

Customer Spending Pattern Report

Adventure Works

Year

2011

2014

Month

All

20K

Customers

504

Products

\$123M

Total Revenue

\$3.92K

Average Revenue

454.27

Average CLV

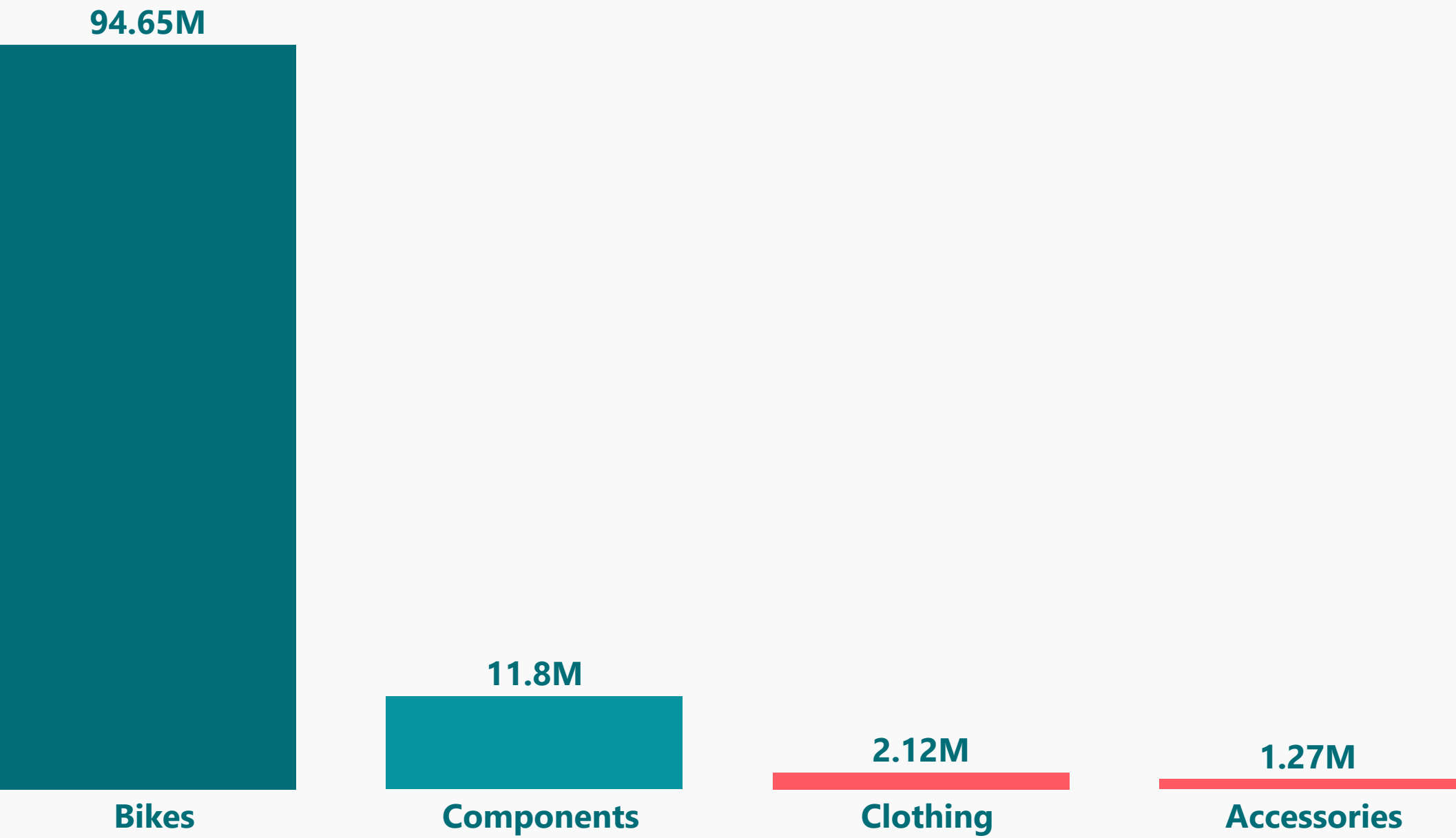
\$6.44K

AOV

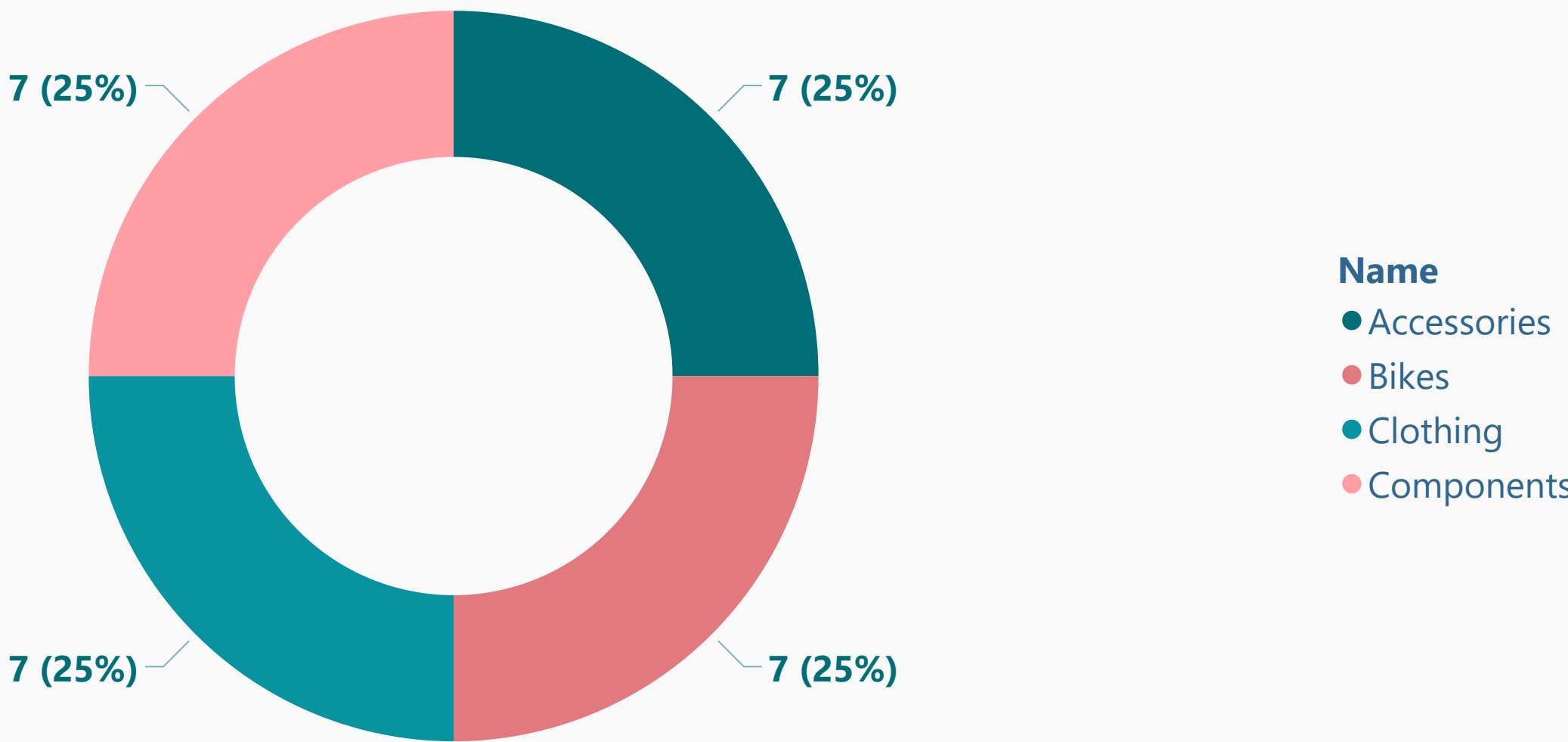
6

Countries

