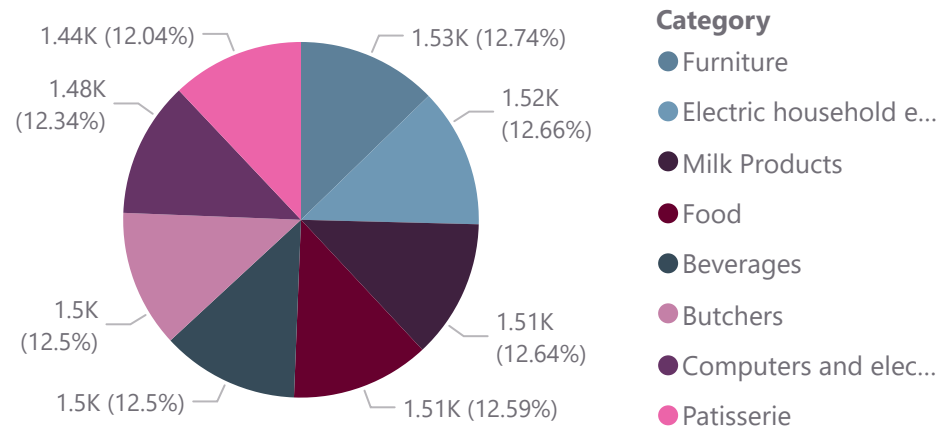


Category Wise Analysis

Category Popularity



8

Count of Category

200

Count of Item

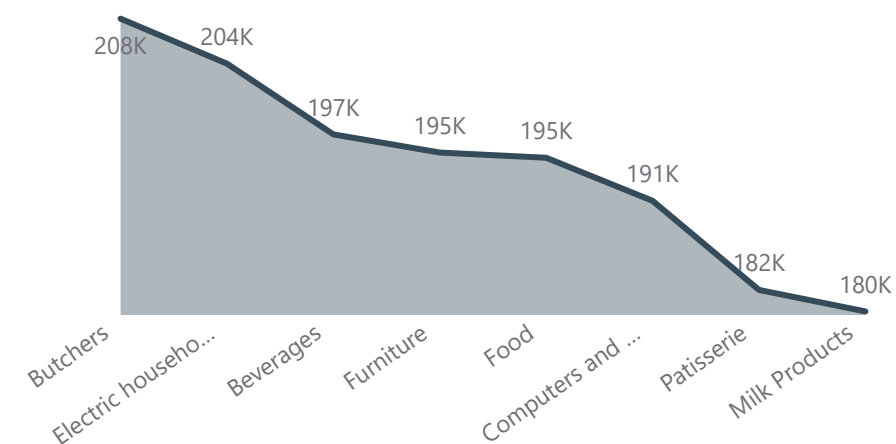
25

Count of Customer ID

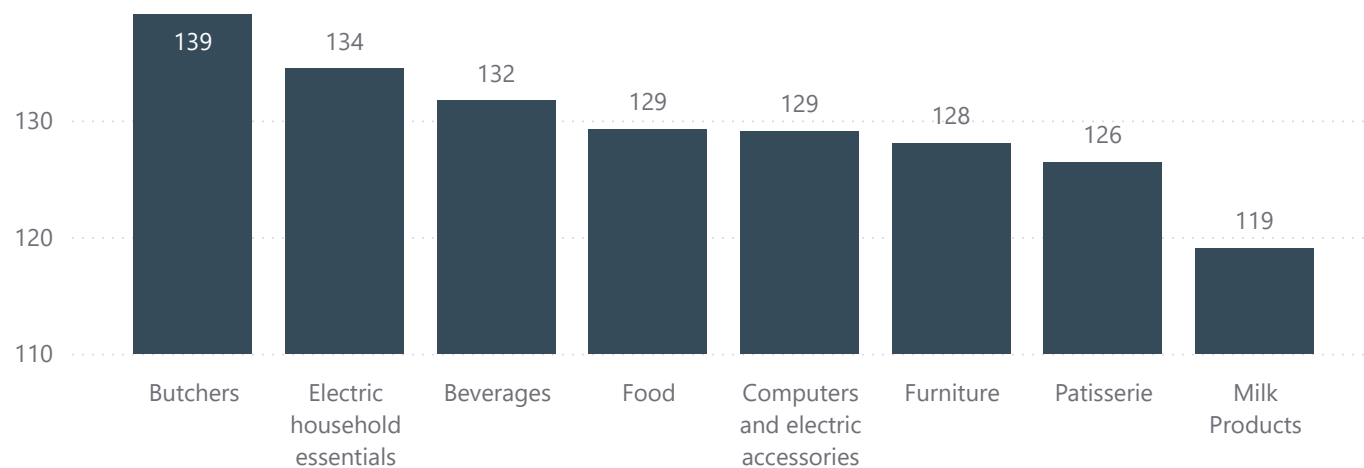
4

Count of Year

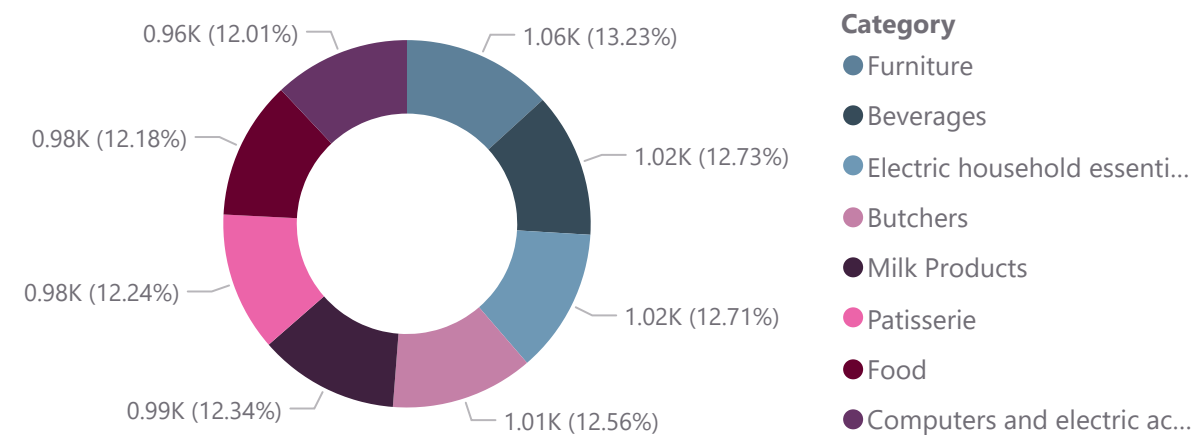
