

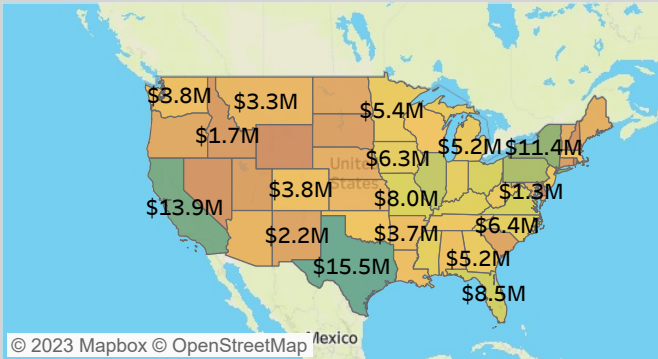
Customer Sales Analysis

Category
All

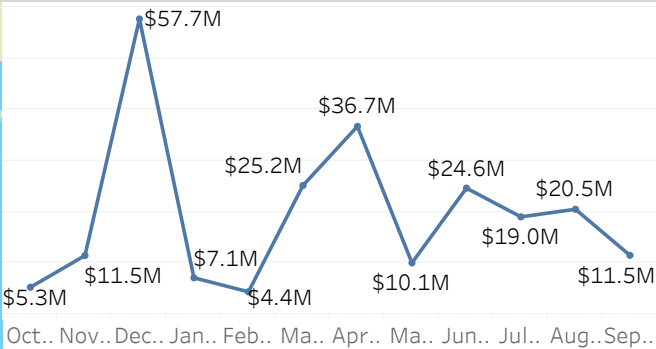
Total
Revenue

\$233.7M

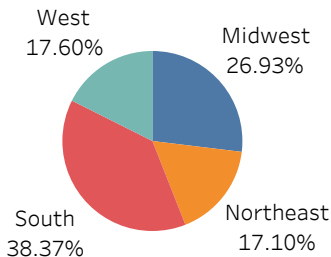
Revenue per State



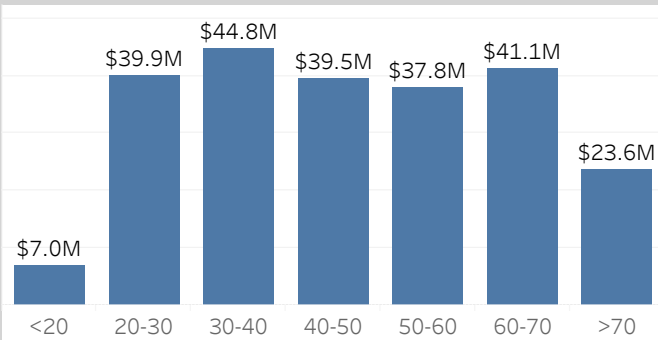
Revenue per Month



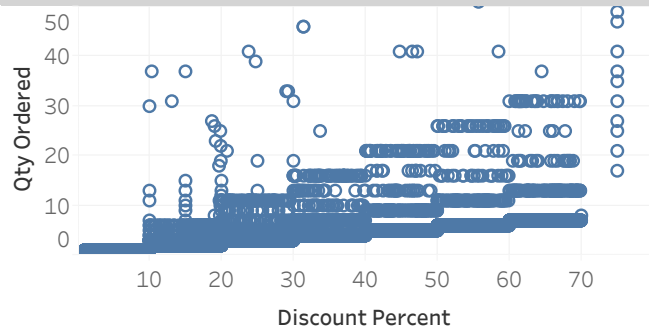
%Revenue based on Region



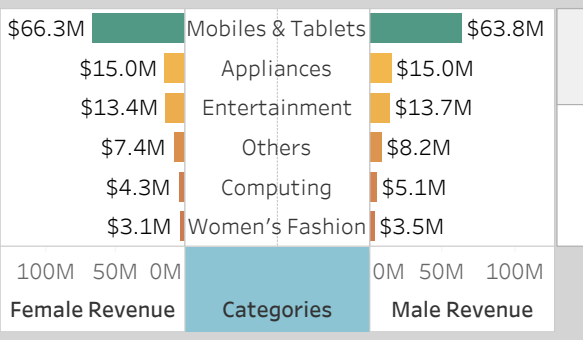
Revenue based on Age