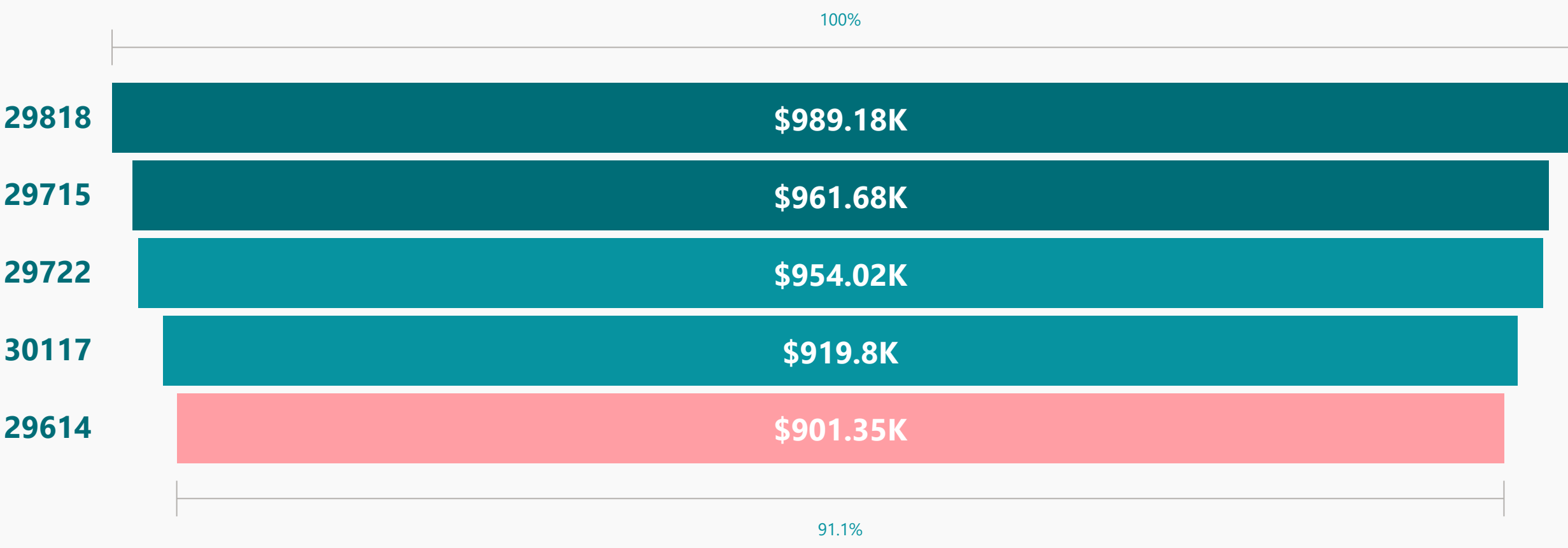
Revenue By Product Category



Average Processing Time (Days) by Product Category



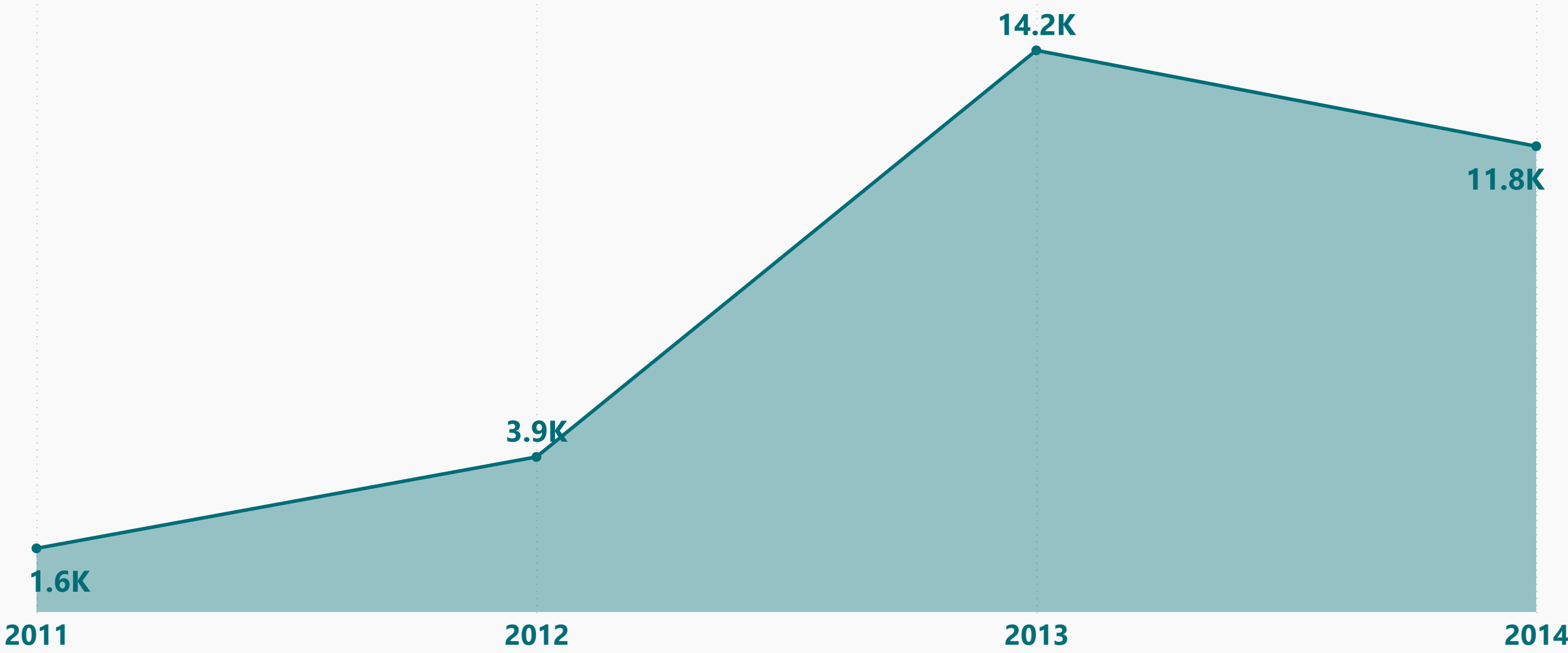
