Report Output

1) Customer Report –

	customer_key	customer_number	customer_name	age	age_group	Customer_segment	last_order	recency	total_orders	total_sales	total_qauntity	total_products	lifespan	avg_order_value	avg_monthly_spend
1	1	AW00011000	Jon Yang	54	40-49	VIP	2013-05-03	145	3	8249	8	8	28	2749	294
2	2	AW00011001	Eugene Huang	49	40-49	VIP	2013-12-10	138	3	6384	11	10	35	2128	182
3	3	AW00011002	Ruben Torres	54	40-49	VIP	2013-02-23	148	3	8114	4	4	25	2704	324
4	4	AW00011003	Christy Zhu	52	40-49	VIP	2013-05-10	145	3	8139	9	9	29	2713	280
5	5	AW00011004	Elizabeth Johnson	46	40-49	VIP	2013-05-01	145	3	8196	6	6	28	2732	292
6	6	AW00011005	Julio Ruiz	49	40-49	VIP	2013-05-02	145	3	8121	6	6	29	2707	280
7	7	AW00011006	Janet Alvarez	49	40-49	VIP	2013-05-14	145	3	8119	5	5	28	2706	289
8	8	AW00011007	Marco Mehta	56	40-49	VIP	2013-03-19	147	3	8211	8	8	26	2737	315
9	9	AW00011008	Rob Verhoff	50	40-49	VIP	2013-03-02	147	3	8106	7	7	26	2702	311
10	10	AW00011009	Shannon Carlson	56	40-49	VIP	2013-05-09	145	3	8091	5	5	28	2697	288
11	11	AW00011010	Jacquelyn Suarez	56	40-49	VIP	2013-05-23	145	3	8088	4	4	28	2696	288
12	12	AW00011011	Curtis Lu	56	40-49	VIP	2013-03-19	147	3	8133	4	4	27	2711	301
13	13	AW00011012	Lauren Walker	46	40-49	New	2013-10-15	140	2	81	5	5	7	40	11
14	14	AW00011013	Ian Jenkins	46	40-49	New	2014-01-21	137	2	114	5	5	9	57	12
15	15	AW00011014	Sydney Bennett	52	40-49	New	2013-04-30	146	2	138	6	5	1	69	138
16	16	AW00011015	Chloe Young	41	40-49	New	2013-01-18	149	1	2501	3	3	0	2501	2501
17	17	AW00011016	Wyatt Hill	41	40-49	New	2013-02-09	148	1	2332	3	3	0	2332	2332
18	18	AW00011017	Shannon Wang	76	50 and Above	VIP	2013-10-14	140	3	6434	4	4	33	2144	194
19	19	AW00011018	Clarence Rai	70	50 and Above	VIP	2013-10-24	140	3	6533	7	7	33	2177	197
20	20	AW00011019	Luke Lal	42	40-49	New	2014-01-12	137	17	880	33	20	11	51	80
21	21	AW00011020	Jordan King	41	40-49	New	2012-12-29	150	1	2317	2	2	0	2317	2317
22	22	AW00011021	Destiny Wilson	41	40-49	New	2013-01-23	149	1	2372	3	3	0	2372	2372
23	23	AW00011022	Ethan Zhang	41	40-49	New	2013-01-20	149	1	2322	2	2	0	2322	2322
24	24	AW00011023	Seth Edwards	41	40-49	New	2014-01-14	137	2	122	6	6	11	61	11
25	25	AW00011024	Russell Xie	41	40-49	New	2013-07-26	143	2	56	6	5	1	28	56
26	26	AW00011025	Alejandro Beck	74	50 and Above	VIP	2013-10-25	140	3	6577	6	6	33	2192	199
27	27	AW00011026	Harold Sai	74	50 and Above	VIP	2013-10-15	140	3	6575	7	7	33	2191	199
28	28	AW00011027	Jessie Zhao	73	50 and Above	VIP	2013-10-24	140	3	6591	9	9	33	2197	199
29	29	AW00011028	Jill Jimenez	74	50 and Above	VIP	2013-10-07	140	3	6474	5	5	33	2158	196
30	30	AW00011029	Jimmy Moreno	73	50 and Above	VIP	2013-11-11	139	3	6565	7	7	34	2188	193
31	31	AW00011030	Bethany Yuan	67	50 and Above	VIP	2013-11-09	139	3	6471	4	4	33	2157	196
32	32	AW00011031	Theresa Ramos	72	50 and Above	VIP	2013-11-13	139	3	6478	6	6	33	2159	196
33	33	AW00011032	Denise Stone	73	50 and Above	VIP	2013-11-08	139	3	6525	10	10	33	2175	197
34	34	AW00011033	Jaime Nath	67	50 and Above	VIP	2013-11-05	139	3	6495	7	7	33	2165	196
35	35	AW00011034	Ebony Gonzalez	73	50 and Above	VIP	2013-11-10	139	3	6491	4	4	33	2163	196
36	36	AW00011035	Wendy Domingu...	72	50 and Above	VIP	2013-11-15	139	3	6451	5	5	33	2150	195

The above table image is only to see the final outcome and understand it, the output table originally contains 18,482 rows of results.