Quantity-Discount Correlation



Revenue based on Gender



Category

All

Customers

64,248

Avg Cart Value

\$1,209

Avg Discount%

6.07%

Avg Basket Size

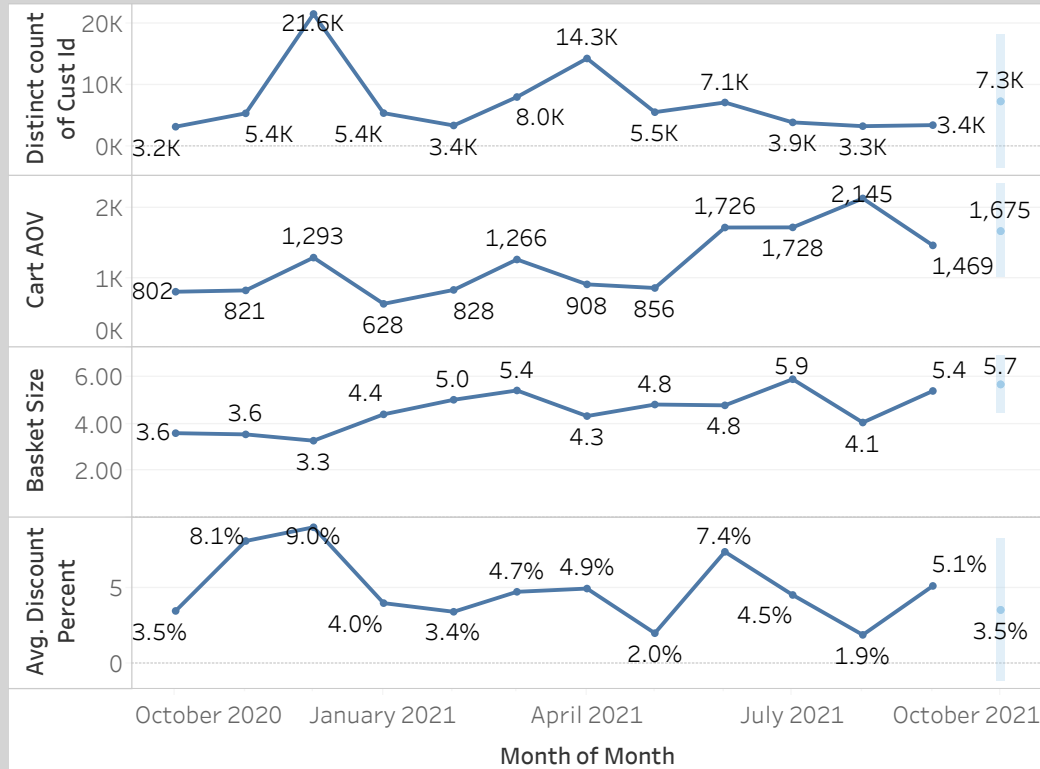
4.3

Time Series Forecasting

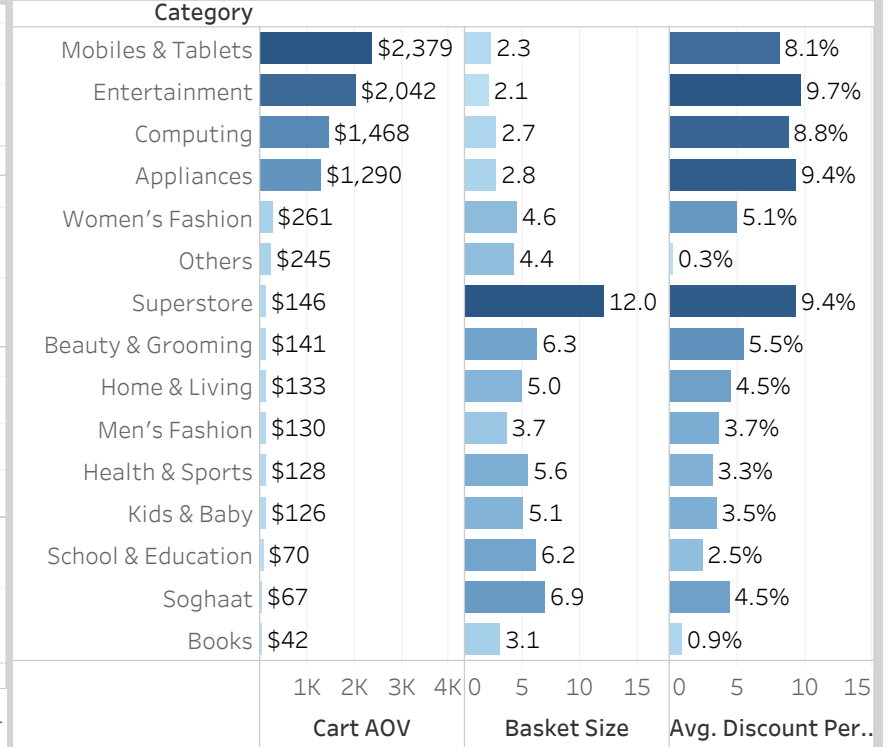
Forecast indicator

Actual

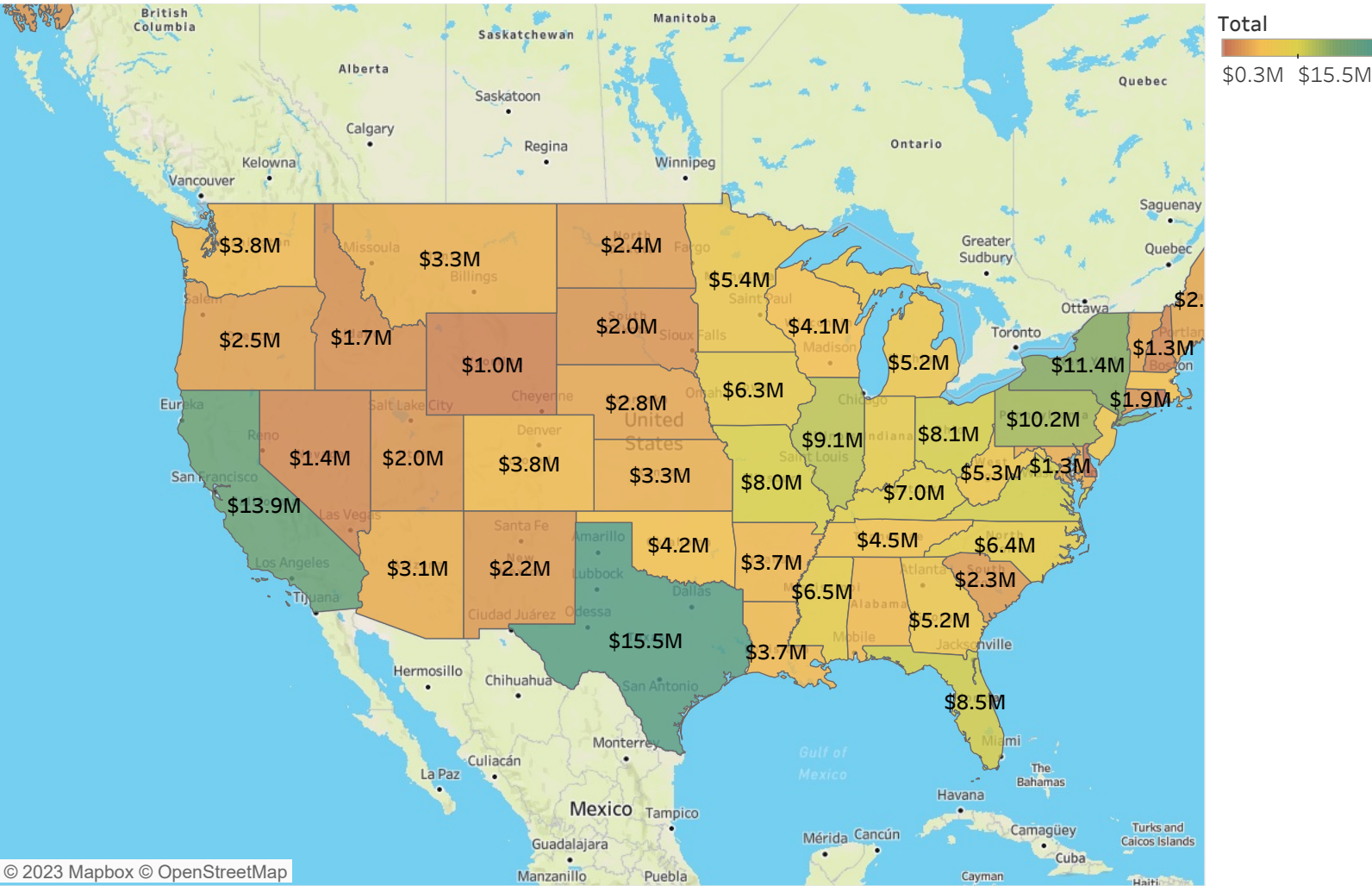
Estimate



Category Metrics



Revenue per State



Map based on Longitude (generated) and Latitude (generated). Color shows sum of Total. The marks are labeled by sum of Total. Details are shown for State. The data is filtered on Action (MONTH(Month)), Action (Region) and Action (Age (bins)). The Action (MONTH(Month)) filter keeps 12 members. The Action (Region) filter keeps 4 members. The Action (Age (bins)) filter keeps 7 members.

