

CUSTOMER

30817

Customer

545

New Customer

6202

Churned Customer

Year: 2023

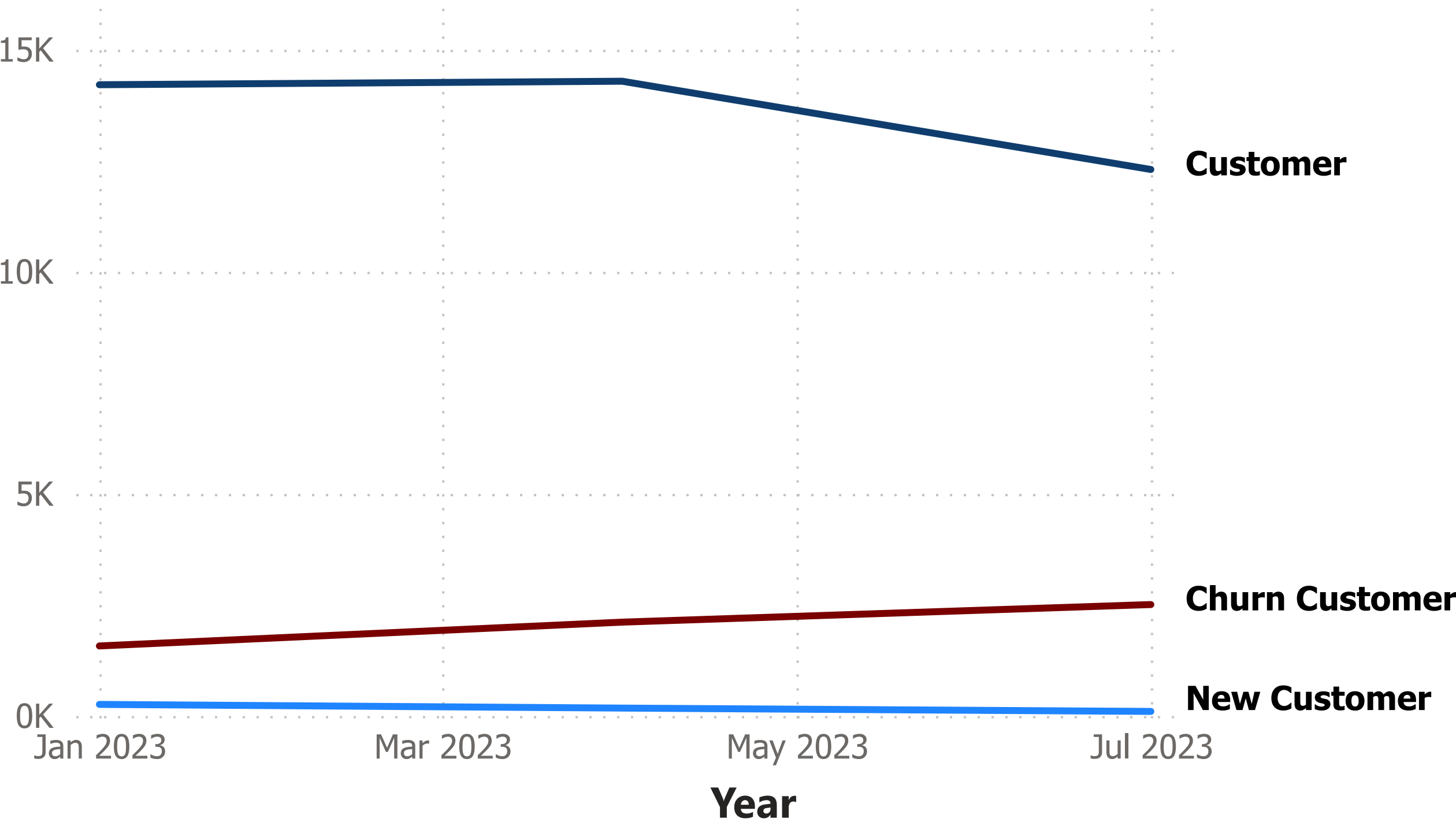
2020

2021

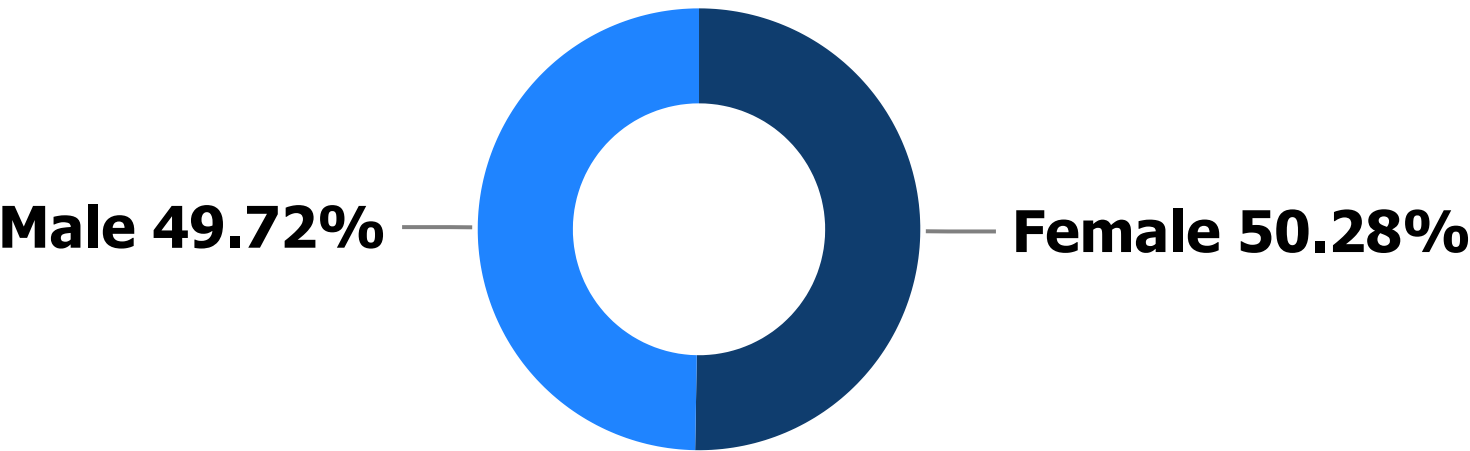
2022

2023

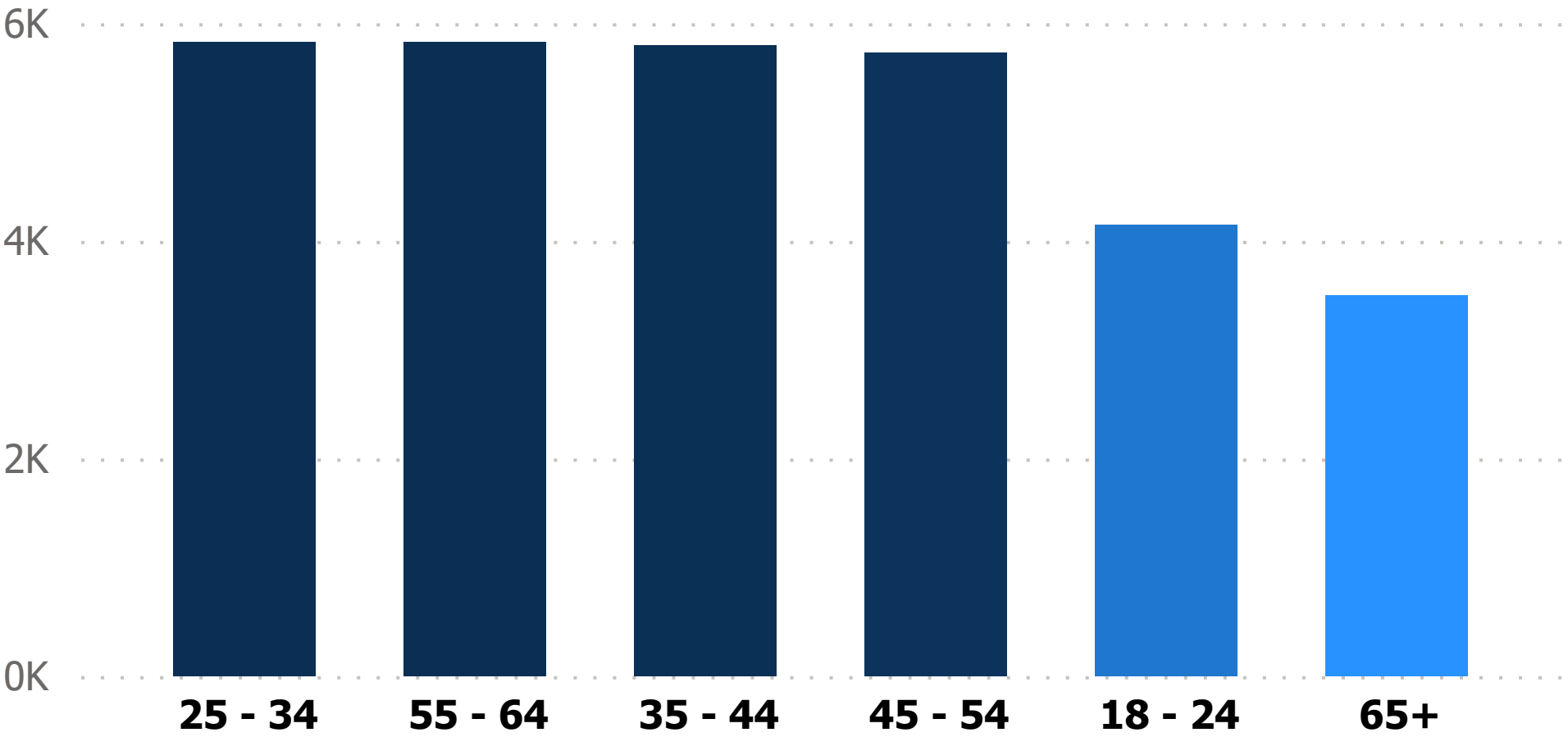
Number of Customer over time



Customer by Gender



Customer by Age Group



CUSTOMER BEHAVIOUR

250000

Transaction

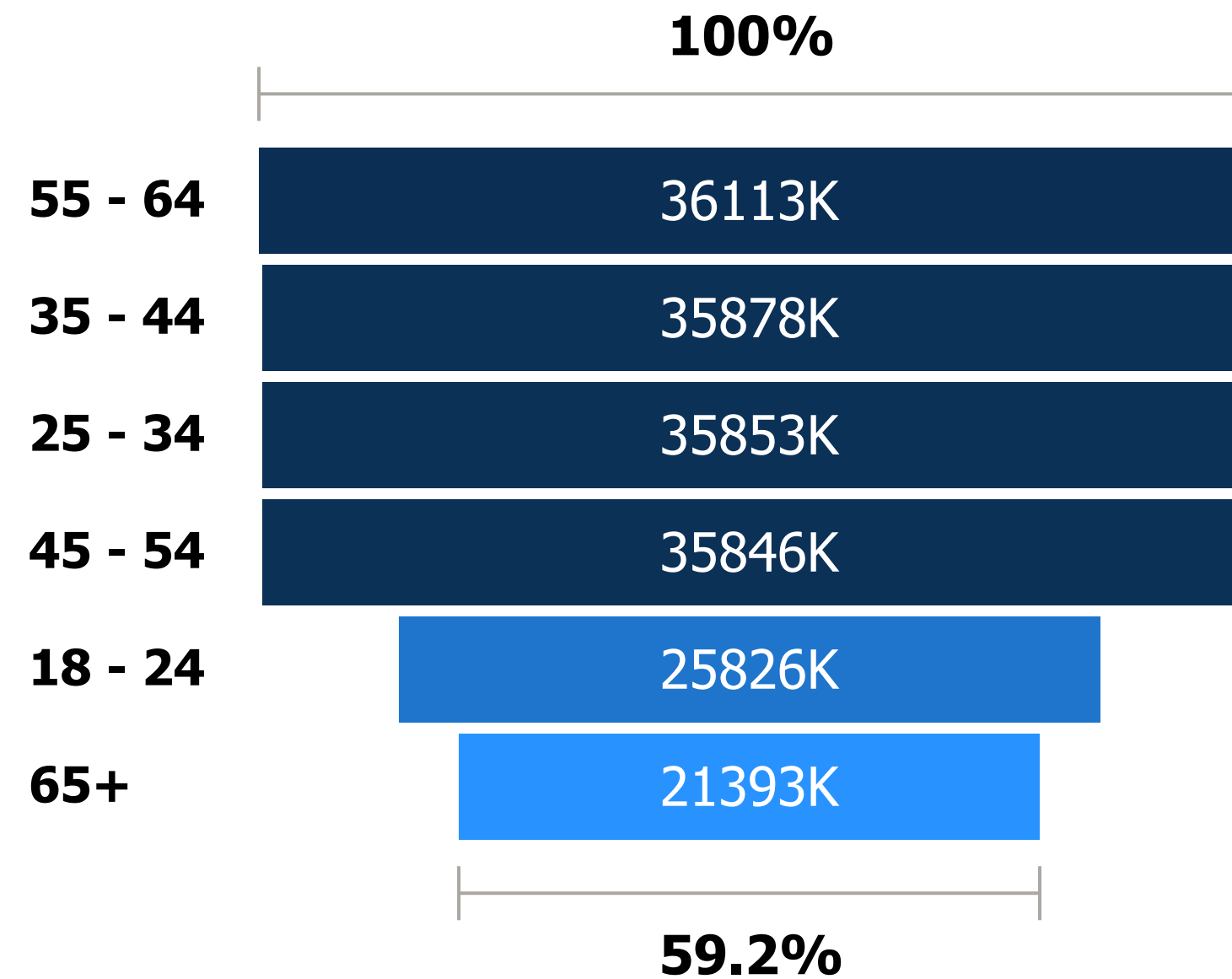
