

CUSTOMER

49673

Customer

49673

New Customer

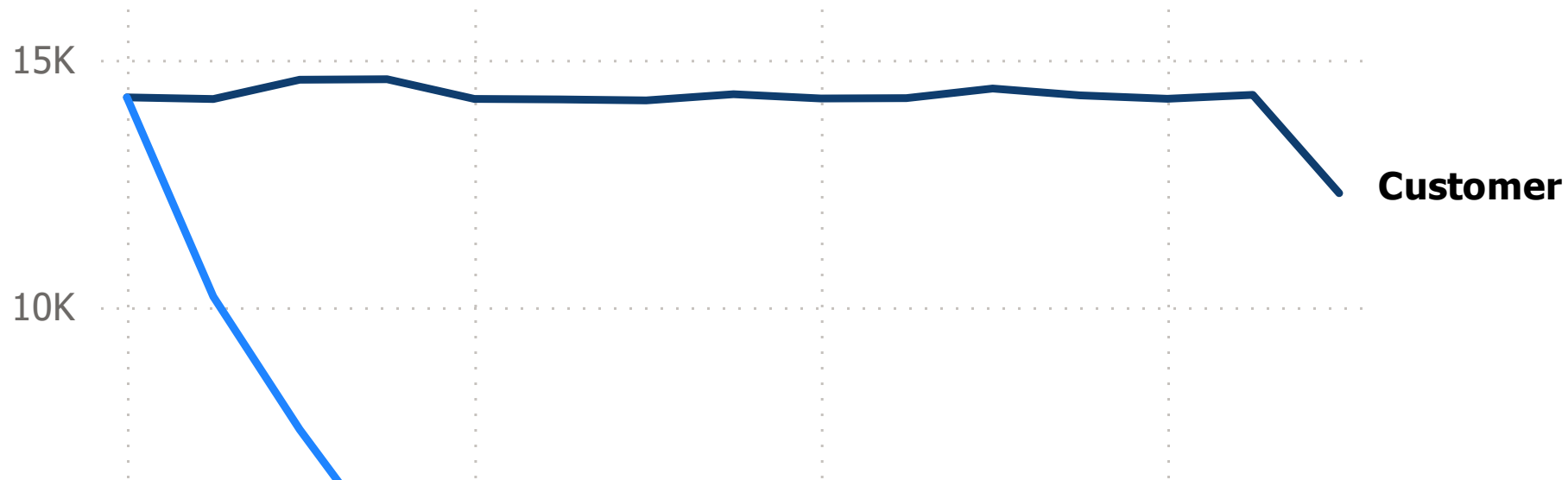
49673

Churned Customer

Year: All

2020

Number of Customer over time



Male

10K

CUSTOMER BEHAVIOUR

250000

Transaction

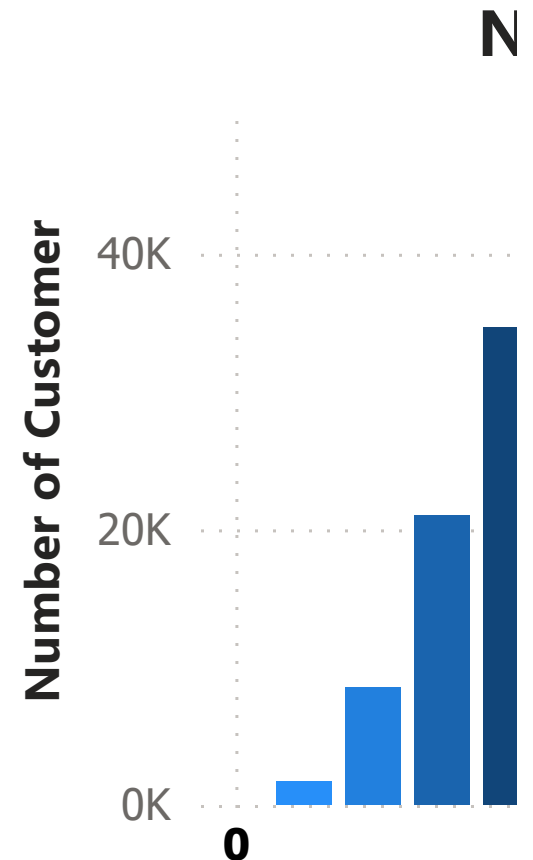
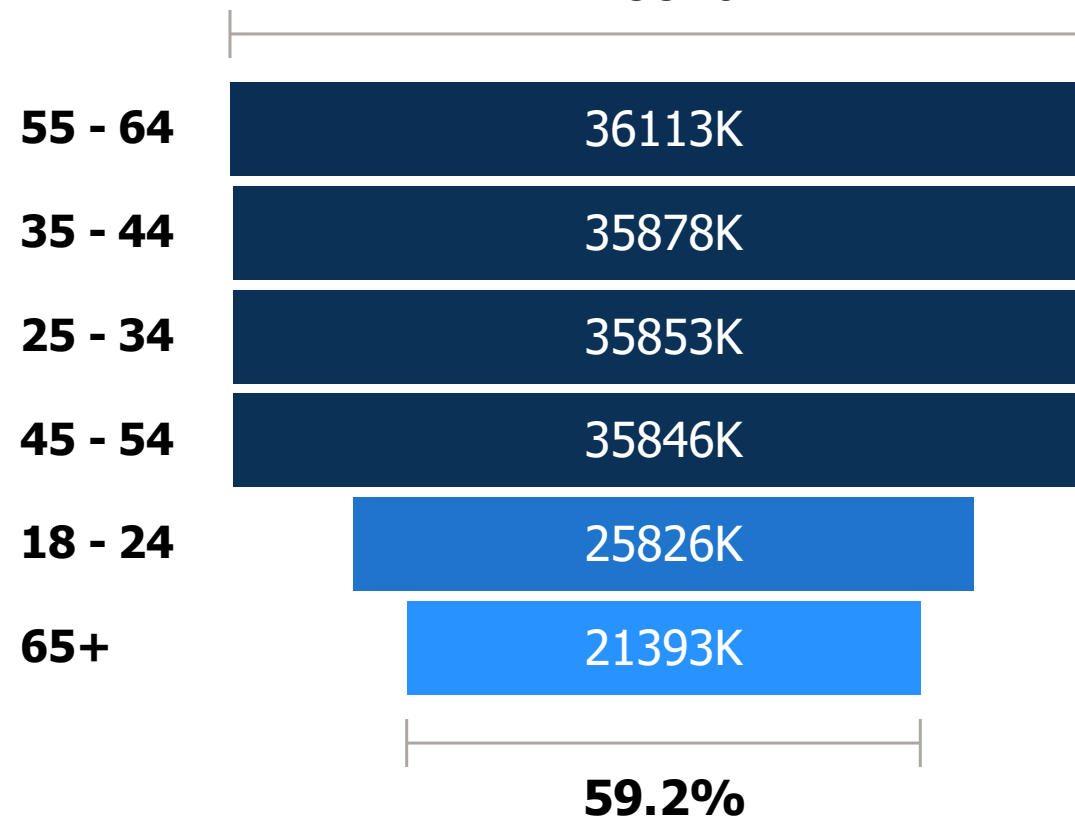
763.64

AVG Value/ Order

190908939

Revenue