Category wise total expenditure



Average sales per category



Discounts per Category



Customer Wise Analysis

Choose a customer

CUST_01

CUST_02

CUST_03

CUST_04

CUST_05

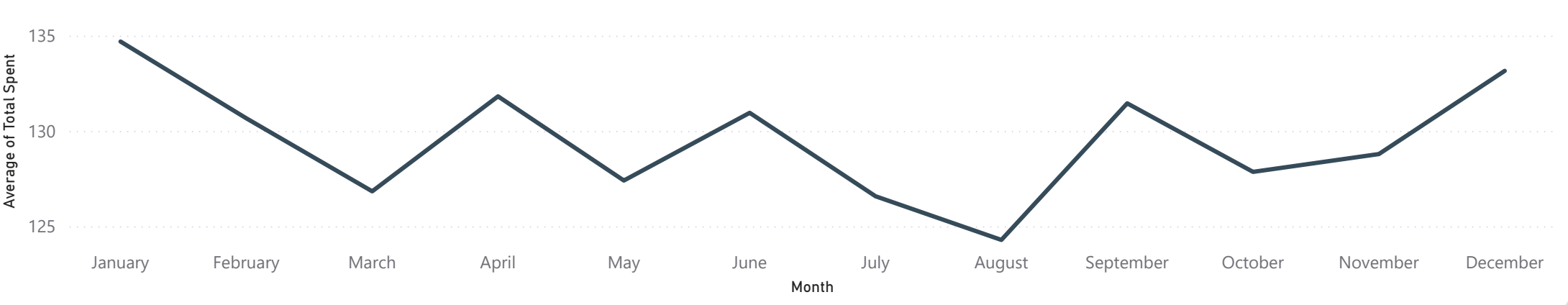
CUST_06

CUST_07

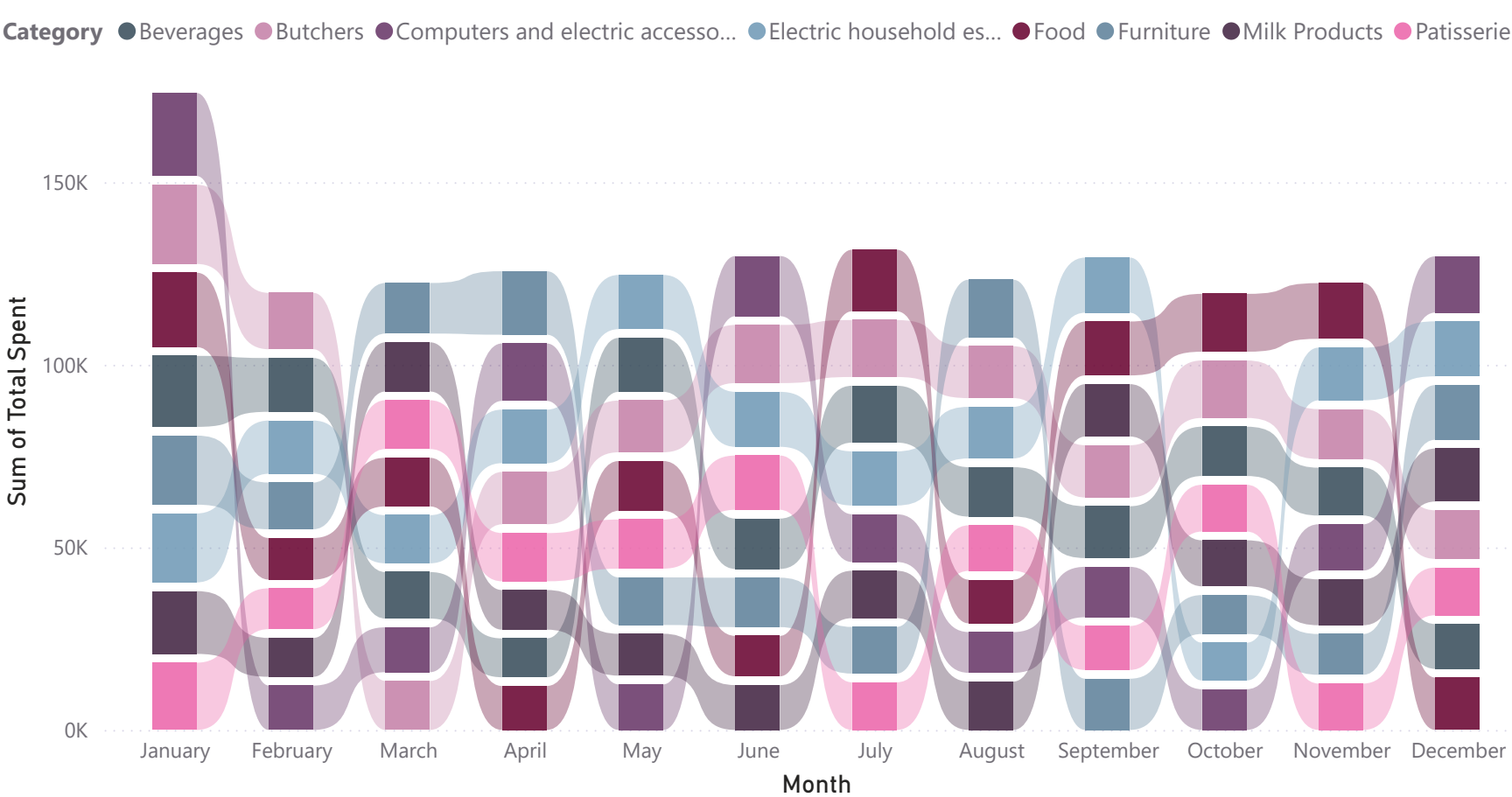
