

Customer Segmentation Analysis



Orders

18.5K



Sales

\$8.9M



Cancelled Orders

3.65K



Cancelled Sales

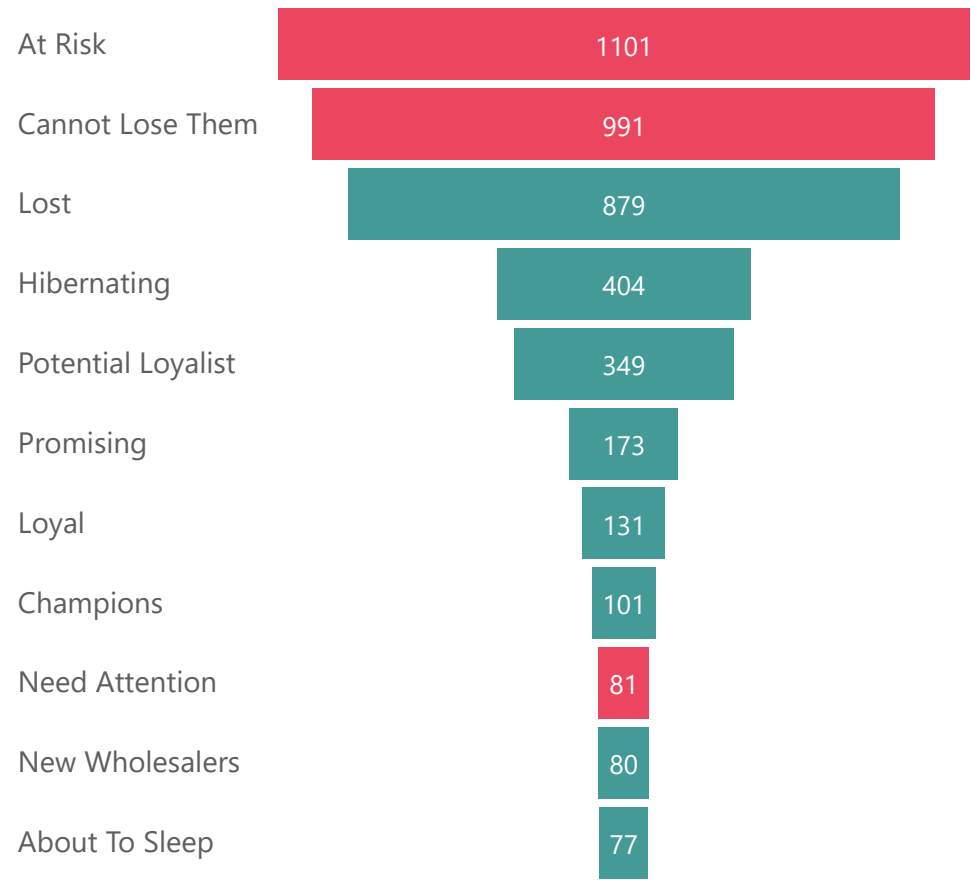
\$611K



Cancellation Rate

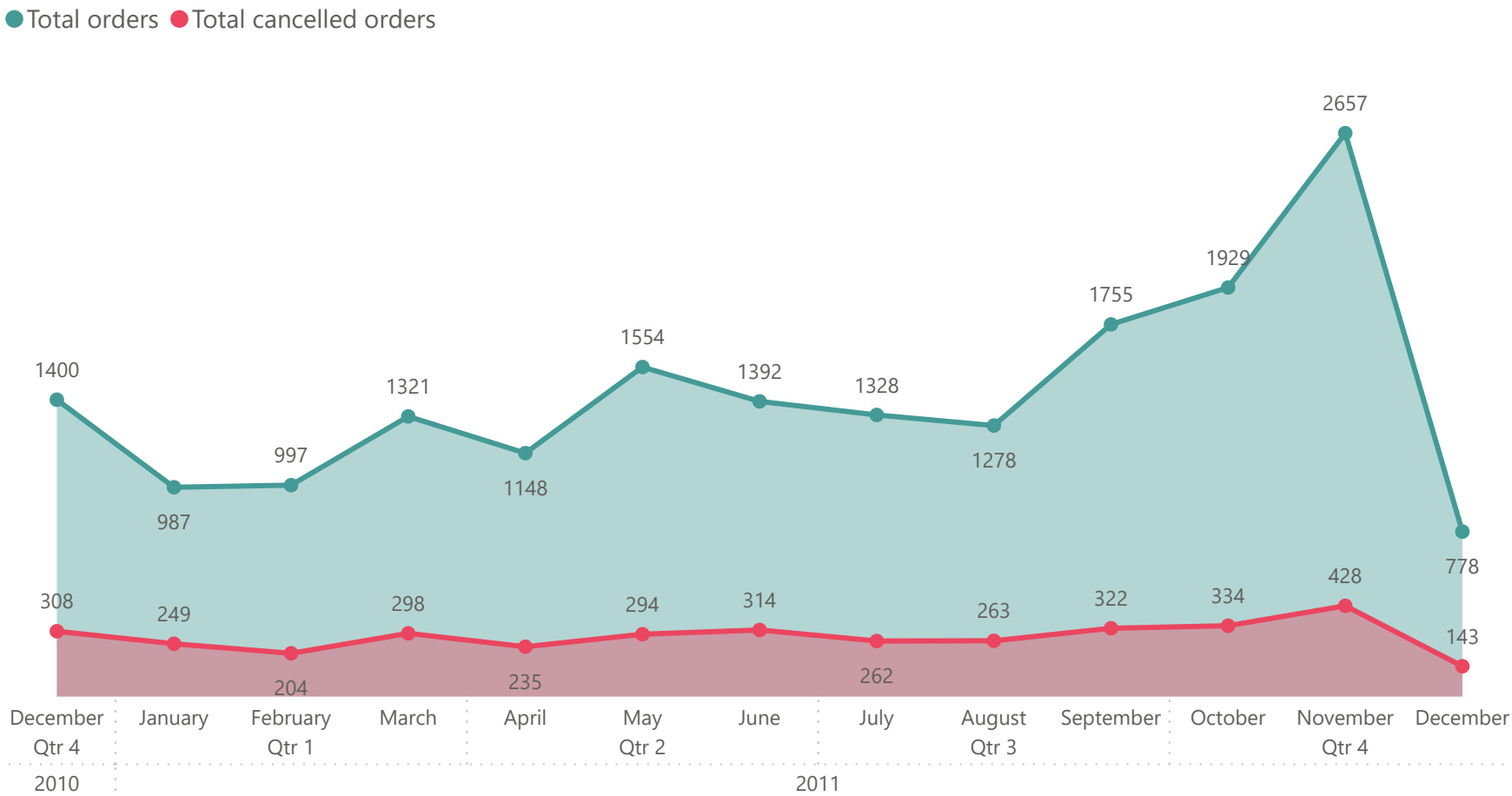
19.73%

No.of wholesalers for each segment



Right-click on the bar for drillthrough view

Total orders and cancelled orders by wholesalers from Q4 2010 to Q4 2011





Cannot Lose Them