Revenue by Age group
100%



CUSTOMER VALUE ANALY

Customer Lifetime
Value

3,195.17K

AVG Purchase
Frequent Rate

5.03

AVG Customer
LifeSpan

831.36

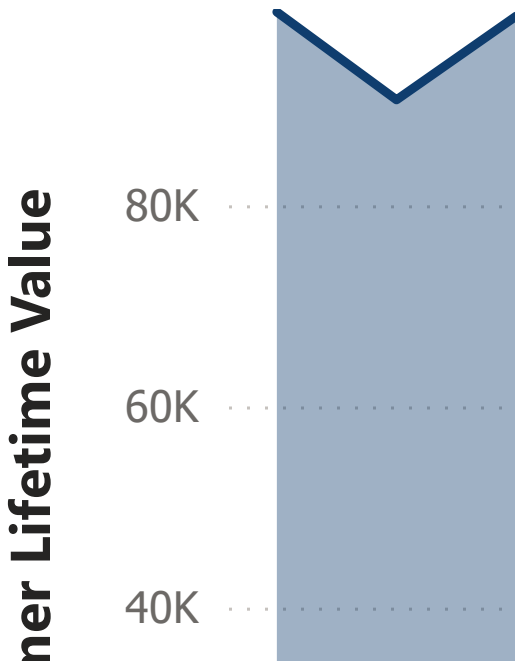
Year: All

2020

Customer Name	Customer Lifetime Value	AVG Revennu 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
Richard Reilly	17,795,015.00	14,045.00	11.00