2) Product Report-

	product_key	product_name	category	subcategory	cost	Product_segment	Recency	Avg_Order_Revenue	Avg_monthly_spend	total_orders	total_sales	total_quantity_sold	total_customers	last_order_date	life_span	avg_selling_price
1	3	Mountain-100 Black- 38	Bikes	Mountain Bikes	1898	High-Performers	162	3375	15034	49	165375	49	49	2011-12-27	11	3375
2	4	Mountain-100 Black- 42	Bikes	Mountain Bikes	1898	High-Performers	162	3375	13806	45	151875	45	45	2011-12-27	11	3375
3	5	Mountain-100 Black- 44	Bikes	Mountain Bikes	1898	High-Performers	162	3375	18409	60	202500	60	60	2011-12-21	11	3375
4	6	Mountain-100 Black- 48	Bikes	Mountain Bikes	1898	High-Performers	162	3375	16031	57	192375	57	57	2011-12-26	11	3375
5	7	Mountain-100 Silver- 38	Bikes	Mountain Bikes	1912	High-Performers	162	3400	16433	58	197200	58	58	2011-12-22	12	3400
6	8	Mountain-100 Silver- 42	Bikes	Mountain Bikes	1912	High-Performers	162	3400	12981	42	142800	42	42	2011-12-28	11	3400
7	9	Mountain-100 Silver- 44	Bikes	Mountain Bikes	1912	High-Performers	162	3400	13883	49	166600	49	49	2011-12-12	12	3400
8	10	Mountain-100 Silver- 48	Bikes	Mountain Bikes	1912	High-Performers	162	3400	11127	36	122400	36	36	2011-12-23	11	3400
9	16	Road-150 Red- 44	Bikes	Road Bikes	2171	High-Performers	162	3578	83784	281	1005418	281	281	2011-12-28	12	3578
10	17	Road-150 Red- 48	Bikes	Road Bikes	2171	High-Performers	162	3578	100482	337	1205786	337	337	2011-12-28	12	3578
11	18	Road-150 Red- 52	Bikes	Road Bikes	2171	High-Performers	162	3578	90046	302	1080556	302	302	2011-12-27	12	3578
12	19	Road-150 Red- 56	Bikes	Road Bikes	2171	High-Performers	162	3578	87959	295	1055510	295	295	2011-12-27	12	3578
13	20	Road-150 Red- 62	Bikes	Road Bikes	2171	High-Performers	162	3578	100184	336	1202208	336	336	2011-12-28	12	3578
14	36	Road-650 Black- 44	Bikes	Road Bikes	487	Mid-Performers	150	755	2068	63	47565	63	63	2012-12-26	23	755
15	37	Road-650 Black- 48	Bikes	Road Bikes	487	Mid-Performers	150	759	2169	60	45552	60	60	2012-12-25	21	759.2
16	38	Road-650 Black- 52	Bikes	Road Bikes	487	High-Performers	150	751	2909	89	66915	89	89	2012-12-19	23	751.9
17	39	Road-650 Black- 58	Bikes	Road Bikes	487	High-Performers	150	763	2521	76	57996	76	76	2012-12-18	23	763.1
18	40	Road-650 Black- 60	Bikes	Road Bikes	487	High-Performers	150	752	2598	76	57156	76	76	2012-12-12	22	752.1
19	41	Road-650 Black- 62	Bikes	Road Bikes	487	Mid-Performers	150	754	2043	65	49047	65	65	2012-12-18	24	754.6
20	42	Road-650 Red- 44	Bikes	Road Bikes	487	High-Performers	150	757	2370	72	54528	72	72	2012-12-25	23	757.3
21	43	Road-650 Red- 48	Bikes	Road Bikes	487	High-Performers	150	758	2900	88	66720	88	88	2012-12-27	23	758.2
22	44	Road-650 Red- 52	Bikes	Road Bikes	487	Mid-Performers	150	755	1920	61	46083	61	61	2012-12-21	24	755.5
23	45	Road-650 Red- 58	Bikes	Road Bikes	487	High-Performers	150	761	2561	74	56346	74	74	2012-12-18	22	761.4
24	46	Road-650 Red- 60	Bikes	Road Bikes	487	Mid-Performers	150	756	1742	53	40071	53	53	2012-12-23	23	756.1
25	47	Road-650 Red- 62	Bikes	Road Bikes	487	High-Performers	150	765	2494	75	57381	75	75	2012-12-05	23	765.1
26	48	Road-250 Red- 44	Bikes	Road Bikes	1519	High-Performers	150	2443	29316	144	351792	144	144	2012-12-25	12	2443
27	49	Road-250 Red- 48	Bikes	Road Bikes	1519	High-Performers	150	2443	32980	162	395766	162	162	2012-12-24	12	2443
28	50	Road-250 Red- 52	Bikes	Road Bikes	1519	High-Performers	150	2443	27076	133	324919	133	133	2012-12-25	12	2443
29	104	Mountain Bottle Cage	Access...	Bottles and C...	4	Mid-Performers	137	10	1564	2025	20340	2034	2004	2014-01-28	13	10
30	105	Road Bottle Cage	Access...	Bottles and C...	3	Mid-Performers	137	9	1184	1711	15399	1711	1699	2014-01-25	13	9
31	106	Mountain-500 Black- 40	Bikes	Mountain Bikes	295	Mid-Performers	138	540	2160	48	25920	48	48	2013-12-13	12	540
32	107	Mountain-500 Black- 42	Bikes	Mountain Bikes	295	Mid-Performers	138	540	2405	49	26460	49	49	2013-12-25	11	540
33	108	Mountain-500 Black- 44	Bikes	Mountain Bikes	295	Mid-Performers	138	540	2847	58	31320	58	58	2013-12-25	11	540
34	109	Mountain-500 Black- 48	Bikes	Mountain Bikes	295	Mid-Performers	138	540	2749	56	30240	56	56	2013-12-26	11	540
35	110	Mountain-500 Black- 52	Bikes	Mountain Bikes	295	Mid-Performers	138	540	2012	41	22140	41	41	2013-12-24	11	540
36	111	Mountain-500 Silver- 40	Bikes	Mountain Bikes	308	Mid-Performers	138	565	2311	45	25425	45	45	2013-12-26	11	565

The above table image is only to see the final outcome and understand it, the output table originally contains 130 rows of results.