

CUSTOMER

49673

Customer

49673

New Customer

49673

Churned Customer

Year: All

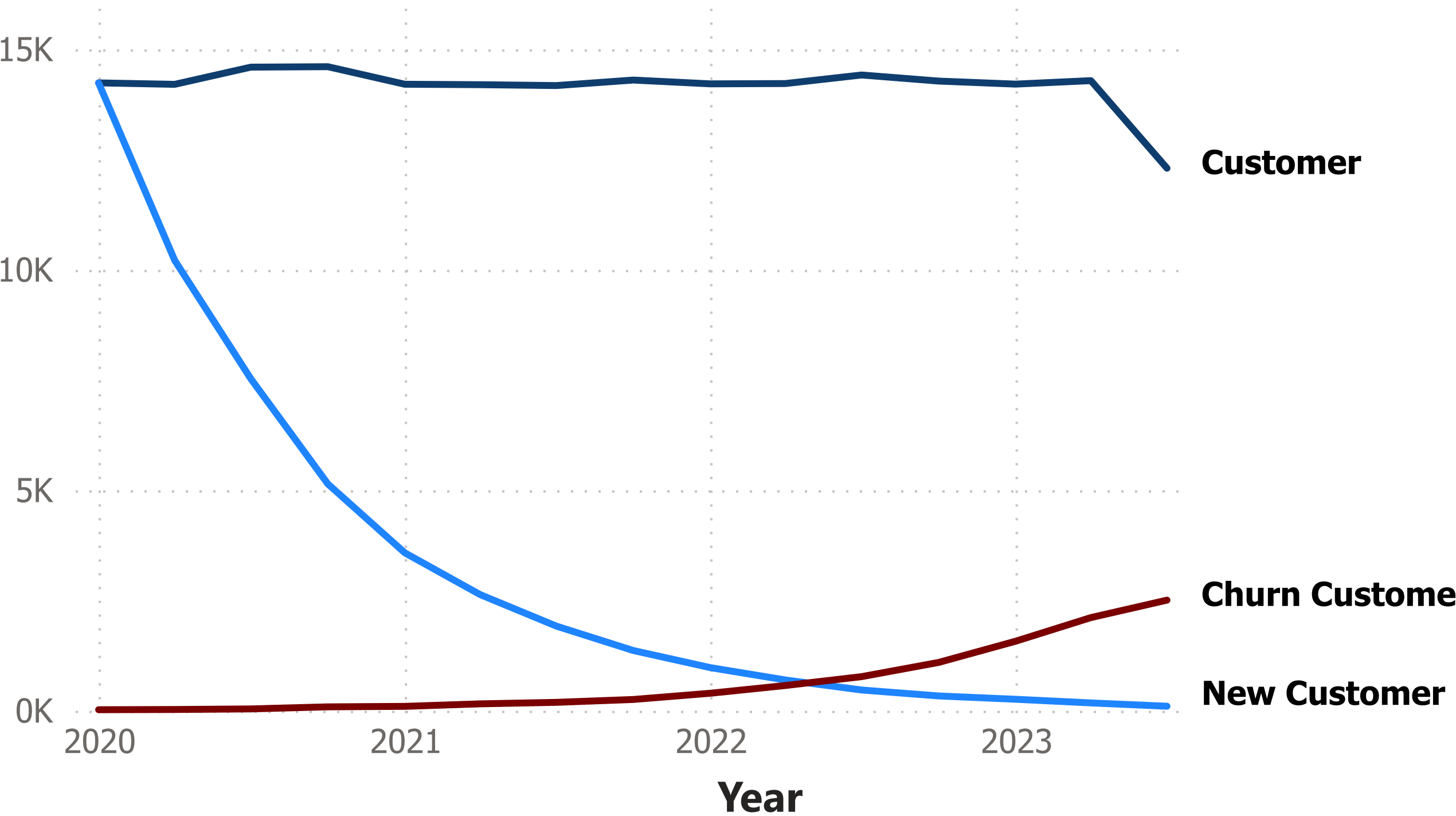
2020

2021

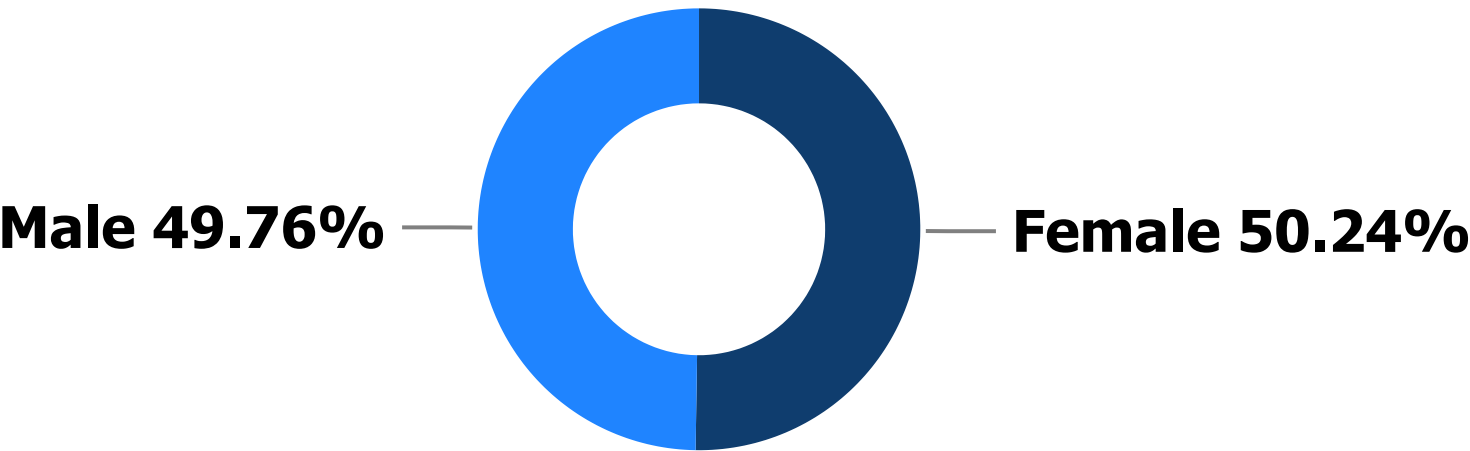
2022

2023

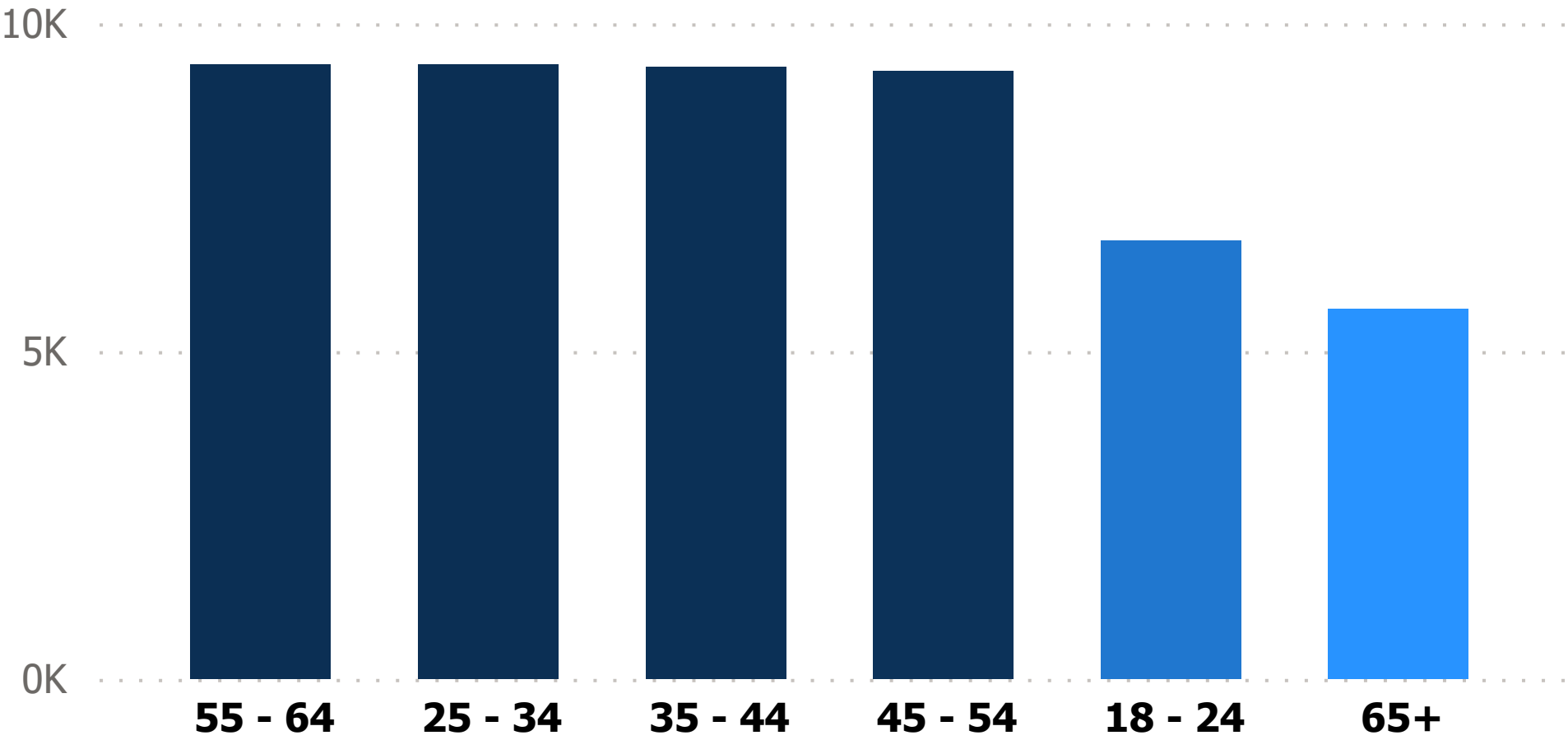
Number of Customer over time



Customer by Gender



Customer by Age Group



CUSTOMER BEHAVIOUR

250000

Transaction

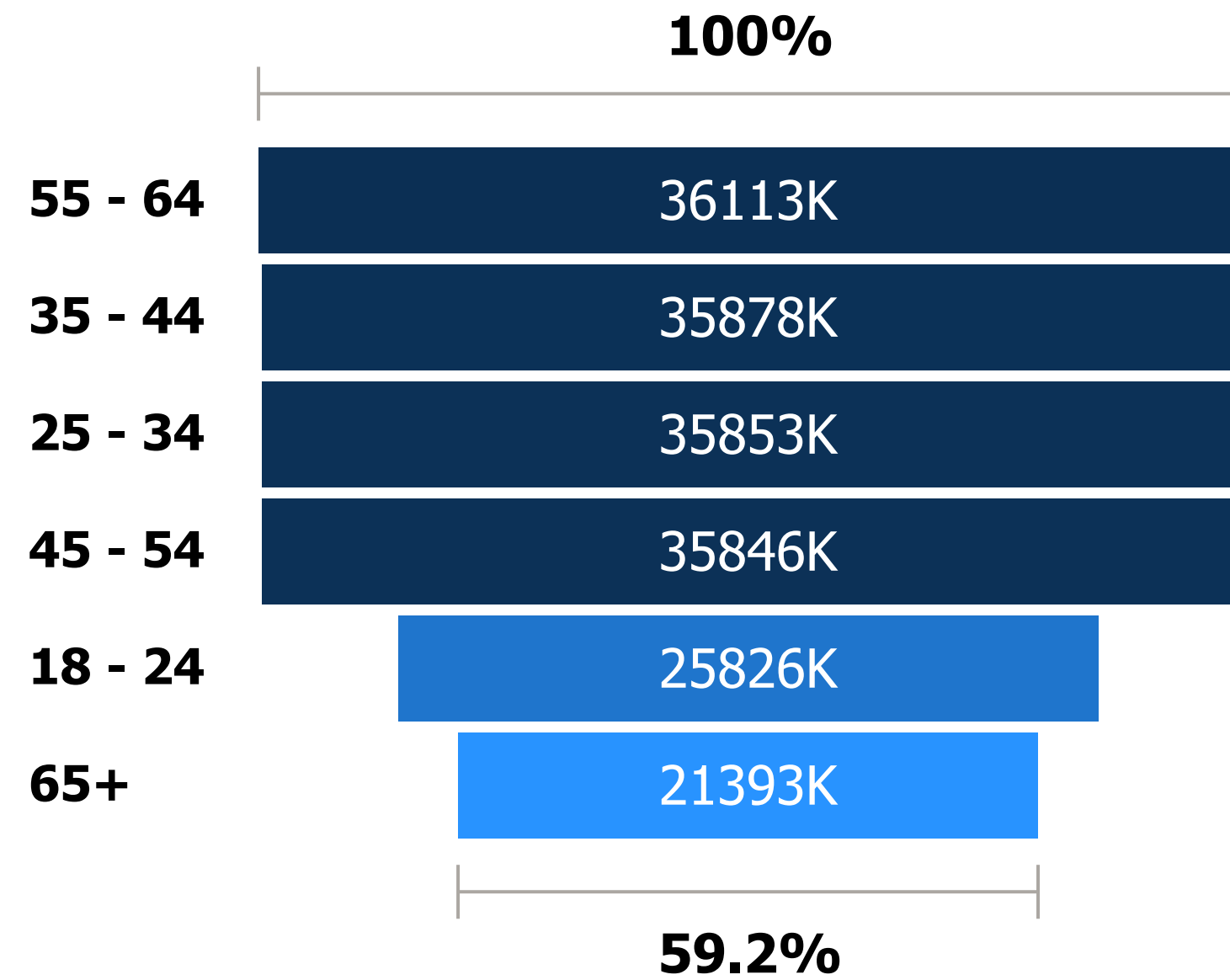
763.64

AVG Value/ Order

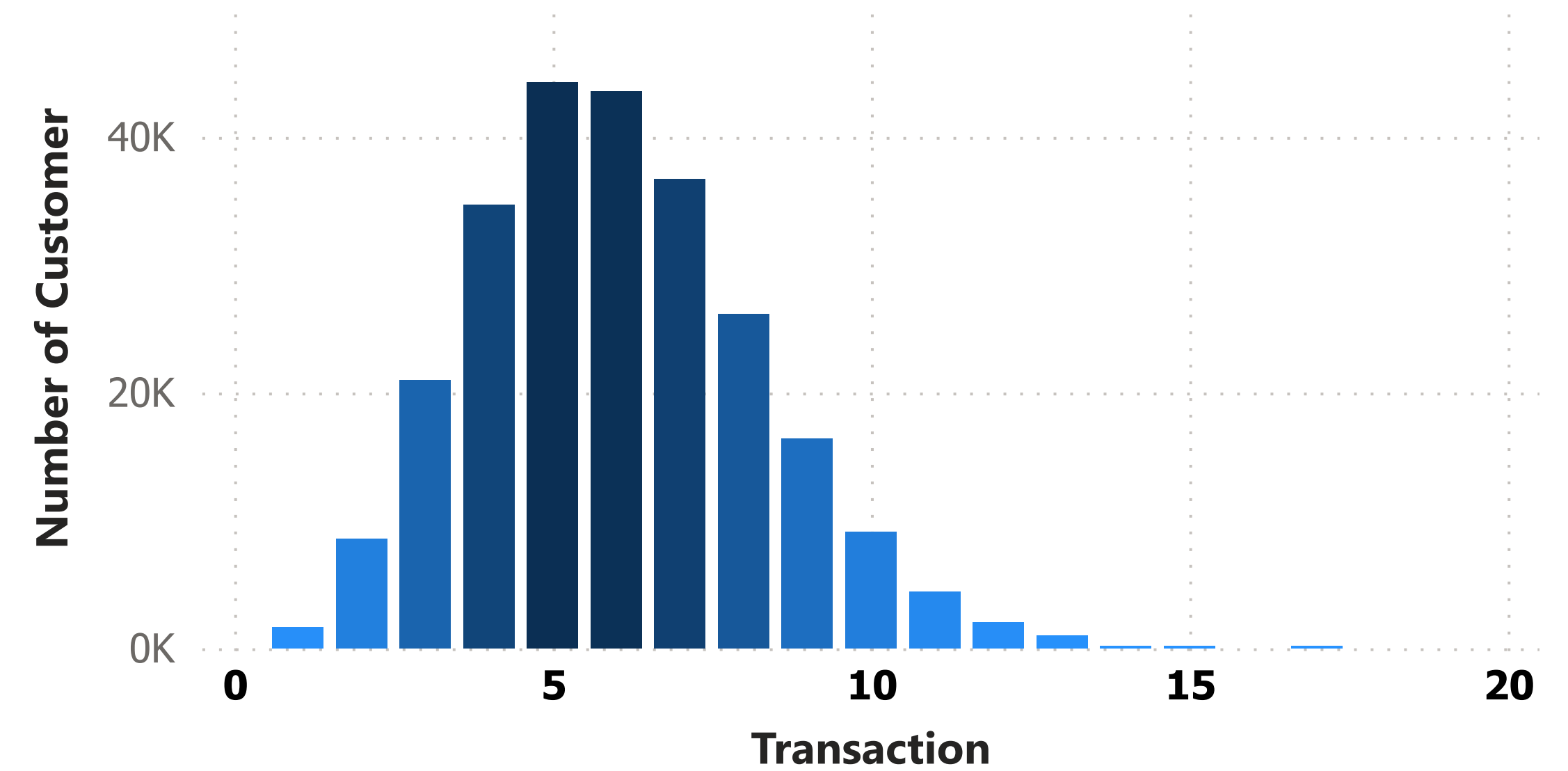
190908939

Revenue

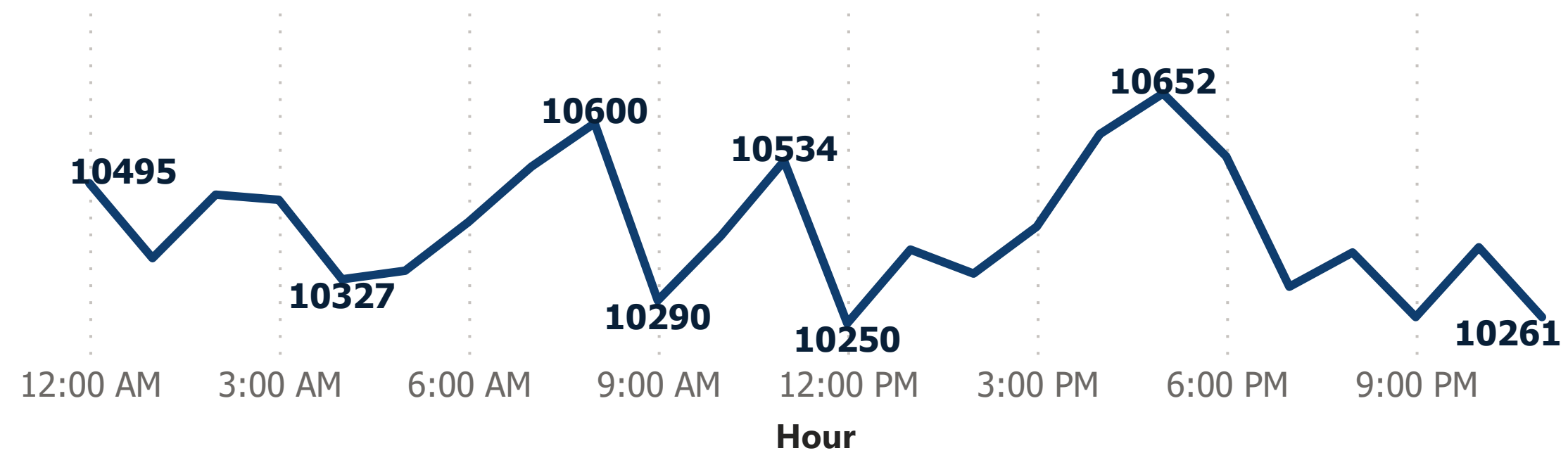
Revenue by Age group



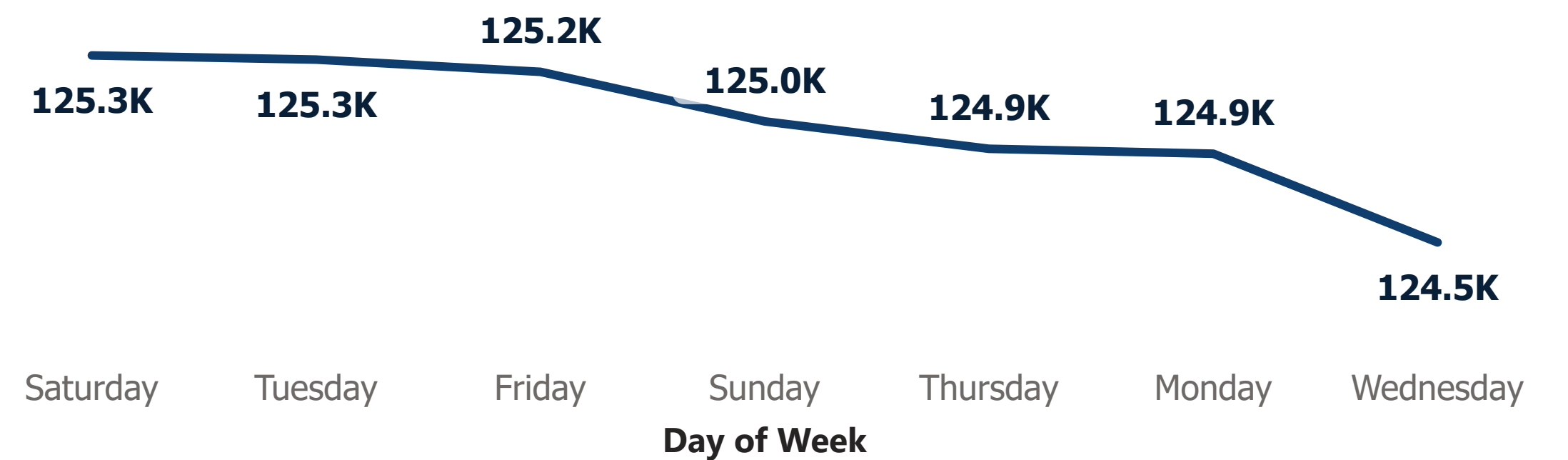