763.64

AVG Value/ Order

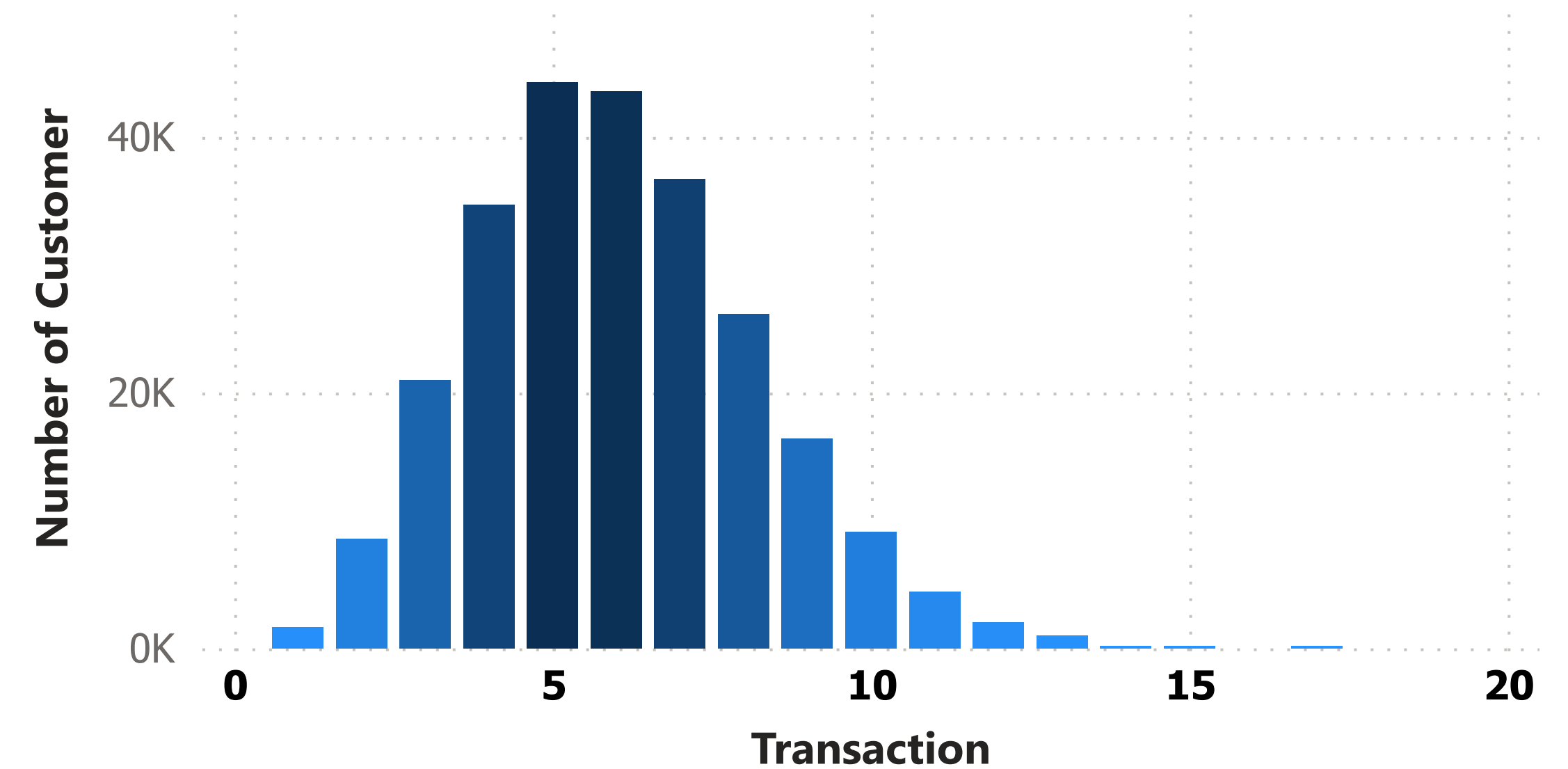
190908939

Revenue

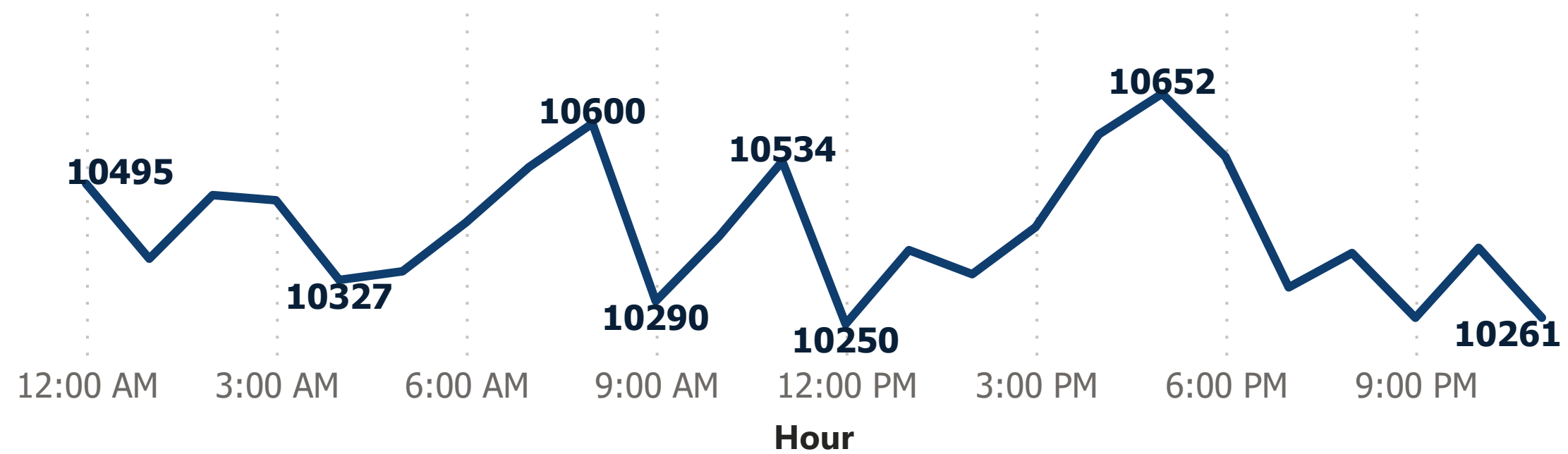
Revenue by Age group



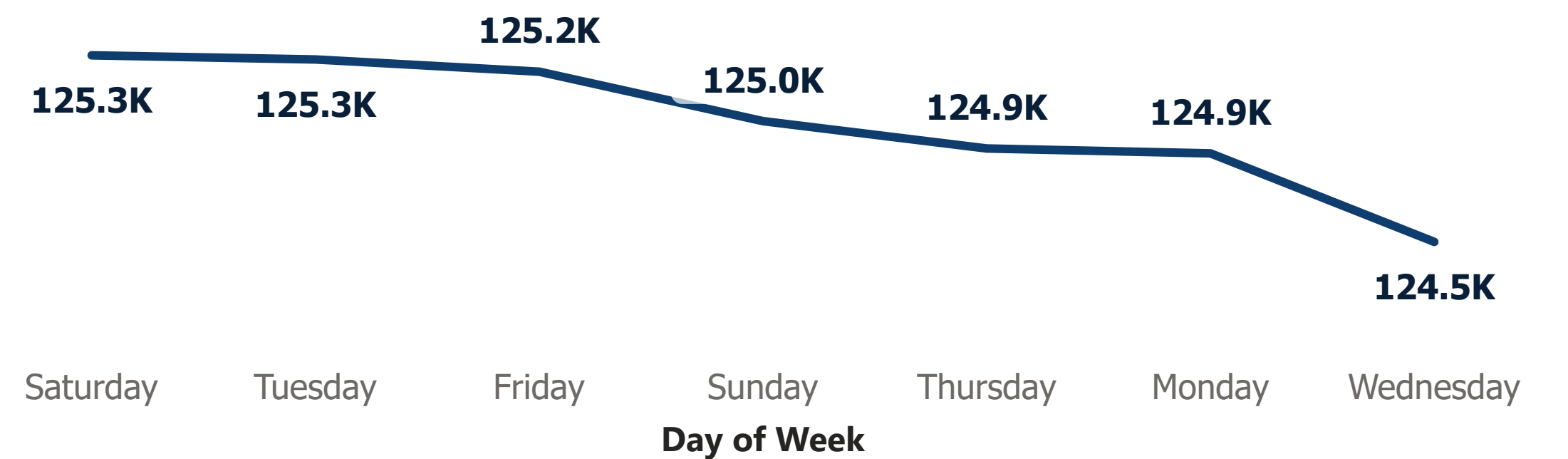
Number of Transaction



Transaction by Hour



Average of Transaction each day



CUSTOMER VALUE ANALYSIS

Customer Lifetime Value

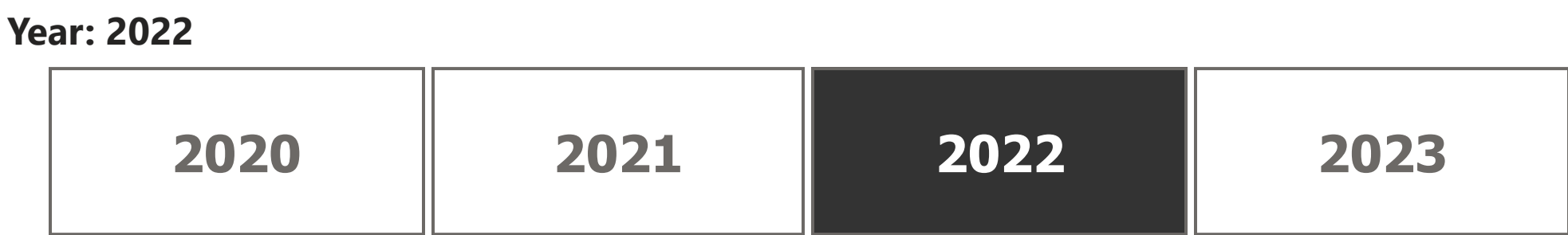