Top 5 Customer ID by Revenue Generated



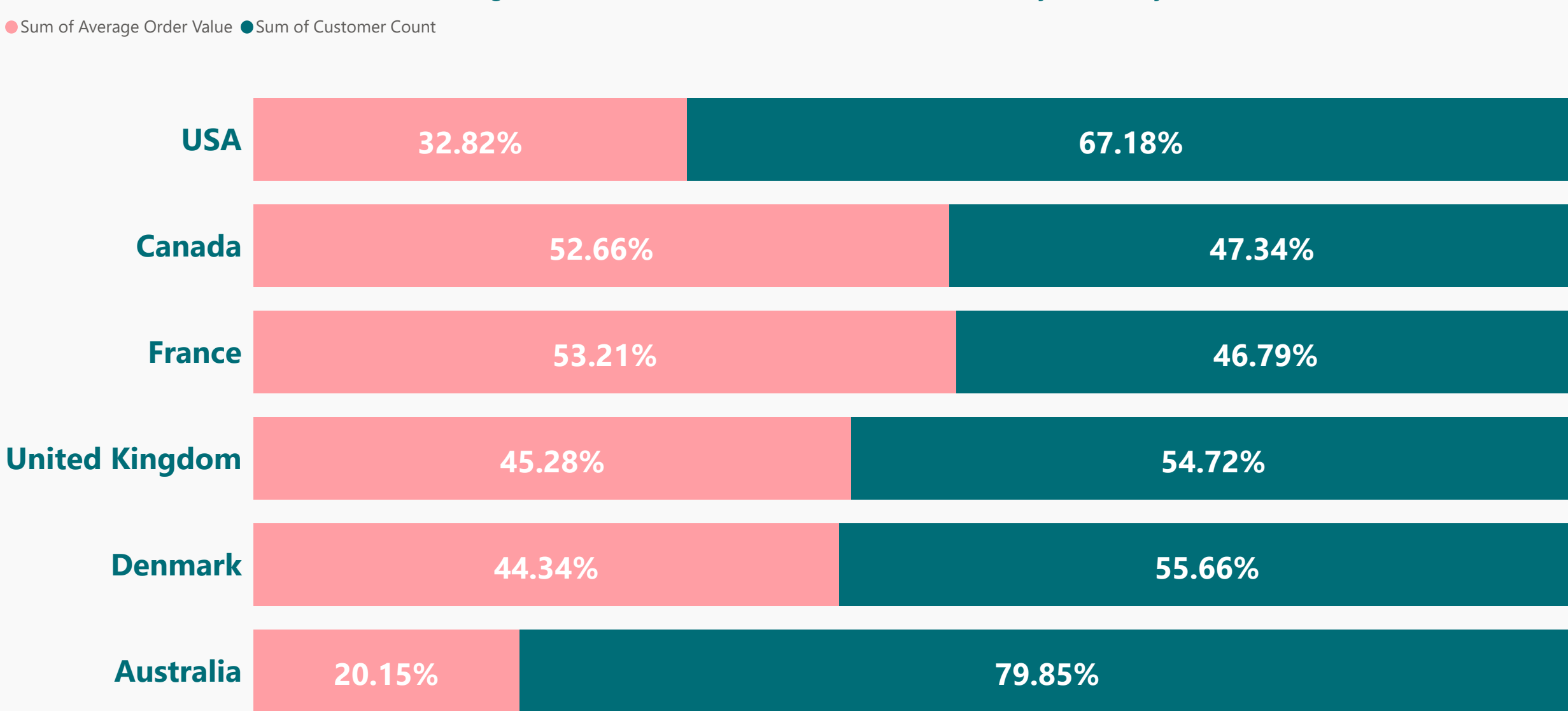
Total Quantity Sold By Product Subcategory



