

Customer Analytics: Revenue & Engagement

Region: All Total Customer: 50 Total Revenue: 2M AvgOrderValue: 3.00K

Repeat Order Distribution

Customer35	20
Customer37	20
Customer11	19
Customer32	19
Customer40	19
Customer41	19
Customer12	18
Customer23	17

Gender Wise Revenue

Gender	Revenue
Male	705K (41%)
Female	929K (56%)

Monthly Trend of Customers

Count of CustomerID: Sum of TotalSpend

Month	Count of CustomerID	Sum of TotalSpend
Aug	High	High
Mar	Medium-High	Medium-High
Jul	Medium-Low	Medium-Low
Sep	Medium-High	Medium-High
Apr	Low	Low
Feb	Low	Low
Jan	Medium-High	Medium-High
Jun	Low	Low
May	Medium-High	Medium-High
Nov	Medium-Low	Medium-Low
Oct	Medium-Low	Medium-Low
Dec	Low	Low

Customer Segmentation by Age

Age Group	Percentage
Young	12 (24%)
Adult	25 (51%)
Senior	13 (26%)

Highest region wise Revenue

Region	Revenue
South	0.51M
North	0.49M
West	0.39M
East	0.24M

Top And Low Customers

Customer10	2.1K
Customer15	2.6K
Customer24	3.8K
Customer22	4.9K
Customer26	6.0K
Customer16	6.4K
Customer28	6.5K
Customer13	6.6K
Customer36	8.5K
Customer9	9.1K





Customer Analytics: Revenue & Engagement

Region

Multiple...

Total Customer

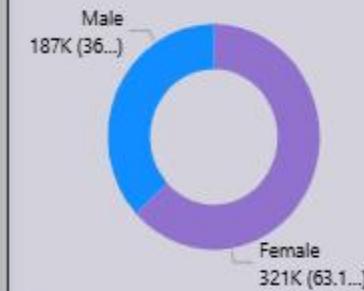
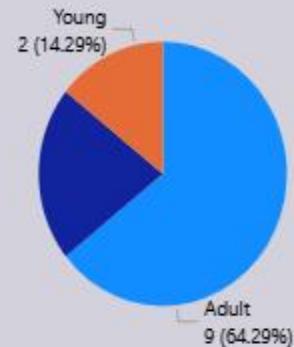
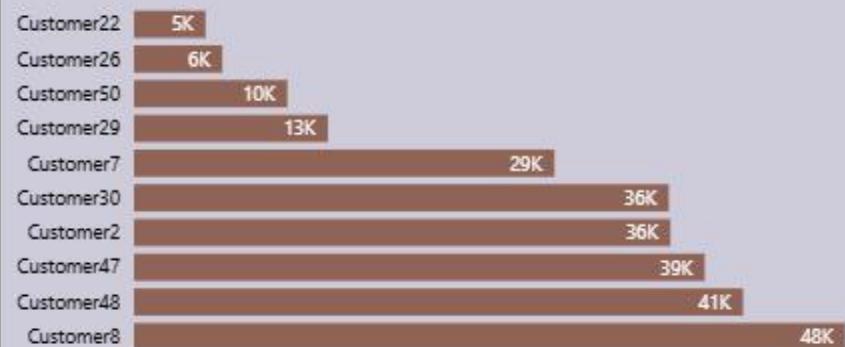
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Total Revenue

508K

AvgOrderValue

3.35K

Repeat Order Distribution**Gender Wise Revenue****Monthly Trend of Customers****Customer Segmentation by Age****Highest region wise Revenue****Top And Low Customers**

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Customer Analytics: Revenue & Engagement

Region: Multiple... Total Customer: 10 Total Revenue: 389K AvgOrderValue: 3.15K

Repeat Order Distribution

Customer35	20
Customer11	19
Customer12	18
Customer23	17
Customer3	14
Customer49	13
Customer45	
Customer9	

Gender Wise Revenue

Monthly Trend of Customers

Customer Segmentation by Age

Highest region wise Revenue

Top And Low Customers

Customer13	7K
Customer9	9K
Customer49	20K
Customer45	26K
Customer21	29K
Customer3	31K
Customer11	55K
Customer12	64K
Customer35	70K
Customer23	78K

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Region: Multiple... Total Customer: 16 Total Revenue: 492K AvgOrderValue: 2.88K

Customer Analytics: Revenue & Engagement

Repeat Order Distribution

Customer27	20
Customer37	20
Customer41	19
Customer4	18
Customer19	17
Customer5	16
Customer43	11
Customer44	

Gender Wise Revenue



Male 283K (57...)