110.13K

AVG Purchase Frequent Rate

1.82

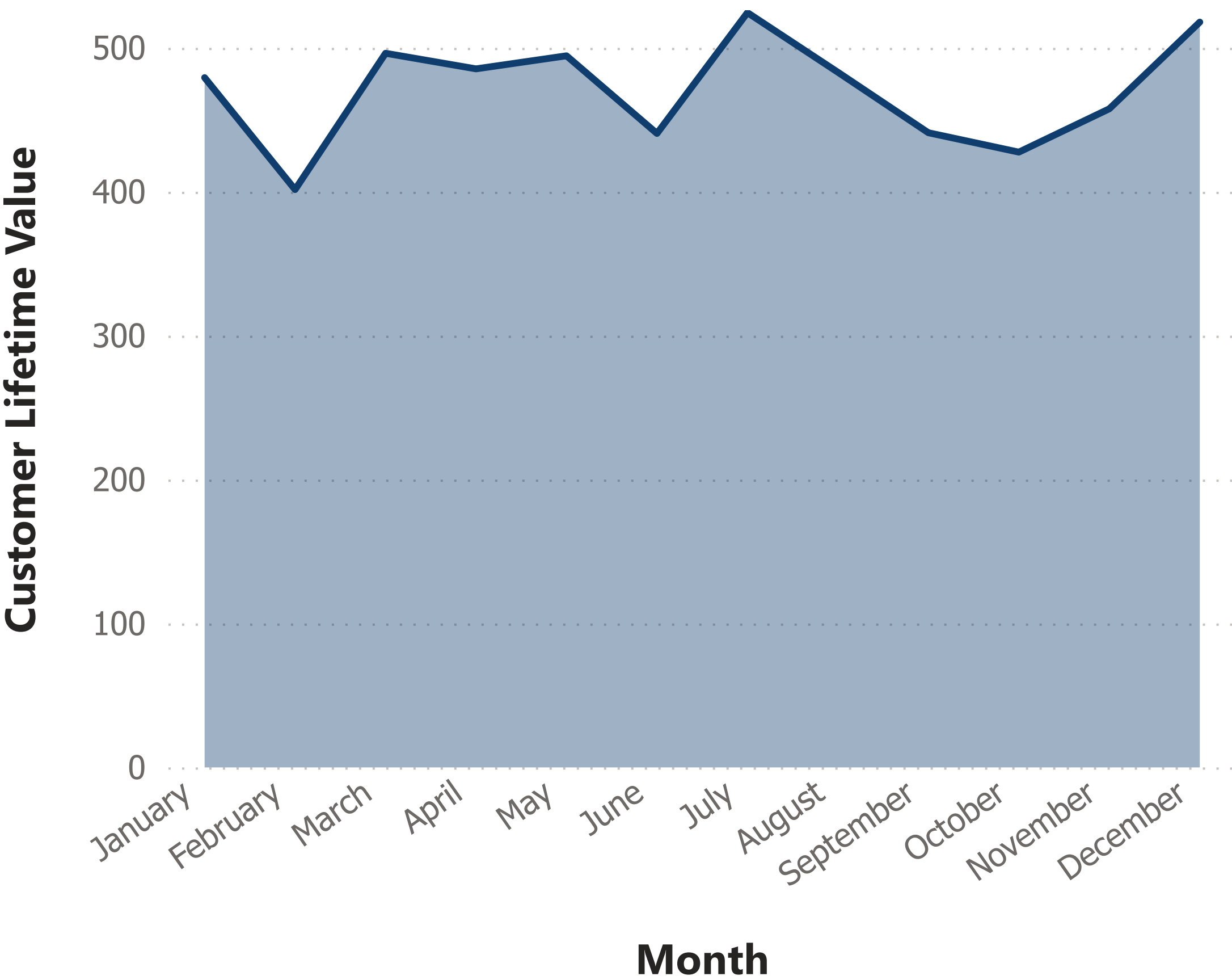
AVG Customer LifeSpan

79.54

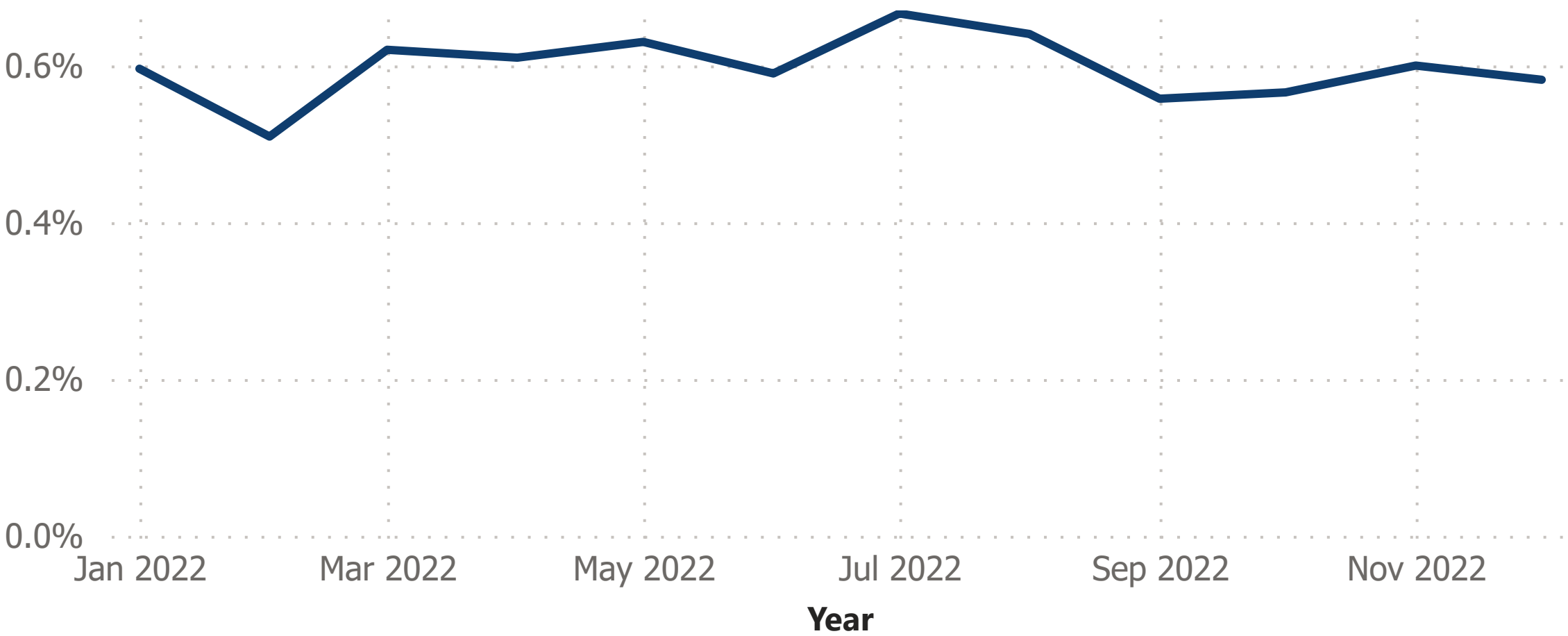


Customer Name	Customer Lifetime Value	AVG Revennue per Customer	AVG Purchase Frequence rate
Ariana Phillips	3,507,580.00	10,565.00	8.00
Richard Reilly	2,784,383.00	8,953.00	7.00
Colton Ramirez	2,555,070.00	7,935.00	6.00

