SPROCKET CENTRAL

$ 49,484,162 Total Revenue

13910 Total Customer

119 New Customer

Top customer count and profit per month

- Count of customer_id - champions
- Count of customer_id - loyal customers
- Sum of monetary - champions
- Sum of monetary - loyal customers

Month	Champions count	Loyal customers count
January	169	339
February	184	326
March	184	320
April	179	370
May	166	348
June	161	319
July	182	316
August	178	340
September	168	316
October	206	369
November	196	577
December	449	264

Distribution of Customers

Segment	Count
loyal customers	4204
champions	2422
at risk	1704
hibernating	1504
potential loyalists	1440
can't loose	1419
about to sleep	482
need attention	455
promising	161
new customers	119

Most popular product by profit

- Giant Bicycles - Standard - medium -...
- OHM Cycles - Standard - medium -...
- Solex - Standard - medium - medium
- Trek Bicycles - Standard - medium - large
- WeareA2B - Standard - medium - medium
- WeareA2B - Touring - medium - large

Customer distribution by state

Count 1335 – 545

Queensland

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