

Customer Behavior Insights

CustomerId

All

▼

OrderId

1

3421083

Day Name

All

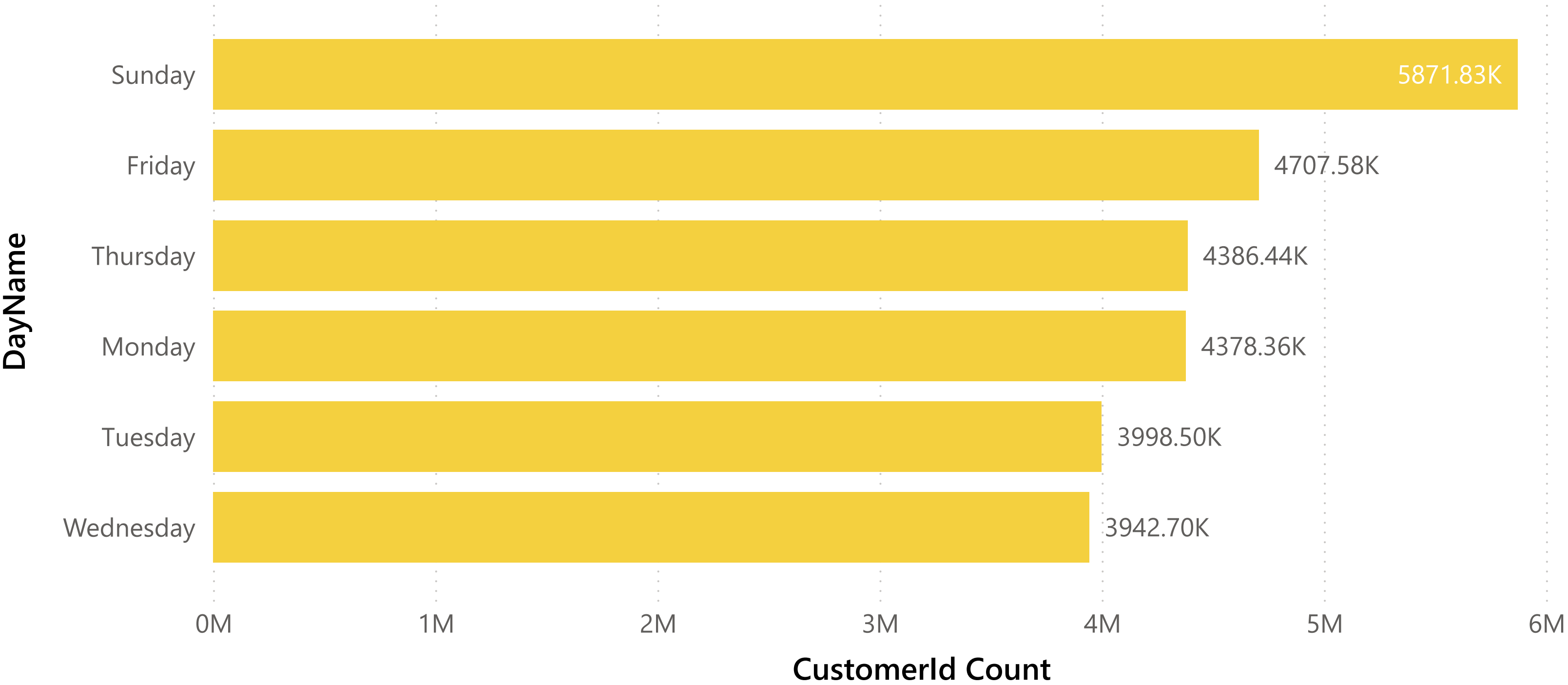
▼

Is ReOrdered

All

▼

Count of orders in a week



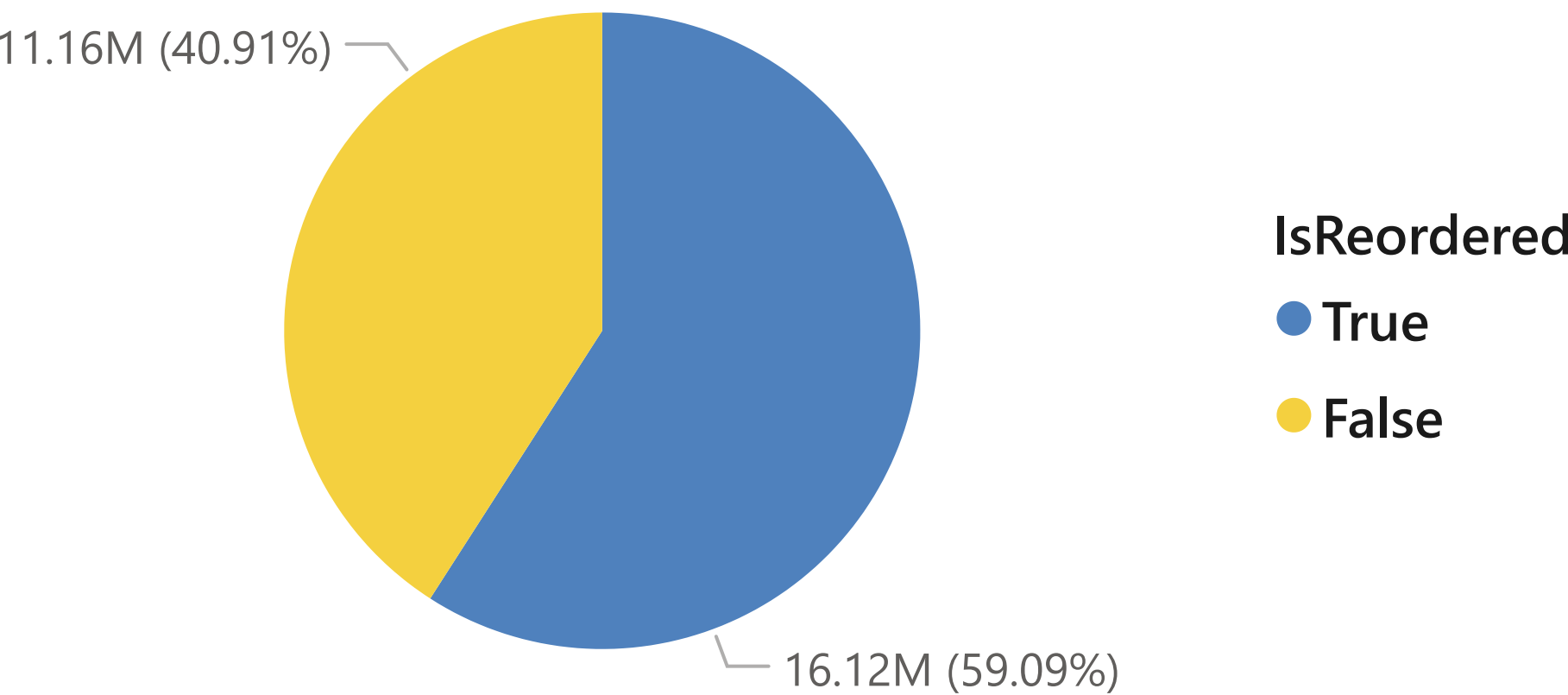
Total Unique Customers