Customer Lifetime Value by Month



Repeat Purchaser Rate



CHURN ANALYSIS

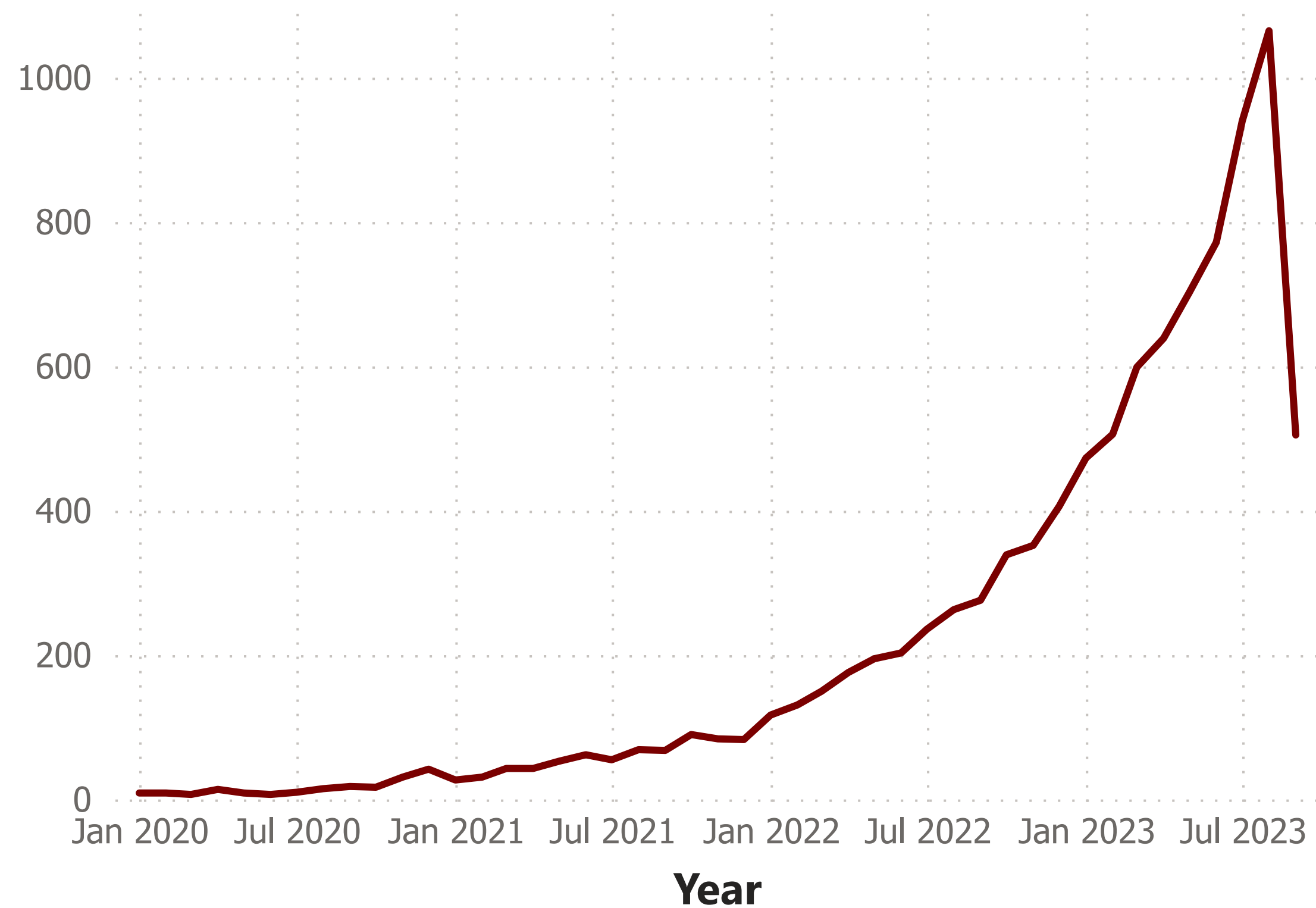
9942

Churn customer

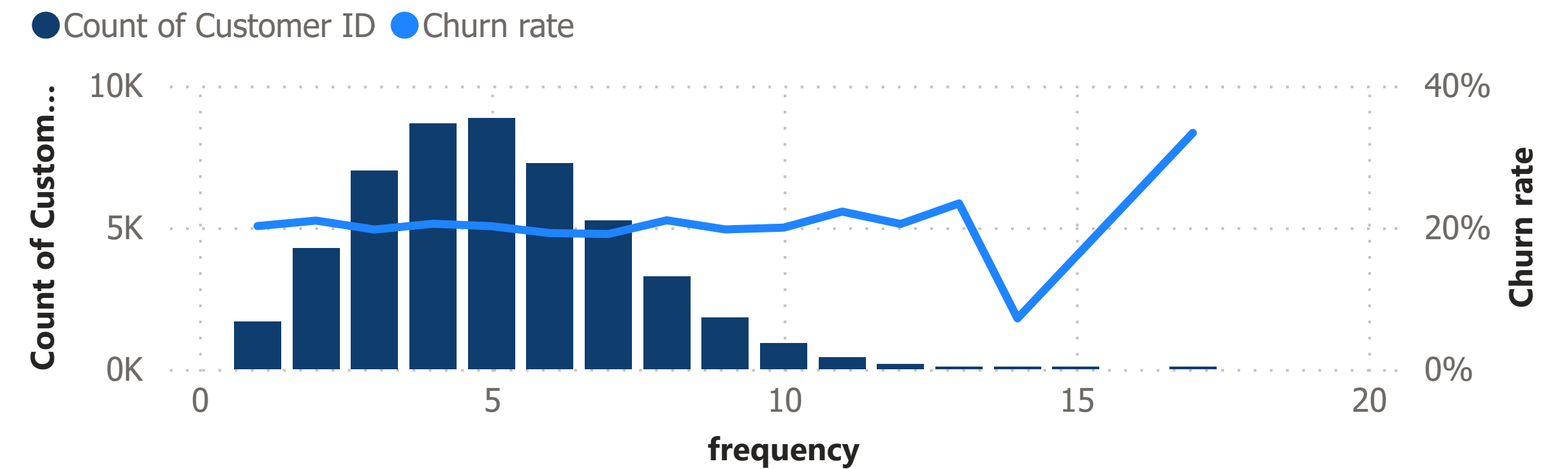
20.01%

Churn rate

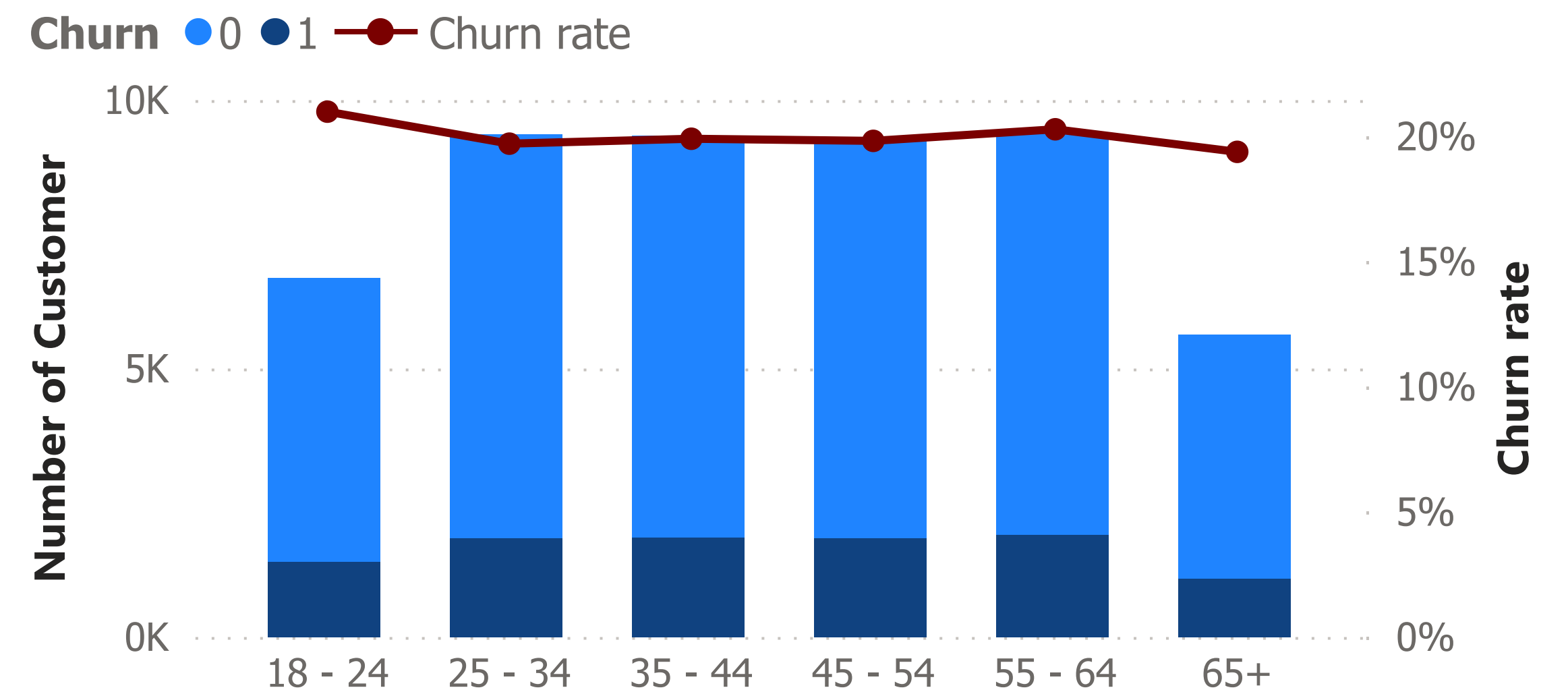
Number of Churn customer



Count of Customer ID and Churn rate by frequency



Churn Customer by Age group



