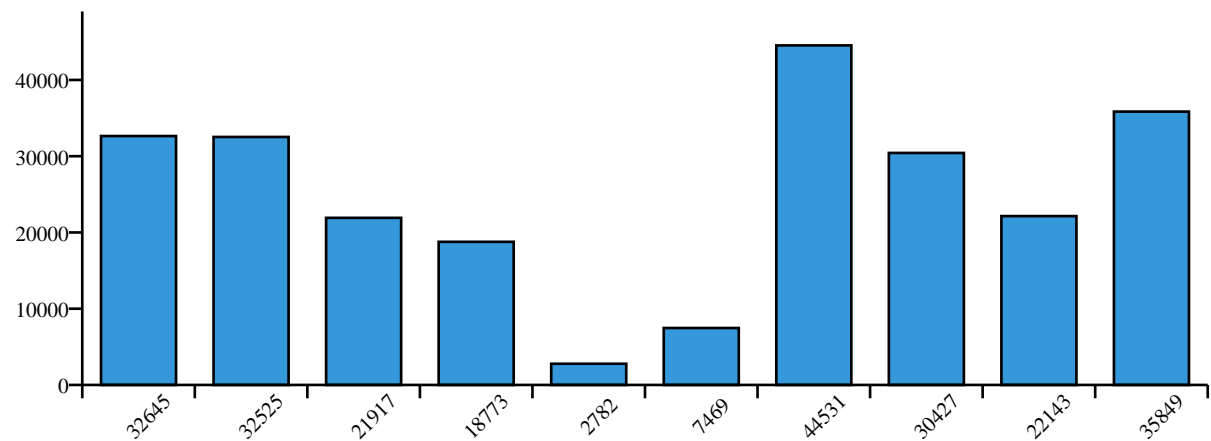


Top 10 Customers by Total Spent

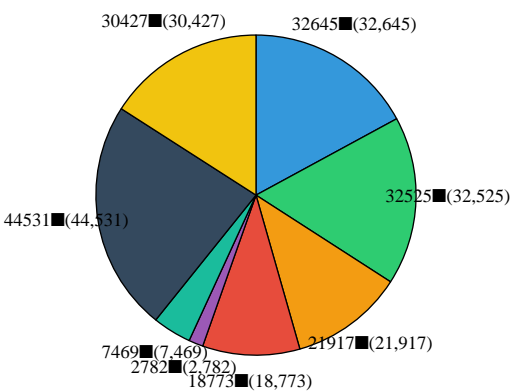
Generated: September 28, 2025

The dataset lists the top 10 customers ranked by total amount spent, with Jordan Gonzalez leading at \$826.74. The spending among the top 10 ranges from \$736.57 to \$826.74, indicating a relatively narrow gap among high-value customers. All

Data Distribution



Top Items Distribution



Key Metrics

<div>Id</div> <div>32645</div> <div>First Name: Jordan</div>	<div>Id</div> <div>32525</div> <div>First Name: Skyler</div>
<div>Id</div> <div>21917</div> <div>First Name: Cameron</div>	<div>Id</div> <div>18773</div> <div>First Name: Riley</div>
<div>Id</div> <div>2782</div> <div>First Name: Quinn</div>	<div>Id</div> <div>7469</div> <div>First Name: Elliot</div>
<div>Id</div> <div>44531</div> <div>First Name: Rowan</div>	<div>Id</div> <div>30427</div> <div>First Name: Avery</div>
<div>Id</div> <div>22143</div> <div>First Name: Taylor</div>	<div>Id</div> <div>35849</div> <div>First Name: Jamie</div>

Detailed Results

Id	First Name	Last Name	Email	Total Spent
32,645	Jordan	Gonzalez	jordan.gonzalez477@scopely.dev	826.74
32,525	Skyler	Smith	skyler.smith2182@playverse.net	790.39
21,917	Cameron	Wilson	cameron.wilson935@playverse.net	787.65
18,773	Riley	Johnson	riley.johnson6966@example.com	781.78
2,782	Quinn	Lopez	quinn.lopez7953@mail.com	774.18
7,469	Elliot	Williams	elliott.williams9429@playverse.net	756.96
44,531	Rowan	Gonzalez	rowan.gonzalez4295@gamehub.io	746.95
30,427	Avery	Brown	avery.brown682@mail.com	744.48
22,143	Taylor	Miller	taylor.miller1632@playverse.net	739.57
35,849	Jamie	Garcia	jamie.garcia2922@example.com	736.57

Key Insights

- 1 {'observation': 'The top 10 customers have all spent over \$730, indicating a strong cohort of high-value customers.'}
- 2 {'observation': 'The difference between the highest and lowest spender in the top 10 is only about \$90, suggesting a relatively tight distribution among top spenders.'}
- 3 {'observation': 'Multiple customers share the same last name (e.g., Gonzalez), which could indicate family accounts or common surnames.'}
- 4 {'observation': 'Most top spenders use email domains associated with gaming or entertainment platforms, hinting at possible customer segments.'}

Detailed Findings

- Jordan Gonzalez spent \$826.74 (highest in dataset).
- Skyler Smith spent \$790.39.
- Cameron Wilson spent \$787.65.
- Riley Johnson spent \$781.78.
- Quinn Lopez spent \$774.18.
- Elliot Williams spent \$756.96.
- Rowan Gonzalez spent \$746.95.
- Avery Brown spent \$744.48.
- Taylor Miller spent \$739.57.
- Jamie Garcia spent \$736.57.

Recommendations

- ✓ Target these top spenders with loyalty or VIP programs to increase retention.
- ✓ Personalize marketing campaigns for these high-value customers.
- ✓ Analyze purchasing behavior of these customers to identify upsell opportunities.
- ✓ Expand analysis to identify emerging high spenders and prevent churn.

Limitations

- Data only includes top 10 customers by total spent; does not represent full customer base.
- No demographic or behavioral segmentation provided.
- No time-based trends or historical data included.

Next Steps

- Analyze spending trends over time for these customers.
- Segment customers by demographics or acquisition channel.
- Compare top spenders to average customer profile.
- Investigate drivers behind high spending (e.g., product categories, promotions).