Repeat Purchaser Rate

Customer Lifetin



CHURN ANALYSIS

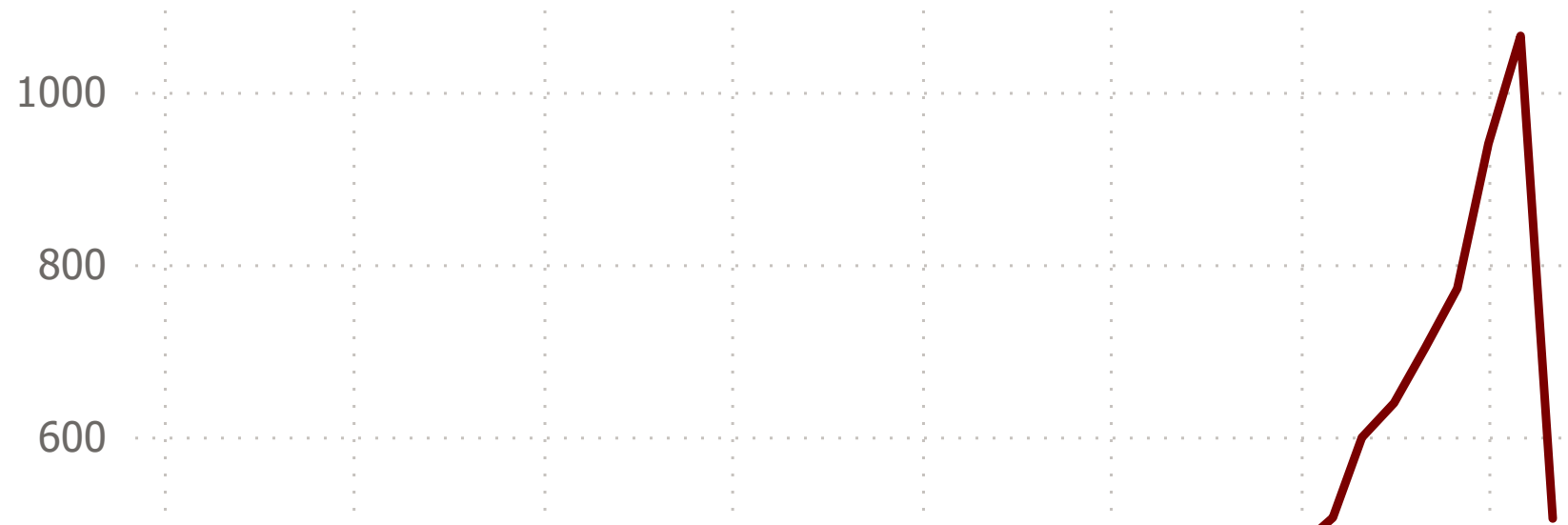
9942

Churn customer

20.01%

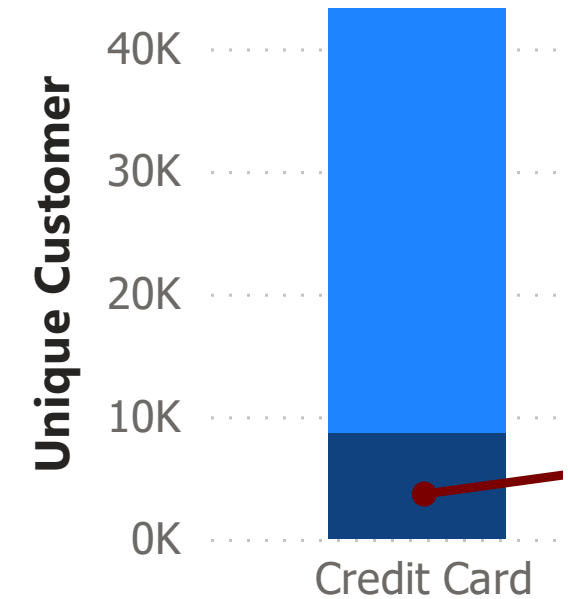
Churn rate

Number of Churn customer



Churn Cu

Churn 0 1 Churn



Churn

Churn 0 1 Churn

RETURN ANALYSIS

40.31%

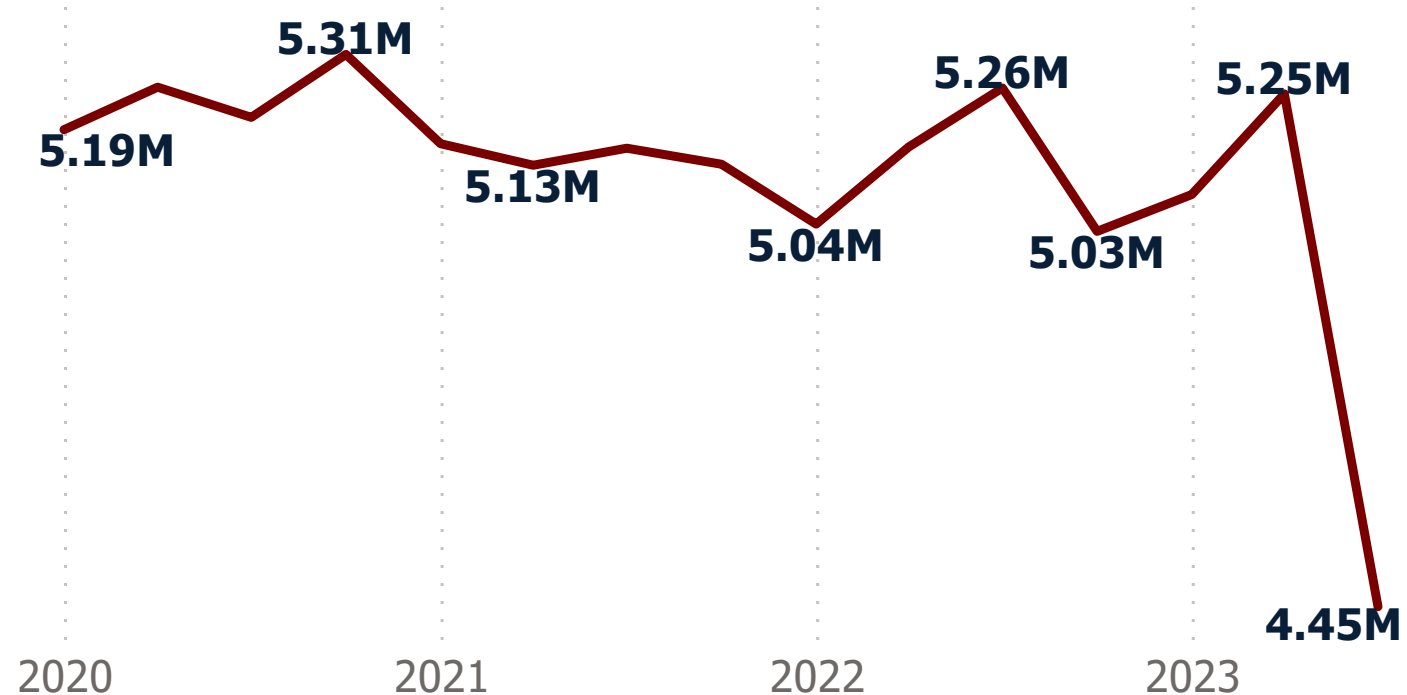