RETURN ANALYSIS

40.31%

Return Rate

100769

Return order

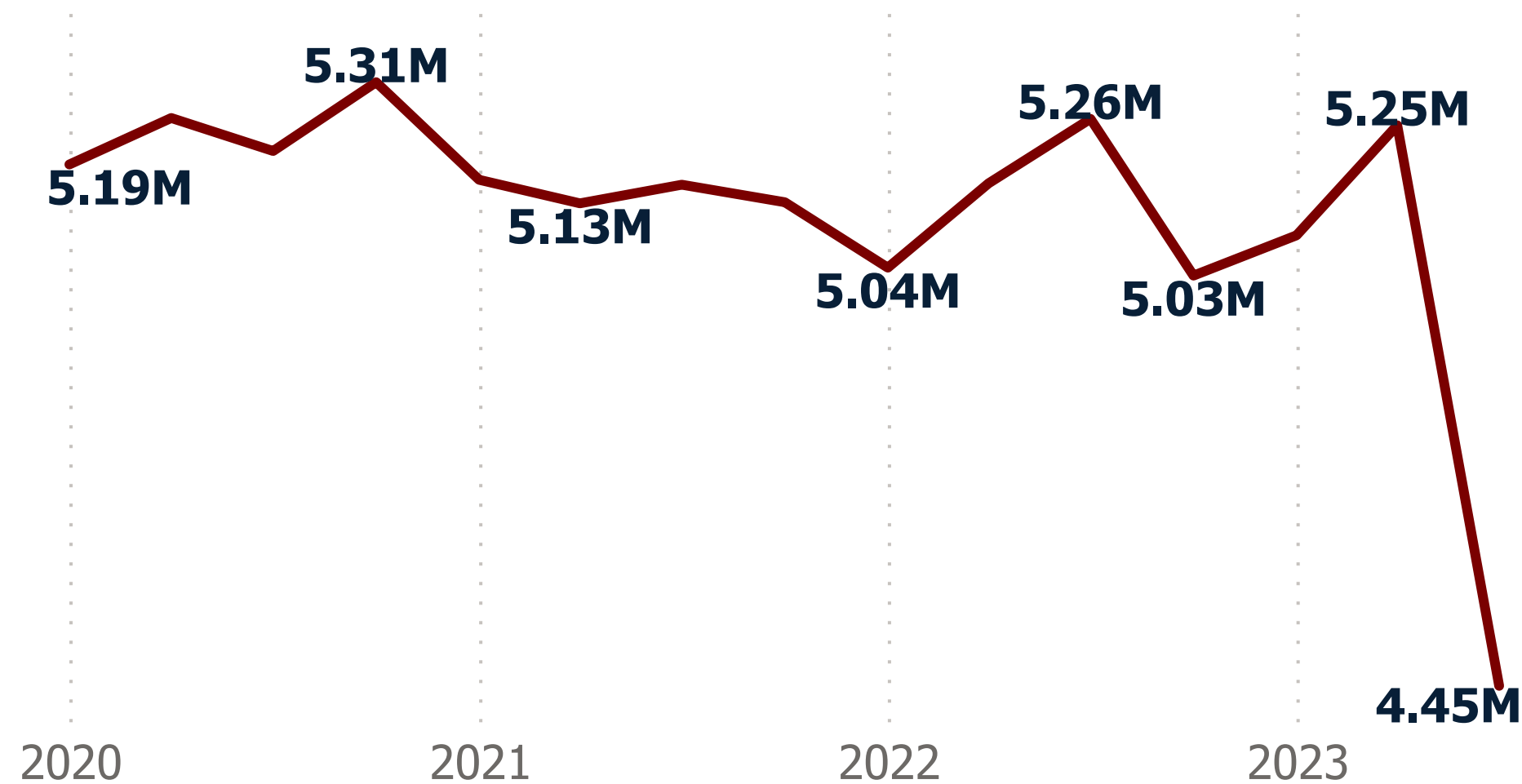
302461

Returned product

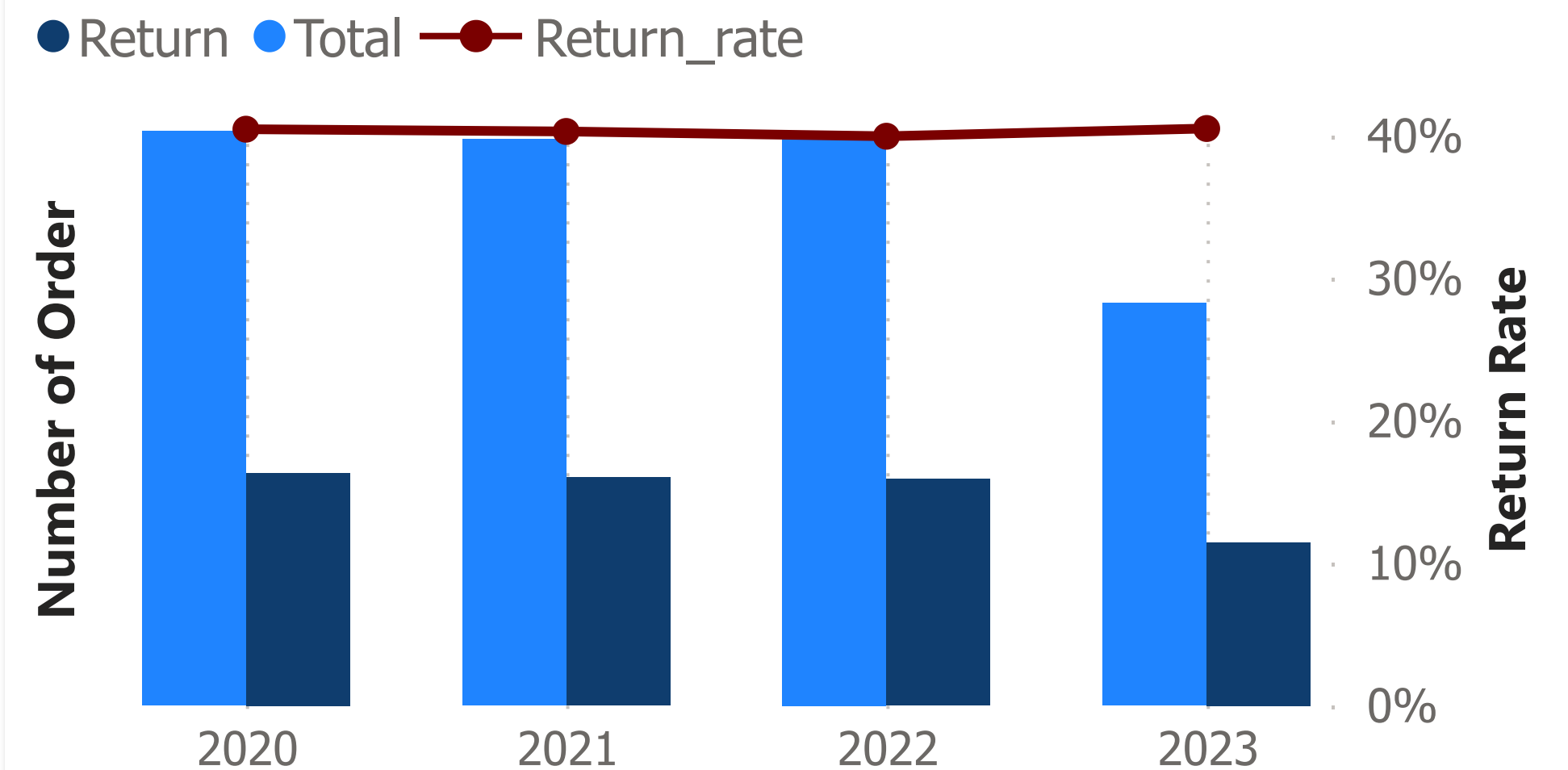
76840333

Lost Revenue

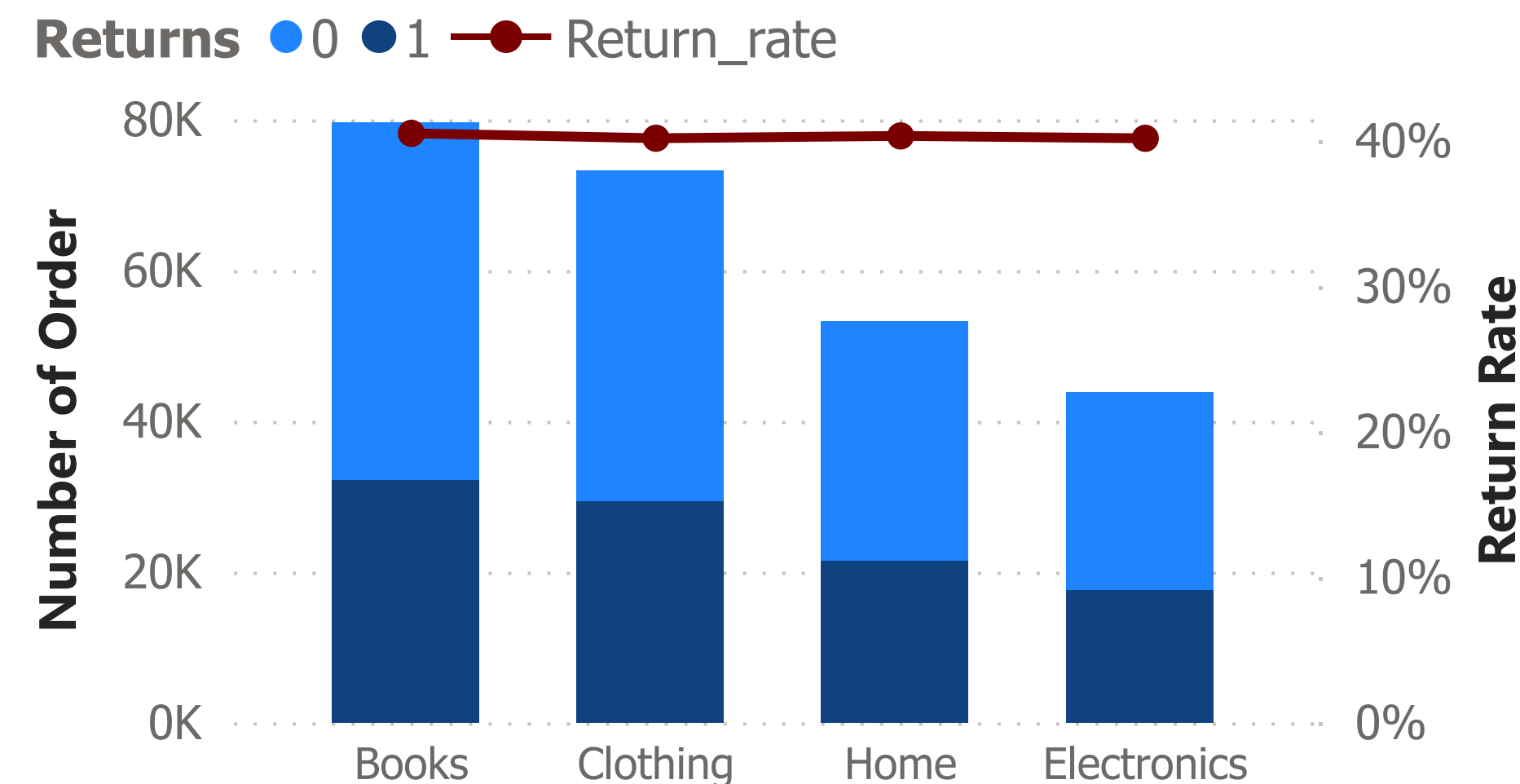
Lost Revenue by Returned Orders



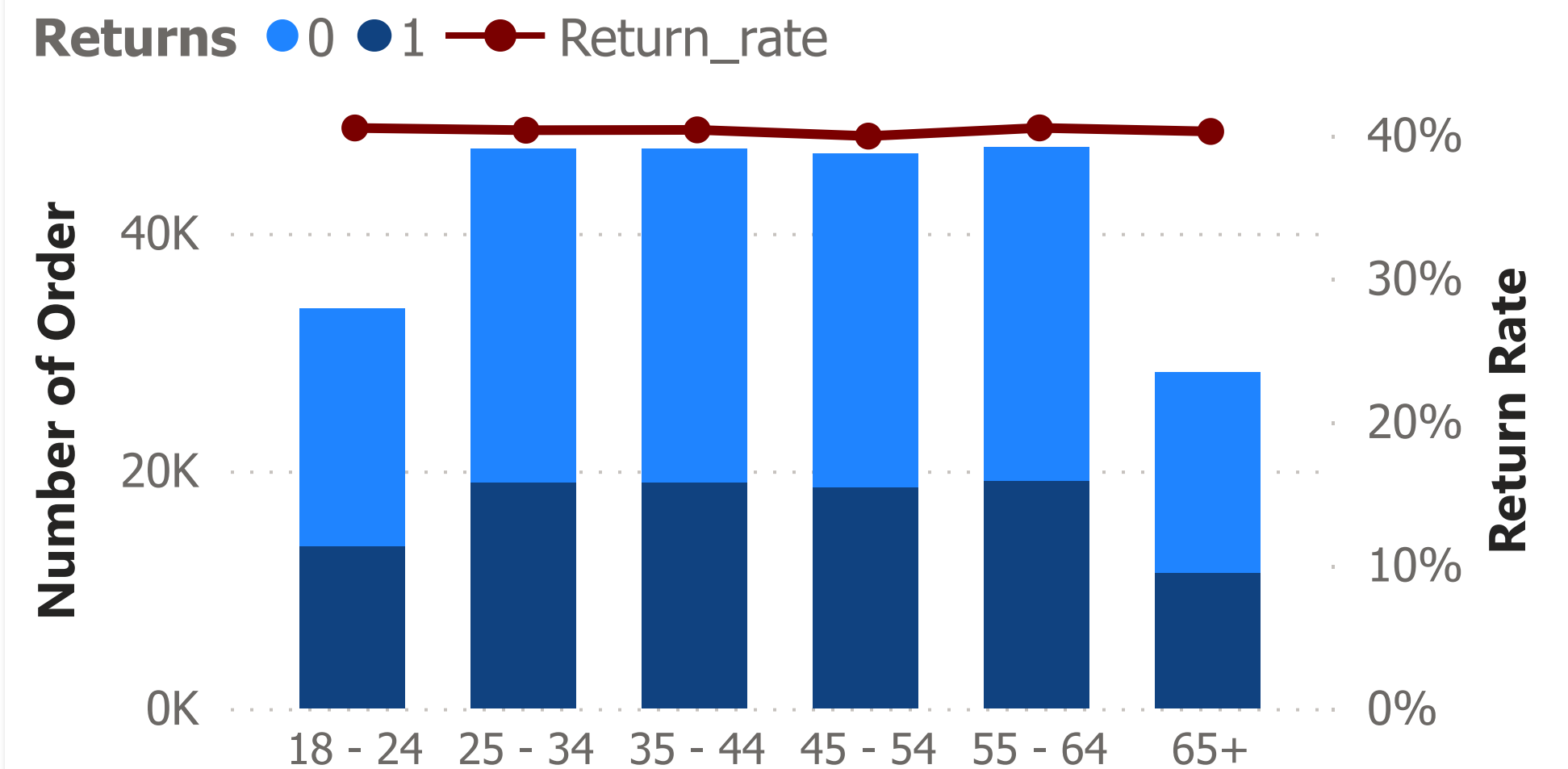
Return order



Return order