206.21K

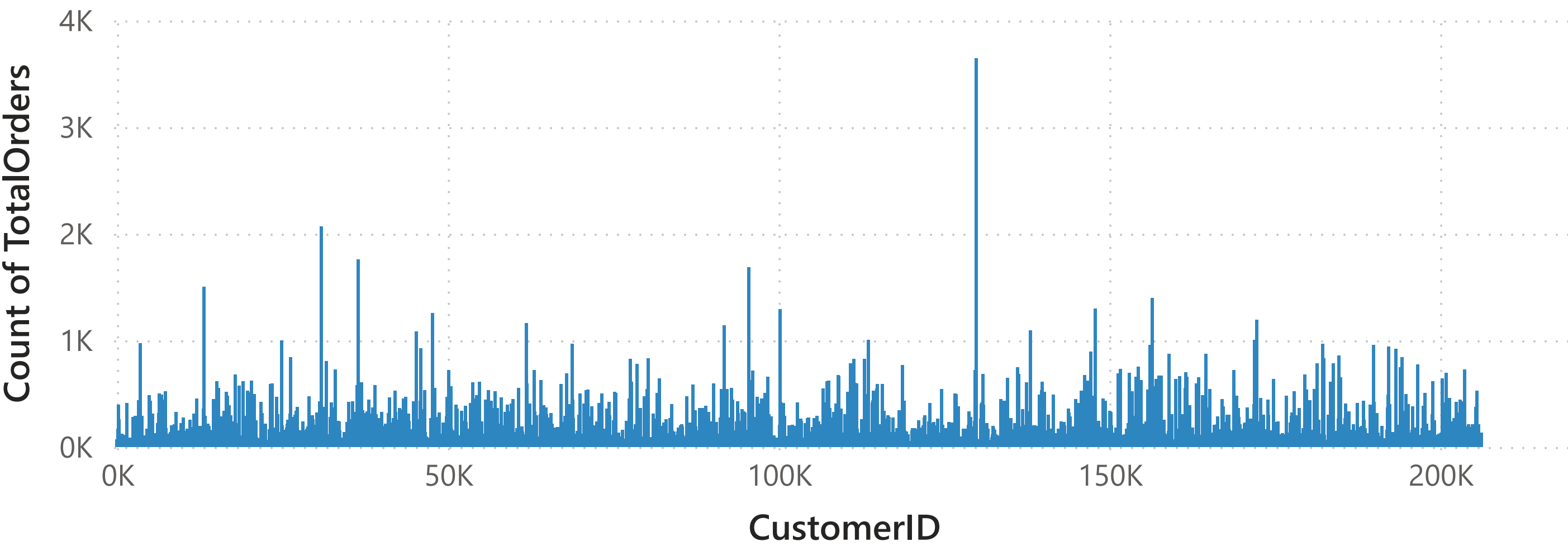
Reorder Patterns by Customers

CustomerID	Count of IsReordered
1	70
2	226
3	42
4	18
5	28
6	14
7	137
8	67
9	87

Reorder Distribution by Customers



Customers with their orders count