Return Rate

100769

Return order

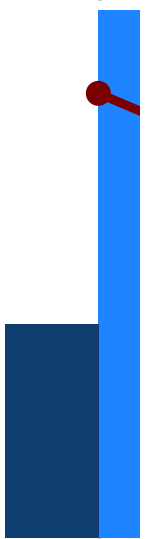
302461

Lost Revenue



Return

Number of Order



2020

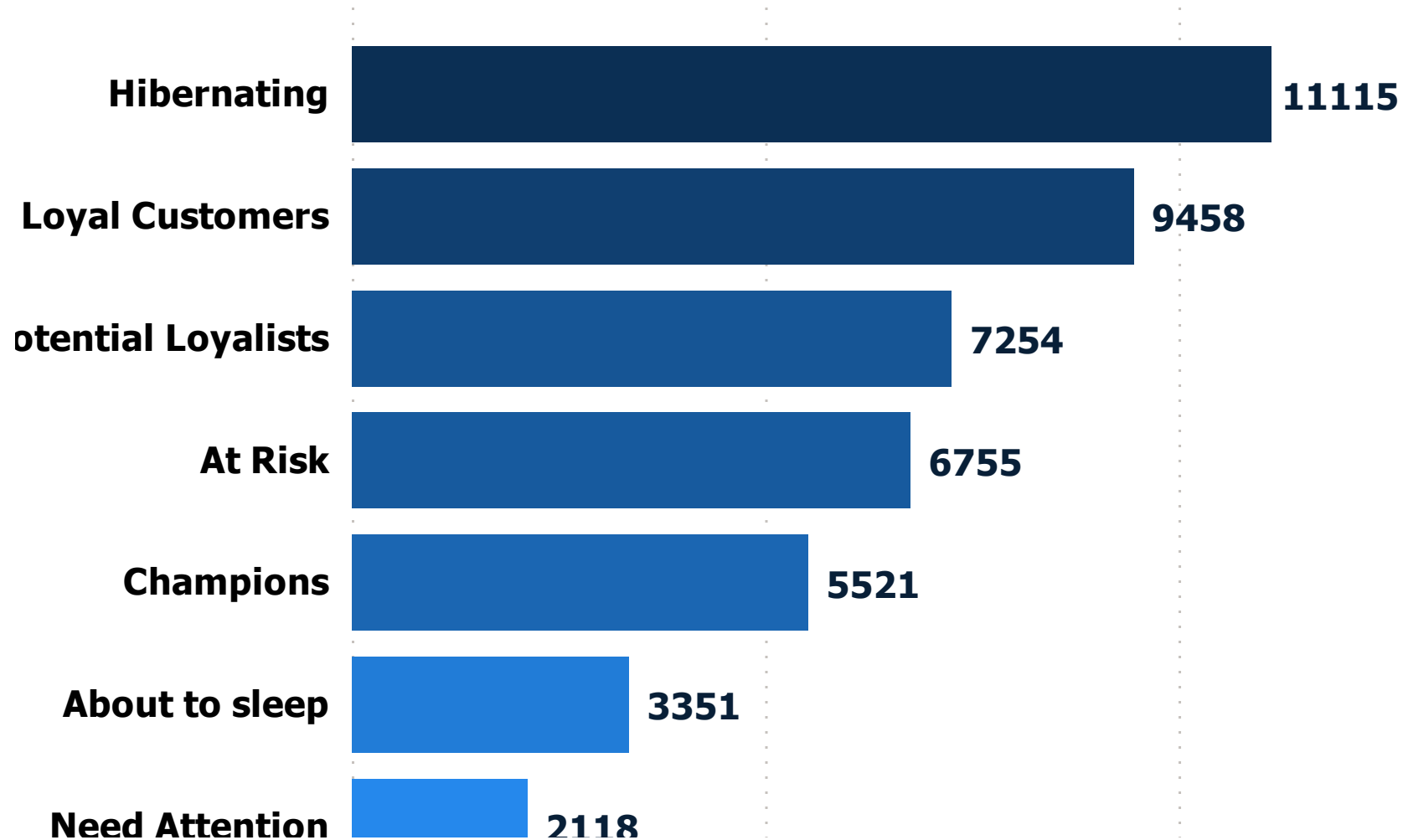
Return order

Returns 0 1 Return_rate

Returns

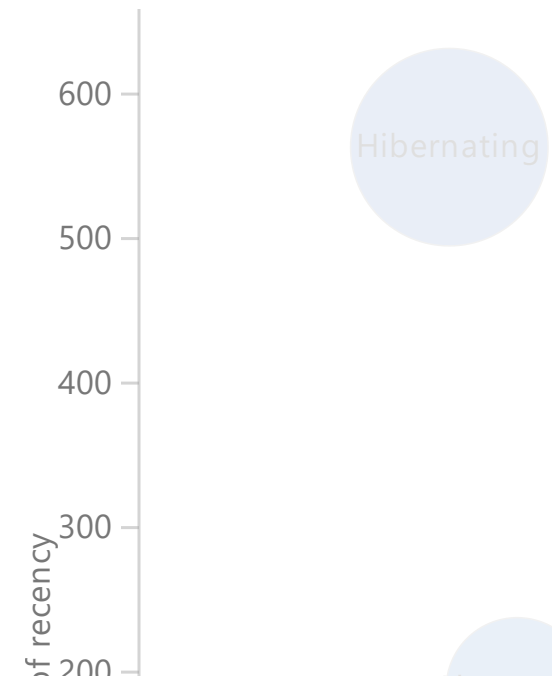
RFM ANALYSIS

Number of Customer in each segment



