

Summary Metrics

\$1.93M

Total Sales

72.6K

Number of Customers

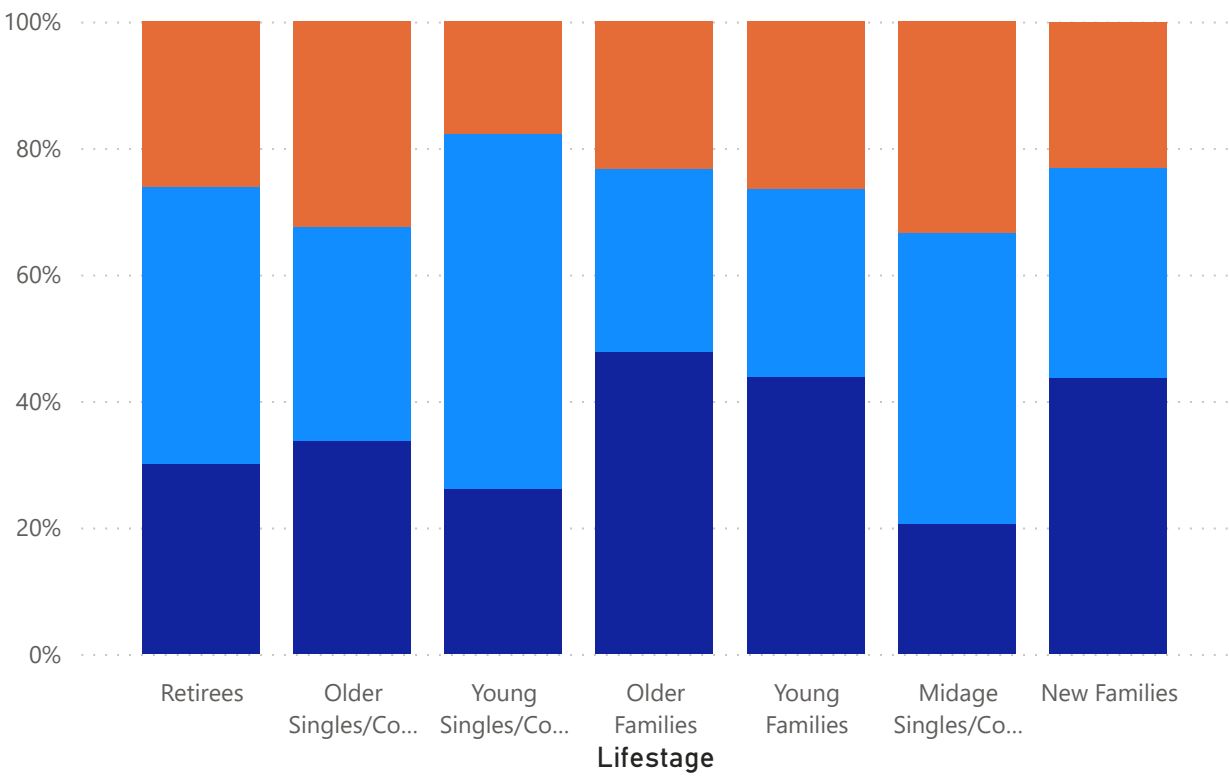
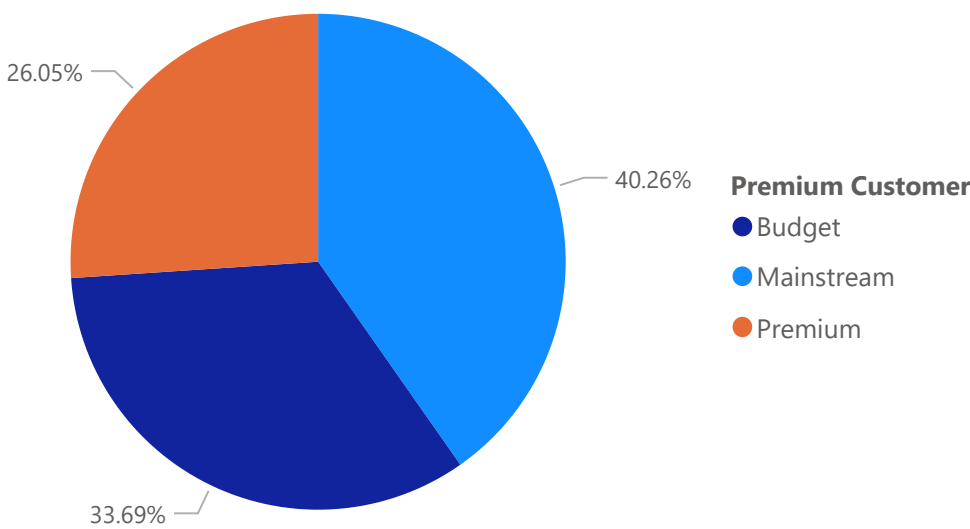
272