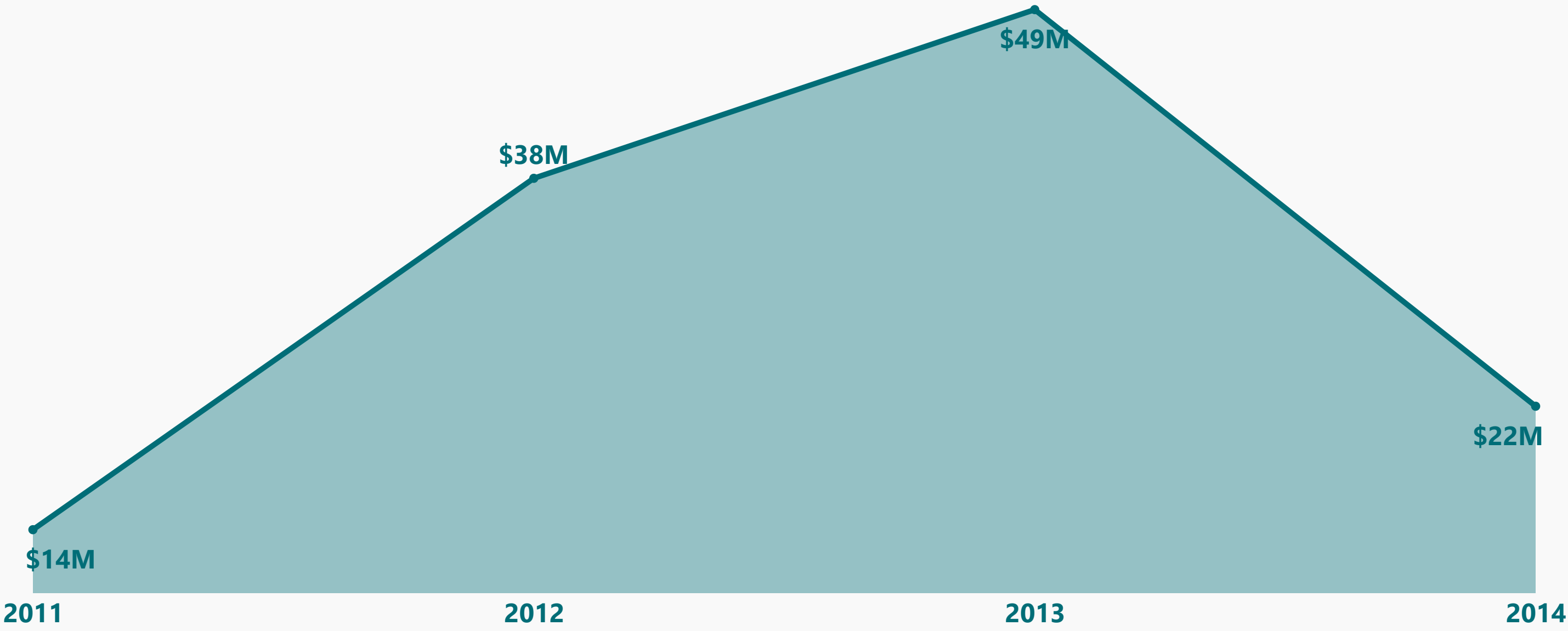
Count of Order by Year



