

# Retail Sales Forecasting & Segmentation

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**\$2.26M**

Sum of Sales

**4922**

Total Orders

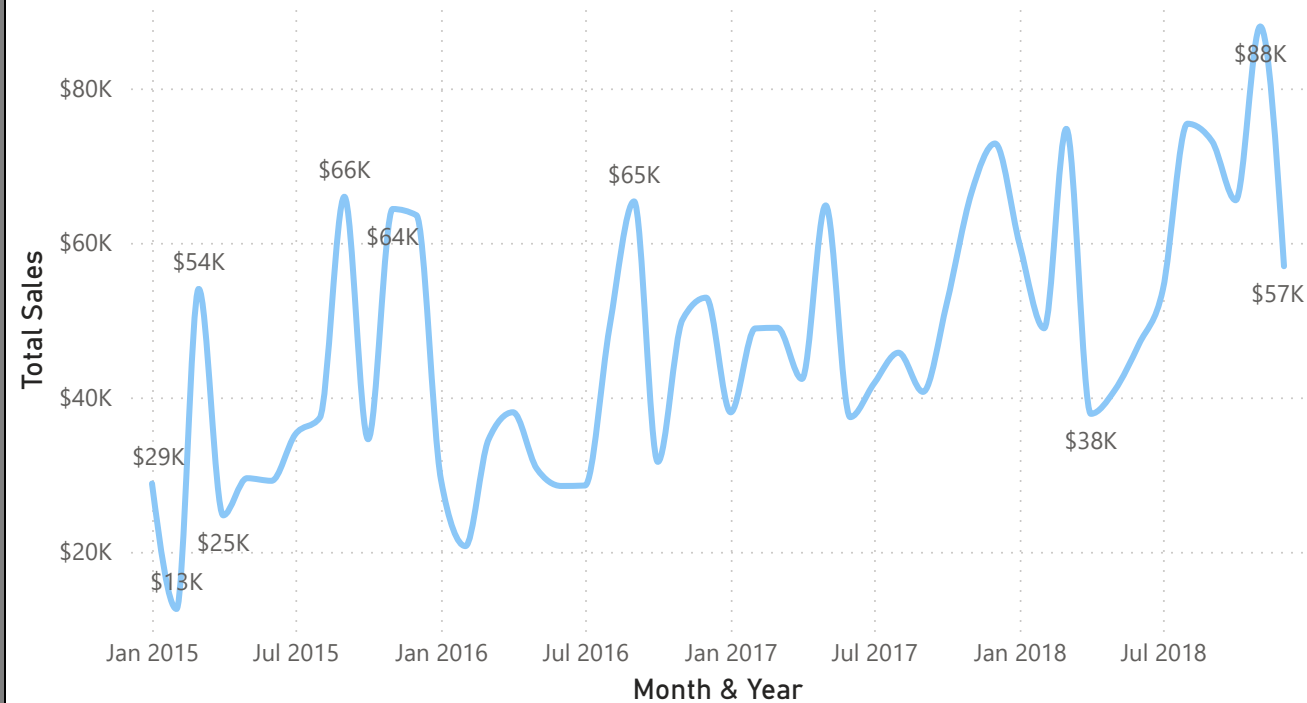
**\$459.48**

Average Order Value

**793**

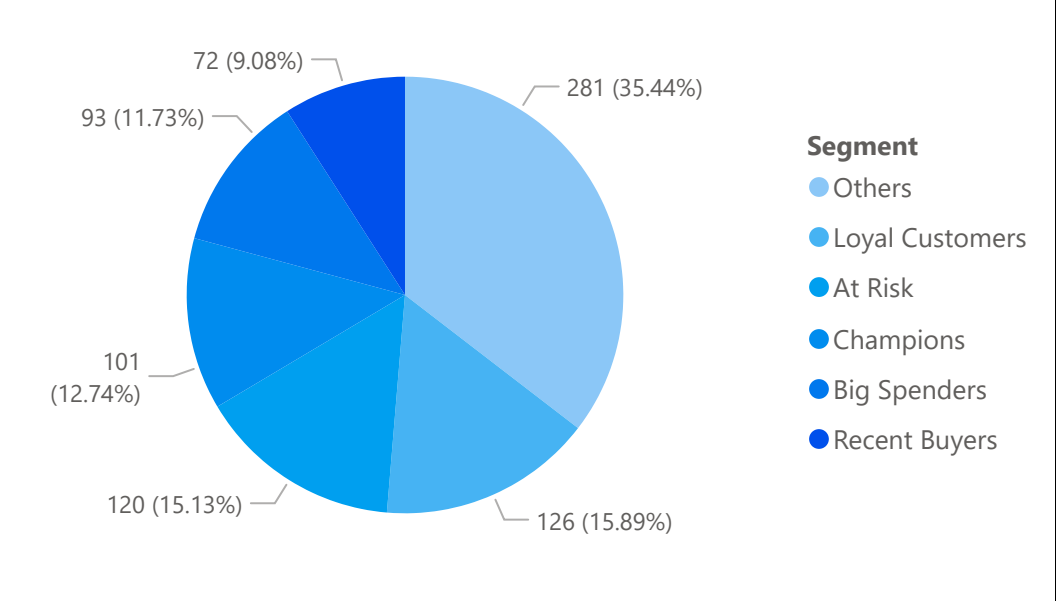
Total Customers

Monthly Sales Trend

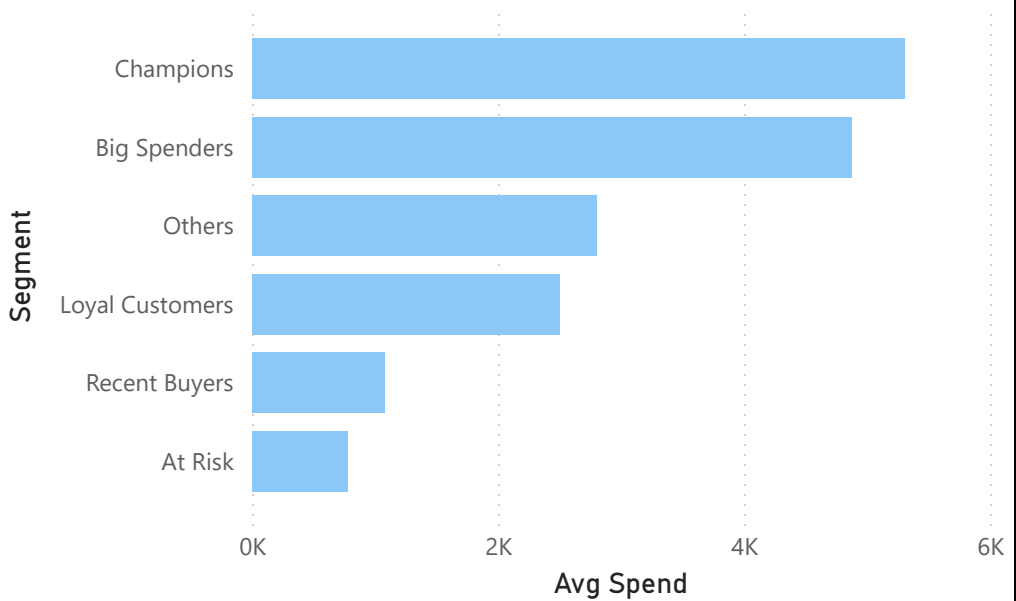


Customer.ID	Sum of Recency	Sum of Frequency	Sum of Monetary	Segment	Sum of Cluster
SM-20320	79	5	\$25,043.05	Big Spenders	3
TC-20980	399	5	\$19,052.22	Others	3
RB-19360	96	6	\$15,117.34	Big Spenders	3
TA-21385	69	4	\$14,595.62	Big Spenders	3
AB-10105	41	10	\$14,473.57	Champions	3
KL-16645	47	12	\$14,175.23	Champions	3
SC-20095	349	9	\$14,142.33	Others	3
HL-15040	43	6	\$12,873.30	Loyal Customers	3
SE-20110	9	11	\$12,209.44	Champions	3
CC-12370	43	5	\$12,129.07	Big Spenders	3
<b>Total</b>	<b>117591</b>	<b>4922</b>	<b>\$2,261,536.78</b>		<b>1857</b>