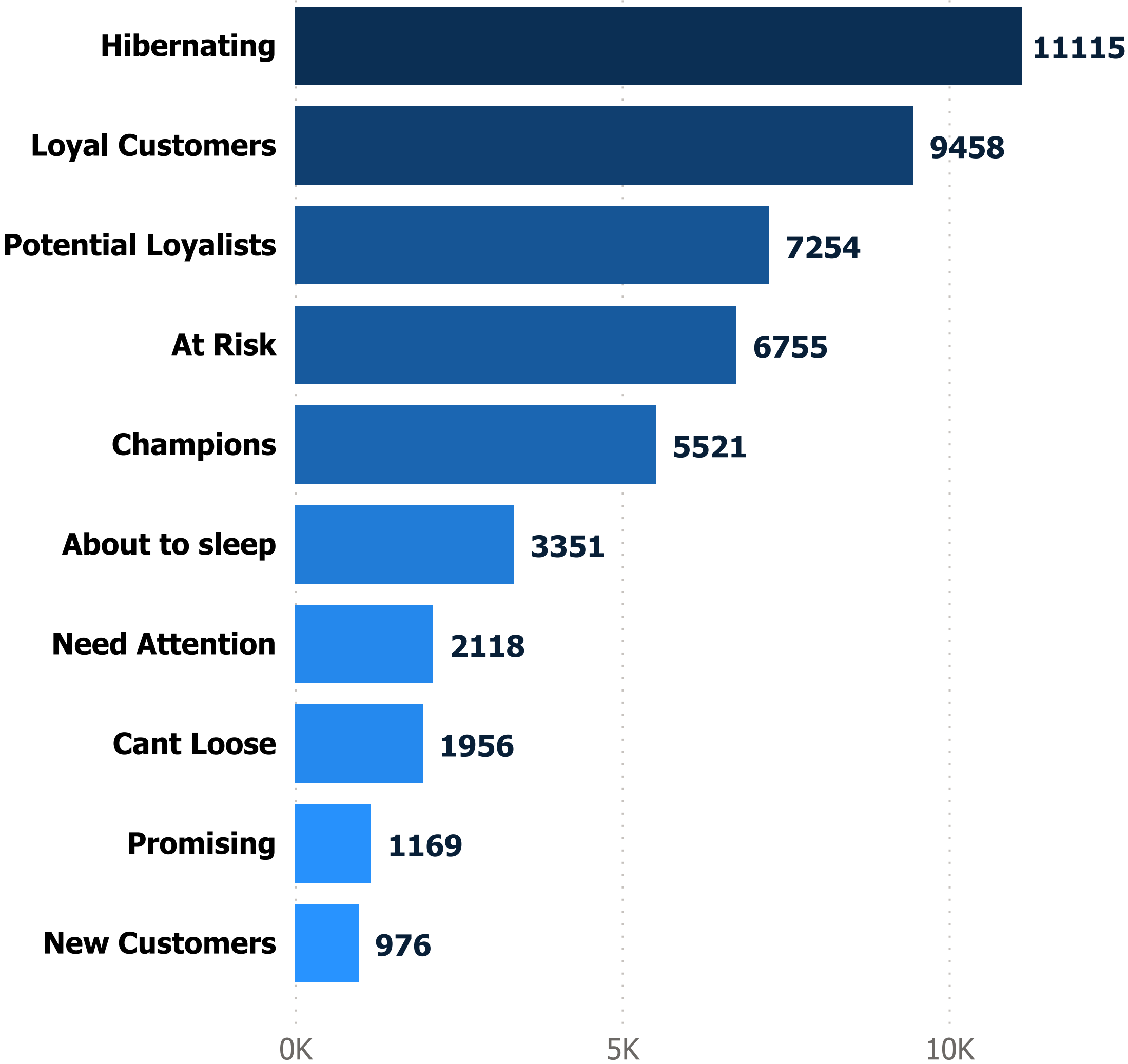


Return order by Age group



RFM ANALYSIS

Number of Customer in each segment



AVG of Recency

260.43

AVG of Frequency

5.03

AVG of Monetary

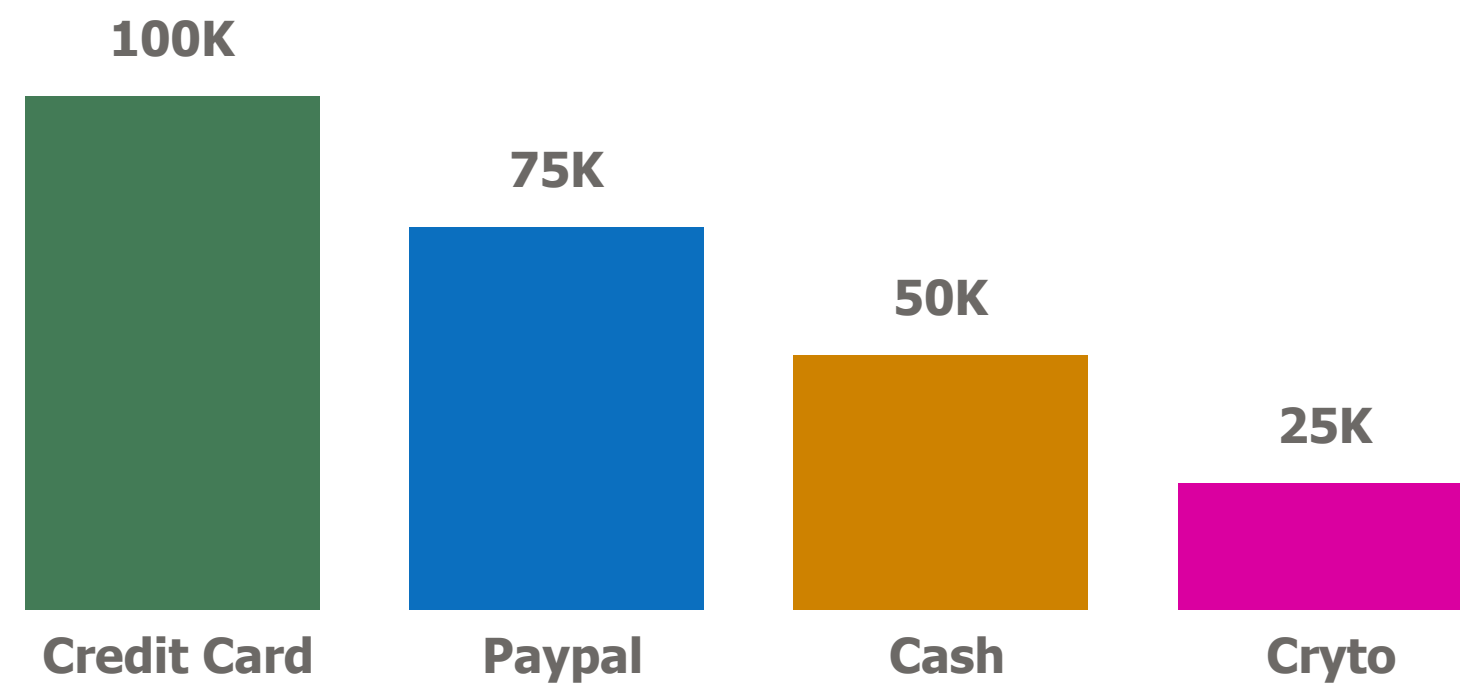
13716.56



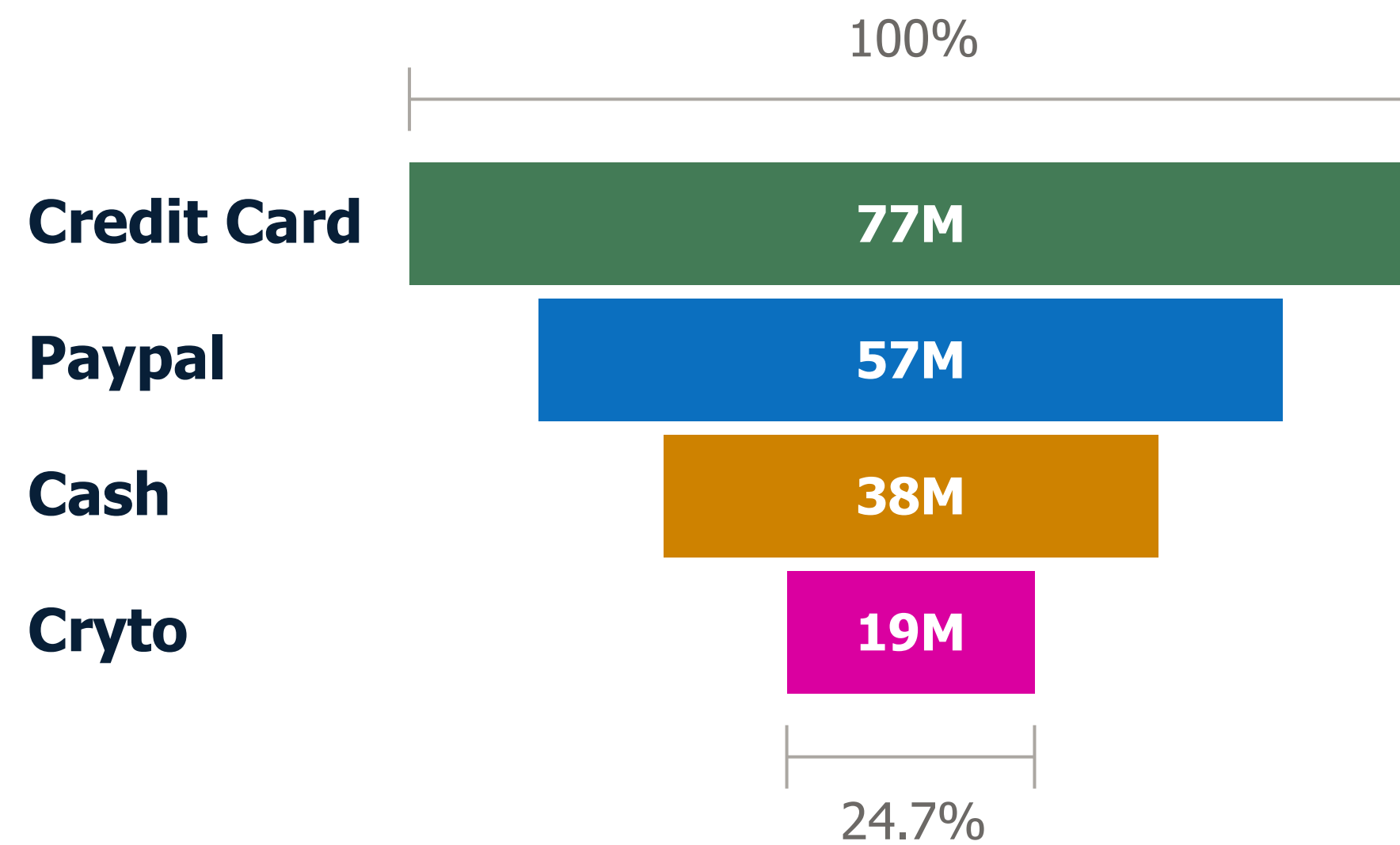
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PAYMENT ANALYSIS