Products and Sales Performance

Product Name

All

Aisle Name

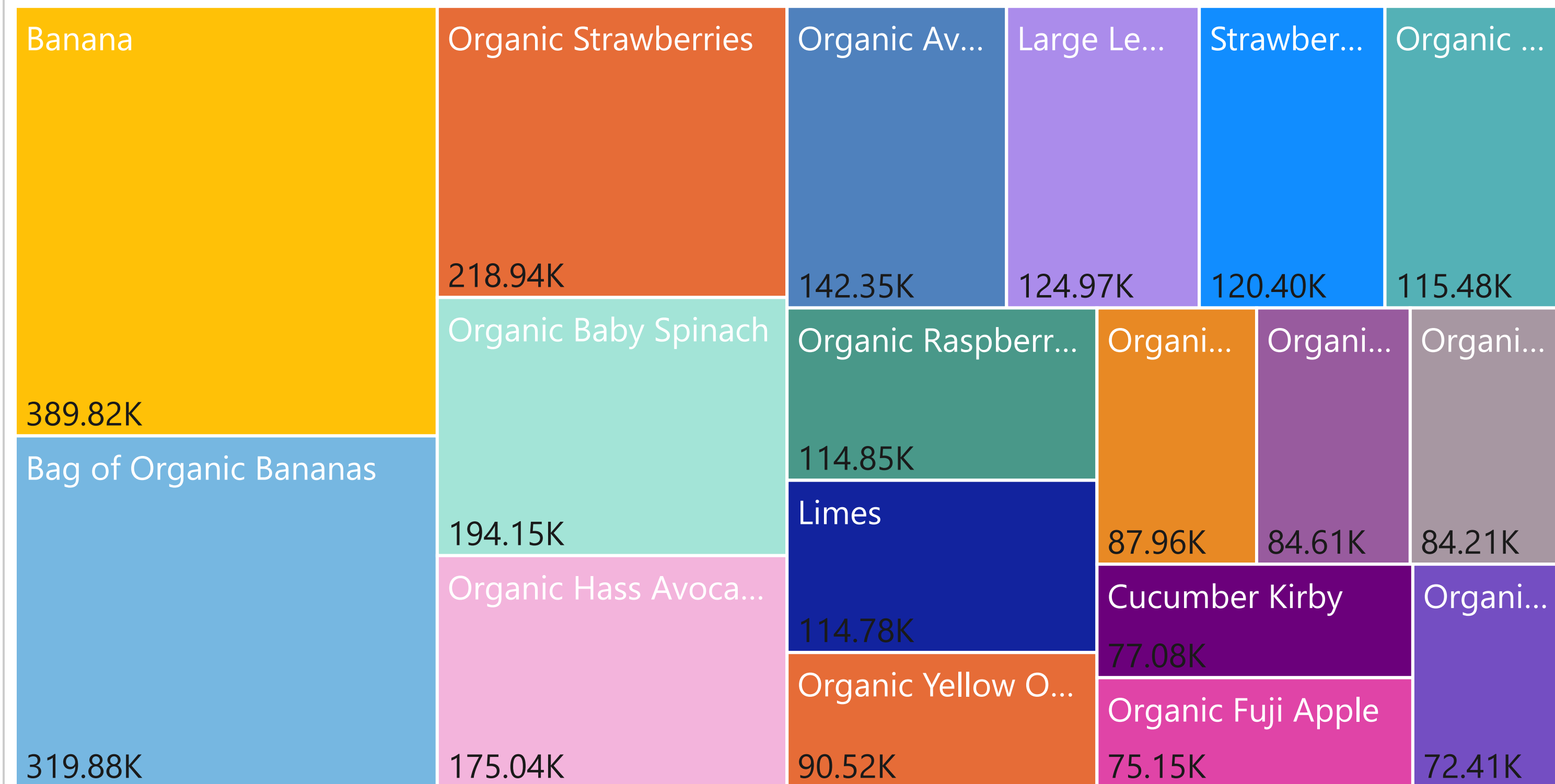
All

Department Name

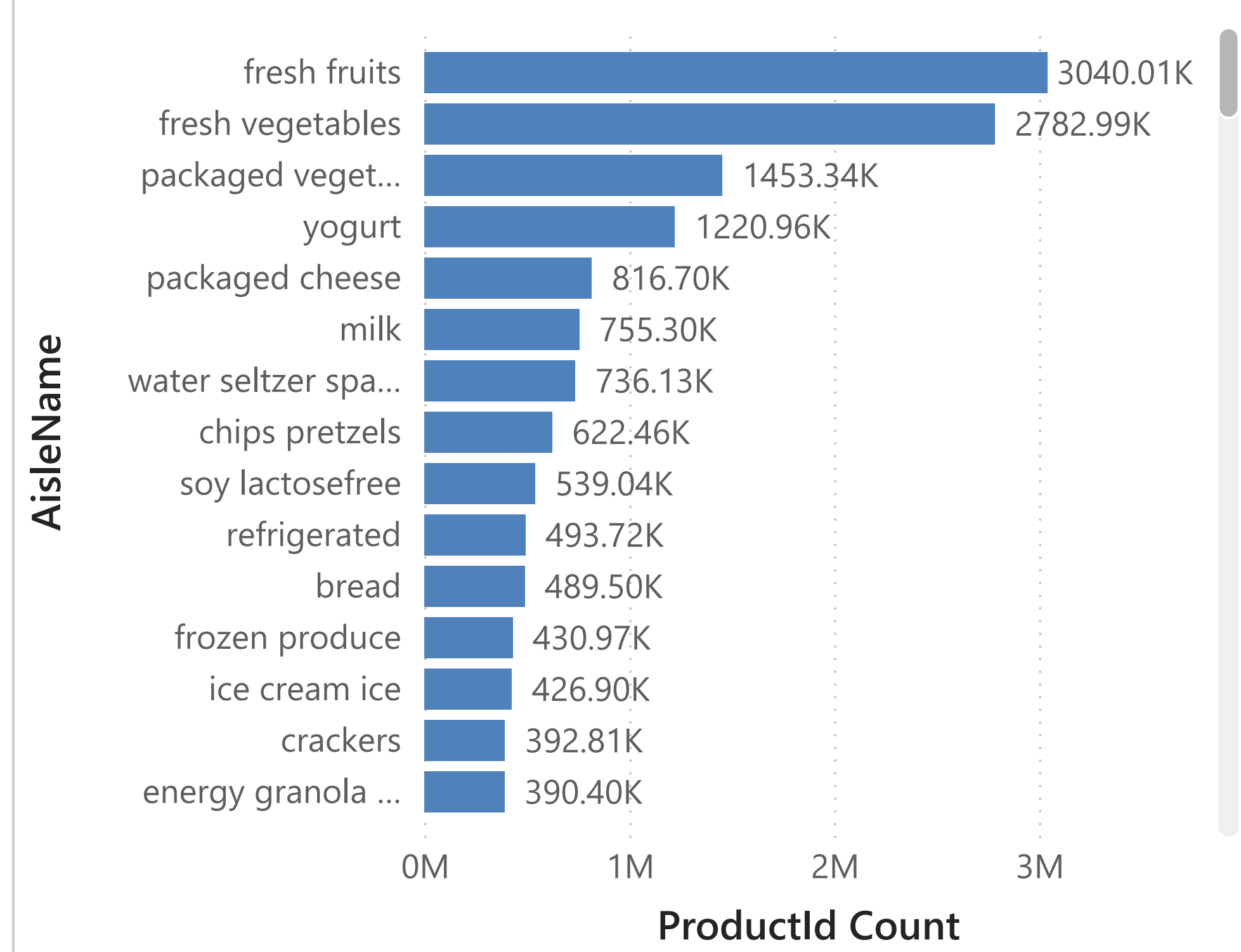
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Is ReOrdered