Number of Transaction



Transaction by Hour



Average of Transaction each day



CUSTOMER VALUE ANALYSIS

Customer Lifetime Value

3,195.17K

AVG Purchase Frequent Rate

5.03

AVG Customer LifeSpan

831.36

Year: All

2020

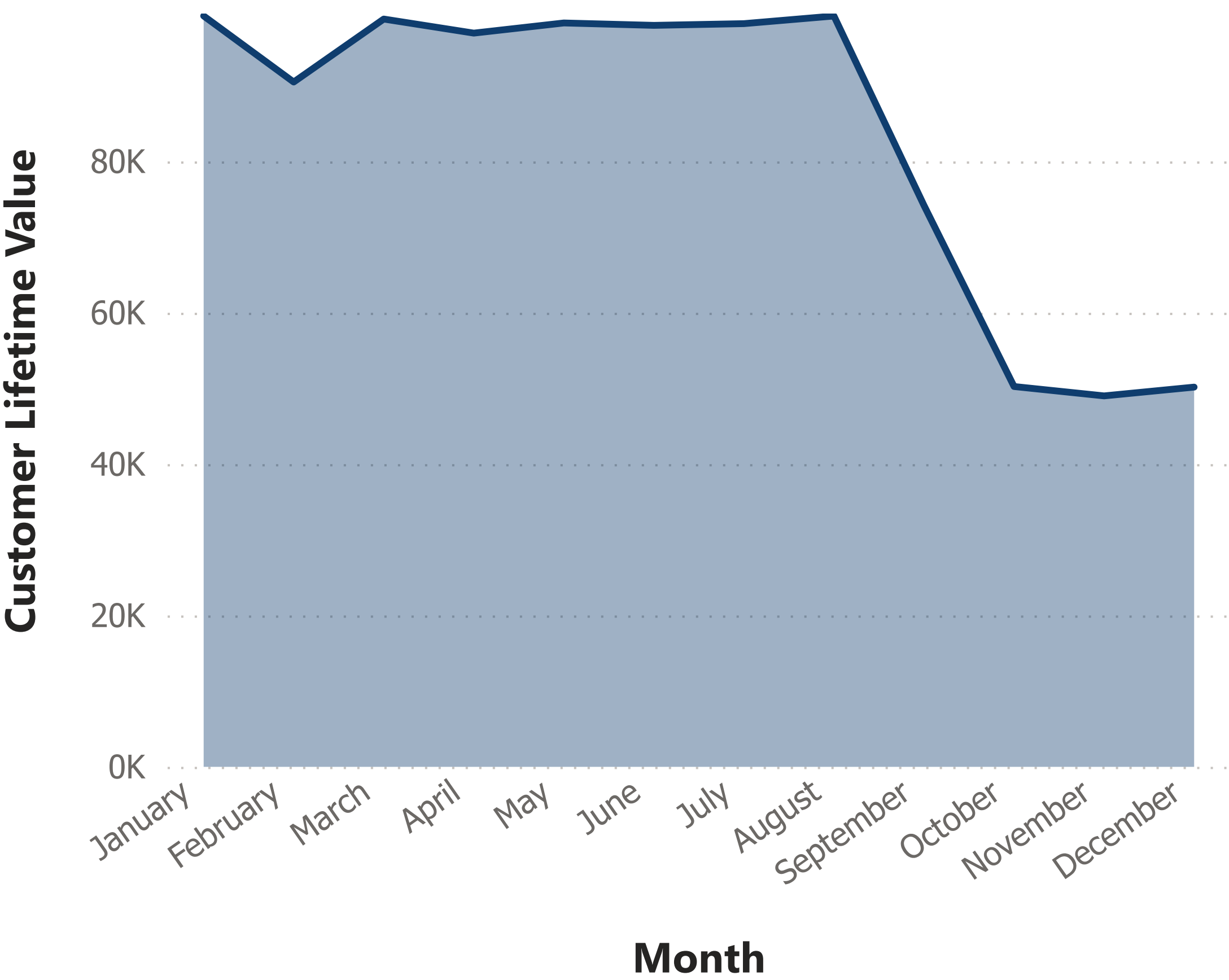
2021

2022

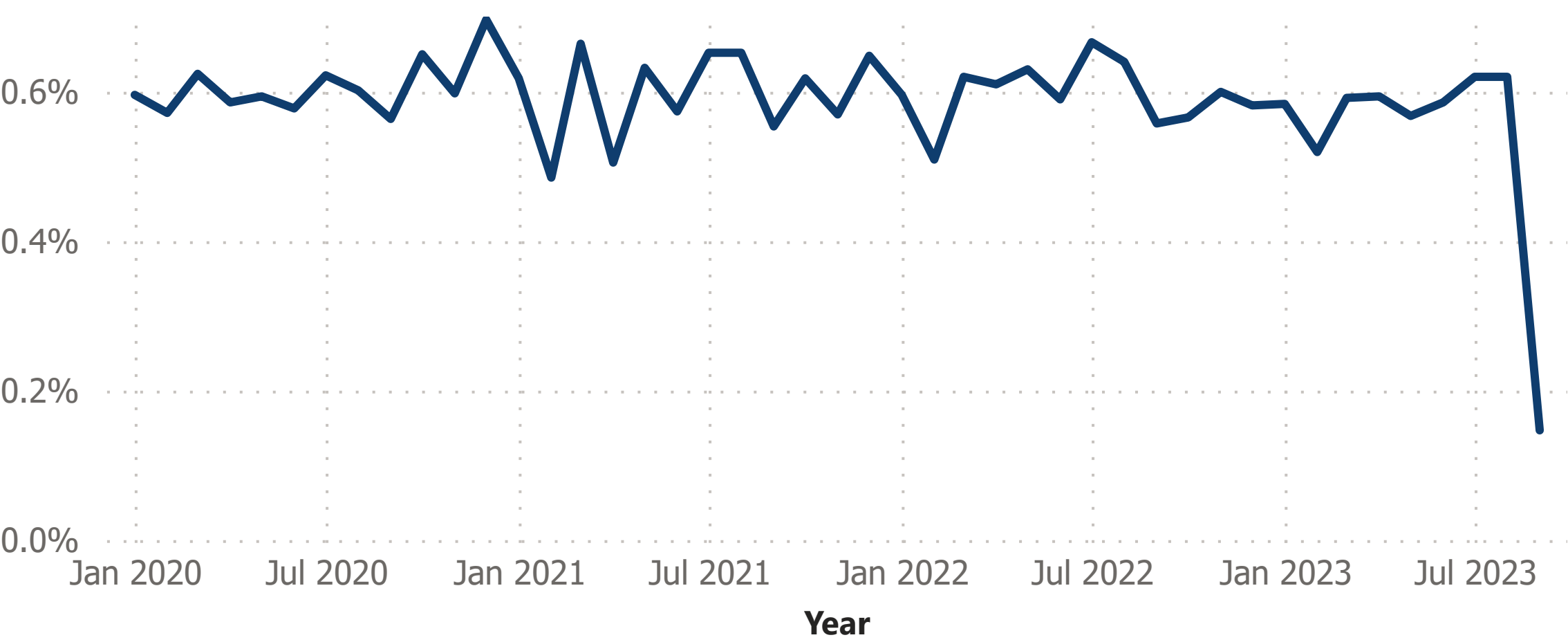
2023

Customer Name	Customer Lifetime Value	AVG Revennue per Customer	AVG Purchase Frequence rate
Lindsay Soto	20,990,700.00	16,860.00	15.00
Laura Mendoza	18,218,380.00	14,645.00	13.00
Sandra Henry	17,805,525.00	14,925.00	13.00

