

Customer & Sales Analysis Report

1. Dataset Overview

Sales Records : 10

Churn Records : 500

2. Sales Analysis

Total Revenue : 317700

Top Product Category: Electronics

3. Customer Churn Analysis

Total Customers : 500

Churned Customers : 53

Churn Rate (%) : 10.6

4. Key Insights

- Electronics generates the highest revenue.
- Customer churn impacts long-term revenue.
- Retention strategies should focus on high-value customers.

5. Conclusion

This report combines sales and churn analysis to support data-driven business decisions.