Top 10 Customers by Total Spent by State
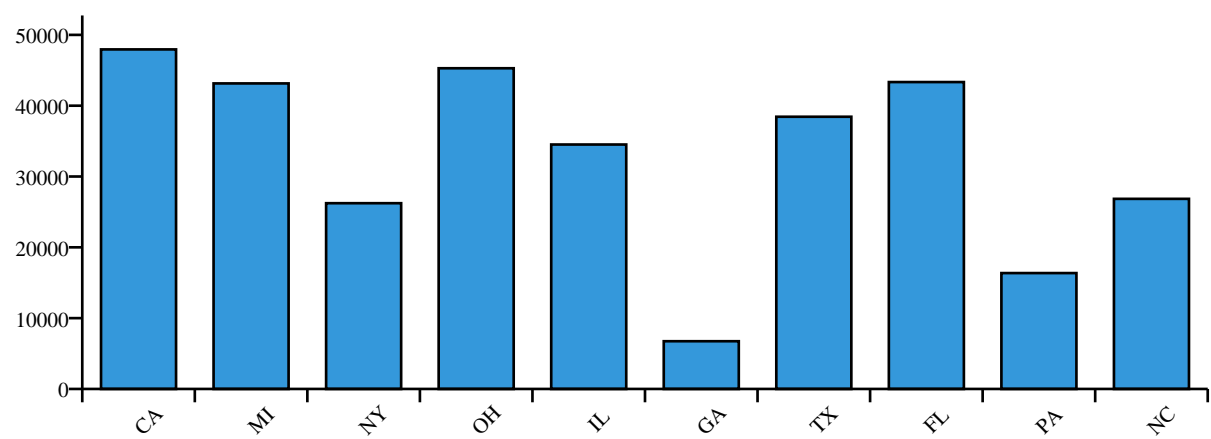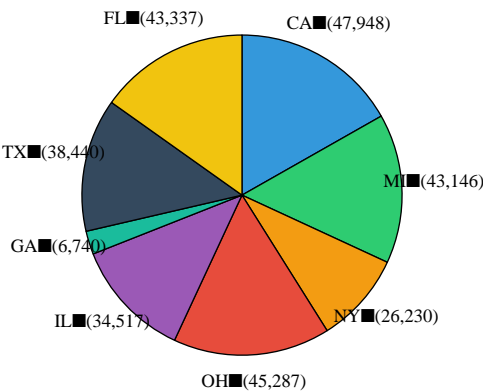
The data lists the top 10 customers by total spent, each from a different state, with spending ranging from $28,653.2 to $34,611.2. Tracy Ball from North Carolina is the highest spender, while Holly Harris from Texas is the lowest

Data Distribution

Top Items Distribution

FL■(43,337) CA■(47,948) MI■(43,146) NY■(26,230) OH■(45,287) IL■(34,517) GA■(6,740) TX■(38,440)

Key Metrics

State	State
CA Customer Id: 47948	**MI** Customer Id: 43146
NY Customer Id: 26230	**OH** Customer Id: 45287

State
IL
Customer Id: 34517

State
GA
Customer Id: 6740

State
TX
Customer Id: 38440

State
FL
Customer Id: 43337

State
PA
Customer Id: 16363

State
NC
Customer Id: 26846

Detailed Results

State	Customer Id	Customer Name	Total Spent
CA	47,948	Katherine Riddle	30,333.26
MI	43,146	Mr. Nicholas Franco MD	30,993.82
NY	26,230	Samuel Gilbert	29,786.58
OH	45,287	Sonya Rubio	33,309.25
IL	34,517	Regina Cervantes	31,168.03
GA	6,740	Abigail Jensen	33,497.43
TX	38,440	Holly Harris	28,653.25
FL	43,337	David Cochran	33,115.64
PA	16,363	John Brock	30,835.27
NC	26,846	Tracy Ball	34,611.25

Key Insights

1 {'observation': 'Top spenders are geographically diverse, each from a different state.'}

2 {'observation': 'All top 10 customers spent over $28,000, indicating a high-value segment.'}

3 {'observation': 'The spending range among the top 10 is relatively narrow ($28,653.2 to $34,611.2).'}

4 {'observation': 'No state is represented more than once, suggesting broad distribution of high-value customers.'}

Detailed Findings

- Highest spender: Tracy Ball (NC) with $34,611.2
- Lowest among top 10: Holly Harris (TX) with $28,653.2
- All top 10 customers spent over $28,000
- States represented: CA, MI, NY, OH, IL, GA, TX, FL, PA, NC

Recommendations

✔ Target these high-value customers with loyalty programs or exclusive offers

✔ Analyze purchasing patterns of these customers to identify upsell opportunities

✔ Expand analysis to identify potential high-value customers in other states

Limitations

- Only top 10 customers by total spent are
- shown
- No information on overall customer base
- or average spend
- No time period specified for spending
- totals

Next Steps

→ Analyze spending trends over time for
→ these customers
→ Compare top spenders to average customer
→ spend in each state
→ Investigate factors driving high
→ spending in these states