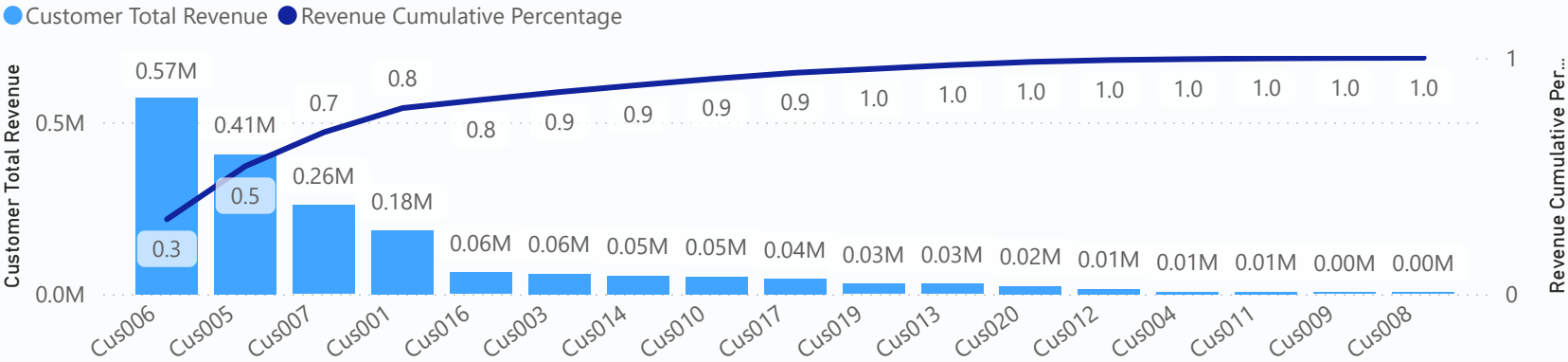


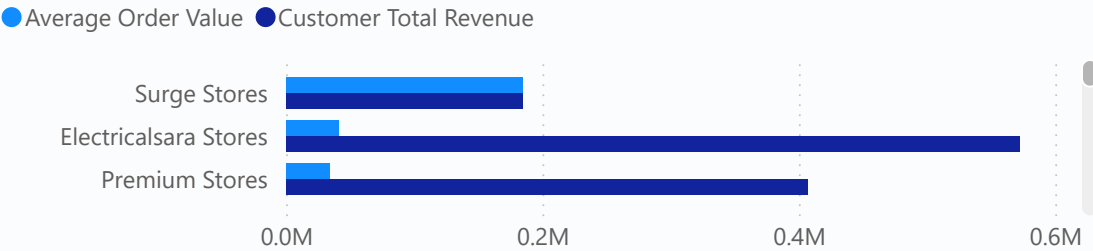


Customer Analysis Dashboard

Customer Revenue Pareto Chart



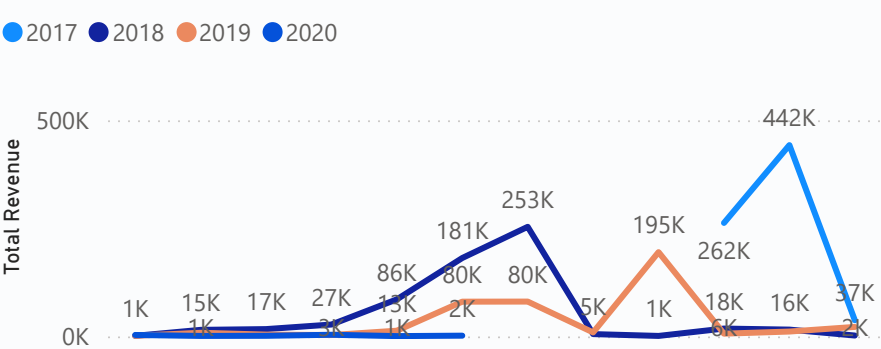
Customer Spending



Order Frequency

Customer Name	2017	2018	2019	2020	Total
Info Stores	21	43	48	12	124
Excel Stores		22	11		33
Logic Stores	4	7	16	2	29
Atlas Stores		7	13		20
Electricalsara Stores	3	6	5		14
Premium Stores	11	1			12
Integration Stores		7			7
Total	43	110	95	14	262

Monthly Purchase Trends



2017	2018	2019	2020
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262	17	9
Total Orders	Total Customers	Active Customers
106K	1.8M	6.9K
Avg Revenue per Customer	Total Revenue	AOV

Customer Rank

Customer Name	Customer Code	Customer Total Revenue
Electricalsara Stores	Cus006	572181
Premium Stores	Cus005	407084
Info Stores	Cus007	259200
Surge Stores	Cus001	184801
Logic Stores	Cus016	63157
Excel Stores	Cus003	59665
Forward Stores	Cus014	53044
Atlas Stores	Cus010	50090
Epic Stores	Cus017	44194
Electricalsopedia Stores	Cus019	29648
Unity Stores	Cus013	29635
Nixon	Cus020	23898
Integration Stores	Cus012	13992
Surface Stores	Cus004	7176
Flawless Stores	Cus011	5694
Electricalsquipo Stores	Cus009	3032
Acclaimed Stores	Cus008	1314