Revenue per Month



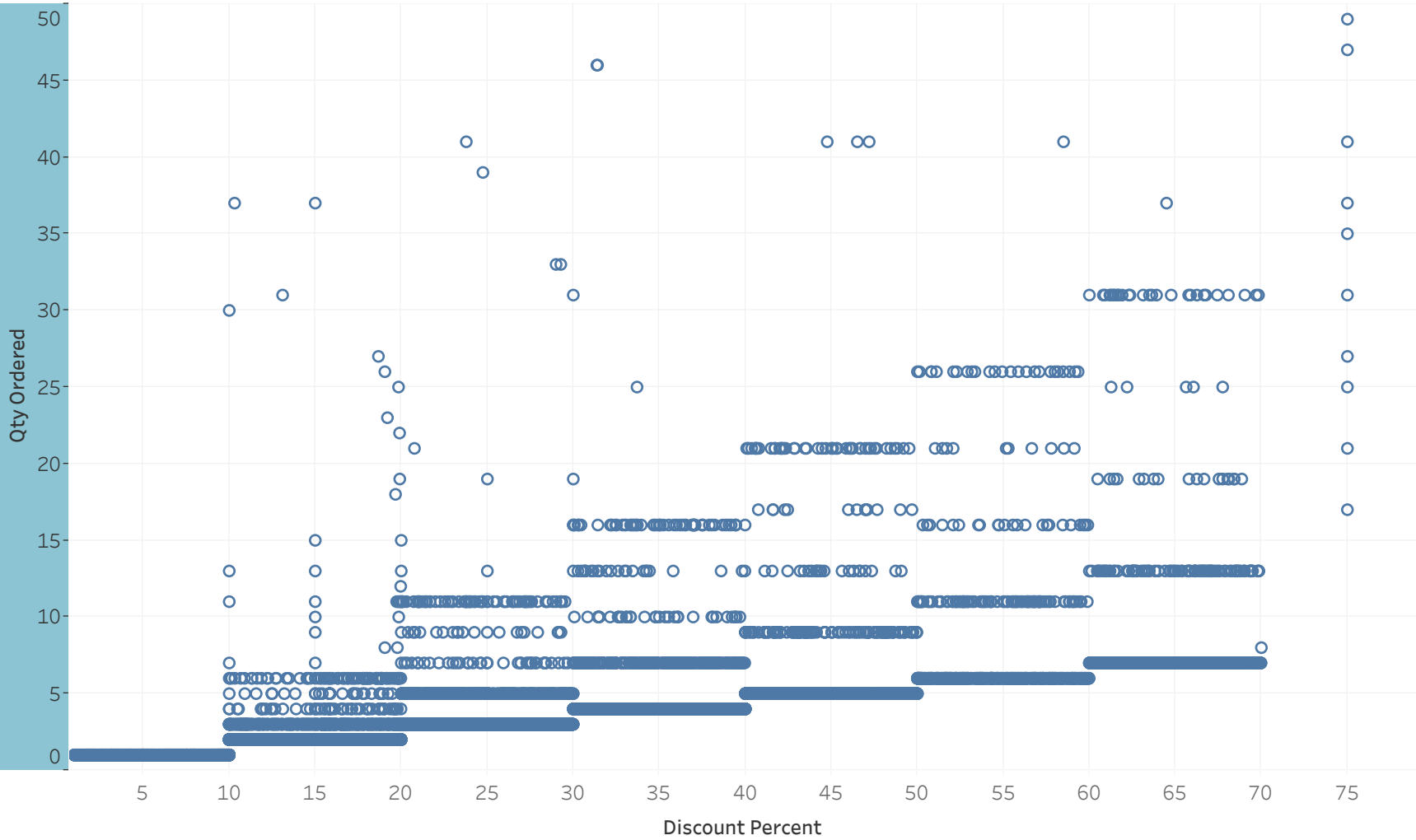
The trend of sum of Total for Month Month. The marks are labeled by sum of Total. The data is filtered on Action (Region) and Action (Age (bins)). The Action (Region) filter keeps 4 members. The Action (Age (bins)) filter keeps 7 members.

