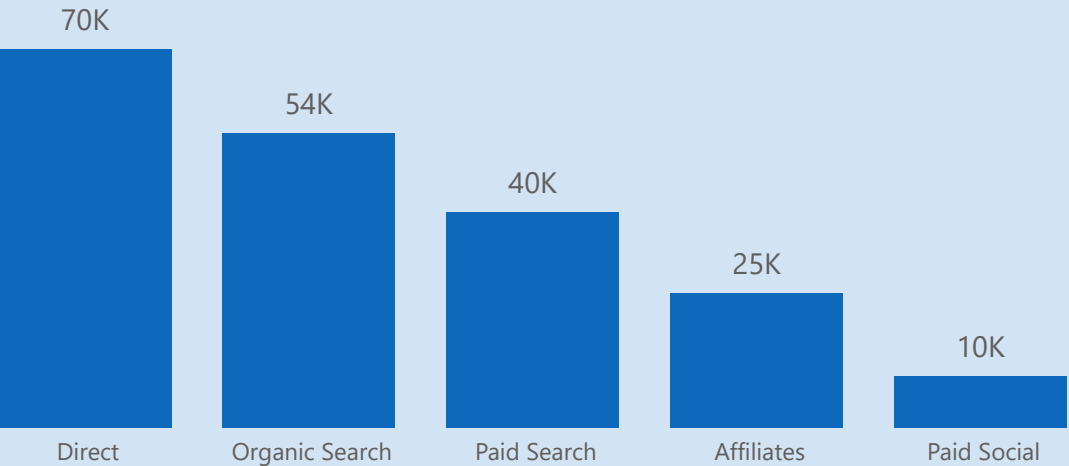
Promo Participants

19K

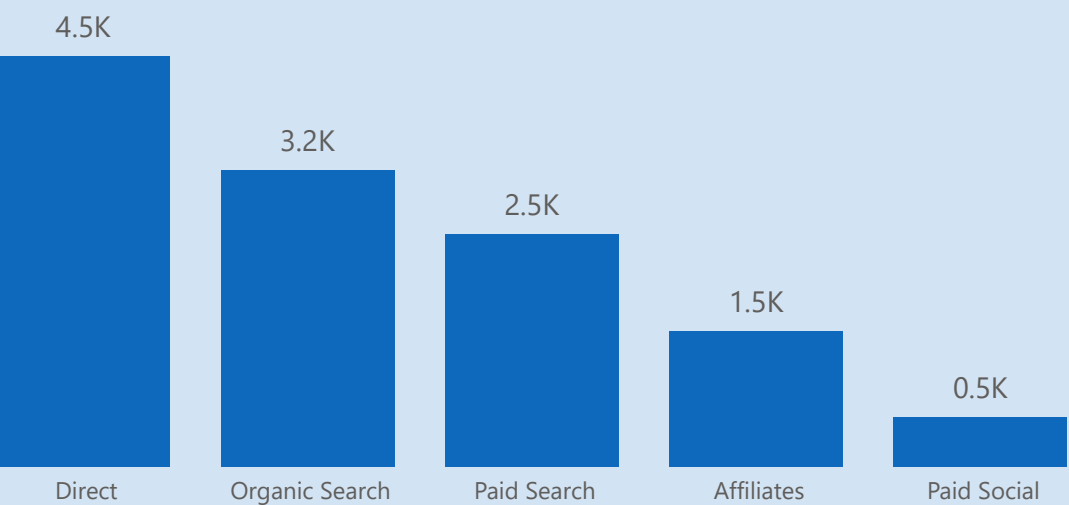
Promo  
Non-Participants

11K

Customer Source vs Promo Value

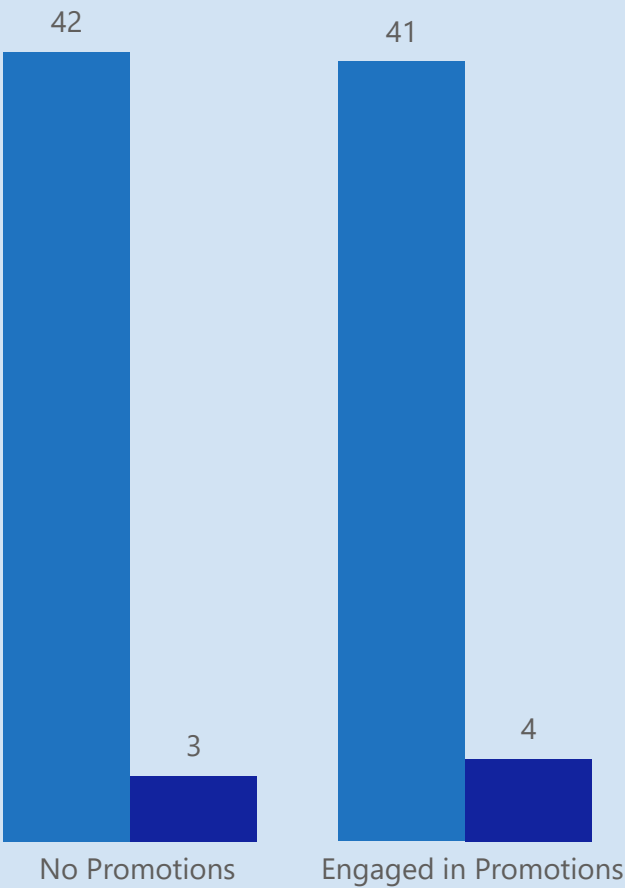


Customer Source Without Promotion Value



Promo Engagement Impact on Profit & Orders

Average Profit ● Sum of avg\_profit ● Sum of avg\_order\_count