Customer Lifetime Value by Month



Repeat Purchaser Rate



CHURN ANALYSIS

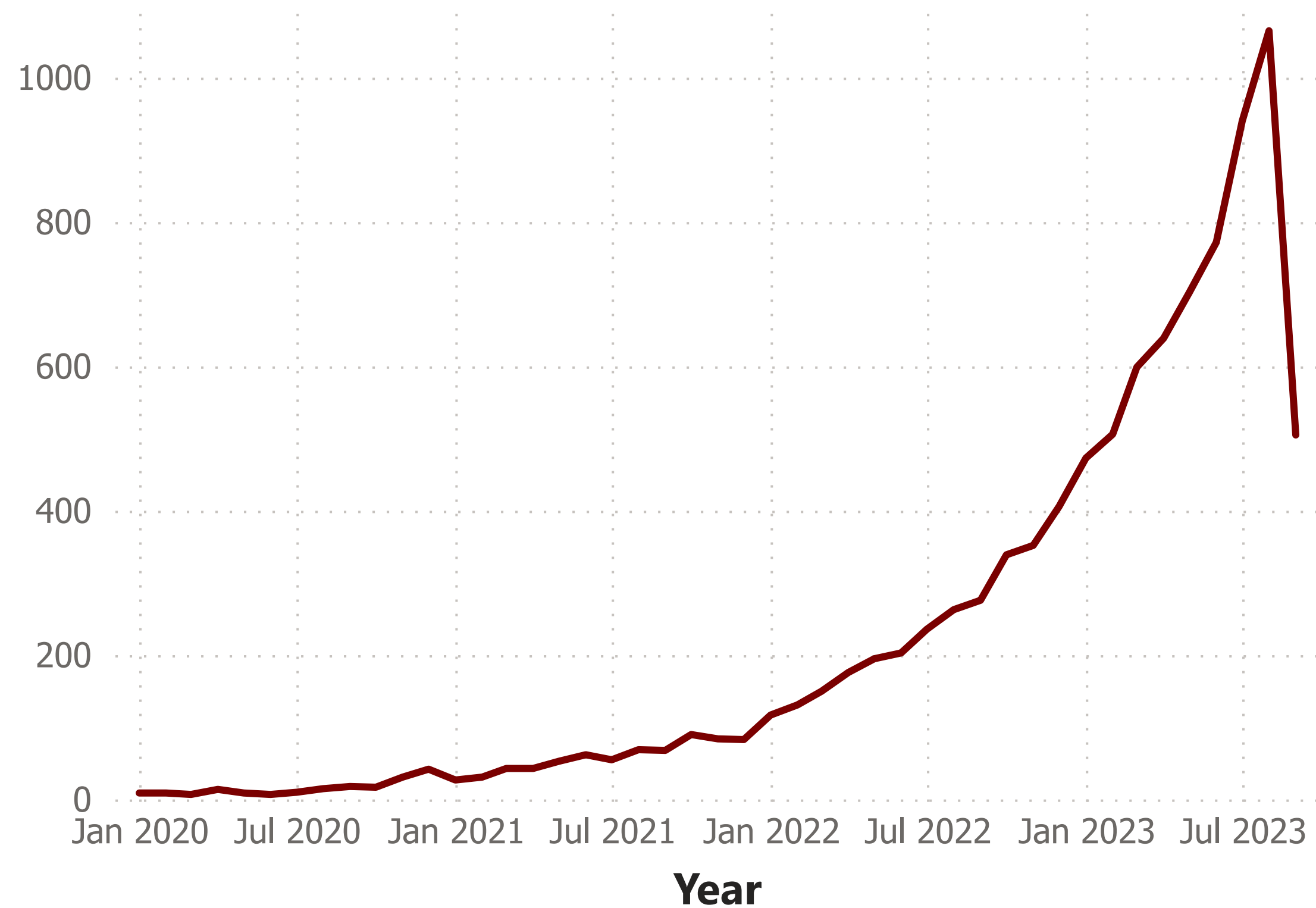
9942

Churn customer

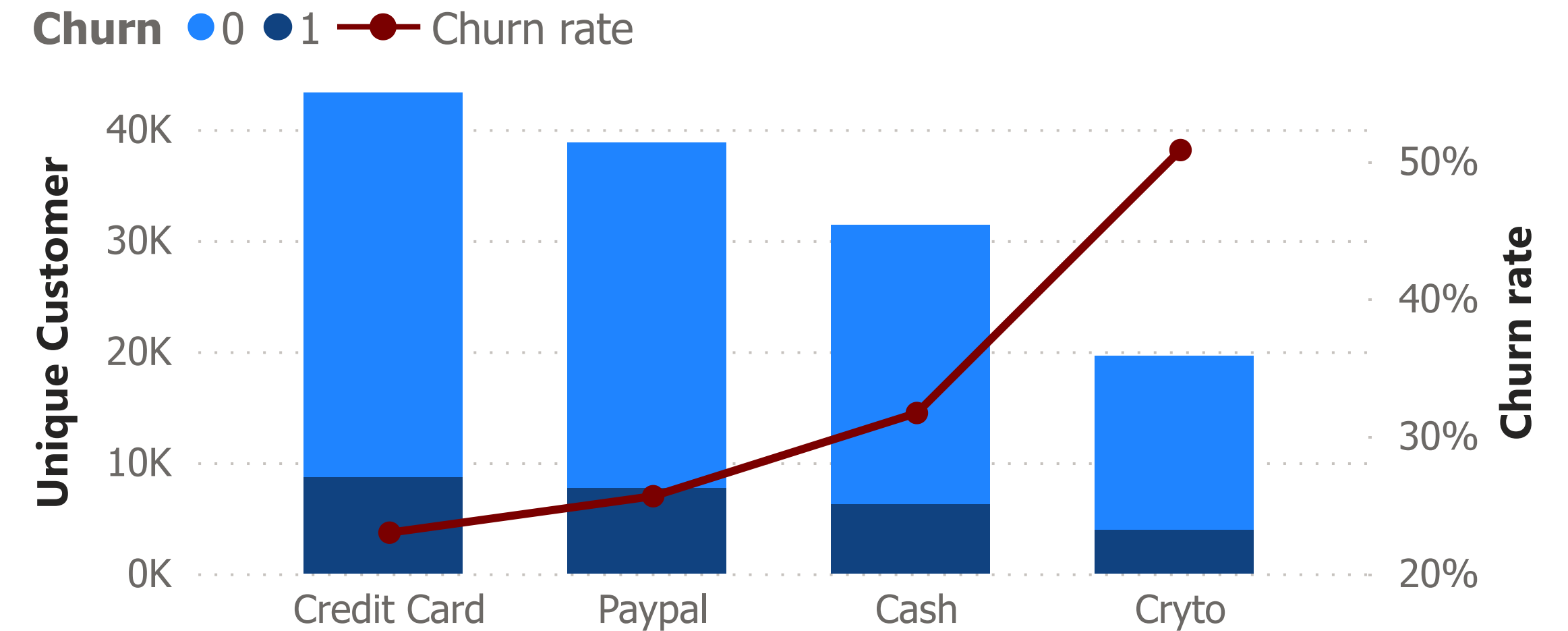
20.01%

Churn rate

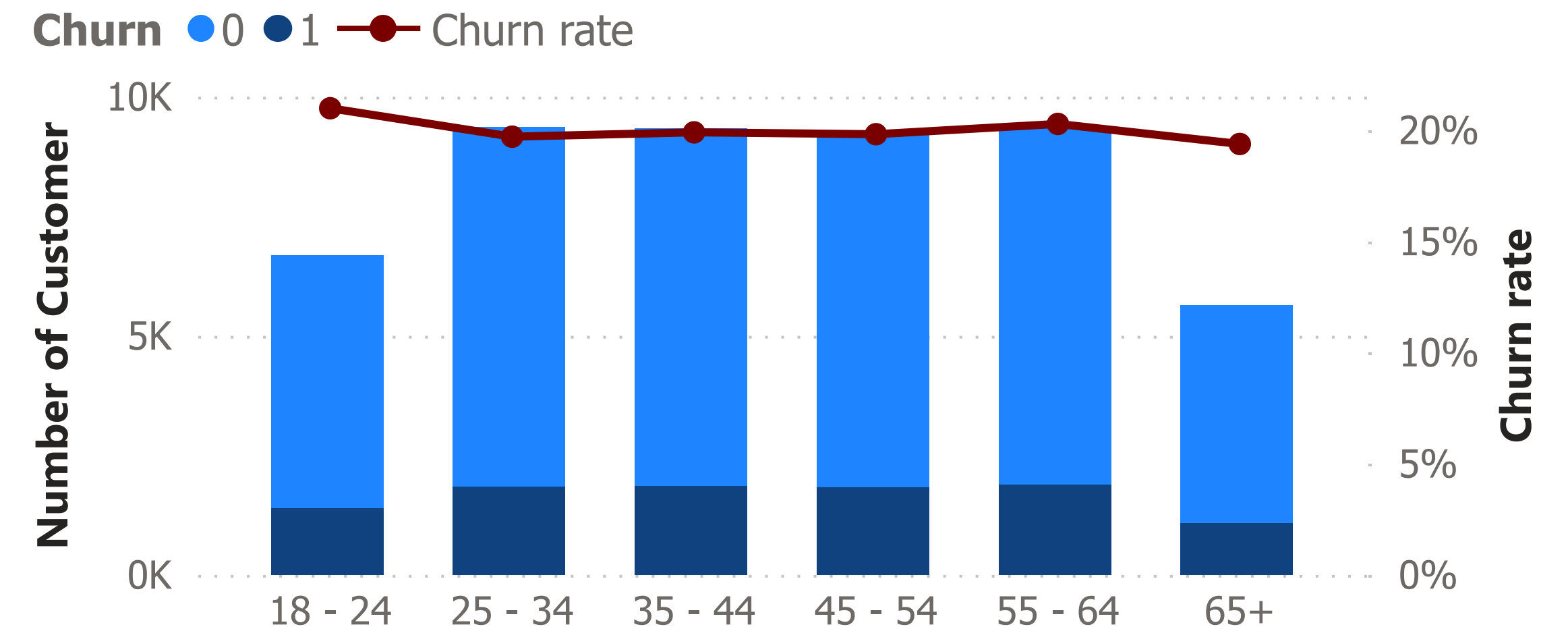
Number of Churn customer



Churn Customer by Payment method



Churn Customer by Age group