Revenue based on Age



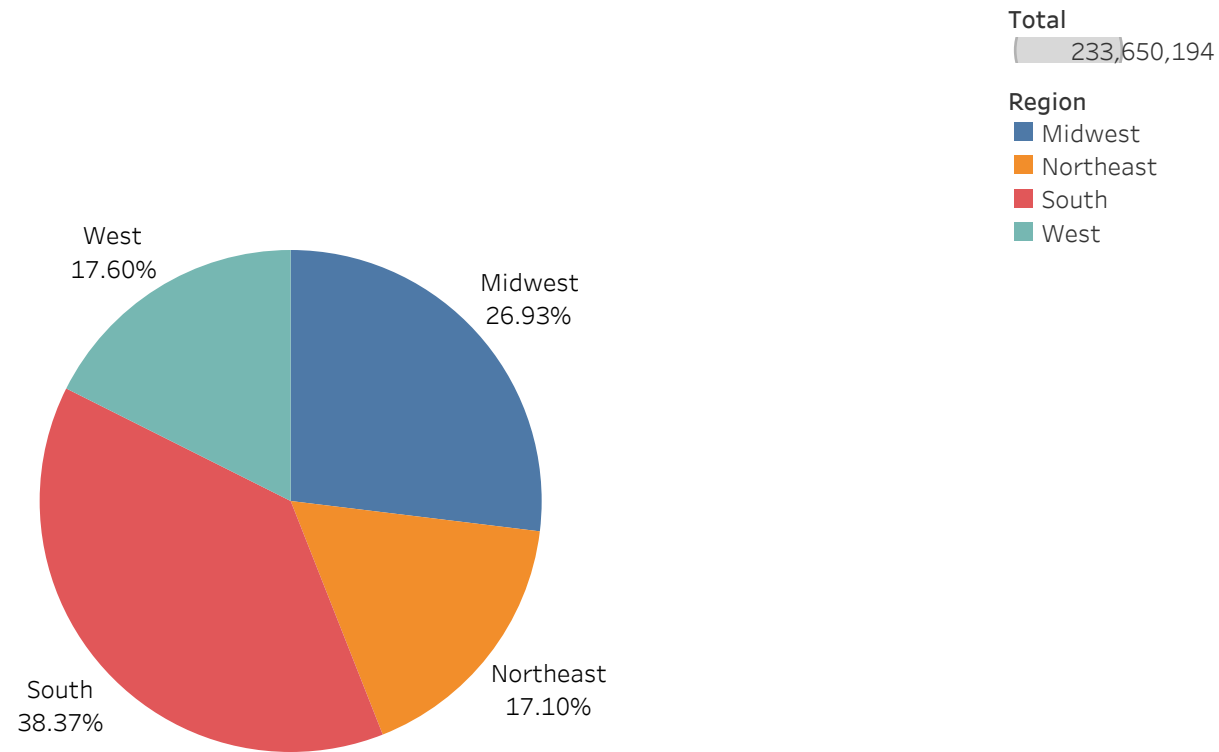
Sum of Total for each Age (bins). The marks are labeled by sum of Total. The data is filtered on Action (MONTH(Month)) and Action (Region). The Action (MONTH(Month)) filter keeps 12 members. The Action (Region) filter keeps 4 members.