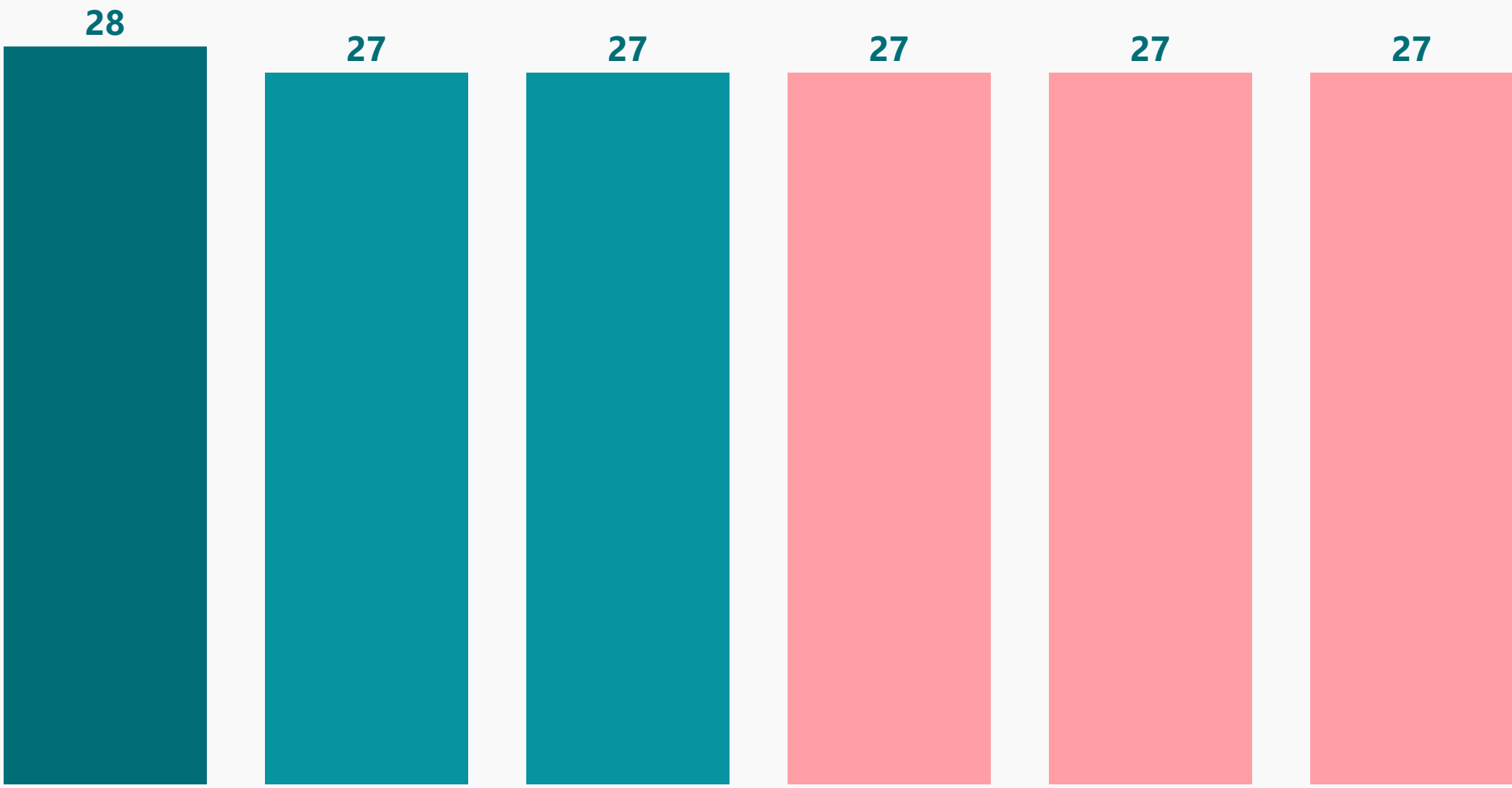
Average Order Value and Count of Customer By Country