Female 210K (4...)

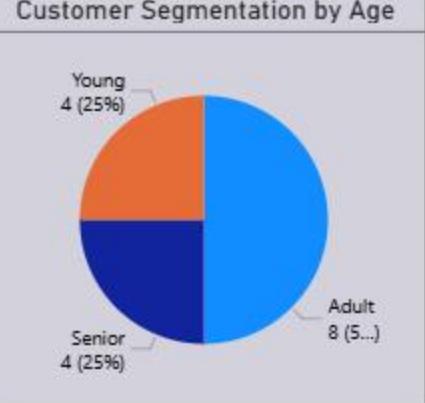
Monthly Trend of Customers



Count of CustomerID Sum of TotalSpend

Aug Apr Mar May Feb Jan Jul Jun Nov Sep

Customer Segmentation by Age



Young 4 (25%)

Senior 4 (25%)

Adult 8 (5...)

Highest region wise Revenue



0.49M

North

Top And Low Customers

Customer10	2K
Customer15	3K
Customer24	4K
Customer16	6K
Customer36	9K
Customer46	16K
Customer6	24K
Customer43	24K
Customer33	31K
Customer19	35K

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80%

Visualizations

Filters

Customer Analytics: Revenue & Engagement

Region: Multiple... Total Customer: 26 Total Revenue: 737K AvgOrderValue: 2.75K

Repeat Order Distribution

Customer27	20
Customer37	20
Customer17	19
Customer34	19
Customer41	19
Customer4	18
Customer19	17
Customer18	16

Gender Wise Revenue



Male: 321K (4...) Female: 416K (56...)

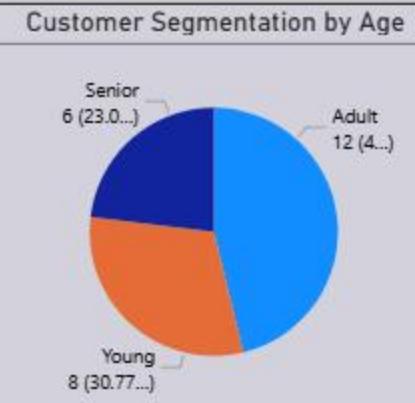
Monthly Trend of Customers

Count of CustomerID Sum of TotalSpend



Aug Mar Apr Dec Jun May Nov Sep Feb Jan Jul Oct

Customer Segmentation by Age



Senior: 6 (23.0...) Adult: 12 (4...) Young: 8 (30.77...)

Highest region wise Revenue



North: 0.49M East: 0.24M

Top And Low Customers

Customer10	2.1K
Customer15	2.6K
Customer24	3.8K
Customer16	6.4K
Customer28	6.5K
Customer36	8.6K
Customer38	9.5K
Customer39	14.4K
Customer14	15.5K
Customer46	15.7K

Customer Analytics: Revenue & Engagement

Region: Multiple... Total Customer: 36 Total Revenue: 1M AvgOrderValue: 2.86K

Repeat Order Distribution

Customer27	20
Customer35	20
Customer37	20
Customer11	19
Customer41	19
Customer12	18
Customer4	18
Customer23	17

Gender Wise Revenue

Gender	Revenue
Male	518K (41%)
Female	608K (53%)

Monthly Trend of Customers

Count of CustomerID Sum of TotalSpend

Customer Segmentation by Age

Age Group	Percentage
Senior	27.78%
Adult	41%
Young	21.21%

Highest region wise Revenue

Region	Revenue
North	0.49M
West	0.39M
East	0.24M

Top And Low Customers

Customer10	2.1K
Customer15	2.6K
Customer24	3.8K
Customer16	6.4K
Customer28	6.5K
Customer13	6.6K
Customer36	8.6K
Customer9	9.1K
Customer38	9.5K
Customer39	14.4K