Quantity-Discount Correlation



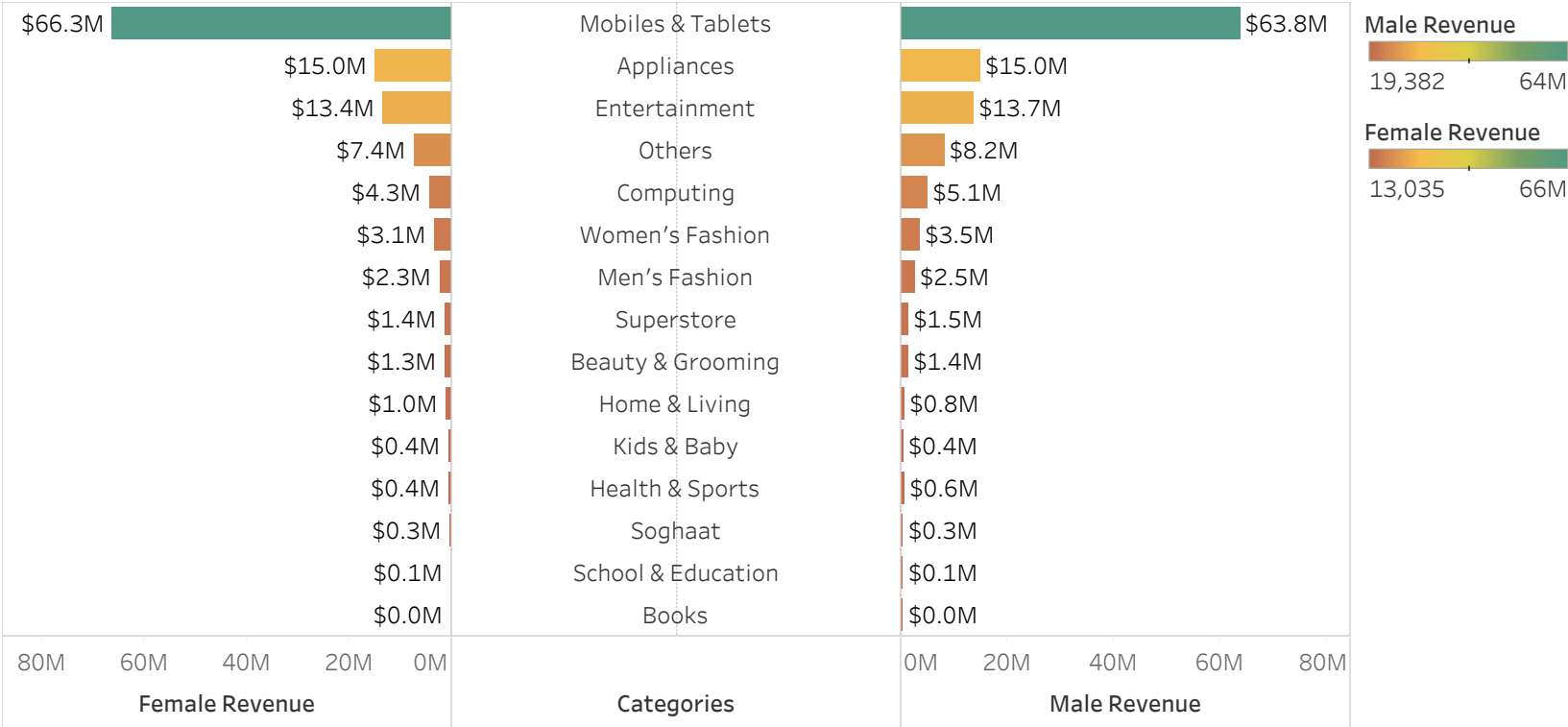
Discount Percent vs. Qty Ordered. The data is filtered on Action (MONTH(Month)), Action (Region) and Action (Age (bins)). The Action (MONTH(Month)) filter keeps 12 members. The Action (Region) filter keeps 4 members. The Action (Age (bins)) filter keeps 7 members. The view is filtered on Discount Percent, which ranges from 1.00 to 75.00.

%Revenue based on Region



Region and % of Total Total. Color shows details about Region. Size shows sum of Total. The marks are labeled by Region and % of Total Total. The data is filtered on Action (MONTH(Month)) and Action (Age (bins)). The Action (MONTH(Month)) filter keeps 12 members. The Action (Age (bins)) filter keeps 7 members.