CUST_08

CUST_09

Monthly Purchase Trend across all years



Total Expenditure by Month and Category



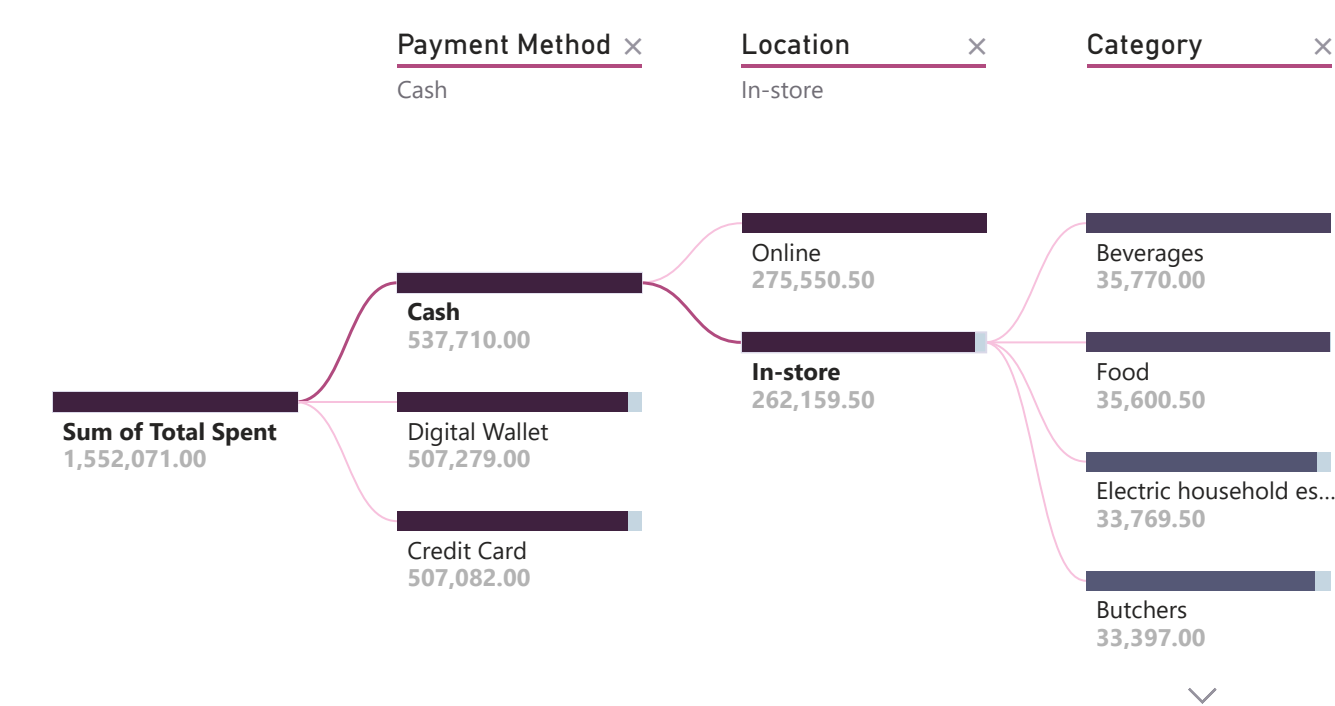
Top Paying Customers

Customer ID	Sum of Total Spent
CUST_24	68,452.00
CUST_08	67,351.50
CUST_05	66,974.50
CUST_16	65,570.50
CUST_13	65,037.00
CUST_23	64,507.00
CUST_10	63,155.50
CUST_15	63,117.50
CUST_21	62,933.00
CUST_02	62,046.50
CUST_04	61,767.50
CUST_22	61,732.50
CUST_20	61,533.00
CUST_09	61,423.50
CUST_12	61,360.00
CUST_03	60,811.00
CUST_19	60,797.00
CUST_11	60,733.00
CUST_07	60,694.50
CUST_14	60,528.00
Total	1,552,071.00