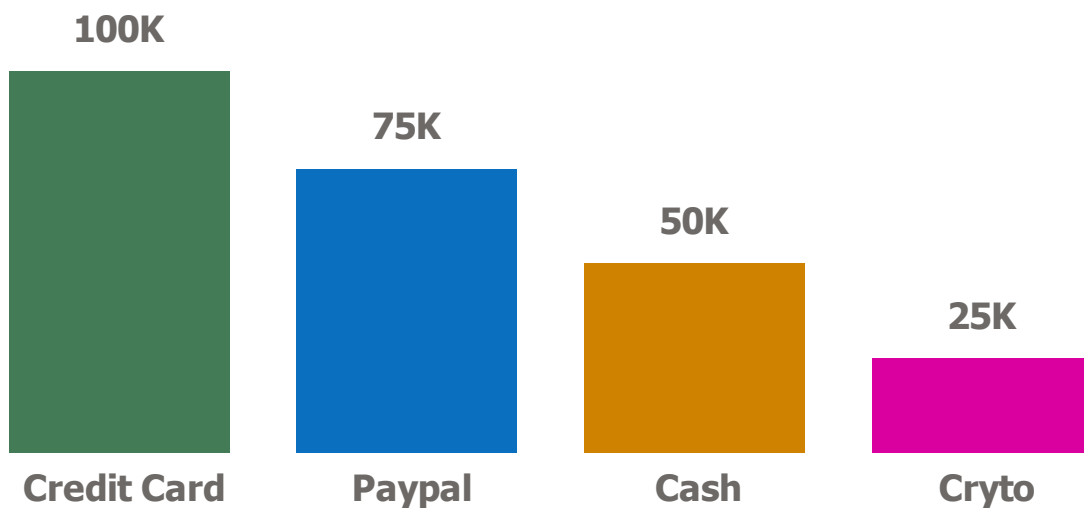
AVG of Recency

260.43

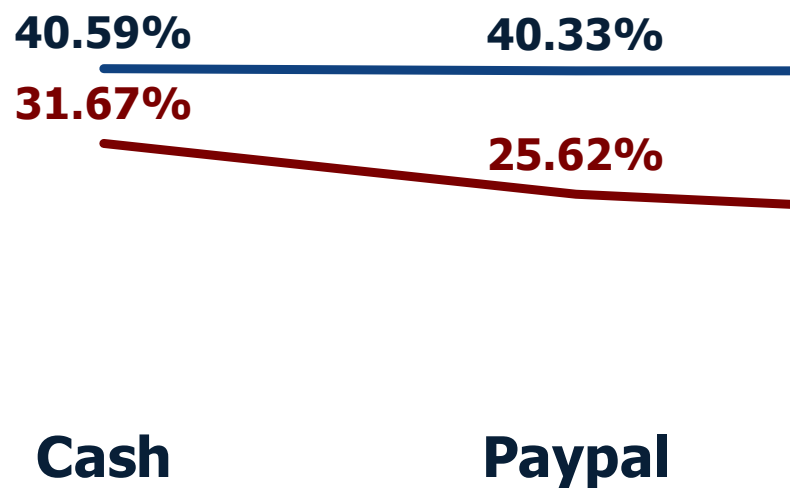


PAYMENT ANALYSIS

Number of order



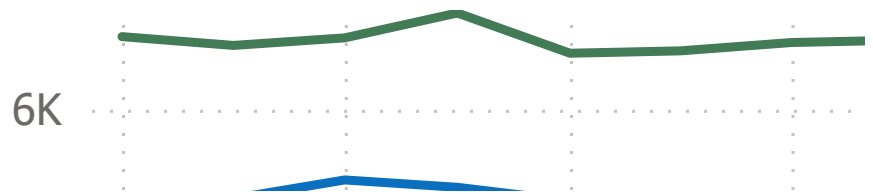
Risk o



Revenue from each method



Order pai



PRODUCT

491

Product

749724

Quantity

190908939

Revenue

Year: All

2020