# CUSTOMER BEHAVIOUR ANALYSIS

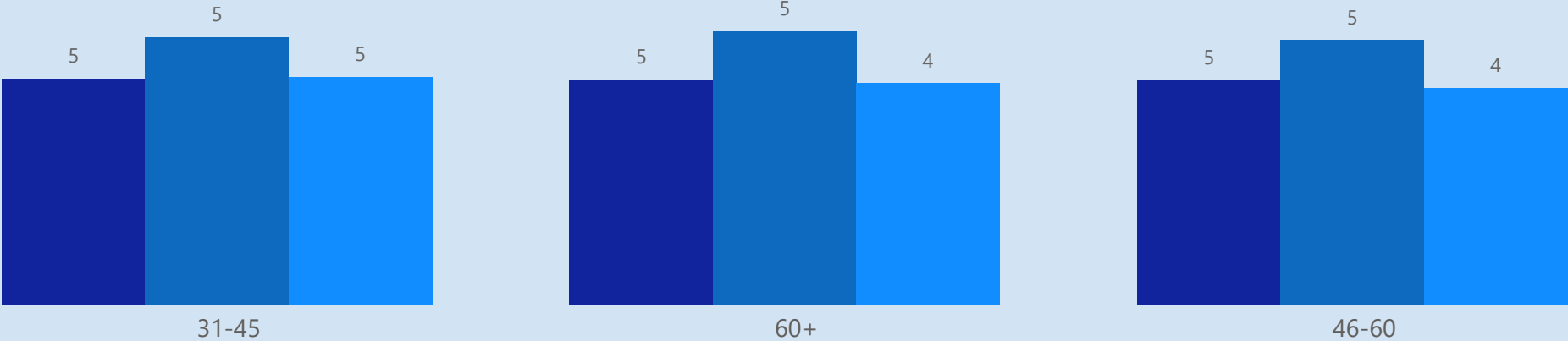
Female Count  
7K

Male Count  
20K

Unknown Count  
4K

## Age & Gender Visits Analysis

Average Profit ● Female ● Male ● Unknown



## Monthly Registration Analysis



# CUSTOMER GEOGRAPHICS

Cities Count

50

Profit by Geographic Location