RETURN ANALYSIS

40.31%

Return Rate

100769

Return order

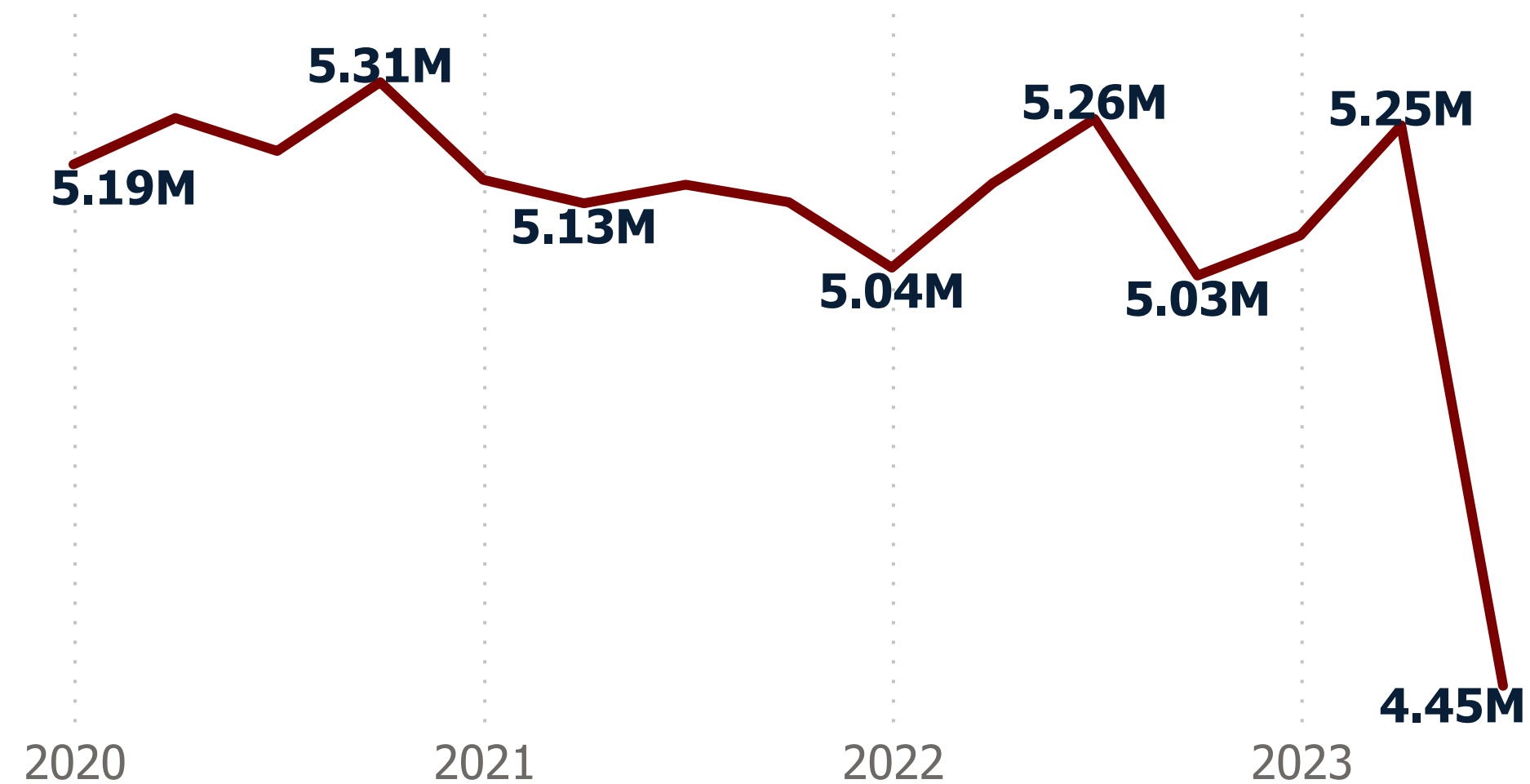
302461

Returned product

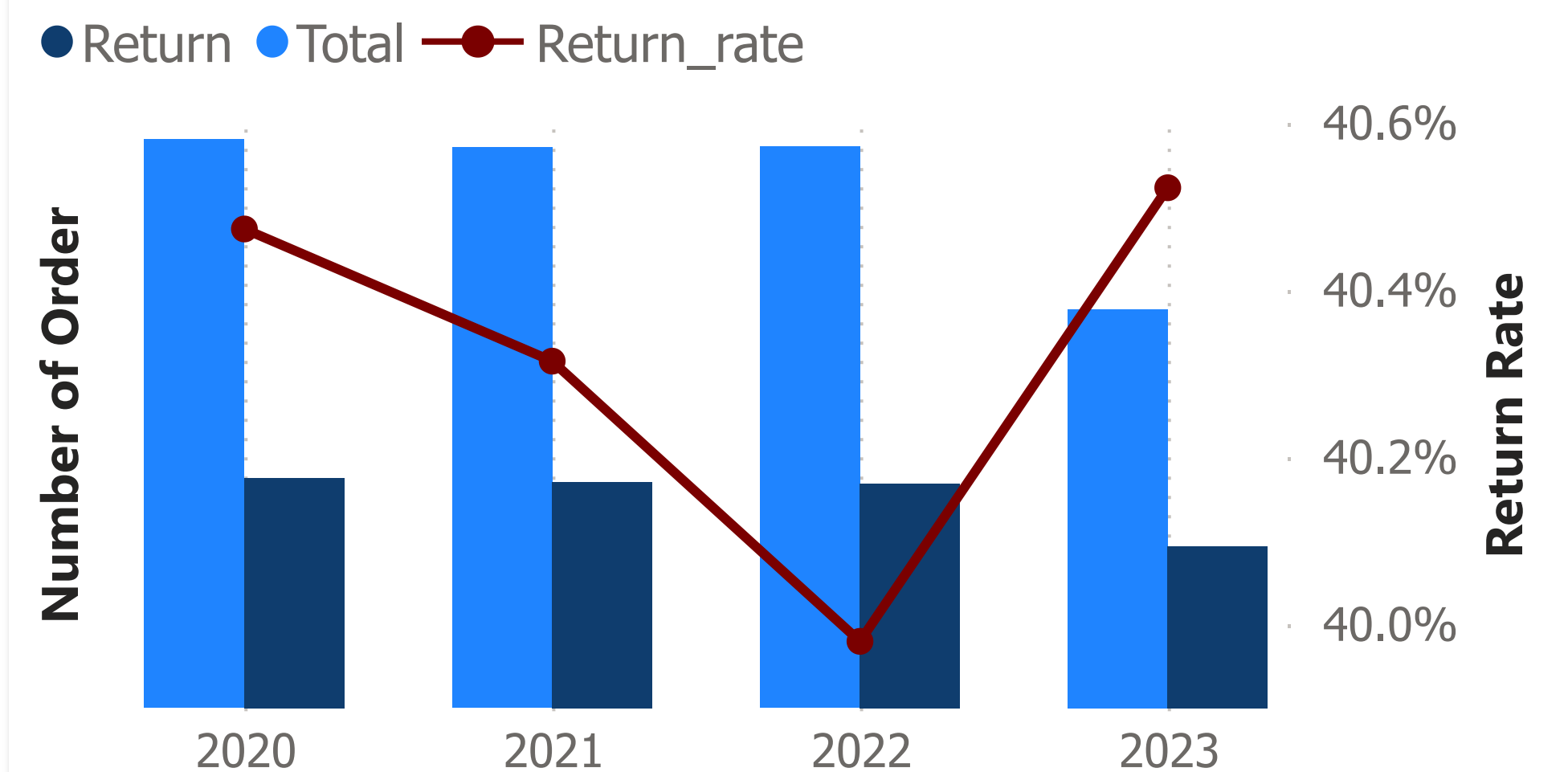
76840333

Lost Revenue

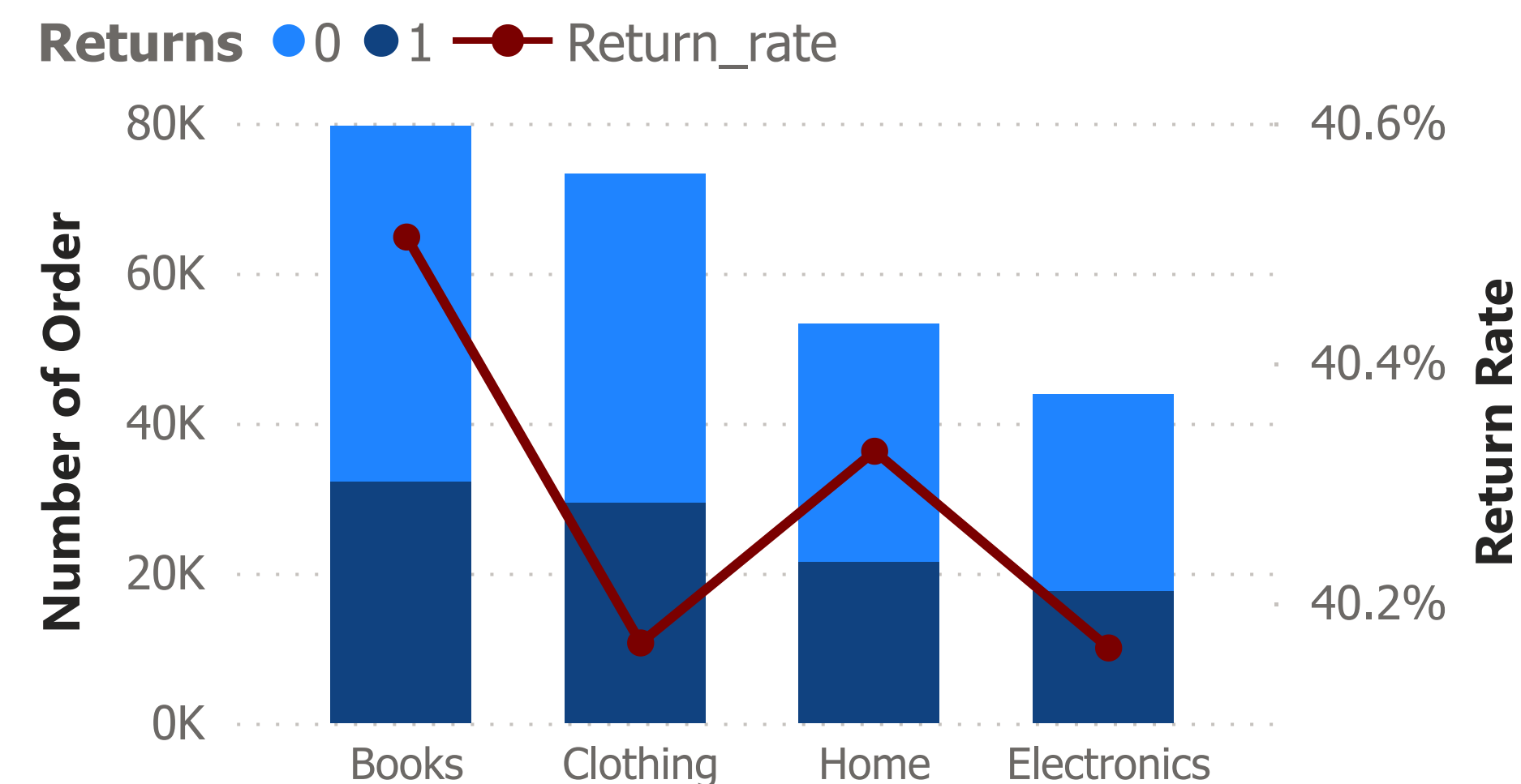
Lost Revenue



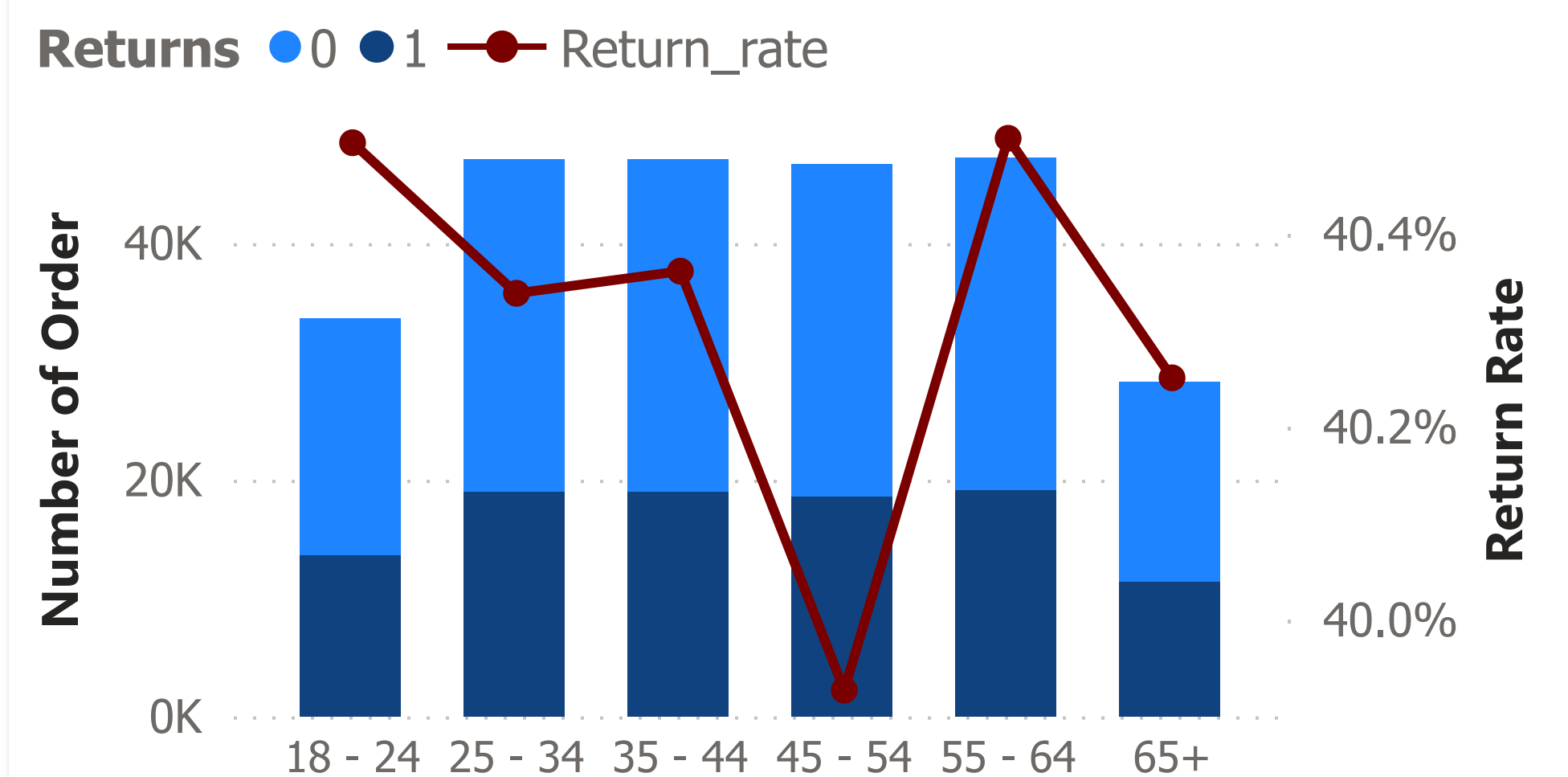
Return order



Return order