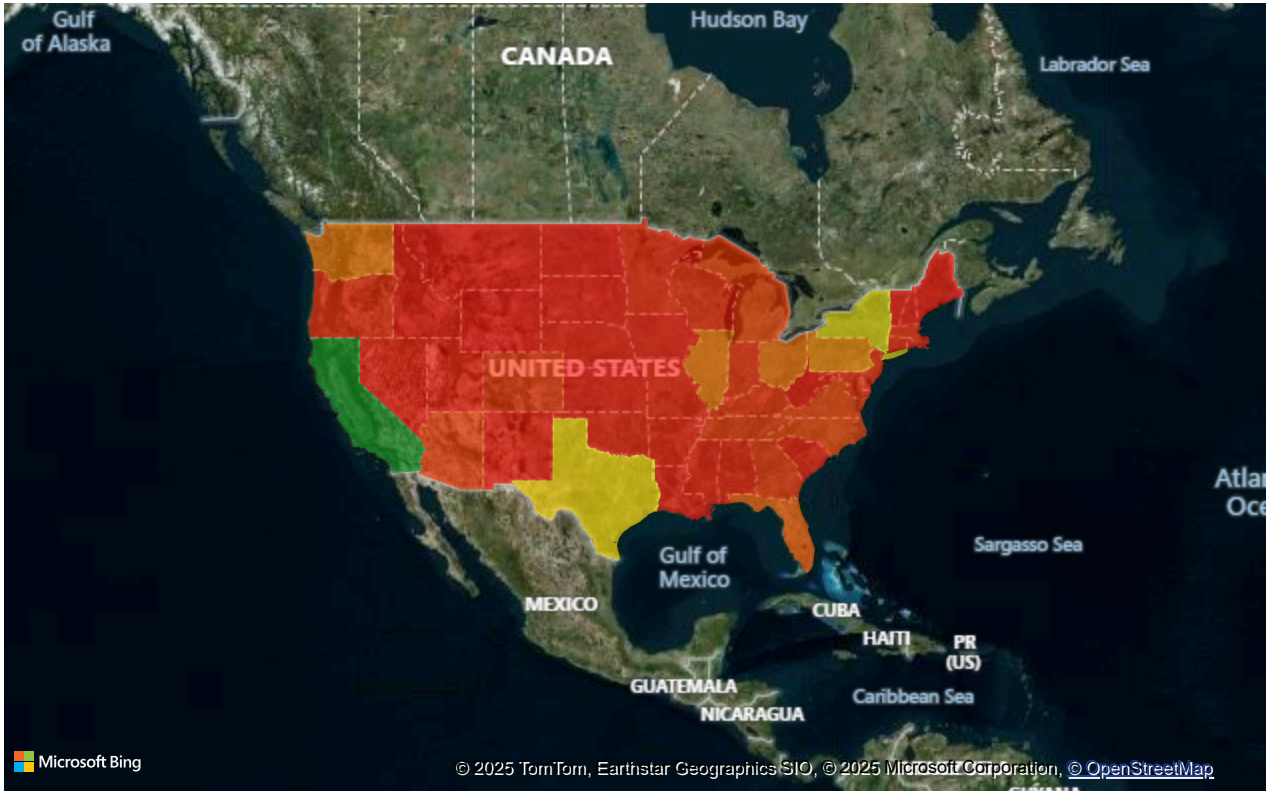
Customer Count by Segment



Avg Spend Per Segment



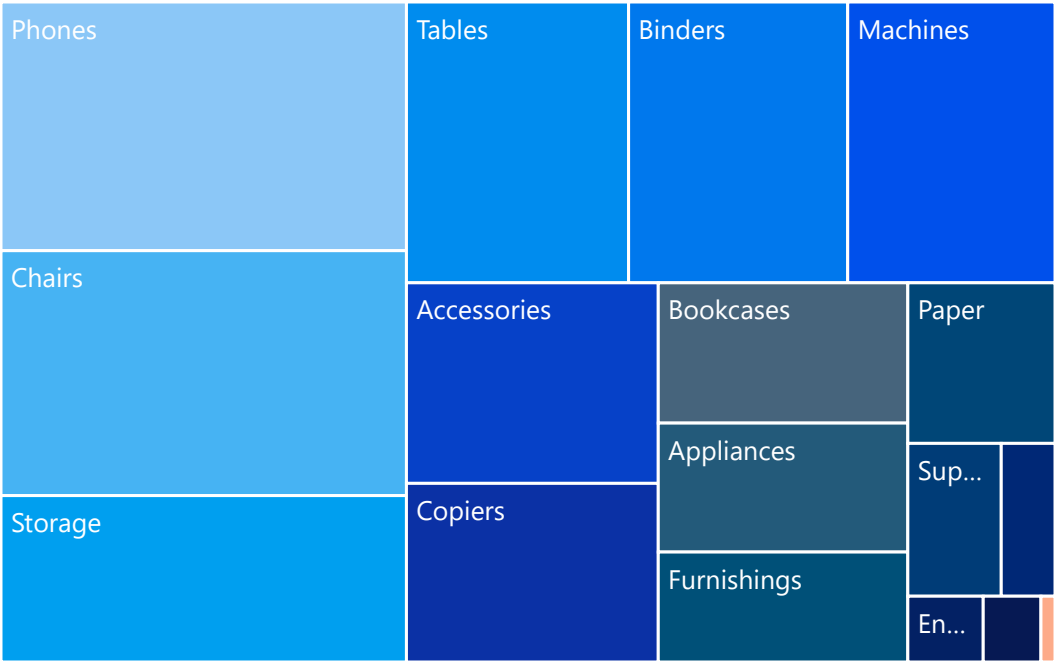
Sales by State



Category Sales by Region

Region	Furniture	Office Supplies	Technology	Total
Central	\$160,317.46	\$163,590.24	\$168,739.21	\$492,646.91
East	\$206,461.39	\$199,940.81	\$263,116.53	\$669,518.73
South	\$116,531.48	\$124,424.77	\$148,195.21	\$389,151.46
West	\$245,348.25	\$217,466.51	\$247,404.93	\$710,219.68
Total	\$728,658.58	\$705,422.33	\$827,455.87	\$2,261,536.78

Sales by Sub-Category



**\$327.99K**

Total Forecasted Sales (Jan-Jun  
2019)

Forecasted Sales Over 6 Months