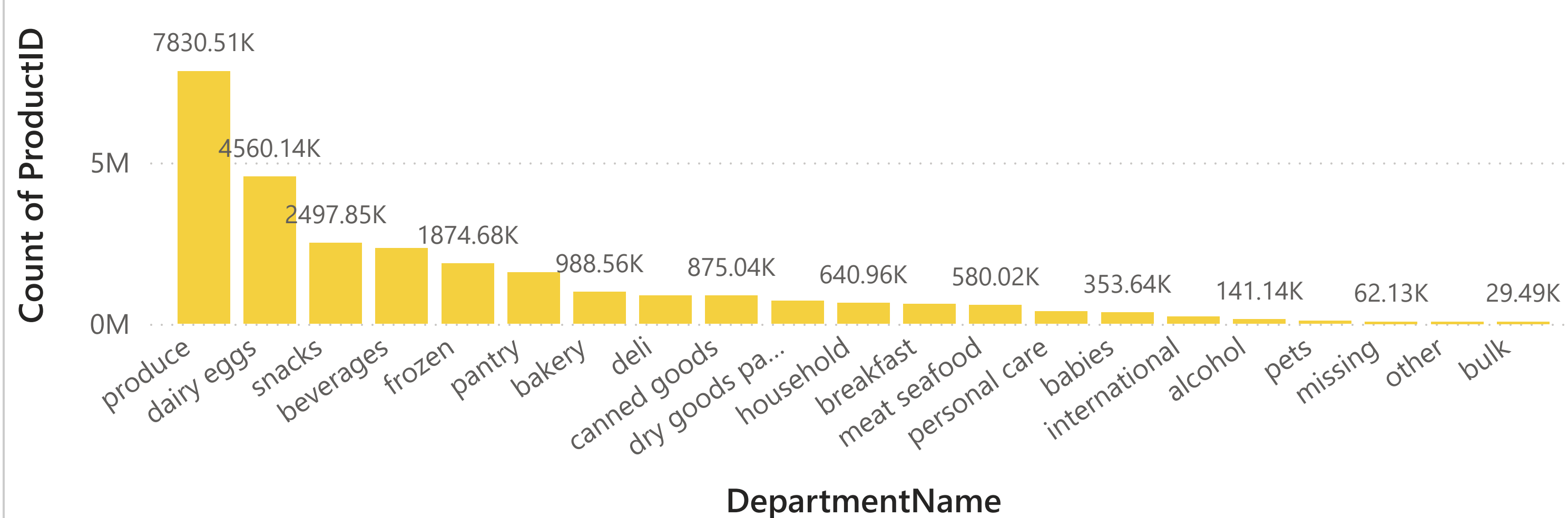
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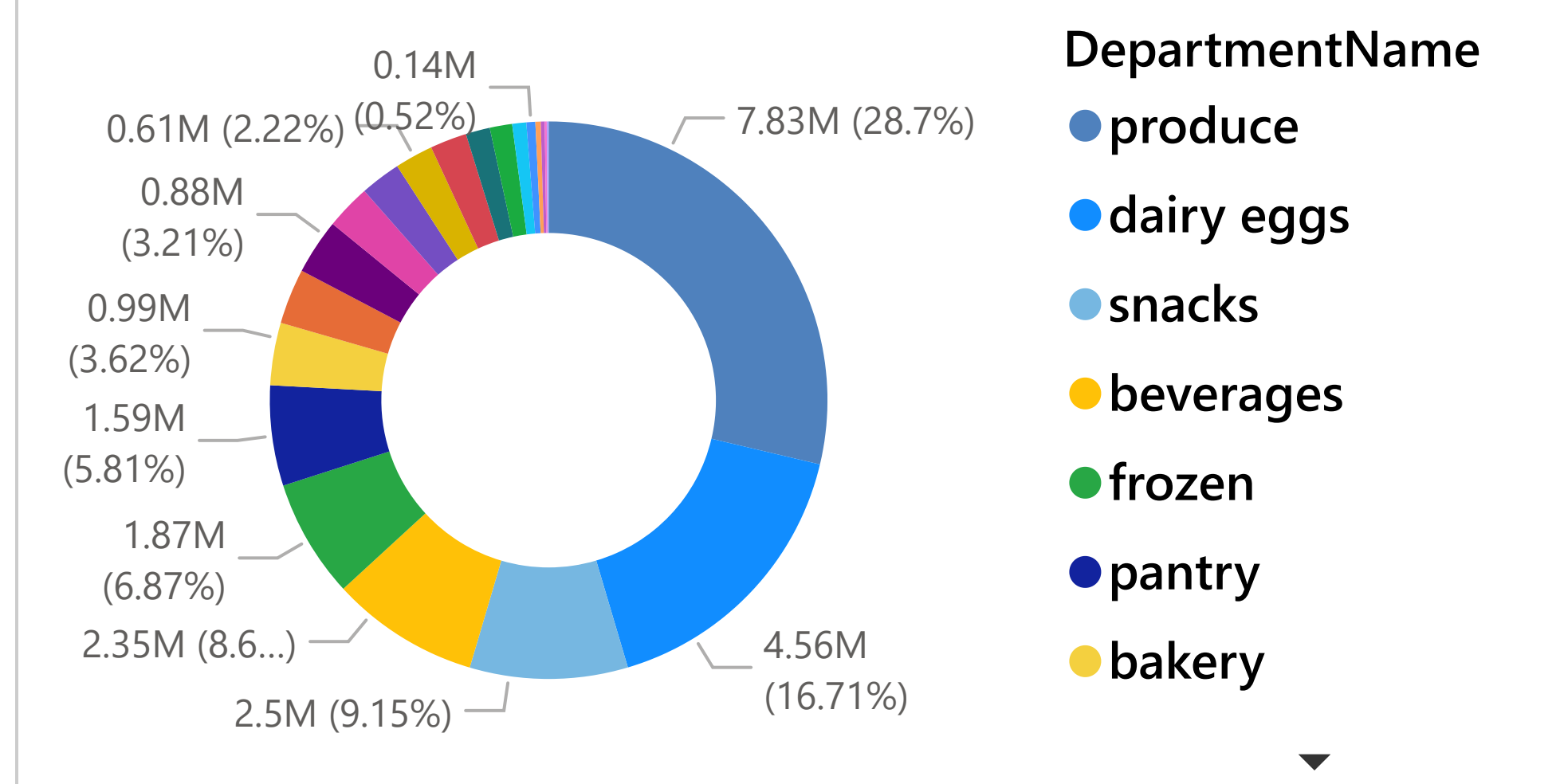
Orders by Aisle