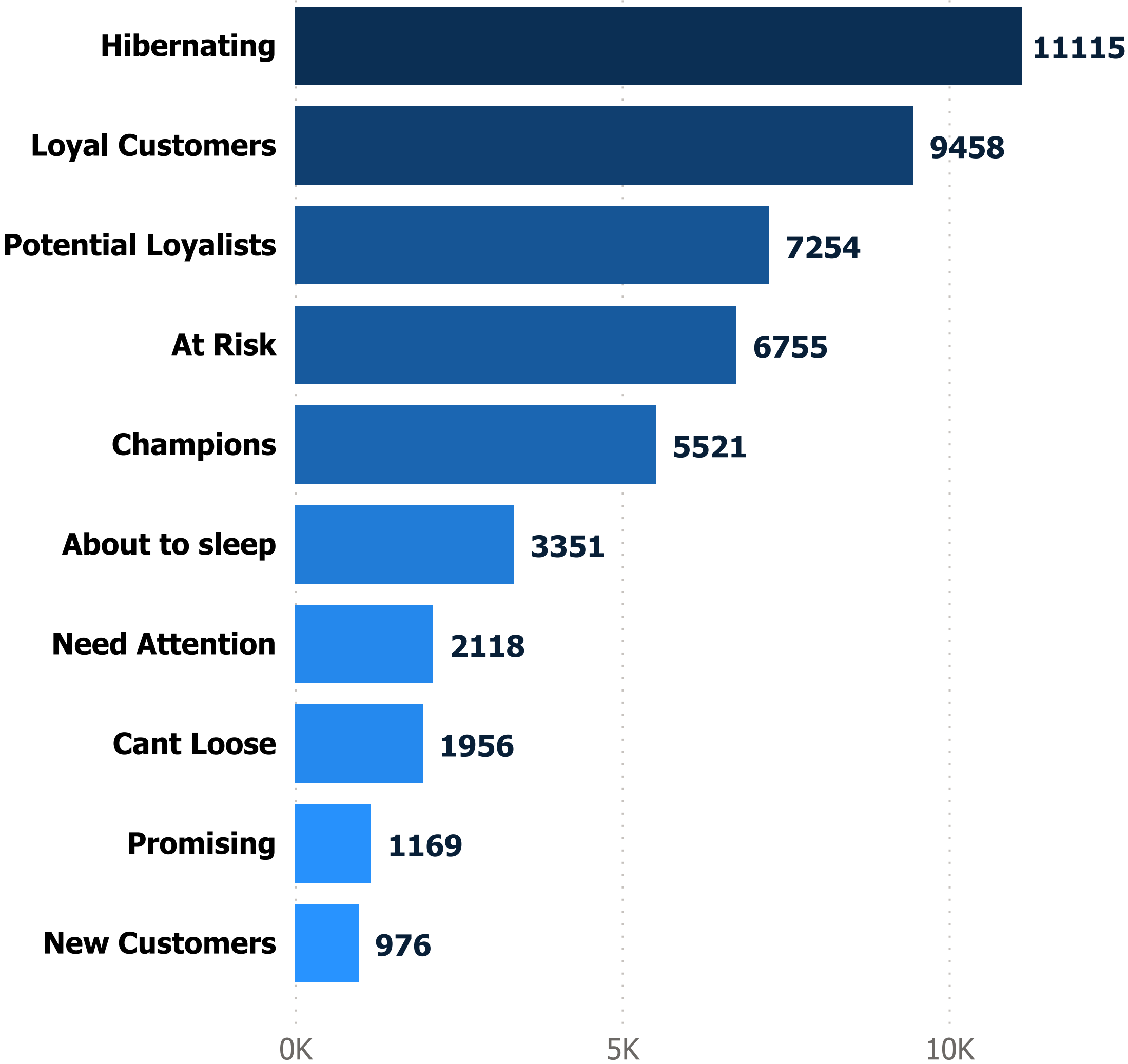


Return order by Age group



RFM ANALYSIS

Number of Customer in each segment



AVG of Recency

260.43

AVG of Frequency

5.03

AVG of Monetary

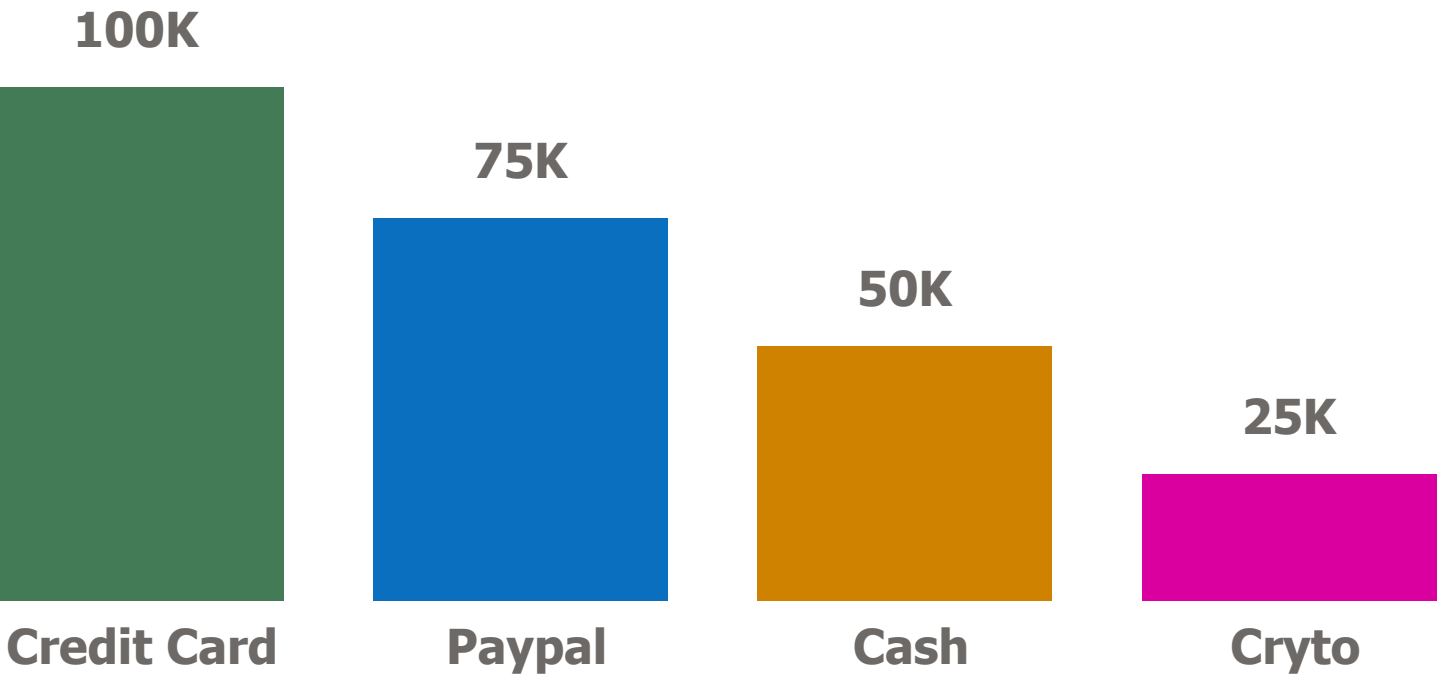
13716.56



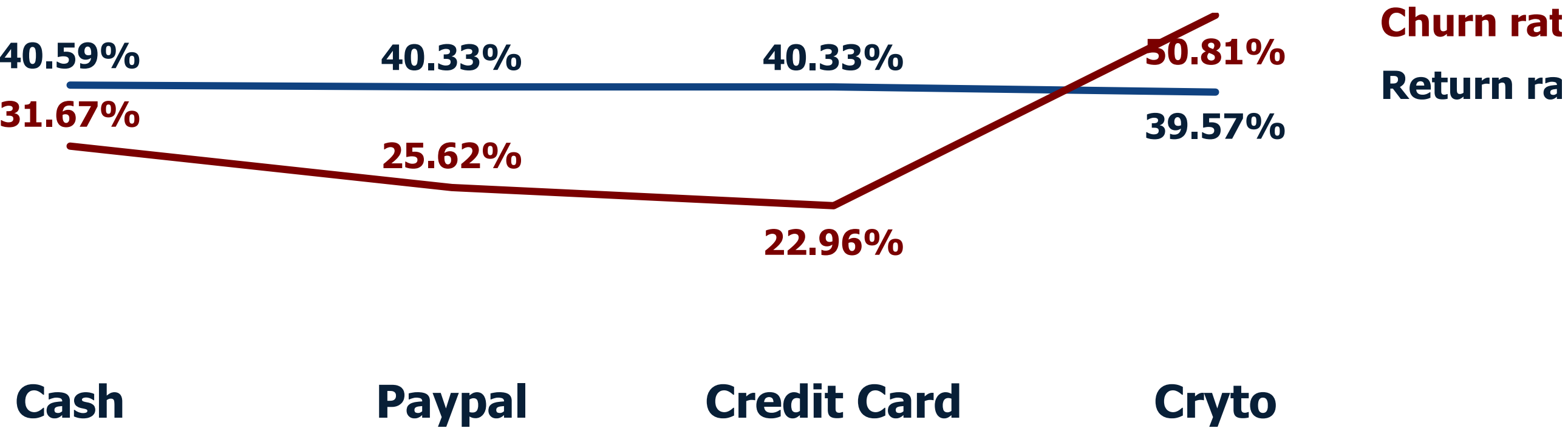
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PAYMENT ANALYSIS