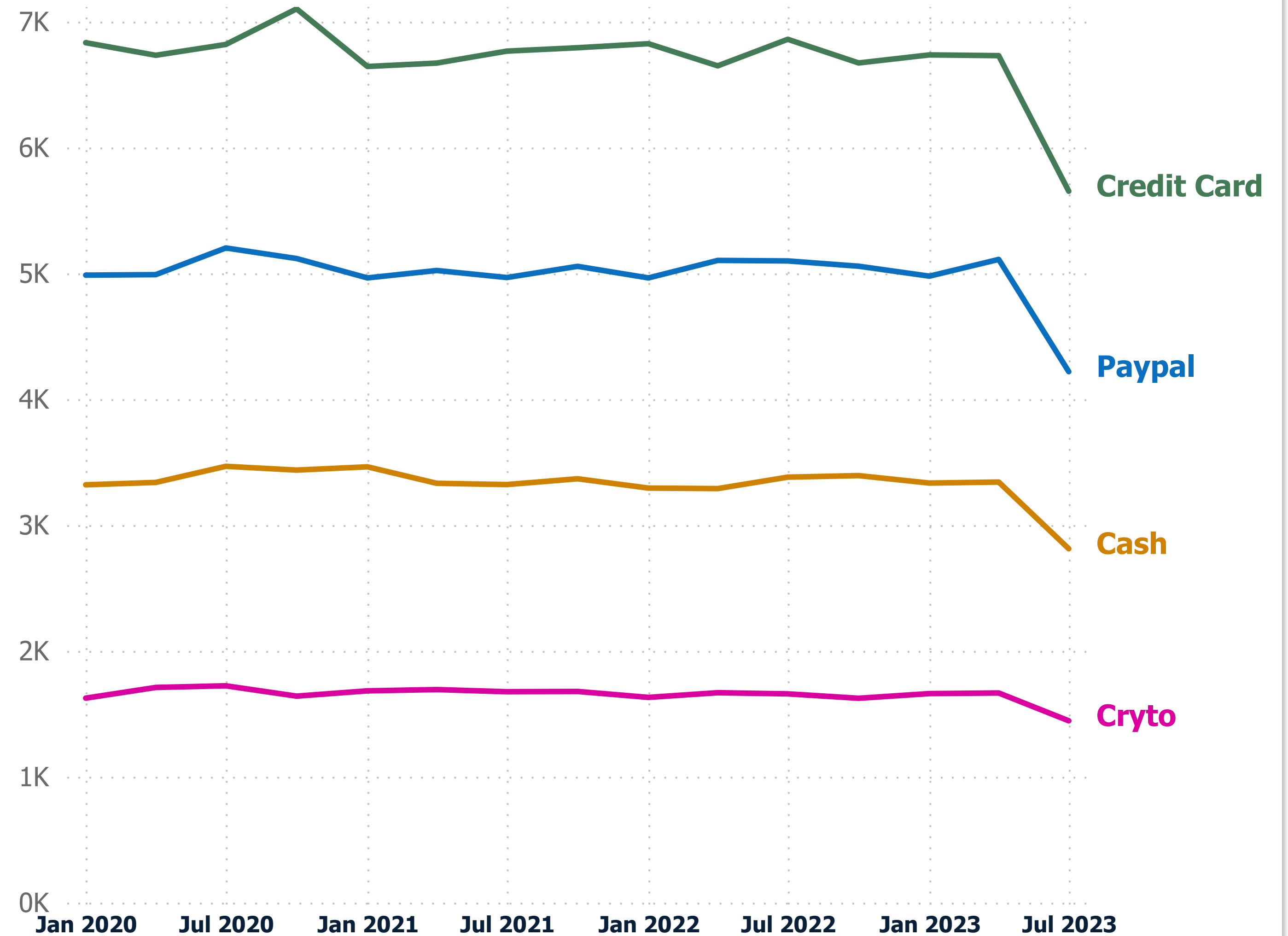
Number of order



Revenue from each method



Order paid by each Method



PRODUCT

491

Product

749724

Quantity

190908939

Revenue

Year: All

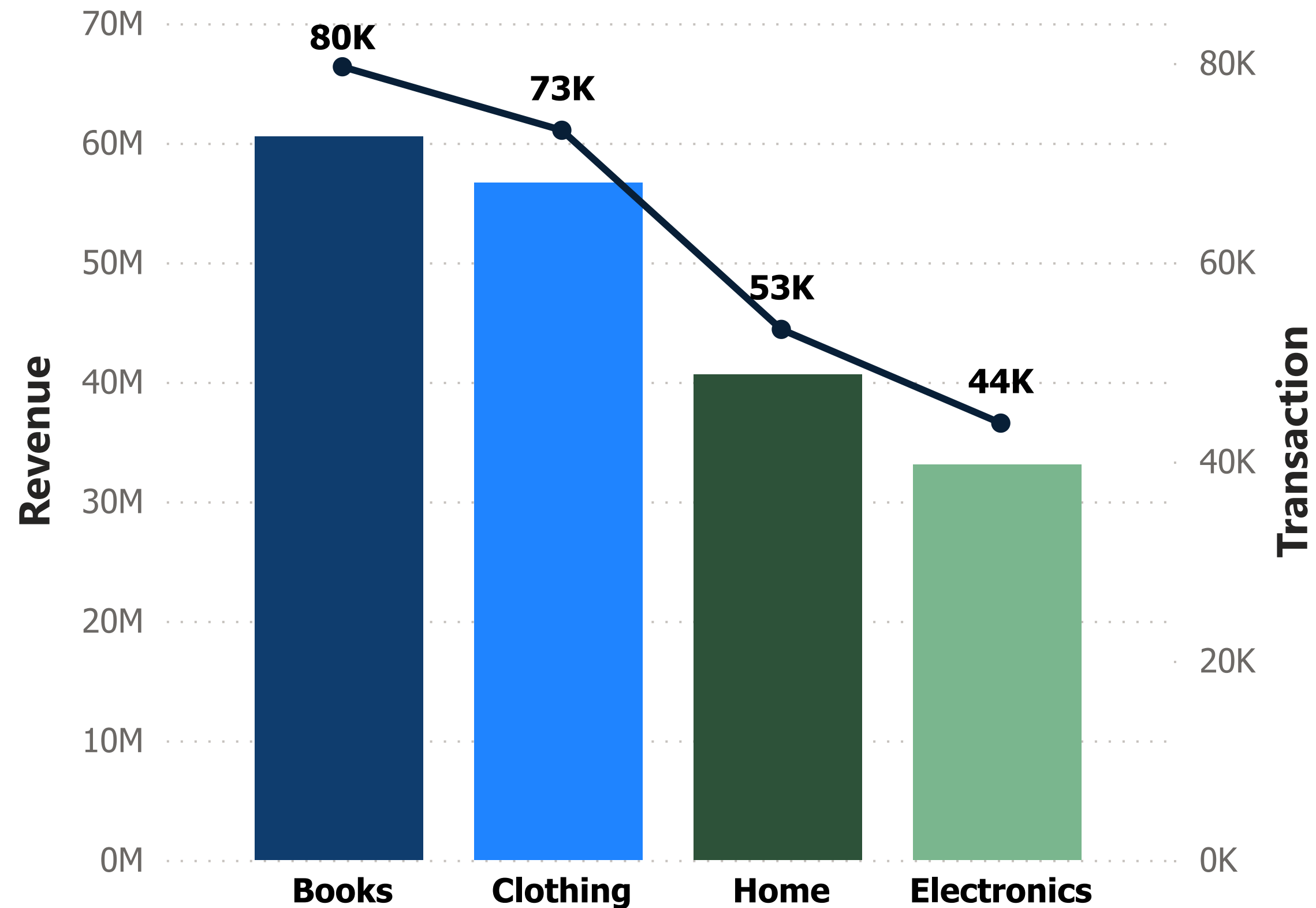
2020

2021

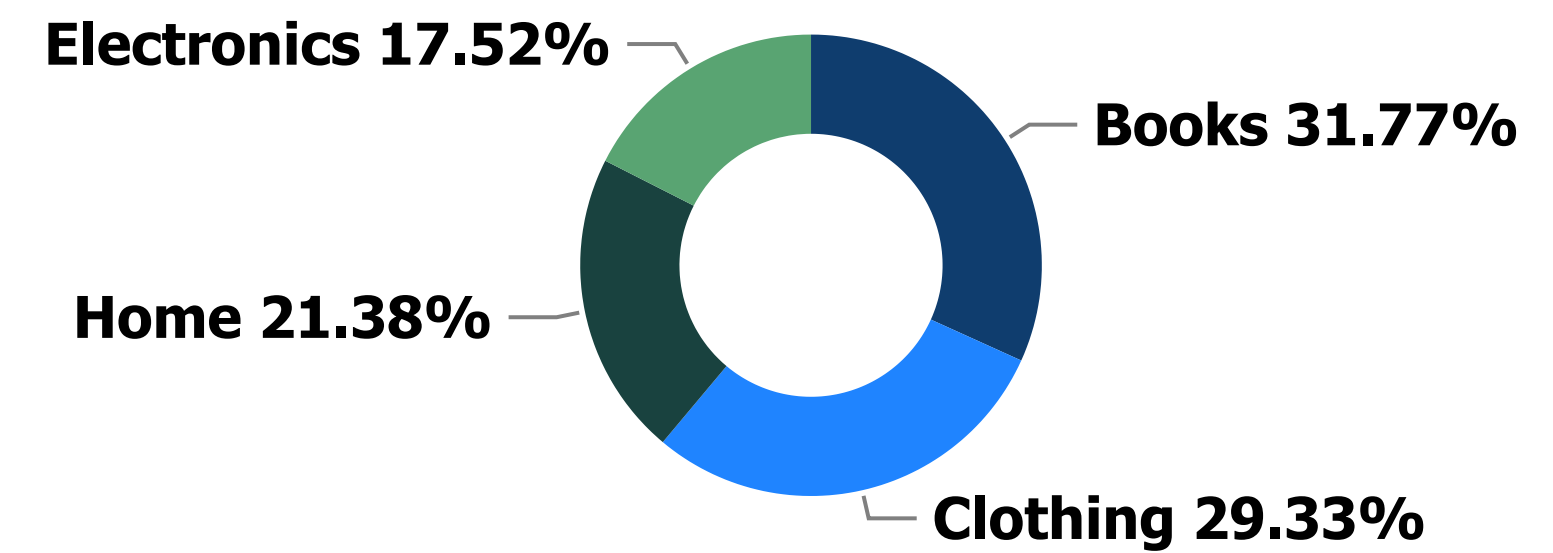
2022

2023

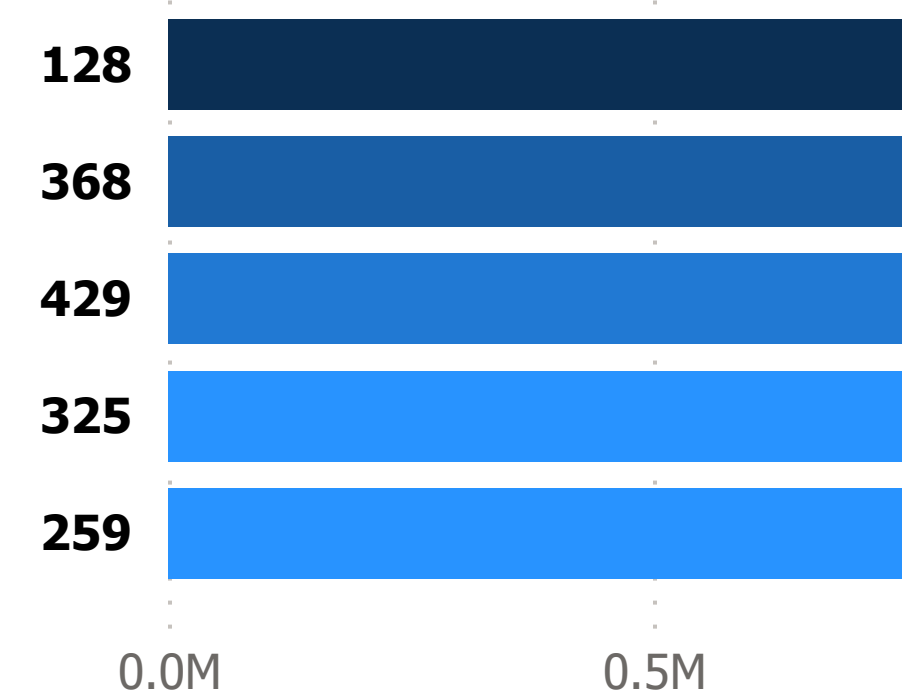
Revenue and Transaction by Category



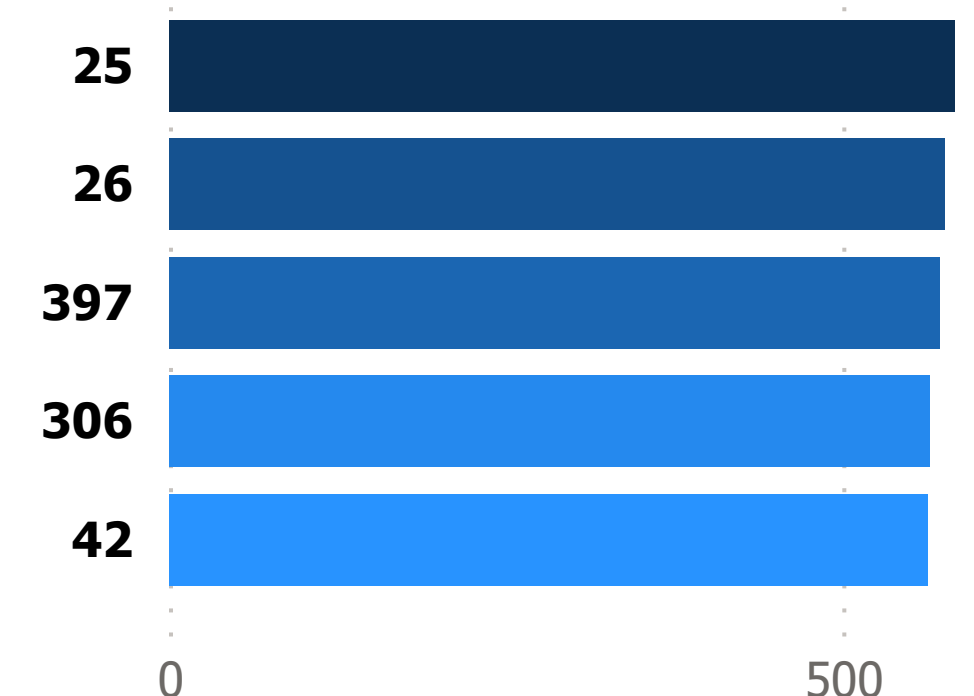
Number of product by Category



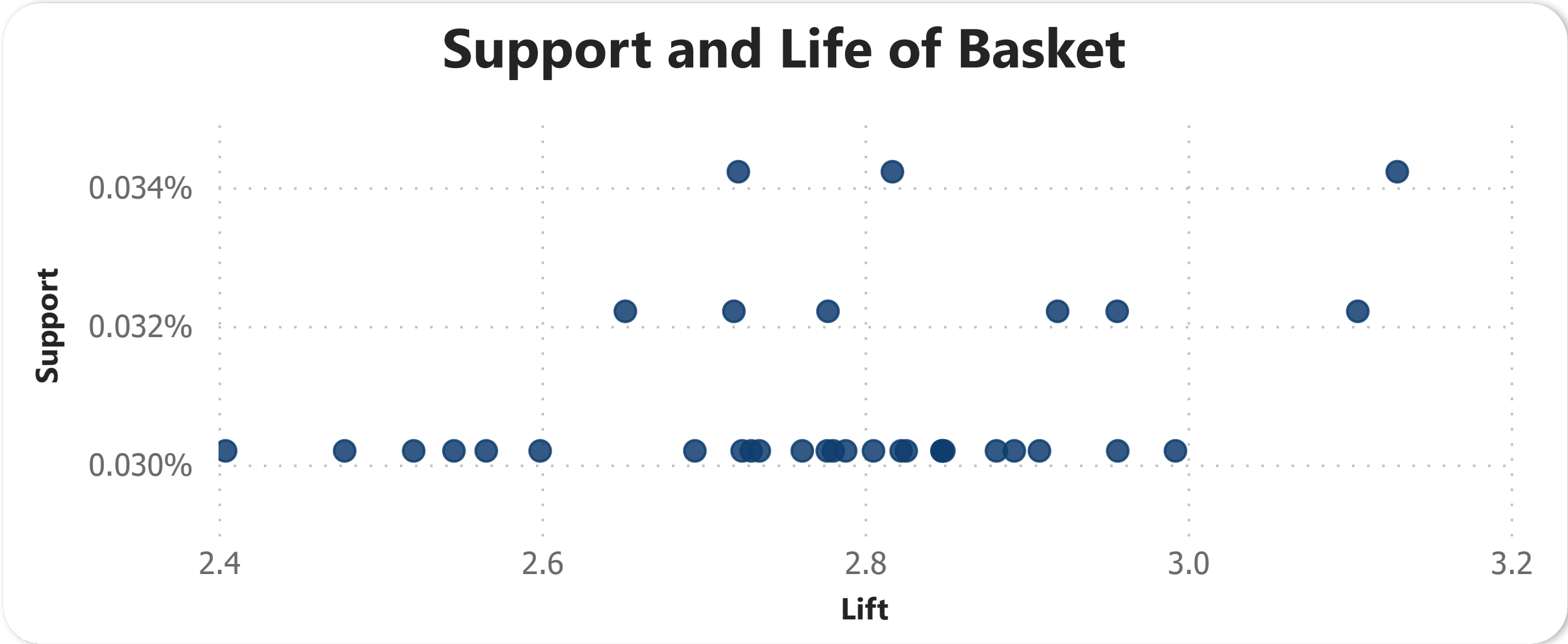
Top 5 Product (Revenue)



Top 5 Product (Quantity)



MARKET BASKET ANALYSIS



Basket	Support	Confidence of Product 1	Confidence of Product 2	Lift basket
Product ID489 - Product ID 452	0.03%	3.33%	3.22%	3.13
Product ID219 - Product ID 147	0.03%	3.10%	3.23%	3.11
Product ID448 - Product ID 293	0.03%	2.99%	3.02%	2.99
Product ID236 - Product ID 136	0.03%	3.13%	2.86%	2.96
Product ID392 - Product ID 262	0.03%	2.95%	3.23%	2.96
Product ID247 - Product ID 147	0.03%	3.07%	3.16%	3.02