Orders by Department



Product Reorders by Department



Department and Day of Week Insights

Day Name

All

Department Name

All

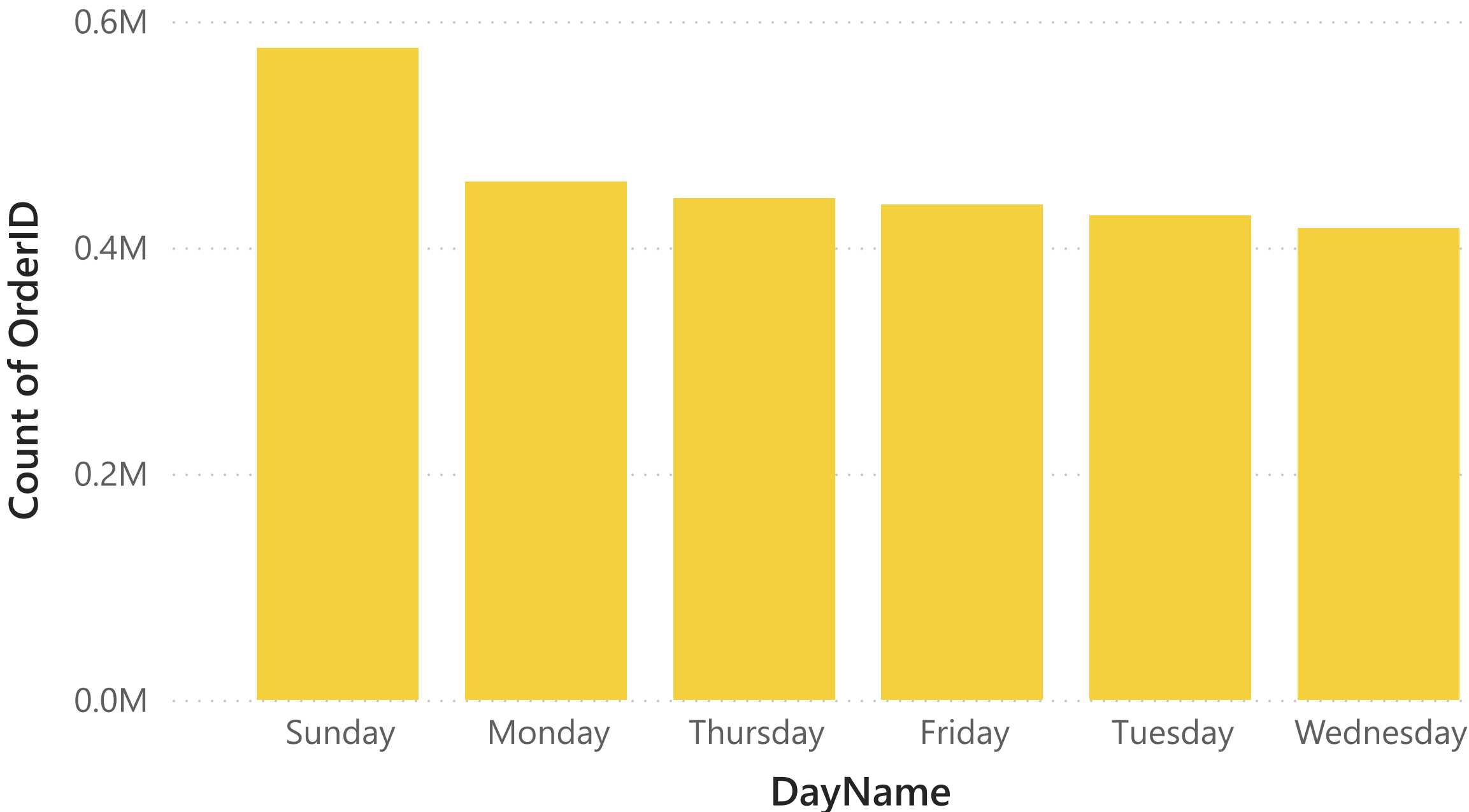
CustomerId

All

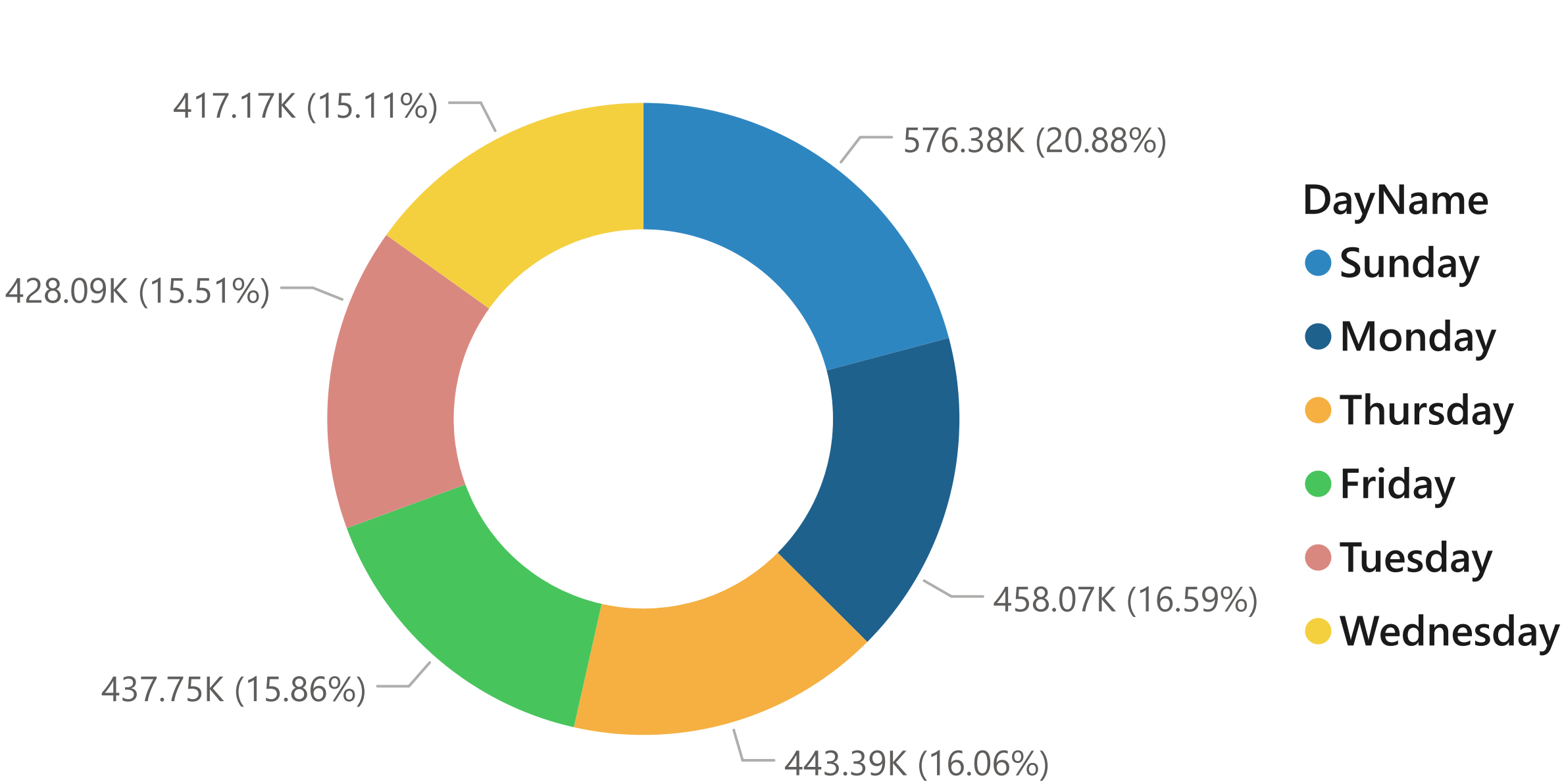