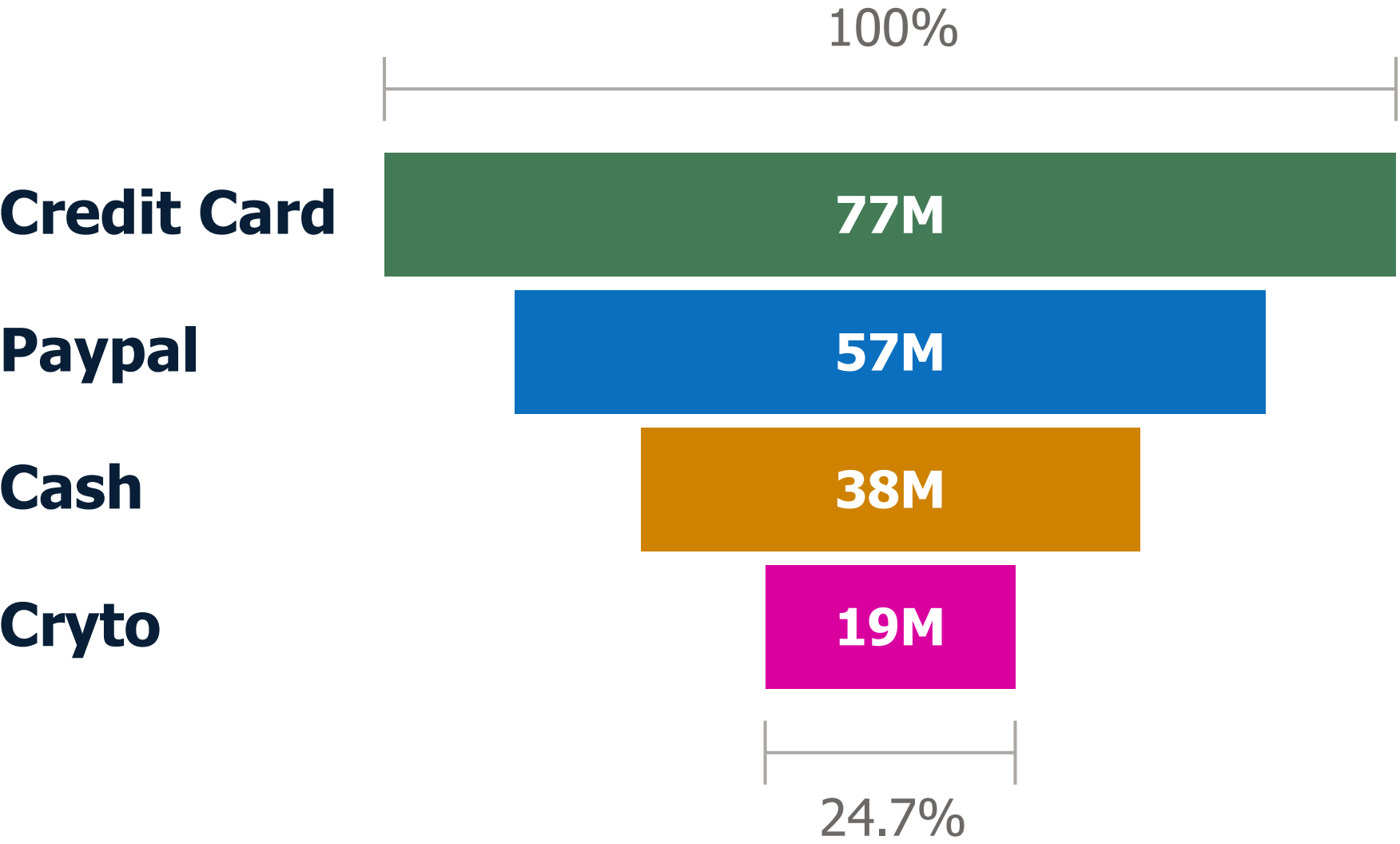
Number of order



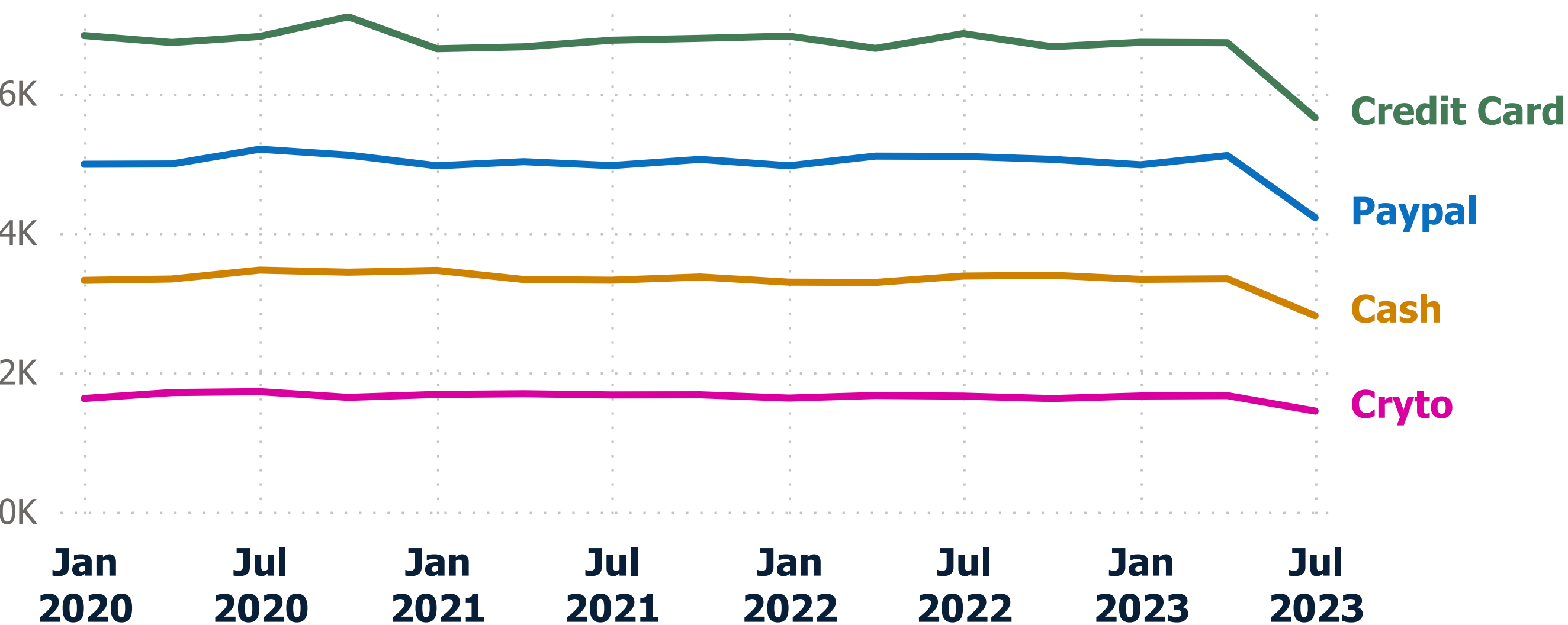
Risk of each Method



Revenue from each method



Order paid by each Method



PRODUCT

491

Product

749724

Quantity

190908939

Revenue

Year: All

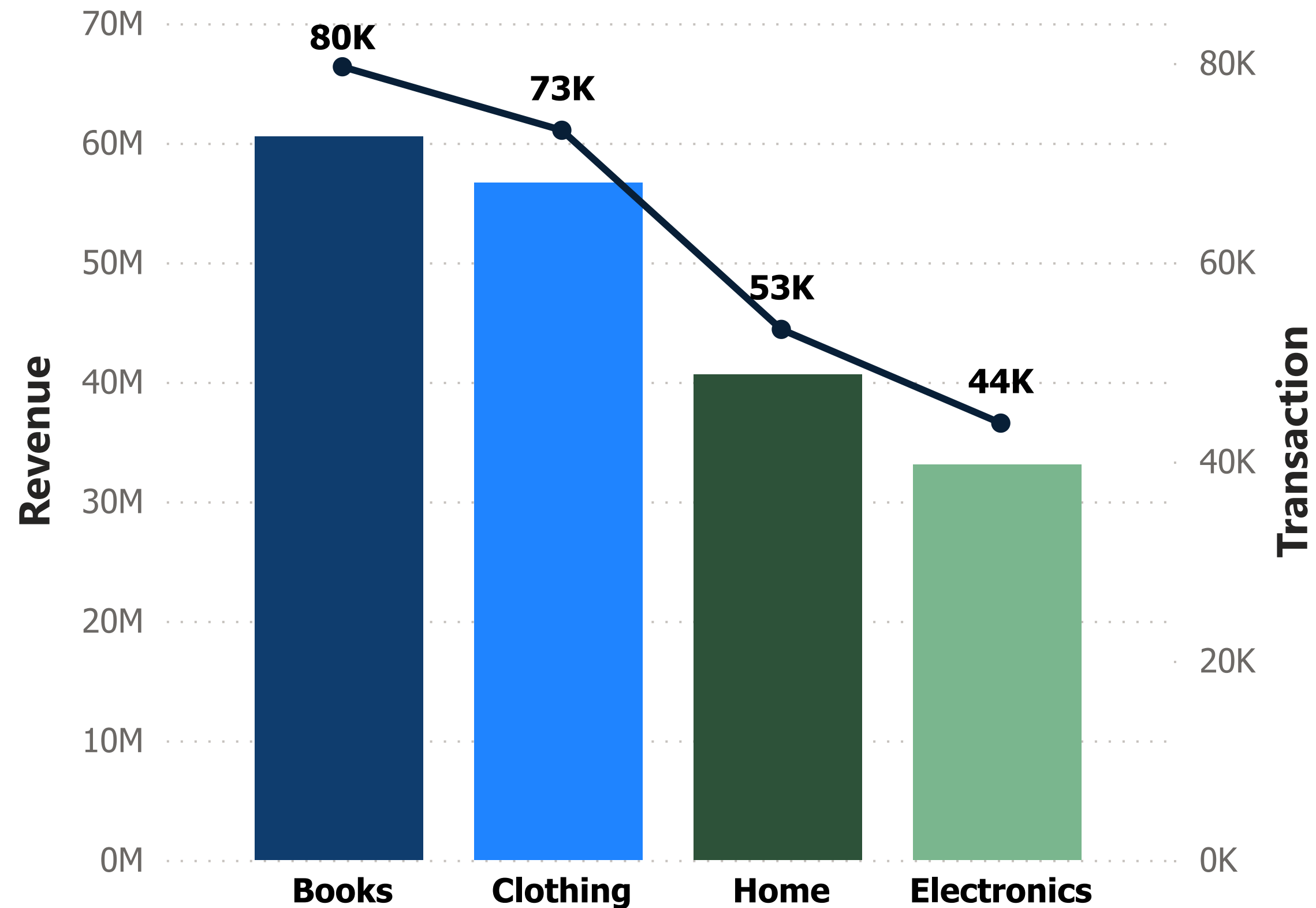
2020

2021

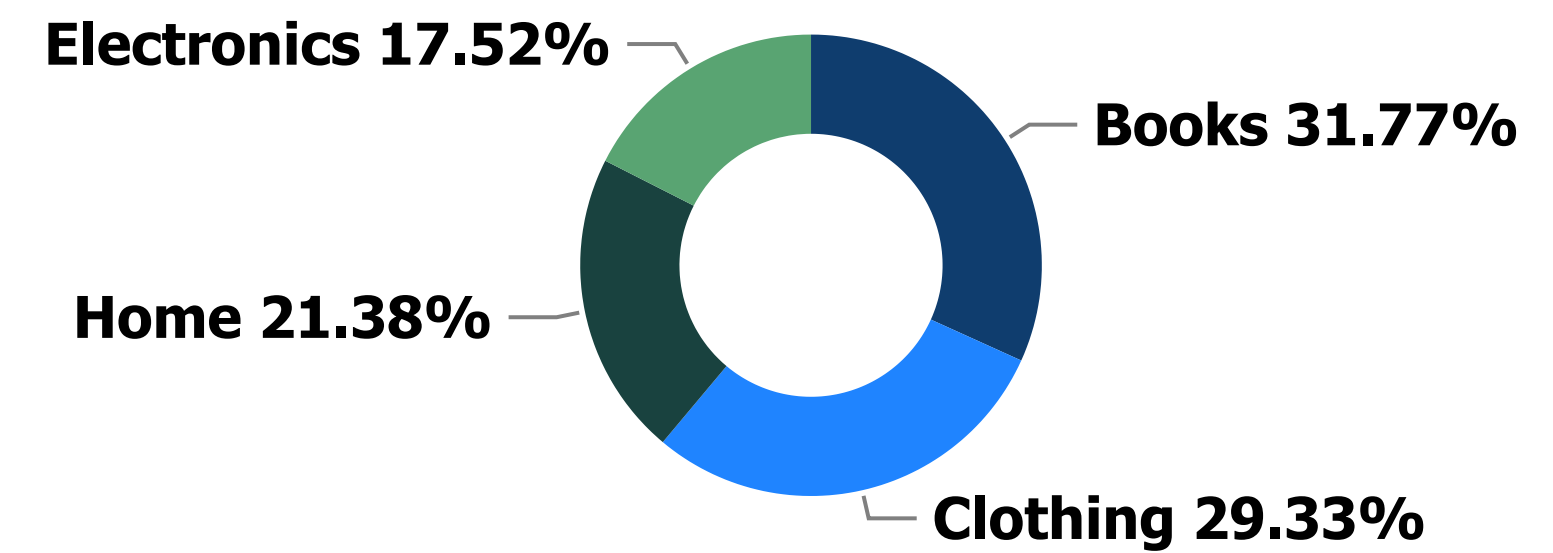
2022

2023

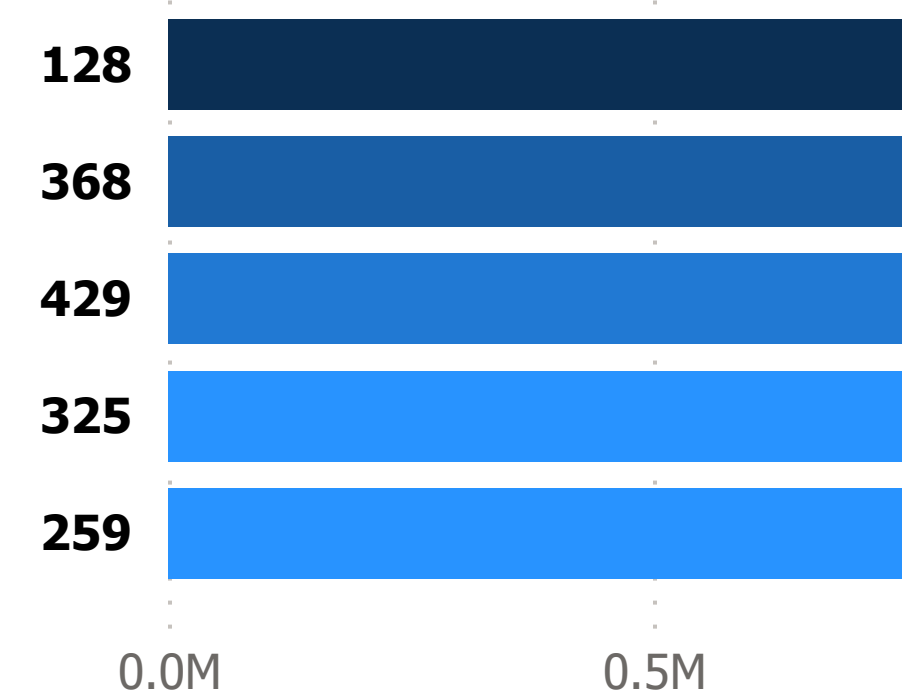
Revenue and Transaction by Category



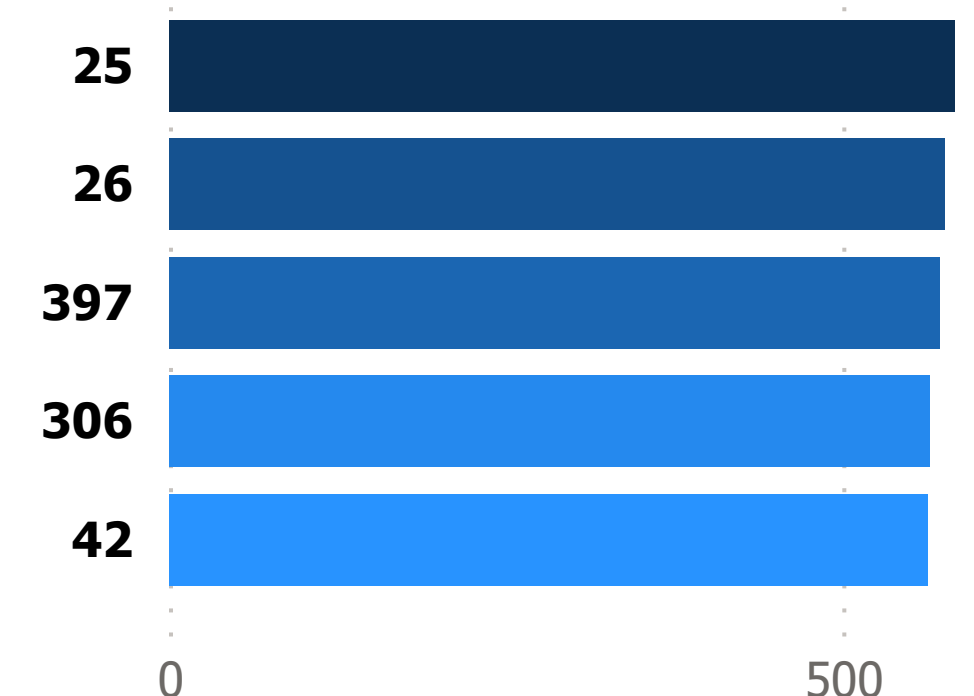
Number of product by Category



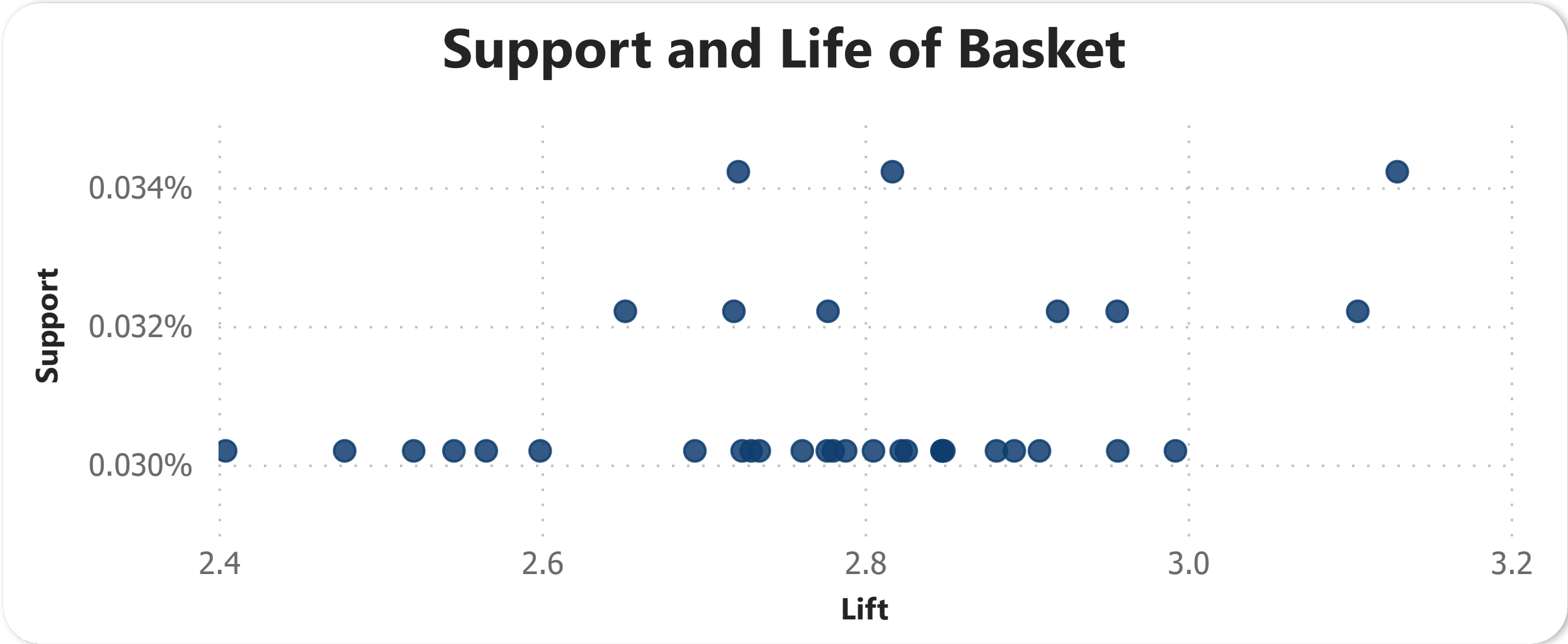
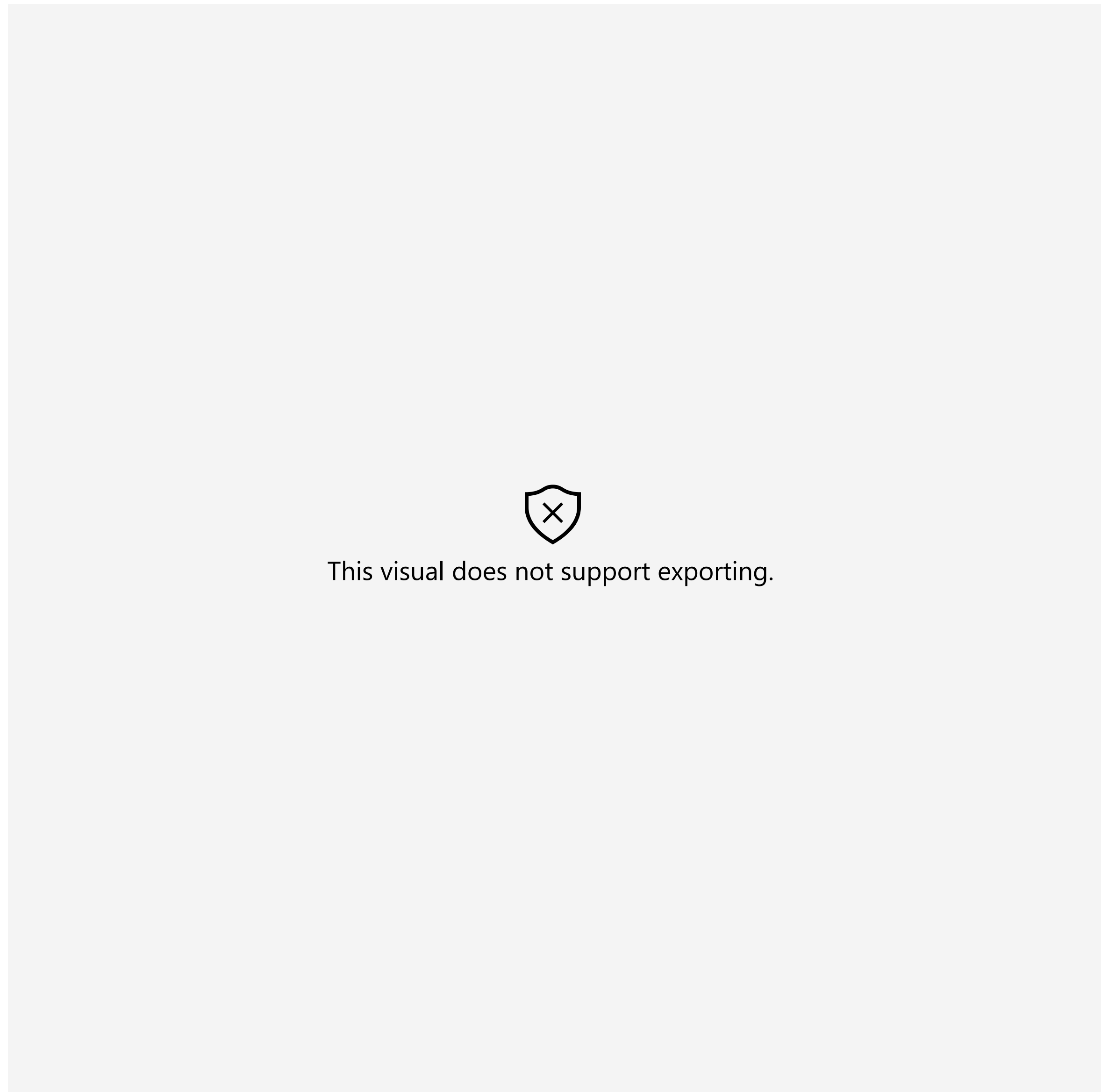
Top 5 Product (Revenue)



Top 5 Product (Quantity)



MARKET BASKET ANALYSIS



Basket	Confidence of Product 1	Confidence of Product 2	Lift basket
Product ID113 - Product ID 13	2.96%	2.88%	2.65
Product ID146 - Product ID 26	2.79%	2.60%	2.40
Product ID149 - Product ID 127	2.91%	2.83%	2.73
Product ID199 - Product ID 32	2.93%	2.85%	2.76
Product ID207 - Product ID 74	3.01%	2.79%	2.78
Product ID219 - Product ID 147	3.10%	3.23%	3.11
Product ID236 - Product ID 136	3.13%	2.86%	2.96
Product ID248 - Product ID 19	2.88%	2.91%	2.78
Product ID308 - Product ID 42	2.86%	2.66%	2.52