Number of Stores

Kettle

Best Seller

Customer Demographics

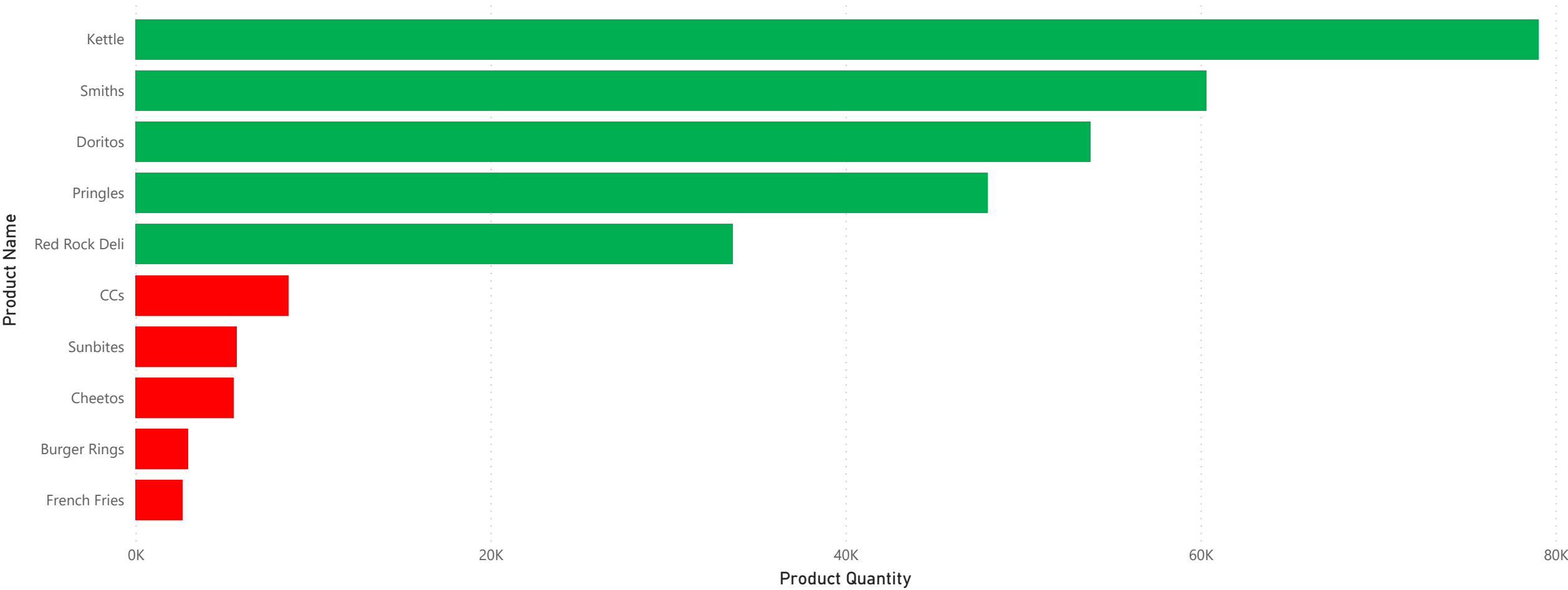


Sales Breakdown

Top 50 Customers with Highest Sales

Loyalty Card Number	Premium Customer	Lifestage	Total Sales
230078	Budget	Older Families	\$138.60
63197	Budget	Older Families	\$132.80
259009	Mainstream	Older Singles/Couples	\$127.20
162039	Mainstream	Older Families	\$126.80
58361	Budget	Young Families	\$124.80
230154	Budget	Older Families	\$124.40
94185	Premium	Young Families	\$122.80
130090	Budget	Young Families	\$122.65
179228	Budget	Young Families	\$120.80
172032	Mainstream	Young Singles/Couples	\$120.10
199157	Premium	Young Families	\$118.80
116181	Premium	Young Families	\$117.60
114163	Budget	Older Families	\$117.40
3153	Premium	Midage Singles/Couples	\$116.40
59333	Premium	Young Families	\$116.20
164034	Budget	Retirees	\$115.60
28020	Premium	Older Families	\$115.60
116113	Premium	Older Singles/Couples	\$115.40
156054	Premium	Midage Singles/Couples	\$115.40
199146	Budget	Young Families	\$115.20
95048	Mainstream	Young Singles/Couples	\$115.10
5168	Mainstream	Older Families	\$114.80

