

SALES PERFORMANCE ANALYSIS

Segment

Store

Date

All

All

1/1/2020



12/31/2024



€ 10.7M

Sum of sales

20.5K

Total Customer

43K

Total Transaction

667

Average Recency

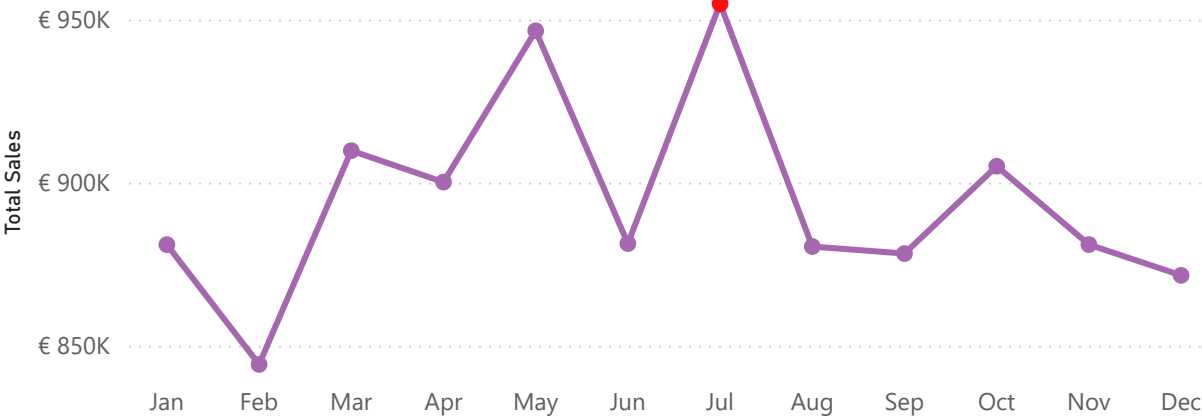
2

Average Frequency

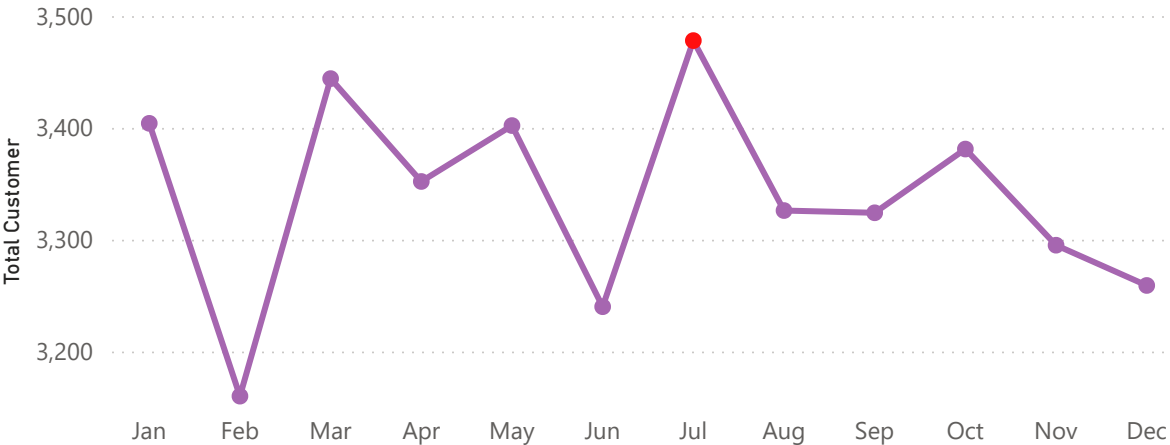
€ 524.8

Average Monetary

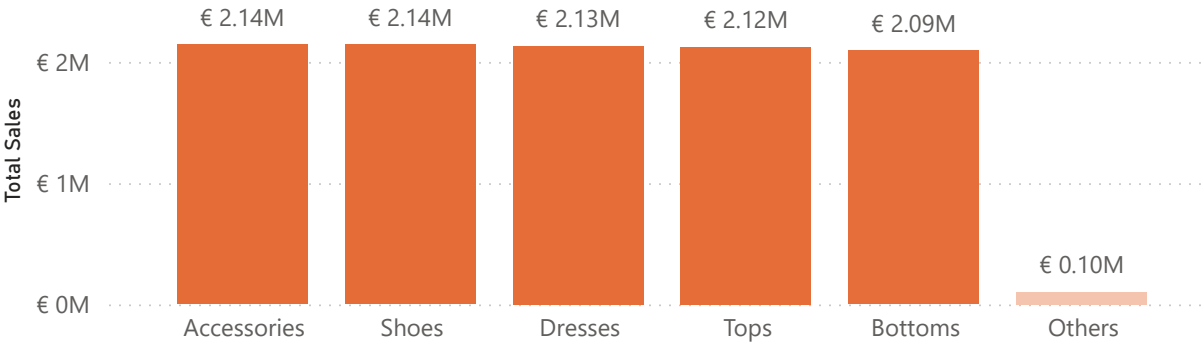
Monthly Sales Trend