SALE PERFORMANCE

760.77

AVG order value

51099870

Revenue

-0.34%

% Change to LY

Year: 2022

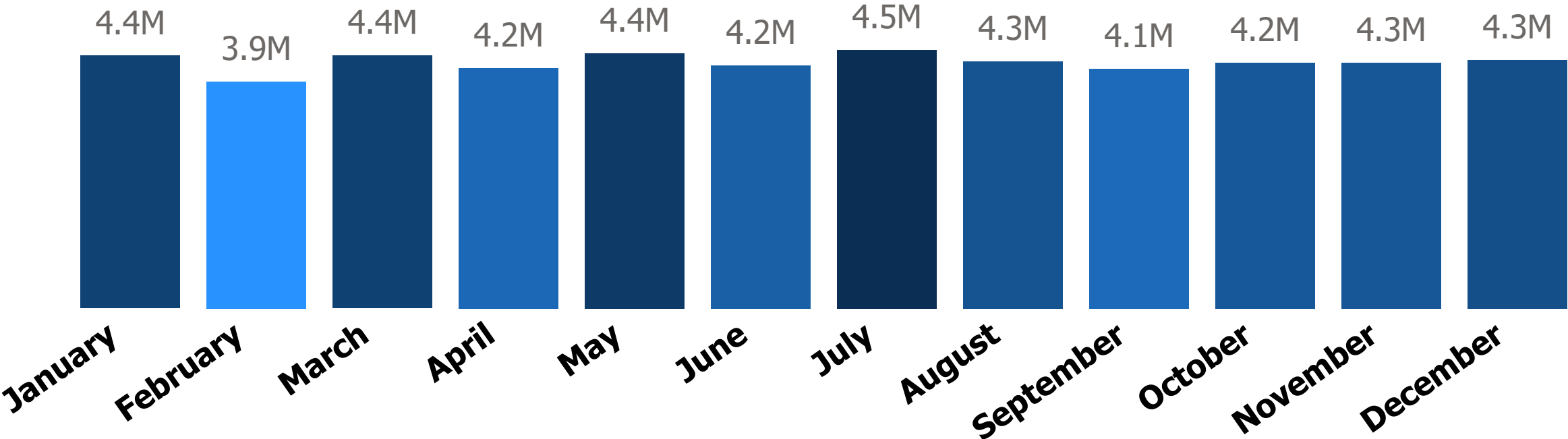
2020

2021

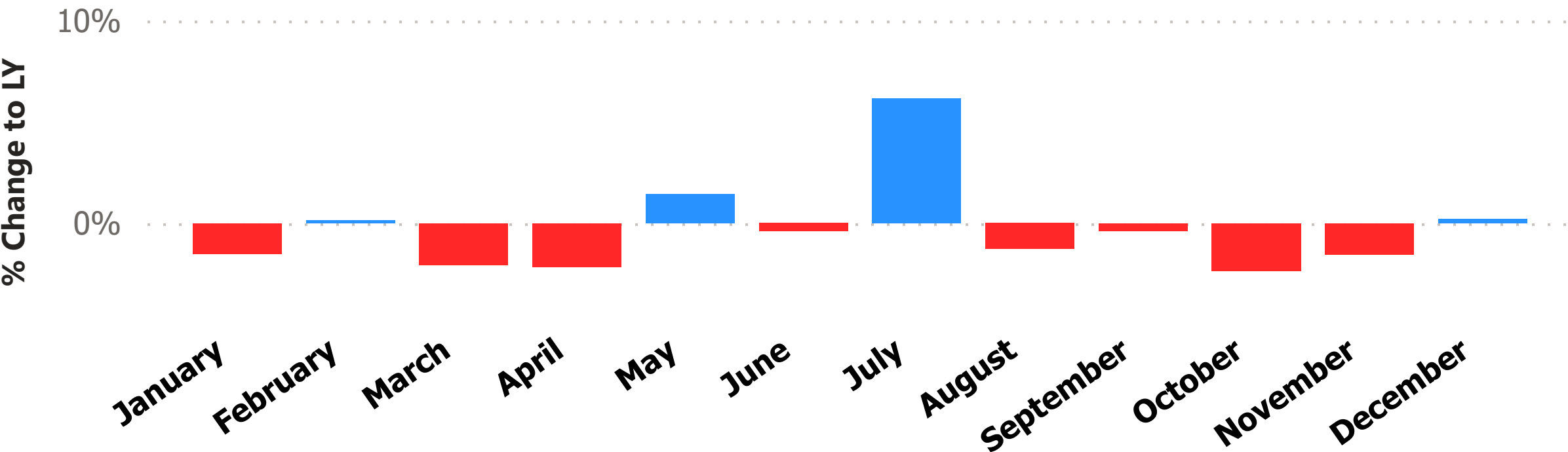
2022

2023

Revenue by Month

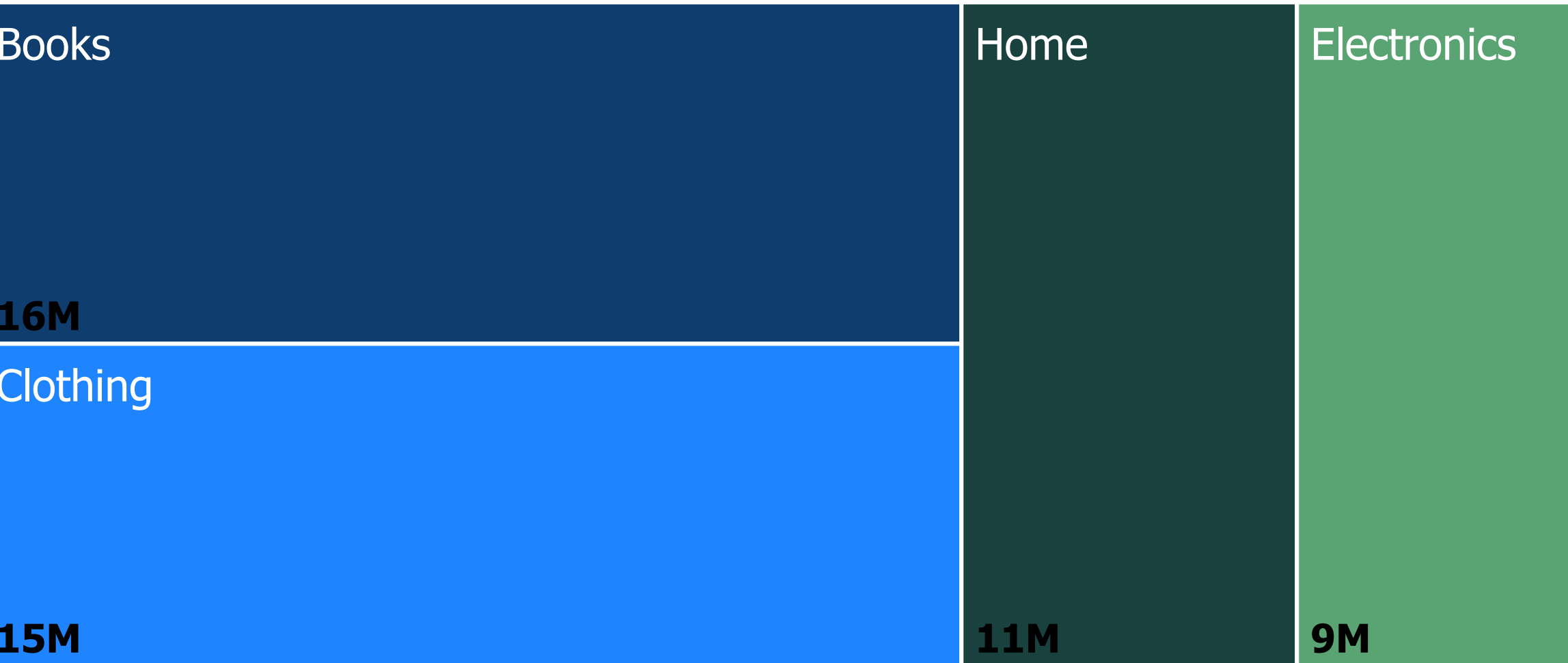


% Change to LY by Month



Name	Revenue	Transaction	Sales LY	Change to LY	% Change to LY
Clothing	15278239	19823	15057943	220296	1.46%
Electronics	8862075	11790	8869018	-6943	-0.08%
Home	10778684	14161	10892616	-113932	-1.05%
Books	16180872	21395	16452494	-271622	-1.65%

Revenue by Category



SALE PERFORMANCE OVER TIME

49673

Customer

190908939

Revenue

250000

Transaction

Year: All

2020

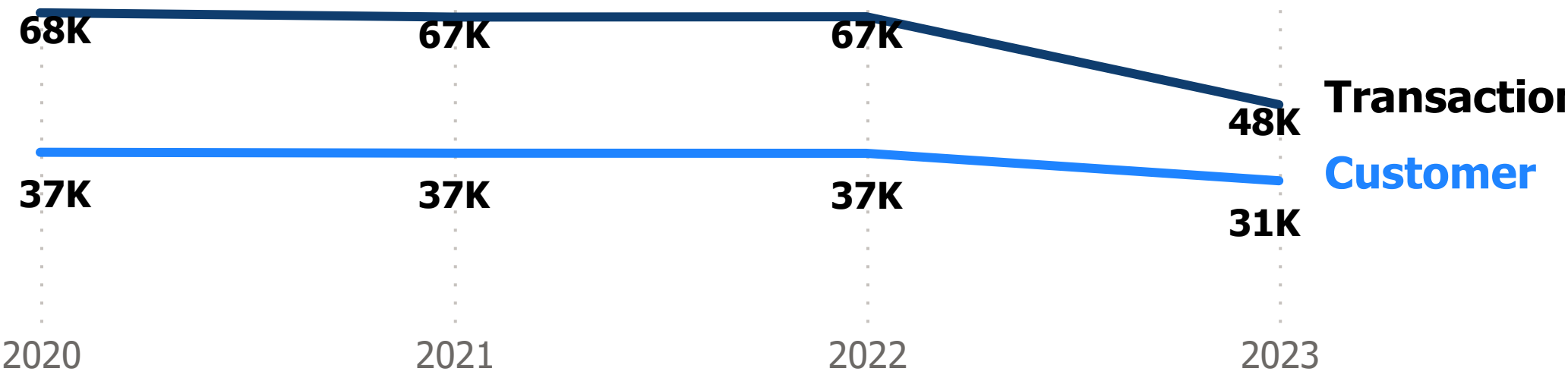
2021

2022

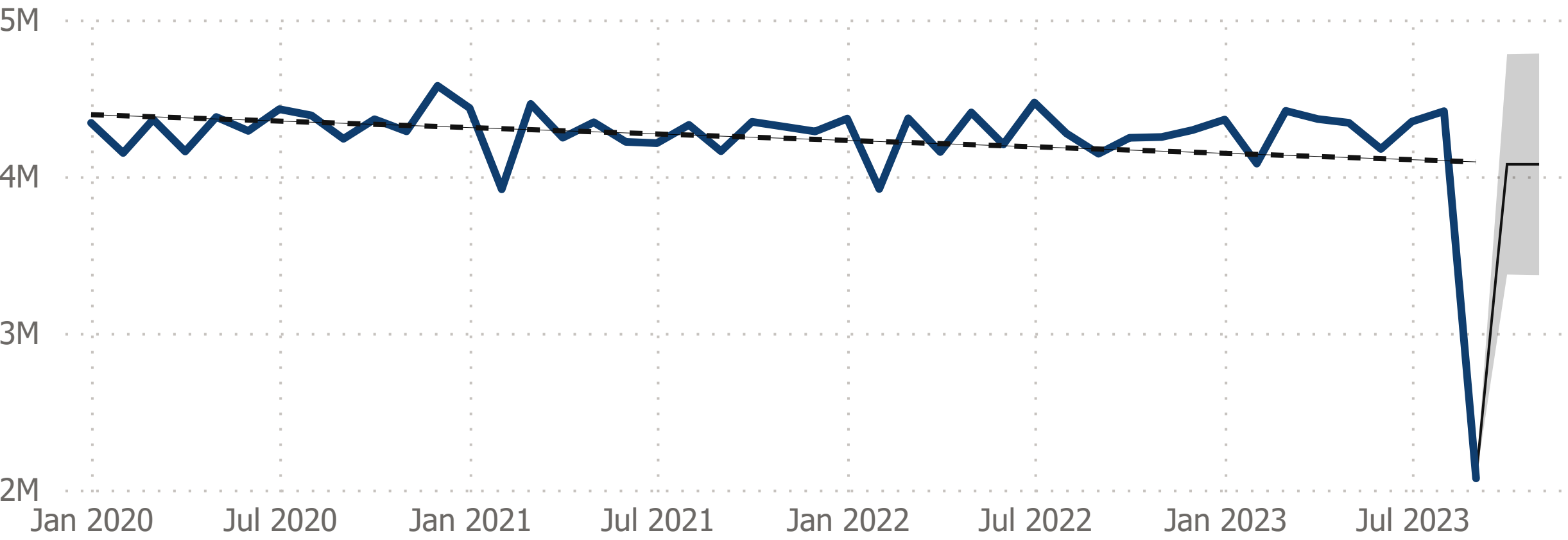
2023

Year	Transaction	Revenue	Sale Running total	Change to LY	% Change to LY
2020	68045	51960327	51960327	51960327	0.00%
2022	67169	51099870	51099870	-172201	-0.34%
2021	67099	51272071	51272071	-688256	-1.32%
2023	47687	36576671	36576671	-1732414	-4.52%

Customer and Transaction over time



Revenue



Revenue by Month