Revenue based on Gender



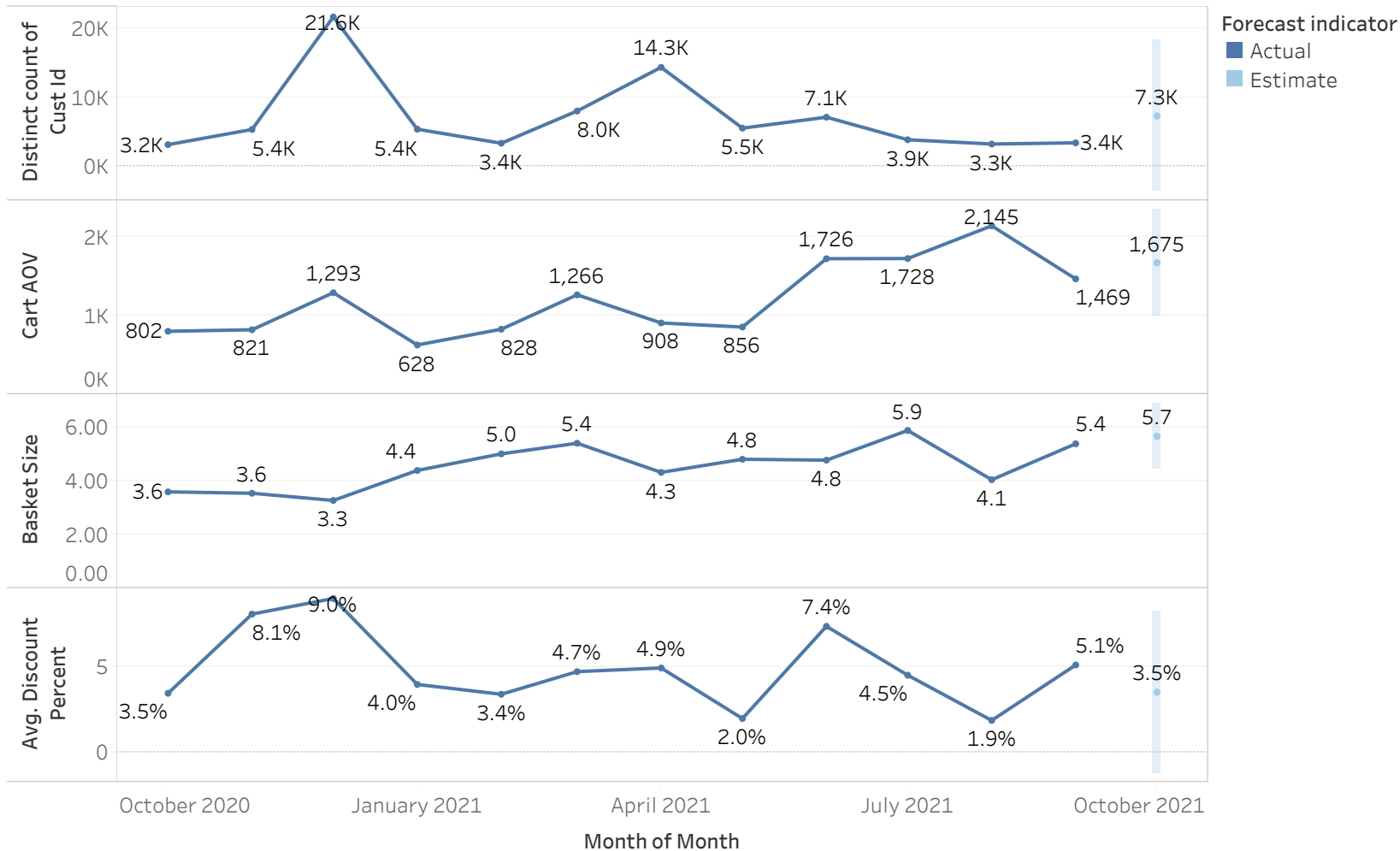
Sum of Female Revenue, sum of Zero Axis and sum of Male Revenue for each Category. The marks are labeled by Category.

For pane Sum of Female Revenue: Color shows sum of Female Revenue. The marks are labeled by Category and sum of Female Revenue. For pane Sum of Male Revenue: Color shows sum of Male Revenue. The marks are labeled by Category and sum of Male Revenue. The data is filtered on Action (MONTH(Month)), Action (Region) and Action (Age (bins)). The Action (MONTH(Month)) filter keeps 12 members. The Action (Region) filter keeps 4 members. The Action (Age (bins)) filter keeps 7 members.