Is ReOrdered

All

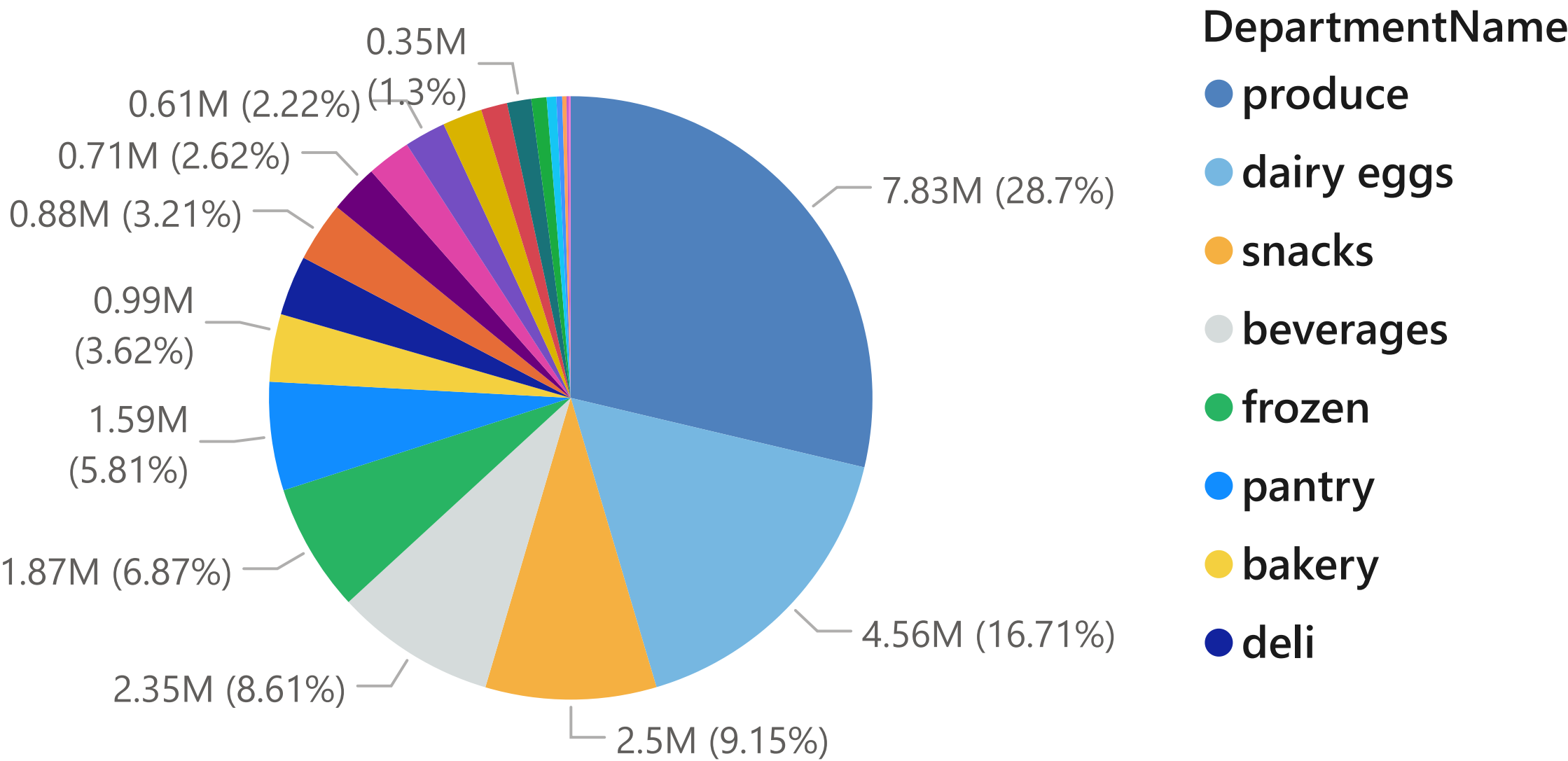
Orders by Day of Week



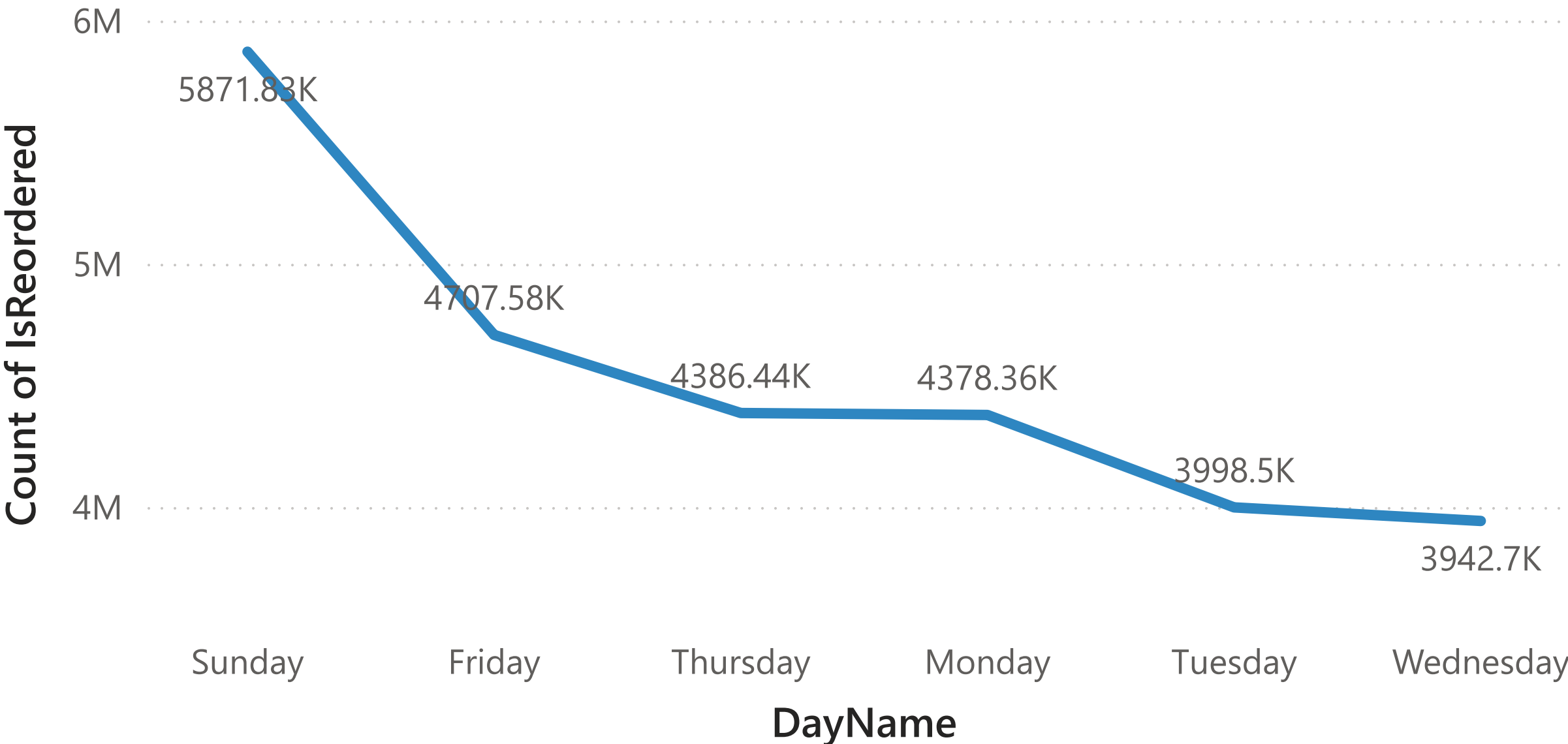
Orders by Day of the Week



Department Contribution to Total Orders



Reorders by Day of Week



