

Month

Country

All

All

2899

Active Customers

\$2.15M

Total Revenue

1M

Sales Volume

Top 10% Revenue

\$729.62K

Total Revenue

Bottom 10% Revenue

\$32.70K

Total Revenue

Active Customers Sum of Quantity Total Revenue

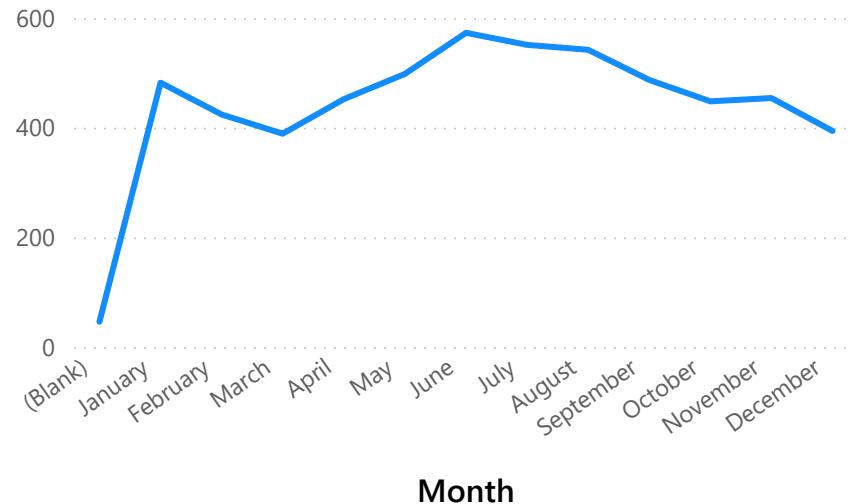
2899 1268695 \$2,153,205.06

Active Customers by RFM_Segment

555
455
121
355
111
122

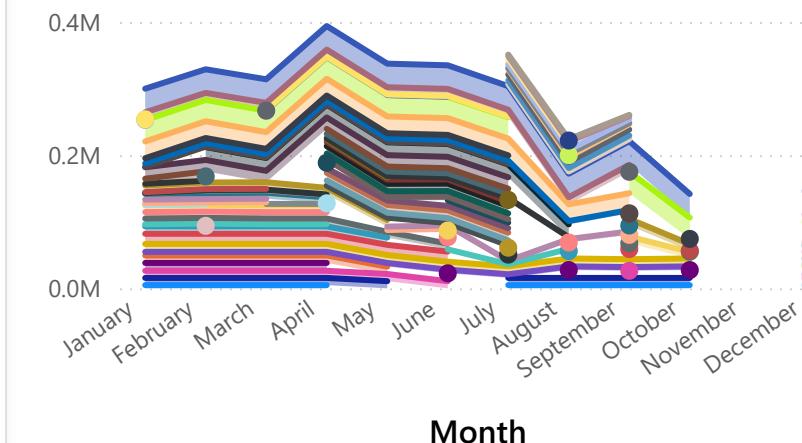
0.24%
0.45%
0.62%
0.72%
0.72%
0.79%
0.83%
0.9%
0.97%
1.07%
1.14%
1.17%

Active Customers by Month



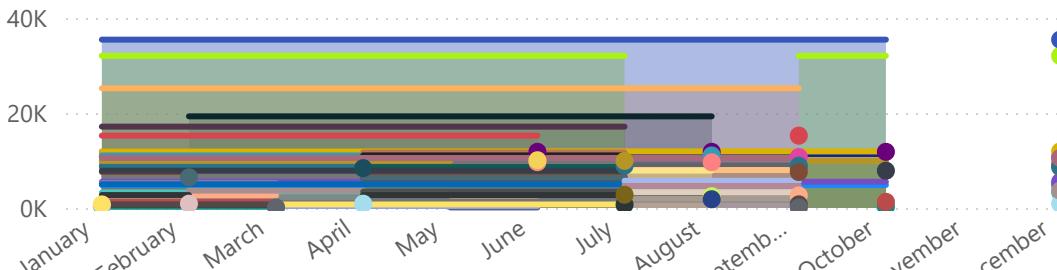
Sum of TotalRevenue by Month and RFM_Segment

111 112 113 114 115 121 122 123 124



Sum of TotalRevenue by Month and RFM_Segment

111 112 113 114 115 121 122 123 124 125 131 132 133 134



R_Score 1 2 3 4 5 Total

	\$408,731.01						\$408,731.01
1		\$49,083.74	\$44,271.51	\$33,651.78	\$21,171.17	\$12,145.01	\$160,323.21
2		\$37,413.18	\$34,024.99	\$52,821.56	\$70,531.40	\$47,078.78	\$241,869.91
3		\$27,847.59	\$21,766.53	\$45,551.58	\$86,999.96	\$145,761.83	\$327,927.49
4		\$28,831.18	\$23,947.58	\$32,729.69	\$81,479.37	\$260,064.73	\$427,052.55
5		\$23,995.72	\$10,254.06	\$41,670.68	\$92,525.13	\$418,855.30	\$587,300.89
Total	\$408,731.01	\$167,171.41	\$134,264.67	\$206,425.29	\$352,707.03	\$883,905.65	\$2,153,205.06