

# CUSTOMER SEGMENTATION ANALYSIS

Customers Segment

All

Years

All



409

Total Customers

325

Total Members

79.46%

Member's %

100.37

Avg\_Purchase\_Value

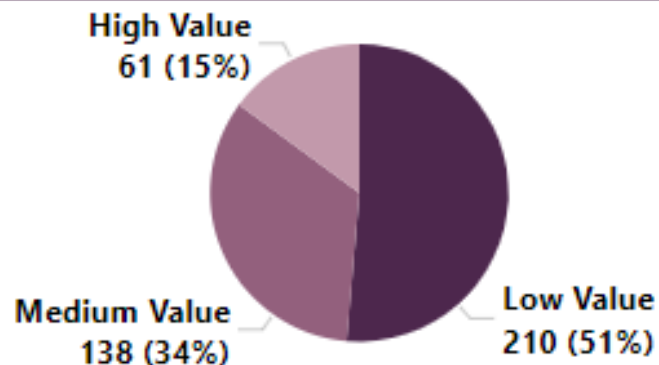
50K

Total Units Sold

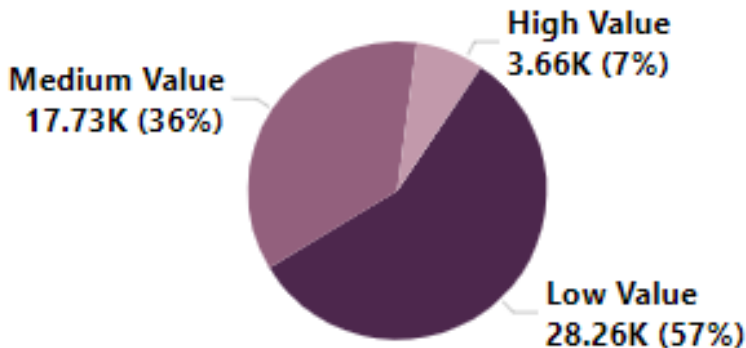
4.98M

Total Revenue

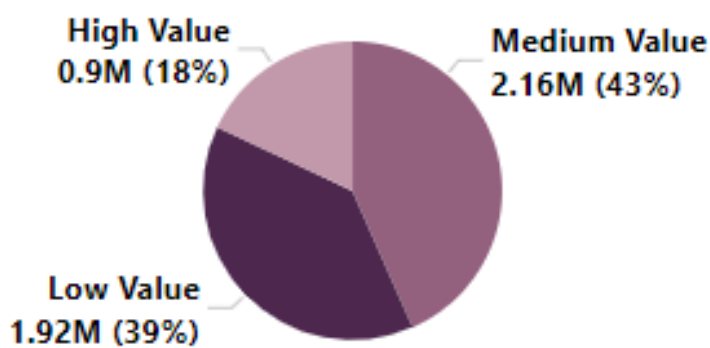
## Total Customers by Customer Segment



## Total Purchase by Customer Segment

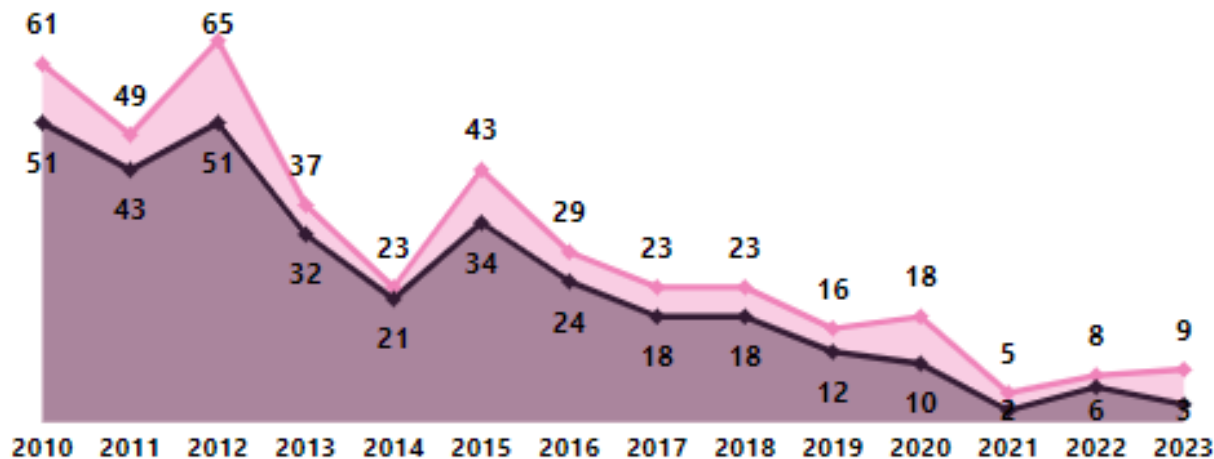


## Total Spent by Customer Segment



## Total Customers and Members by Year

◆ Total Customers ◆ Total Members



## Customers' Detail

Customer Id	Total Purchase	Total Spent	CLV	Customer Segment
David Jones- david.jones@hotmail.com	355	57,663.72	2,111.63	High Value
Paul Johnson- paul.johnson@outlook.com	400	43,335.16	1,408.39	Medium Value
Chris Davis- chris.davis@gmail.com	462	38,628.98	1,170.58	Medium Value
John Davis- john.davis@company.com	300	36,474.27	972.65	Low Value
Jane Smith-	345	34,000.38	1,281.17	Medium Value