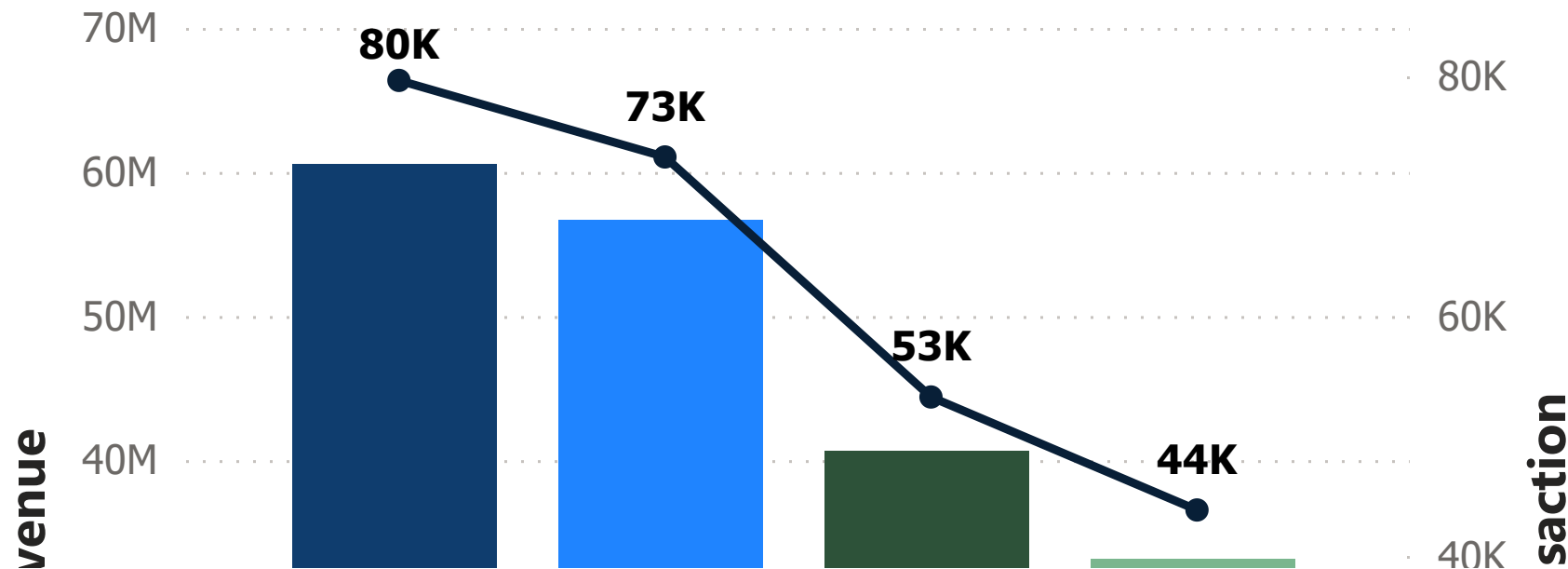
Numl

Electronics

Home 21.1

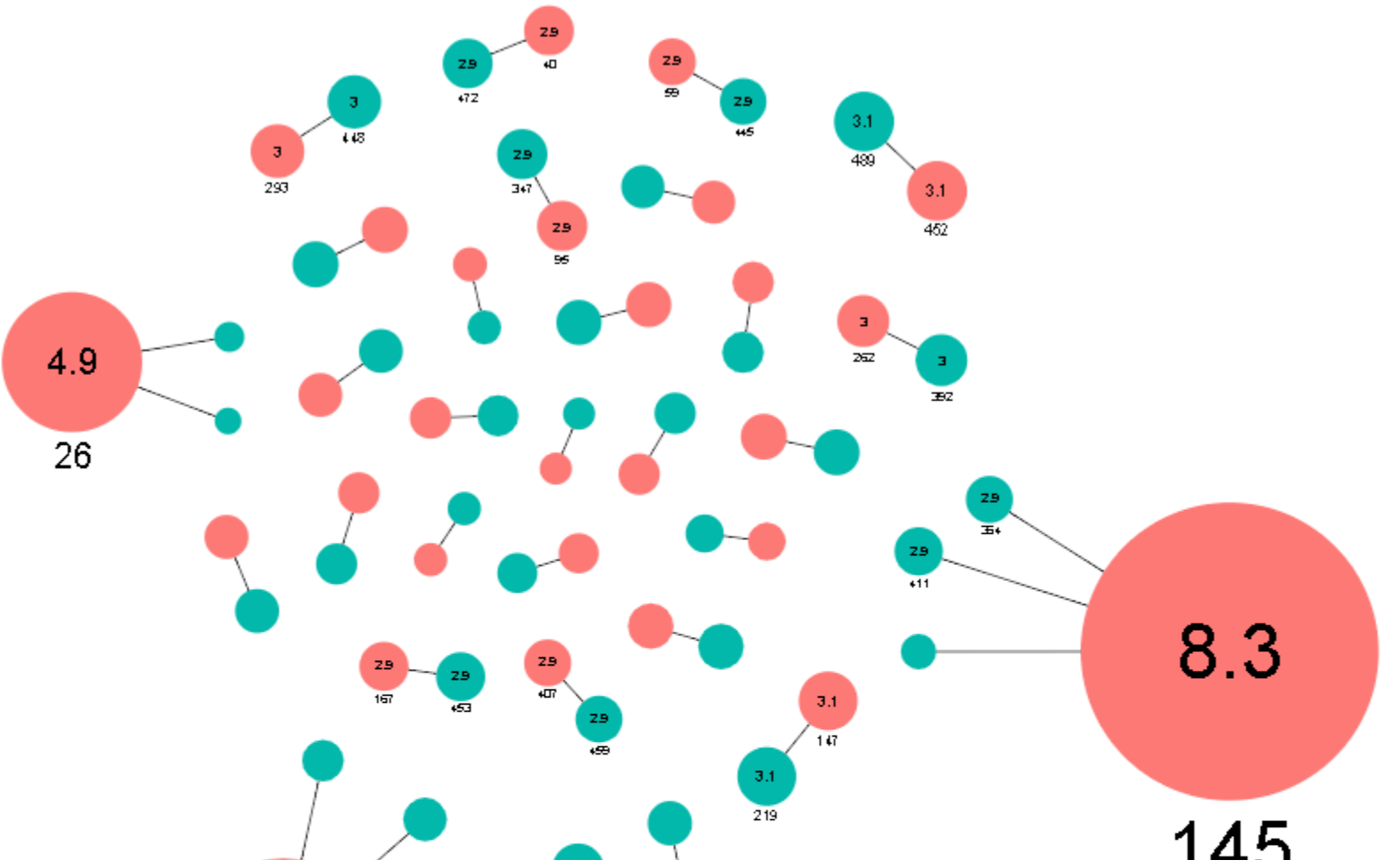
Top 5 Pro
(Revenue

Revenue and Transaction by Category

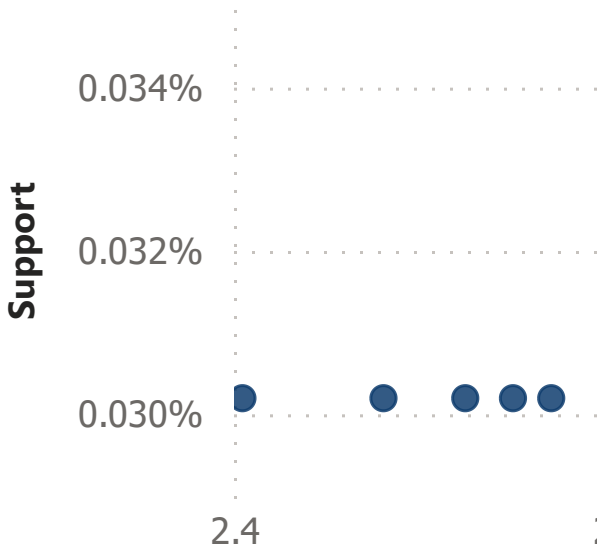


MARKET BASKET ANALYSIS

Lift Basket



Support



Basket



Product ID113 - Product ID
Product ID146 - Product ID

