

# CUSTOMER SALES ANALYSIS REPORT

**Total Revenue:** \$1,250,000

**Total Customers:** 2,450

**Average Order Value:** \$510

**Top Customer:** John Smith – \$45,200

## Executive Summary

This report provides an overview of customer sales performance. The business generated strong revenue supported by a solid customer base and high average order value.

## Key Insights

- A small segment of customers contributes a large portion of revenue.
- Strong average order value indicates effective cross-selling.
- Retention of high-value customers is critical for growth.

## Business Recommendations

- Implement loyalty programs for top customers.
- Use personalized offers to increase repeat purchases.
- Apply churn analysis to reduce customer attrition.

## Conclusion

Focusing on customer retention, value-based segmentation, and data-driven marketing strategies will help sustain and increase revenue.