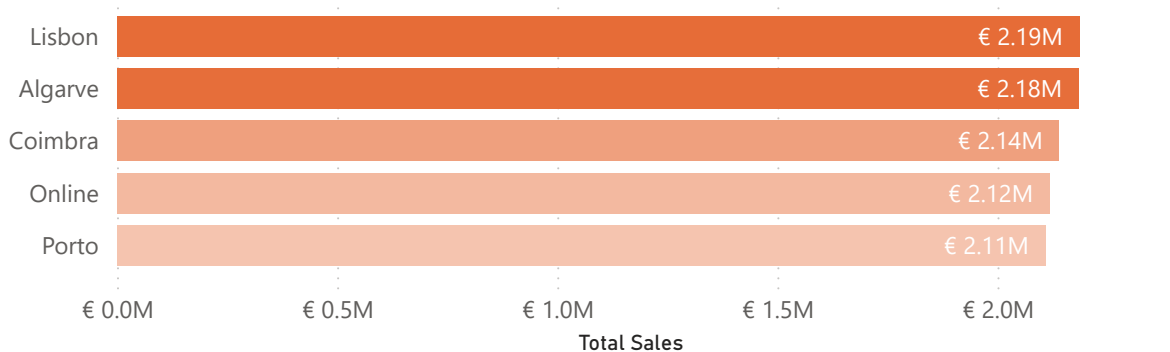
Monthly Customer Trend



Total Sales by Product Category



Total Sales by Store Region



CUSTOMER SEGMENTATION

Segment

All

Store

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Average Recency

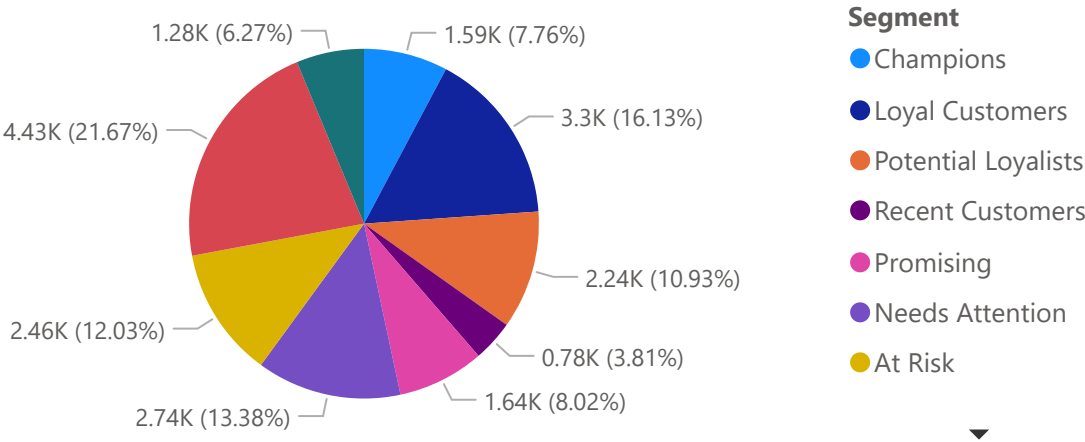
2

Average Frequency

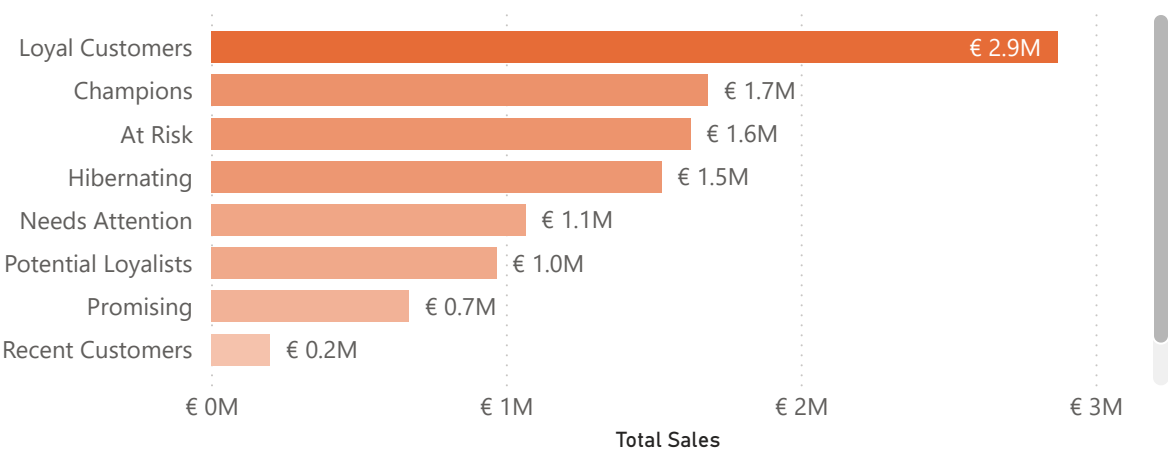
€ 524.8

Average Monetary