SALE PERFORMANCE

763.64

AVG order value

190908939

Revenue

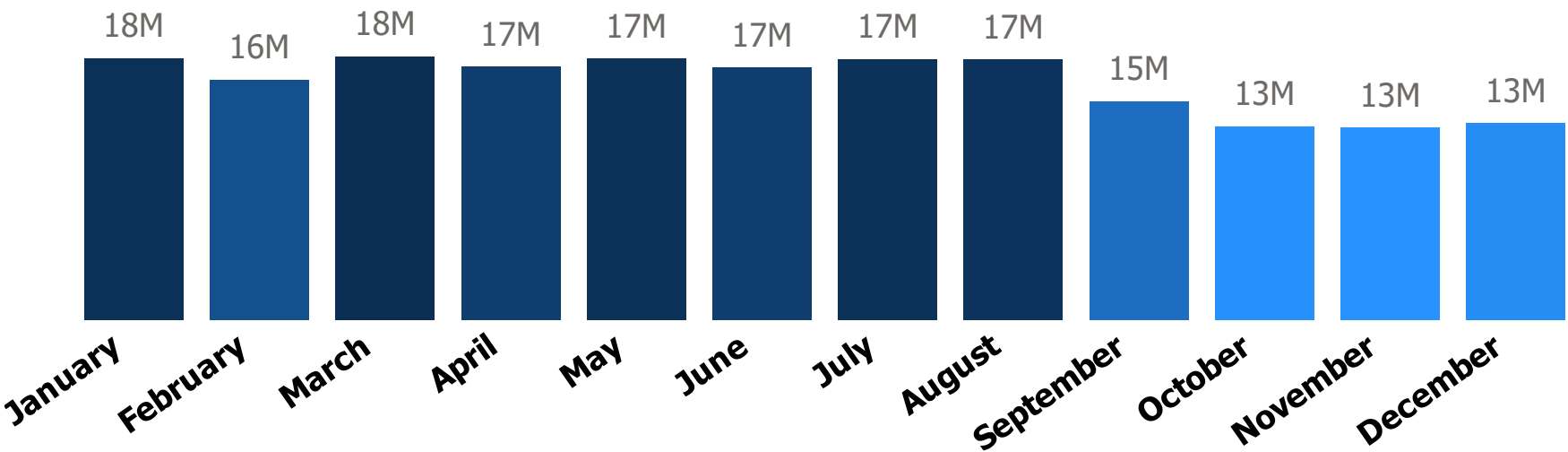
34.88%

% Change to LY

Year: All

2020

Revenue by Month



Name	Revenue
Books	6054360
Clothing	5667520
Home	4059510
Electronics	3309502

Books

R

SALE PERFORMANCE OVER

49673

Customer

190908939

Revenue

250000

Transaction

Year: All

2020

Year	Transaction	Revenue	Sale Running total	Change to LY	% Change to LY
	▼				
⊕ 2020	68045	5196032	51960327	51960327	0.00%
⊕ 2022	67169	5109987	51099870	-172201	-0.34%
⊕ 2021	67099	5127207	51272071	-688256	-1.32%
⊕ 2023	47687	3657667	36576671	-1732414	-4.52%

Custo

68K

37K

2020

Revenue