SALE PERFORMANCE

763.64

AVG order value

190908939

Revenue

34.88%

% Change to LY

Year: All

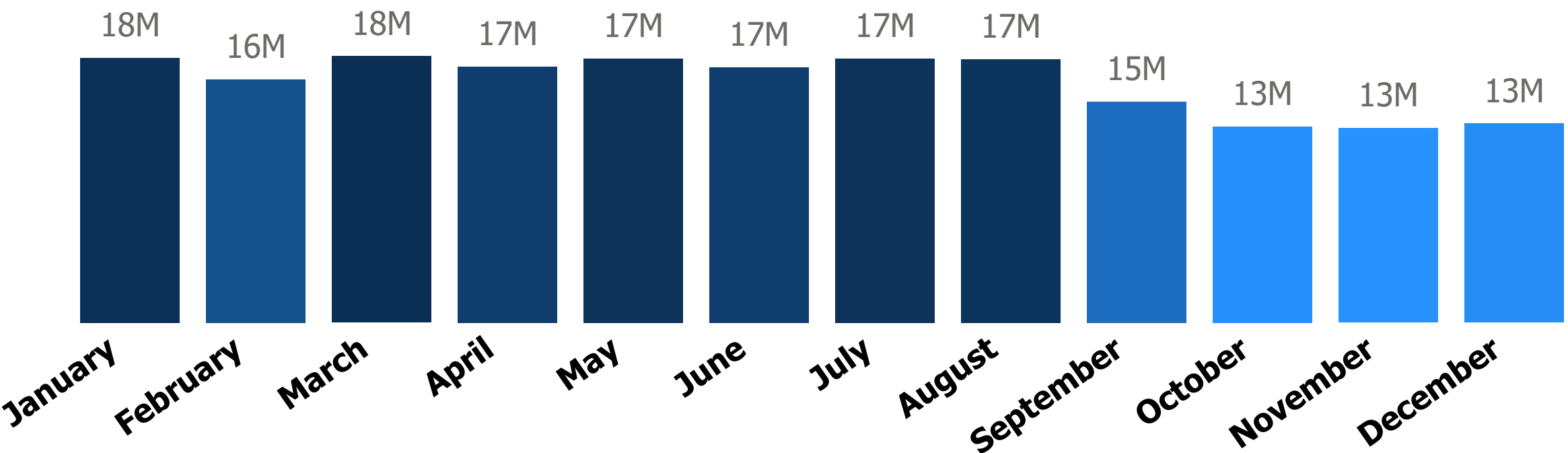
2020

2021

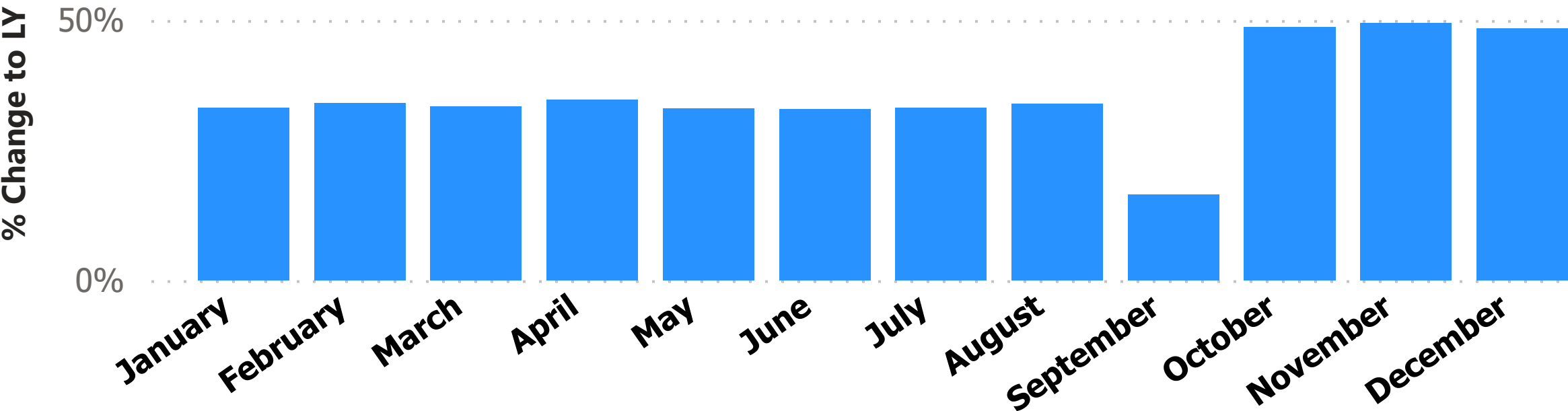
2022

2023

Revenue by Month

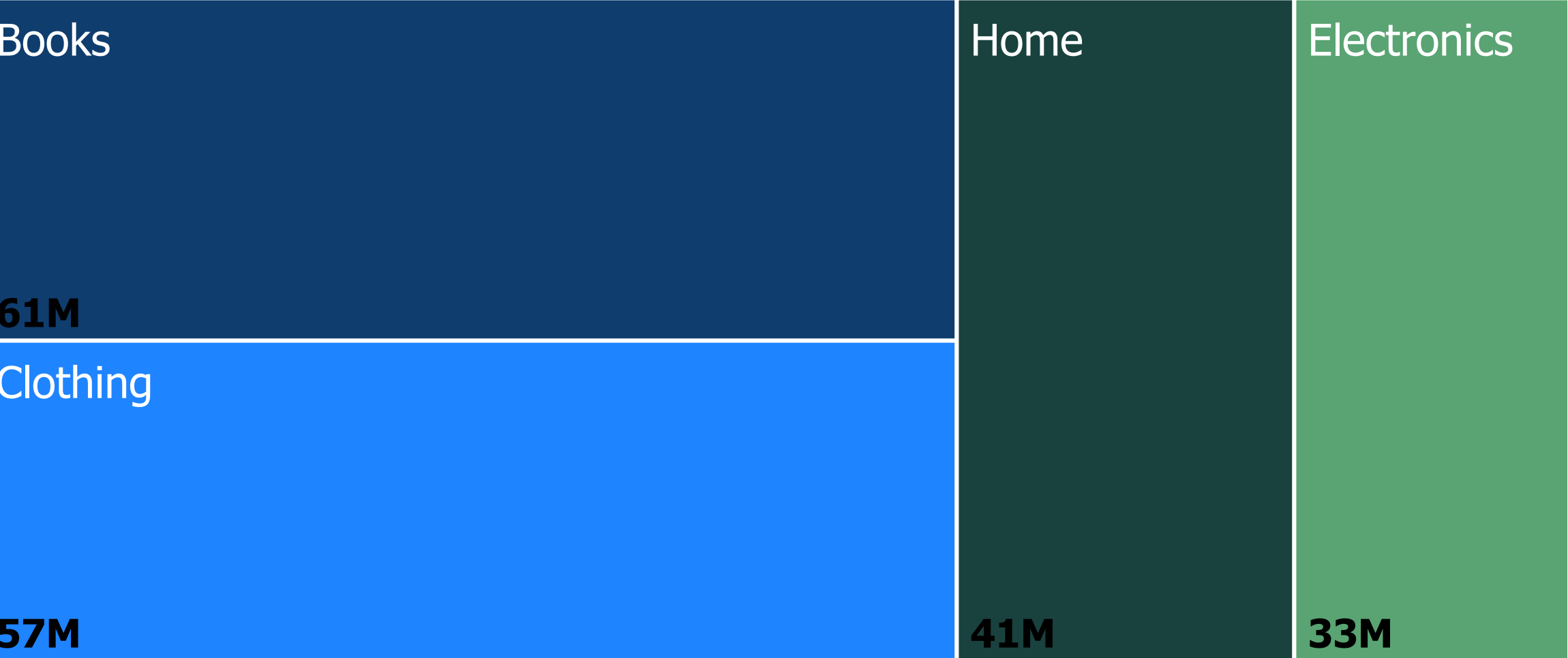


% Change to LY by Month



Name	Revenue	Transaction	Sales LY	Change to LY	% Change to LY
Books	60543609	79630	44934376	15609233	34.74%
Clothing	56675201	73255	42103014	14572187	34.61%
Home	40595104	53263	30089016	10506088	34.92%
Electronics	33095025	43852	24415077	8679948	35.55%

Revenue by Category



SALE PERFORMANCE OVER TIME

49673

Customer

190908939

Revenue

250000

Transaction

Year: All

2020

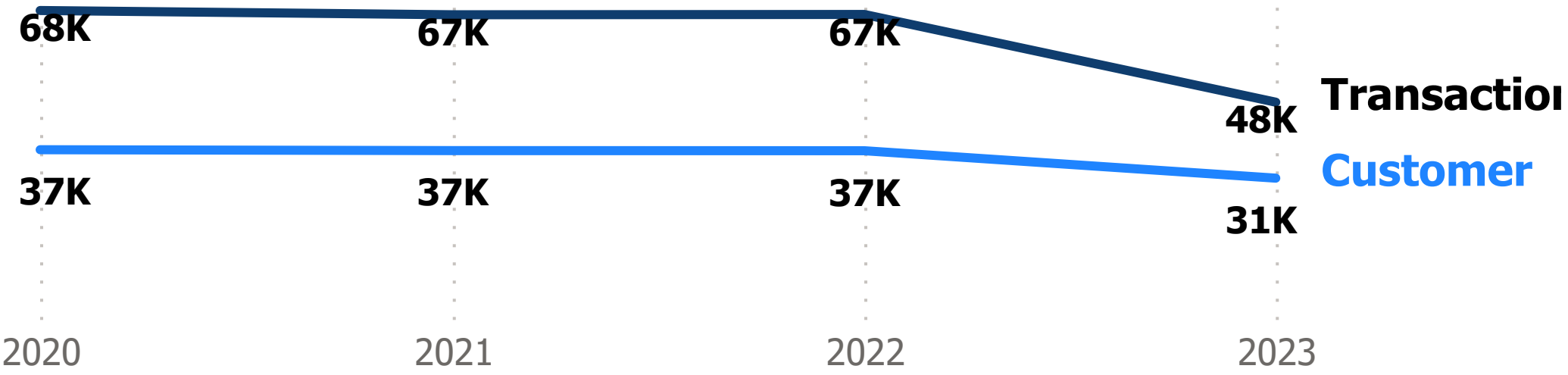
2021

2022

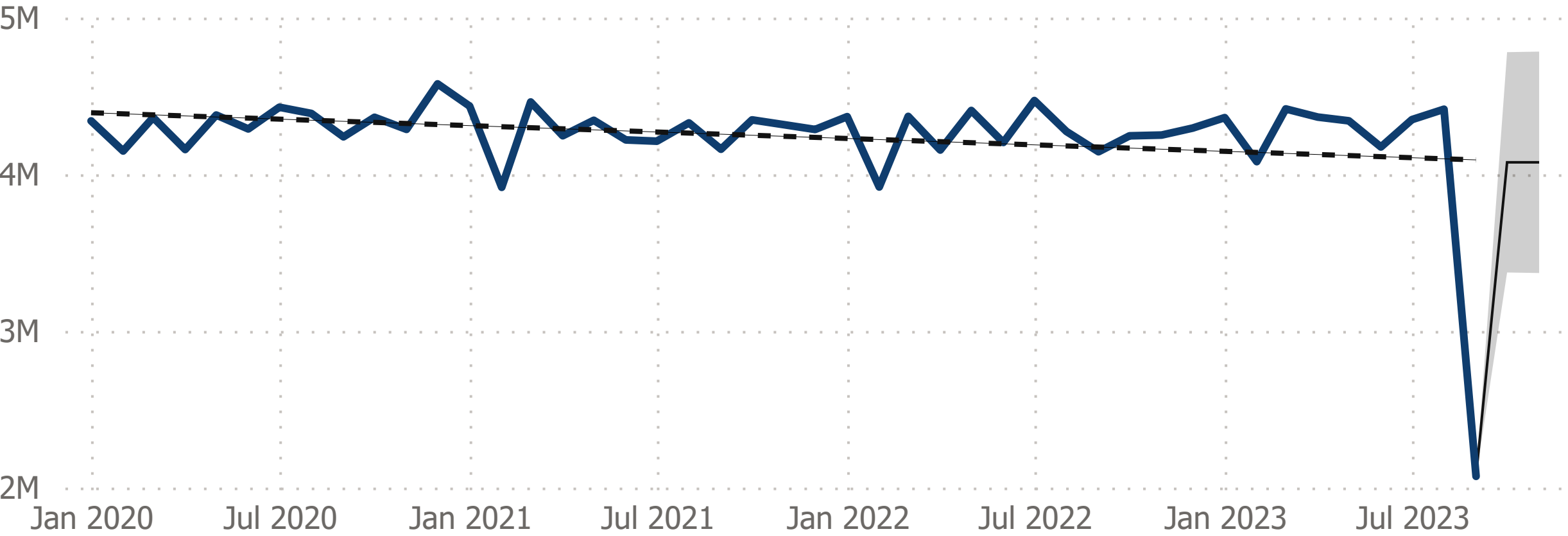
2023

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