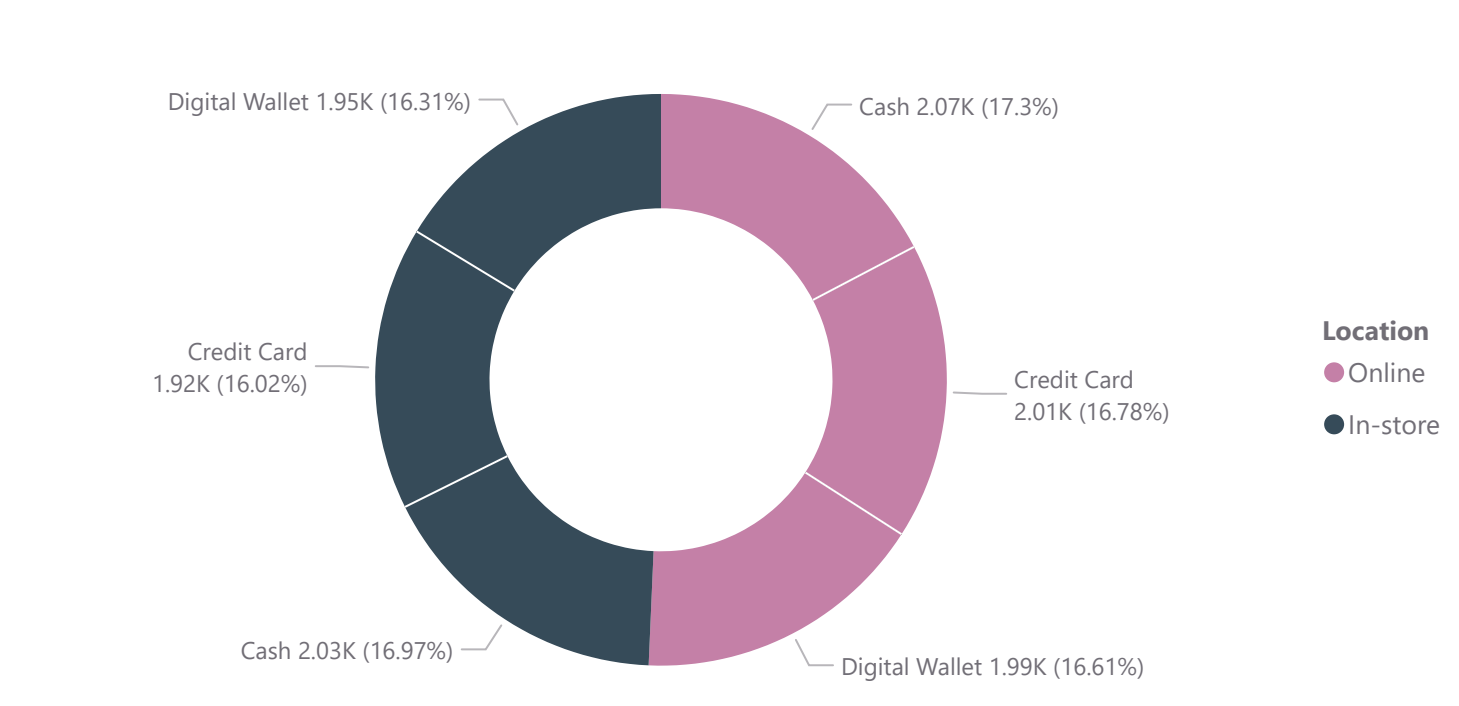
First and last purchase dates

Customer ID	Earliest Transaction Date	Latest Transaction Date
CUST_01	Saturday, January 01, 2022	Saturday, January 18, 2025
CUST_02	Monday, January 17, 2022	Thursday, January 16, 2025
CUST_03	Saturday, January 08, 2022	Thursday, January 16, 2025
CUST_04	Sunday, January 02, 2022	Saturday, January 18, 2025
CUST_05	Monday, January 03, 2022	Tuesday, January 14, 2025
CUST_06	Saturday, January 01, 2022	Thursday, January 16, 2025
CUST_07	Tuesday, January 04, 2022	Sunday, January 12, 2025
CUST_08	Monday, January 03, 2022	Friday, January 17, 2025
CUST_09	Monday, January 03, 2022	Friday, January 17, 2025
CUST_10	Sunday, January 02, 2022	Saturday, January 18, 2025
CUST_11	Saturday, January 01, 2022	Saturday, January 18, 2025
CUST_12	Saturday, January 01, 2022	Saturday, January 18, 2025
CUST_13	Tuesday, January 04, 2022	Saturday, January 18, 2025
CUST_14	Friday, January 07, 2022	Friday, January 17, 2025
CUST_15	Saturday, January 01, 2022	Friday, January 17, 2025
CUST_16	Saturday, January 01, 2022	Thursday, January 16, 2025
CUST_17	Saturday, January 01, 2022	Sunday, January 12, 2025
CUST_18	Sunday, January 02, 2022	Friday, January 17, 2025
CUST_19	Saturday, January 01, 2022	Saturday, January 11, 2025
CUST_20	Monday, January 03, 2022	Thursday, January 16, 2025
Total	Saturday, January 01, 2022	Saturday, January 18, 2025

Decomposition Tree for total expenditure



Count of Transaction ID by Location and Payment Method



Timeline Analysis

Time Frame

Year

Month

Saturday, January 01,
2022

Earliest Transaction Date

Saturday, January 18,
2025

Latest Transaction Date