Total Revenue By Year

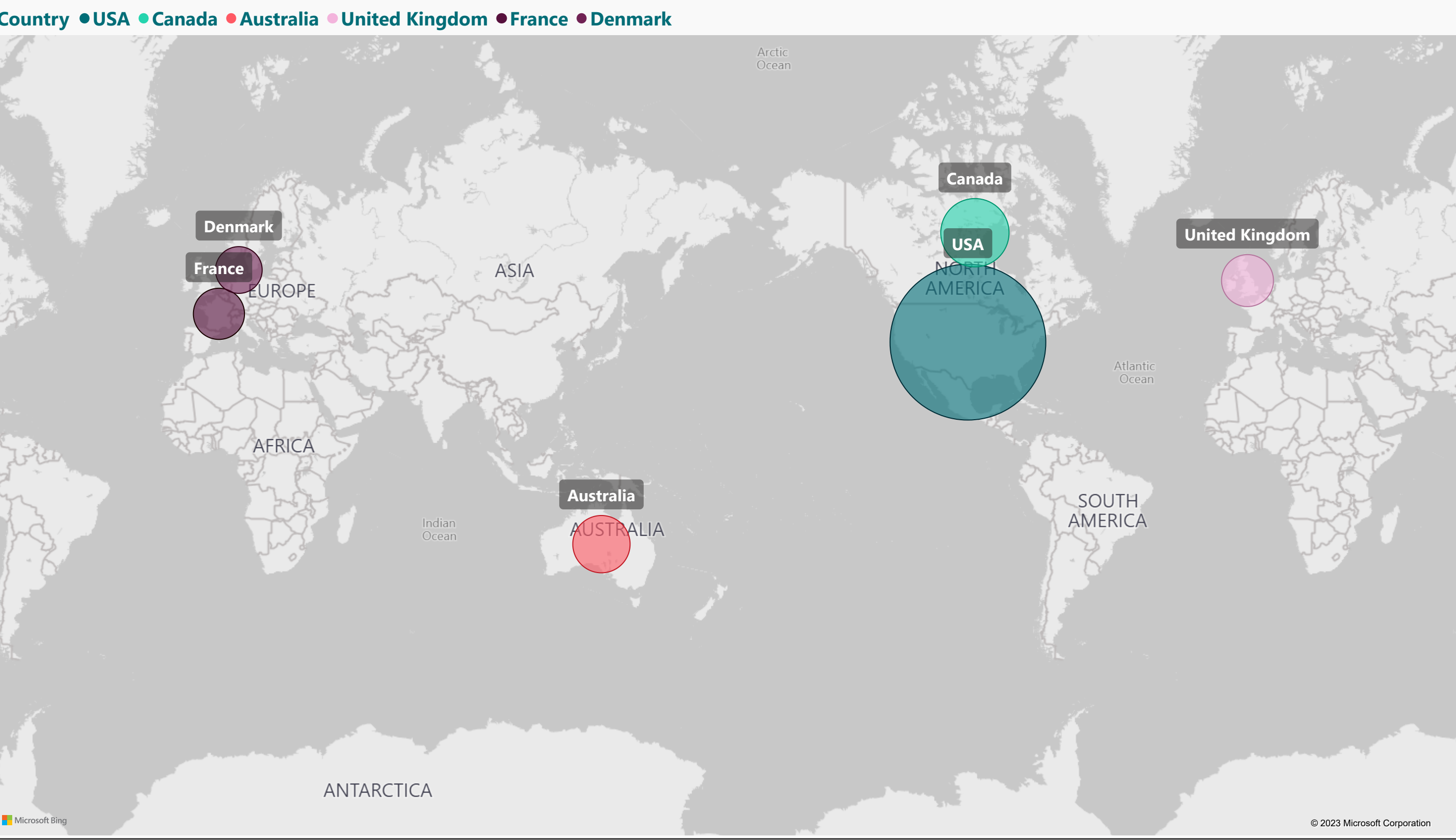


Purchase Frequency by Customer ID



Order Month	Total Revenue	Total Revenue
March	\$15,264,989.7242	
May	\$13,684,213.5606	
October	\$13,388,705.6679	
July	\$11,654,255.1863	
January	\$11,596,426.8674	
June	\$10,898,160.4263	
September	\$9,520,021.1316	
December	\$9,199,874.1631	
August	\$8,977,000.3586	
April	\$6,698,520.8269	
November	\$6,607,134.1442	
February	\$5,727,484.0588	

Total Revenue by Country



INSIGHTS

- In the product category, sales of bike generated the highest revenue of **\$94.65M** followed by sales of components which generated **\$11.48M**
- The average processing time for all products was 7 days
- Within the four years covered in this analysis, 2013 was the year that recorded the highest number of orders of **14200**, followed by 2014 which recorded **11800** orders.
- France had the highest Average order value and Australia recorded the highest customer count.
- The number of orders definitely affected the revenue, hence, 2013 generated the highest revenue of **\$49M**
- USA is the country that generated the highest revenue
- The customer with the ID 29818 generated the highest revenue of **\$989,180.00**
- The customer with the ID 29818 had the highest purchase frequency of **28**