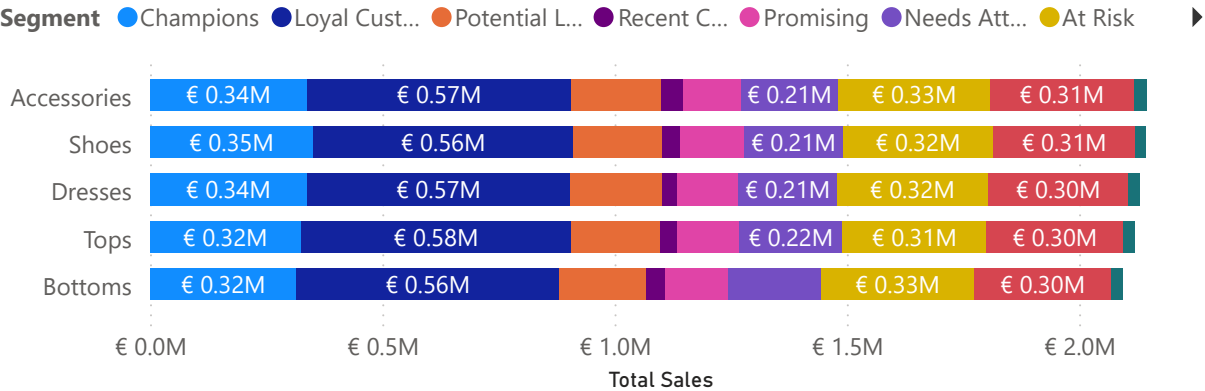
Customer Distribution by Segment



Total Sales by Segment



Sales by Product Category and Segment



RFM by Segment

Segment	Average Recency	Average Frequency	Average Monetary
Champions	92.45	3.89	€ 1,061.2
Loyal Customers	388.54	3.53	€ 870.0
Potential Loyalists	168.84	2.12	€ 432.8
Recent Customers	100.03	1.00	€ 256.0