Customer and Product Journey Insights

Aisle Name

All

Department Name

All

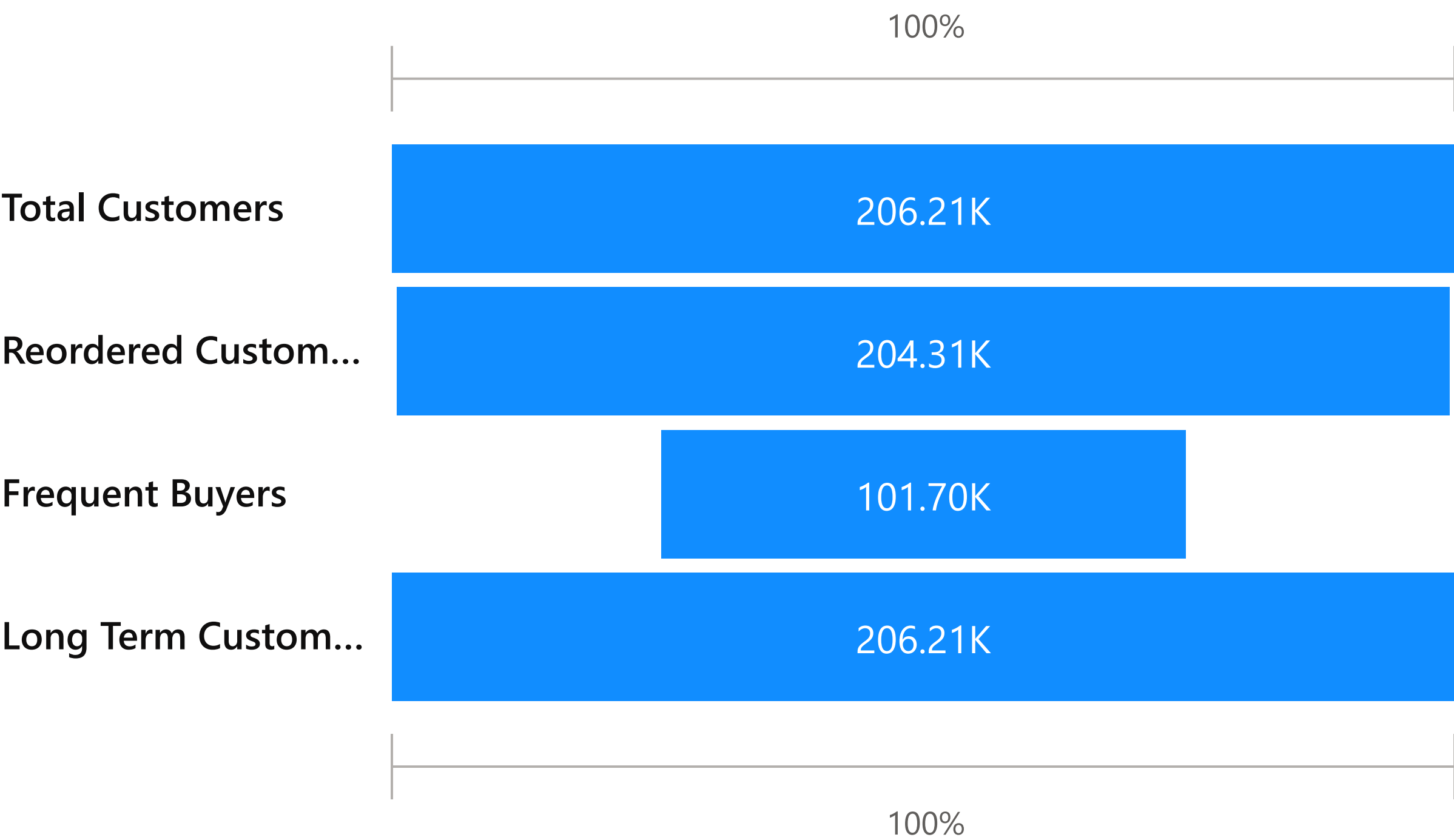
ProductId

All

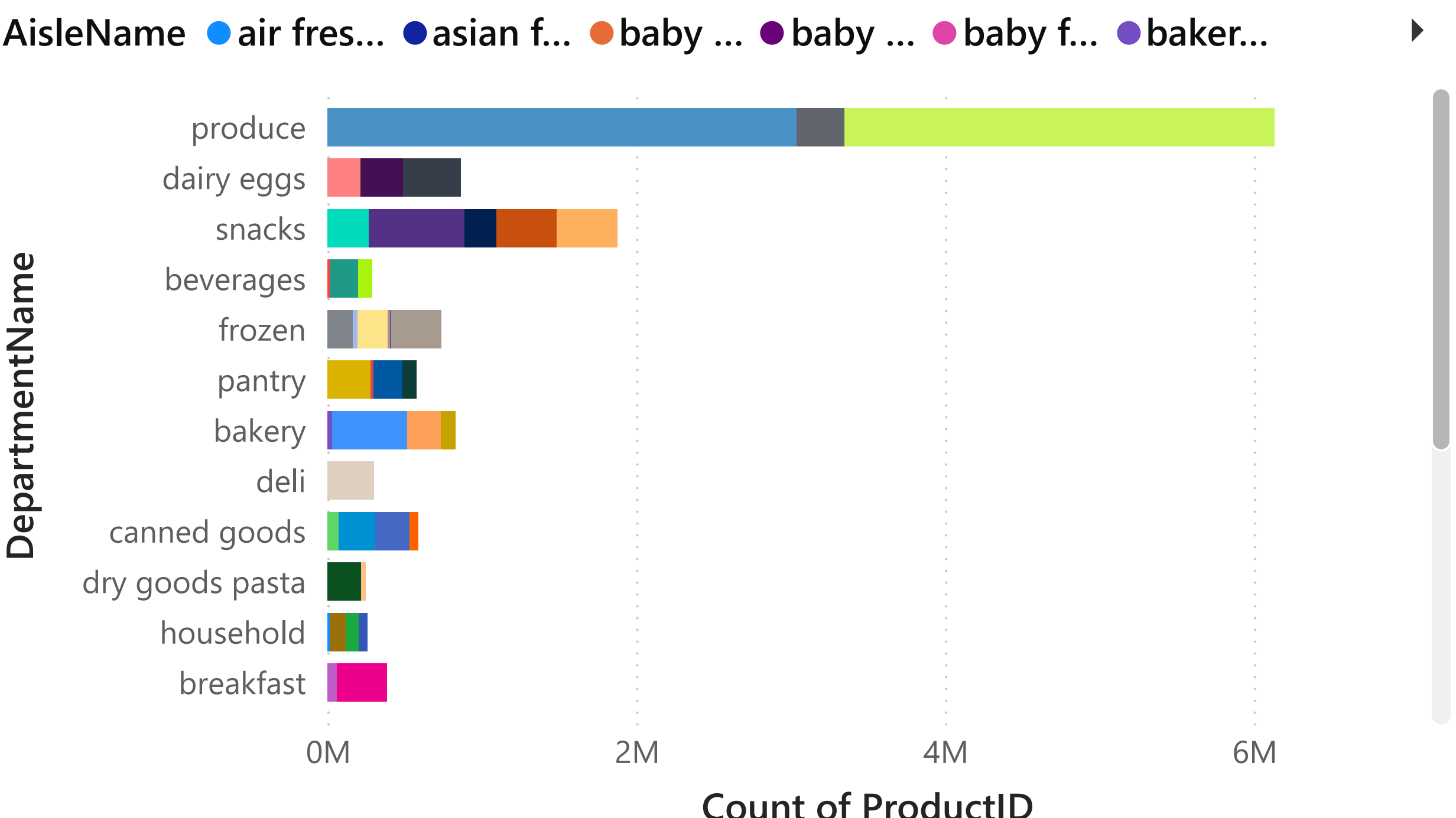
CustomerId

All