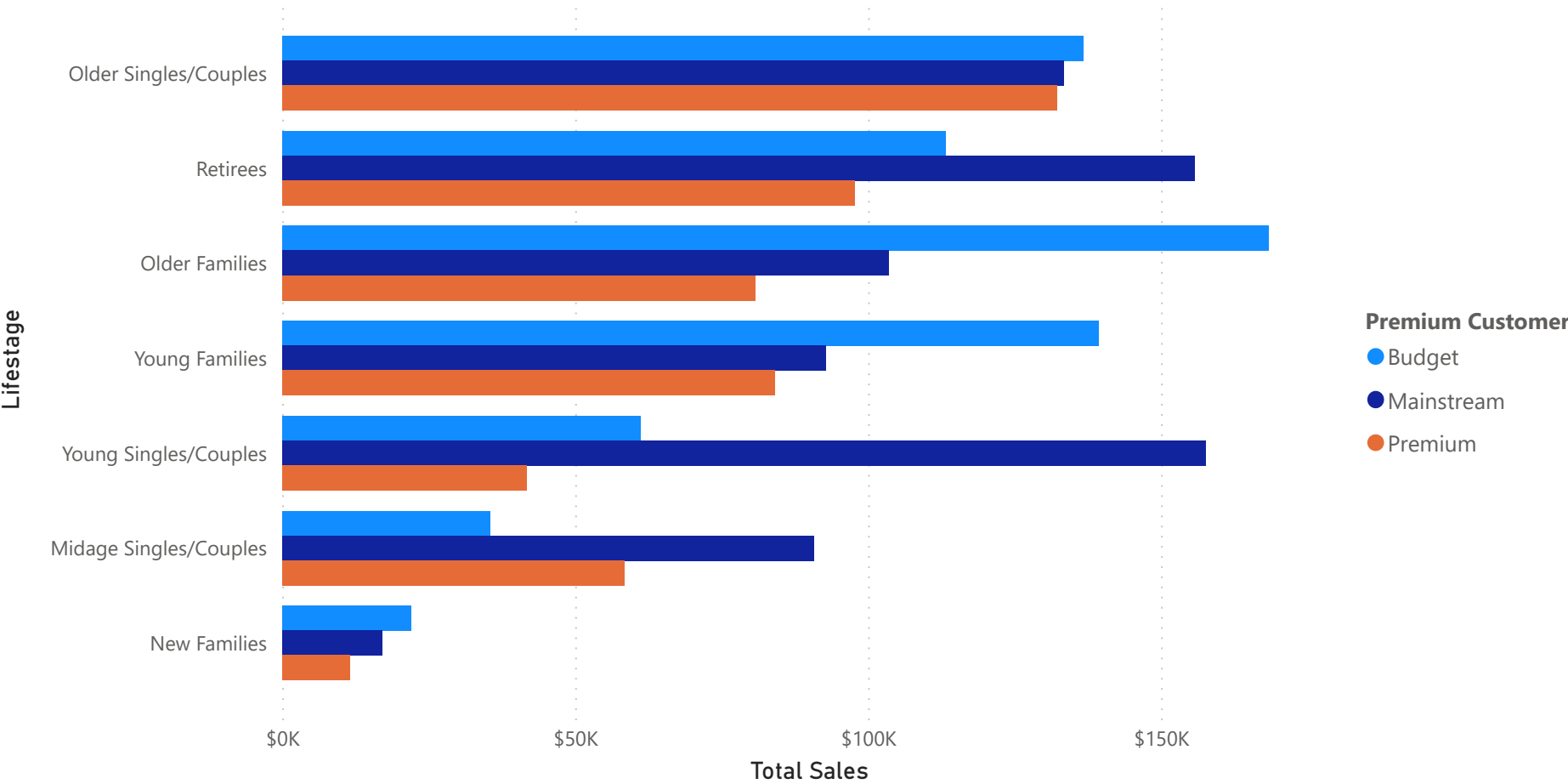
Top 5 Best and Worst Selling Products



Select product

All

Total Sales by Lifestage and Premium Customer



Total Sales by Month