**Total
Revenue**
\$233.7M

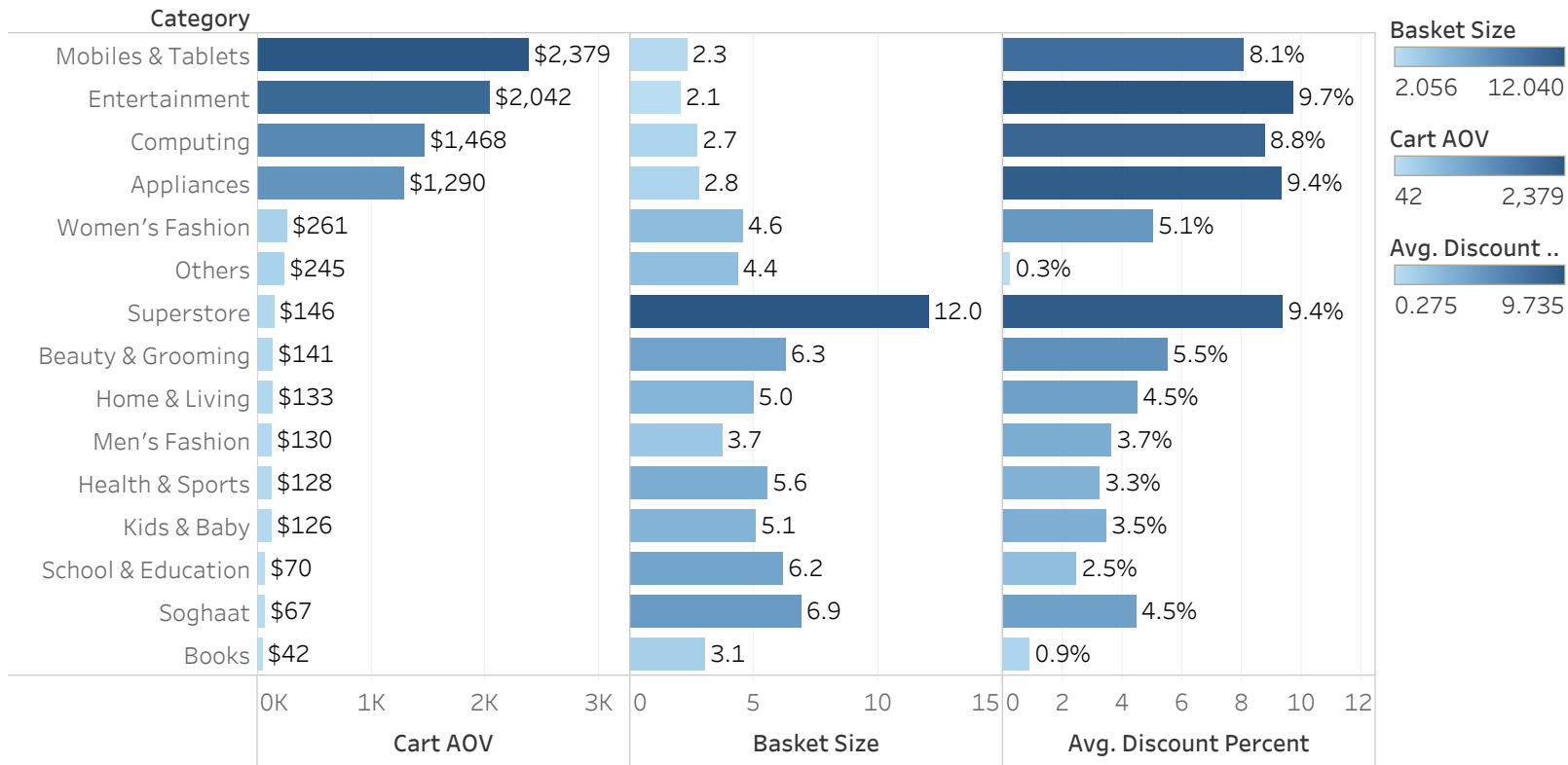
Sum of Total.
The data is
filtered on
Action (MONT
H(Month)),
Action
(Region) and
Action (Age
(bins)). The
Action (MONT
H(Month))
filter keeps
12 members.
The Action
(Region)
filter keeps 4
members.
The Action
(Age (bins))
filter keeps 7
members.

Time Series Forecasting



The trends of distinct count of Cust Id (actual & forecast) , Cart AOV (actual & forecast) , Basket Size (actual & forecast) and average of Discount Percent (actual & forecast) for Month Month. Color shows details about Forecast indicator. Details are shown for Forecast indicator. For pane Basket Size (actual & forecast) : The marks are labeled by Basket Size (actual & forecast) . For pane Distinct count of Cust Id (actual & forecast) : The marks are labeled by distinct count of Cust Id (actual & forecast) . For pane Average of Discount Percent (actual & forecast) : The marks are labeled by average of Discount Percent (actual & forecast) .

Category Metrics



Cart AOV, Basket Size and average of Discount Percent for each Category. For pane Cart AOV: Color shows Cart AOV. The marks are labeled by Cart AOV. For pane Basket Size: Color shows Basket Size. The marks are labeled by Basket Size. For pane Average of Discount Percent: Color shows average of Discount Percent. The marks are labeled by average of Discount Percent. The view is filtered on Category, which keeps 15 of 15 members.

Avg Cart Value

\$1,209

Cart AOV.

Avg Discount%

6.07%

Average of Discount
Percent.

Avg Basket Size

4.3

Basket Size.

Customers

64,248

Distinct count of
Cust Id.