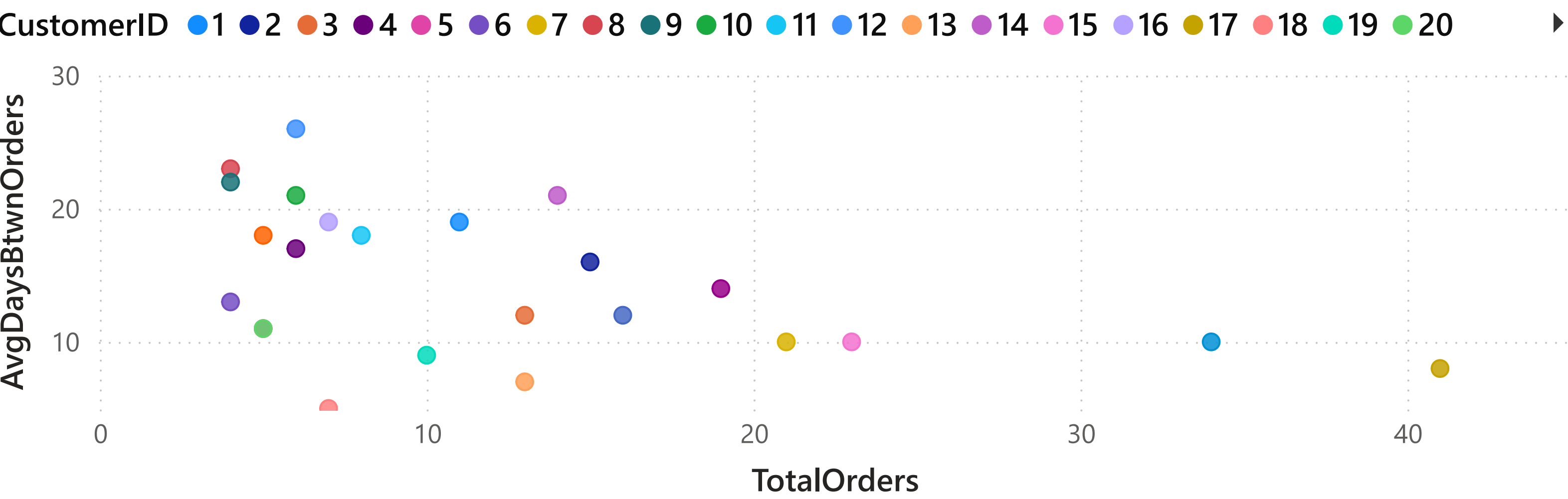
Customer Retention Funnel



Product Performance by Aisle and Department



Customer (CustomerId < 25) Lifetime Value vs. Average Days Between Orders



Contribution of Top 5 Products by Reorders