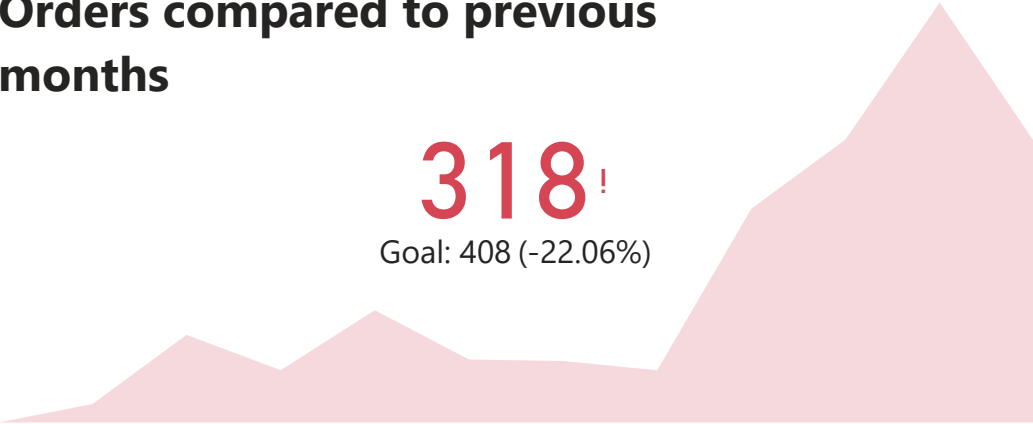
Segment

991

No.of wholesalers

CustomerID	Average unit price	Average ordered quantity
17846	\$2,033.10	1
15510	\$125.00	2
16742	\$118.16	48
15524	\$110.00	4
18233	\$110.00	4
17603	\$77.13	12
15269	\$74.98	13
14816	\$66.48	1
14185	\$59.73	2
12881	\$32.97	3
15502	\$31.10	18
16257	\$23.48	1
Total	\$4.33	10

Orders compared to previous months



Cancelled orders compared to previous months