Regional Distribution & Cross-Region Analysis

Segment

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Average Recency

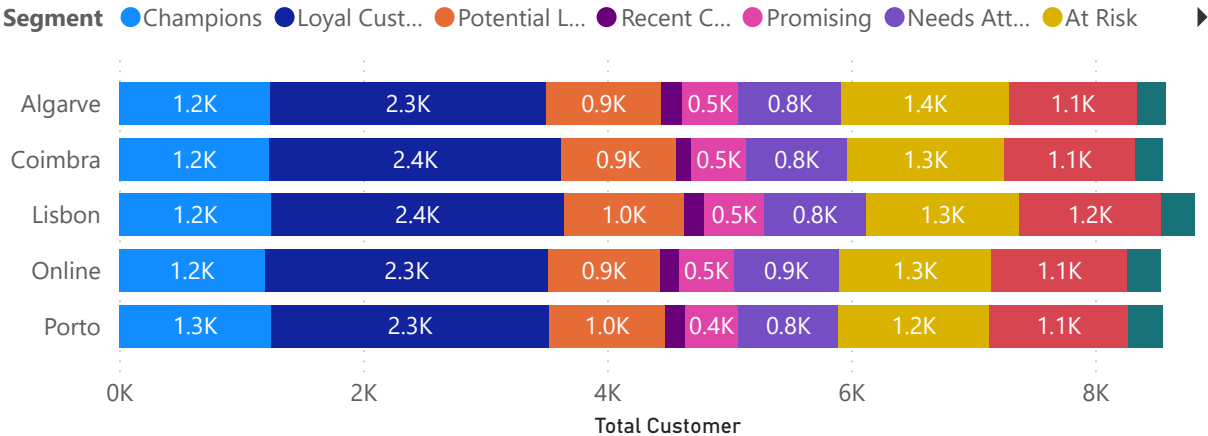
2

Average Frequency

€ 524.8

Average Monetary

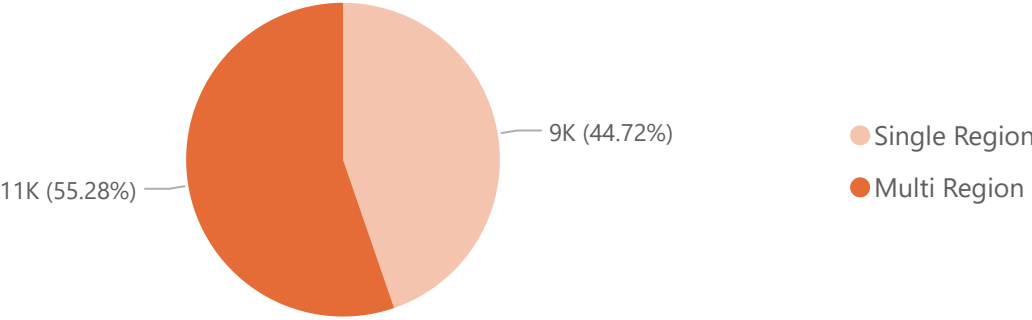
Customer Count by Region & Segment



Regional Overlap Analysis

Region	Algarve	Coimbra	Lisbon	Online	Porto
Algarve	7239	2176	2146	2142	2088
Coimbra	2176	7194	2202	2074	2108
Lisbon	2146	2202	7454	2173	2149
Online	2142	2074	2173	7239	2085
Porto	2088	2108	2149	2085	7246

Multi-Region vs Single-Region Customers



Revenue by Region (Split by Customer Type)

