

17.37M

Total Revenue

37K

Total Orders

0.51

Churn Rate

469.98

Average Order Value

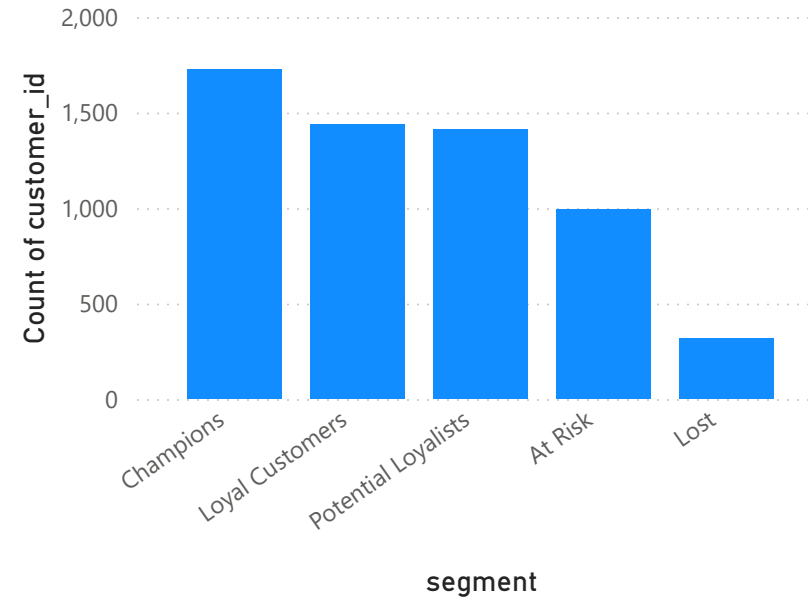
2989

Churned Customers

5878

Total Customers

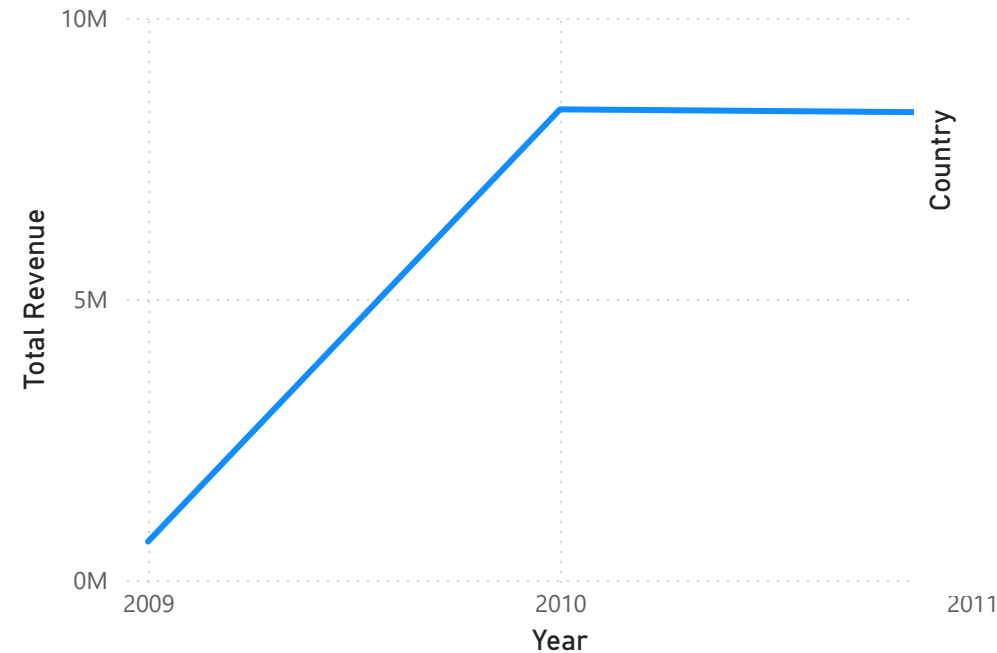
Count of customer_id by segment



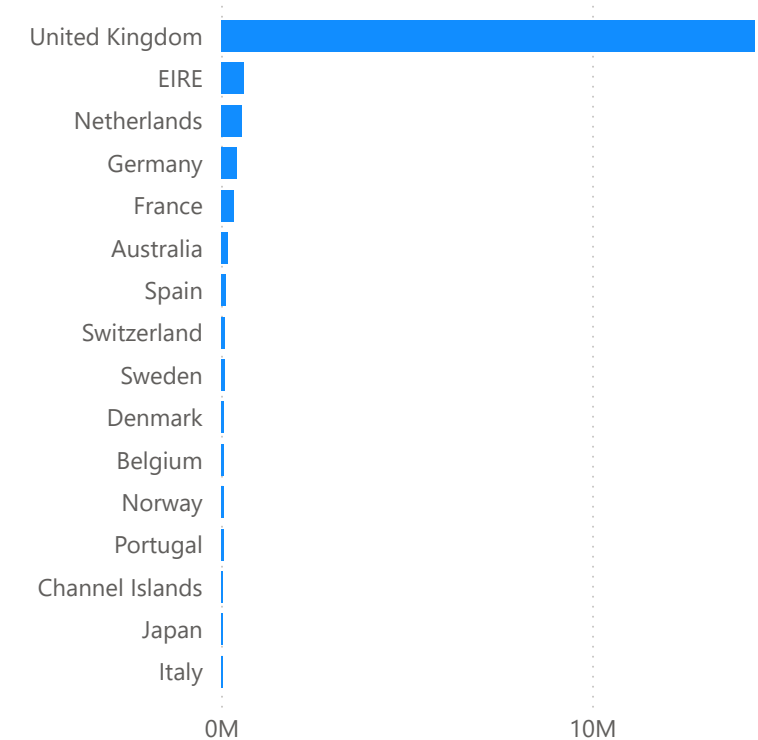
segment

- At Risk
- Champions
- Lost
- Loyal Customers
- Potential Loyalists

Total Revenue by Year

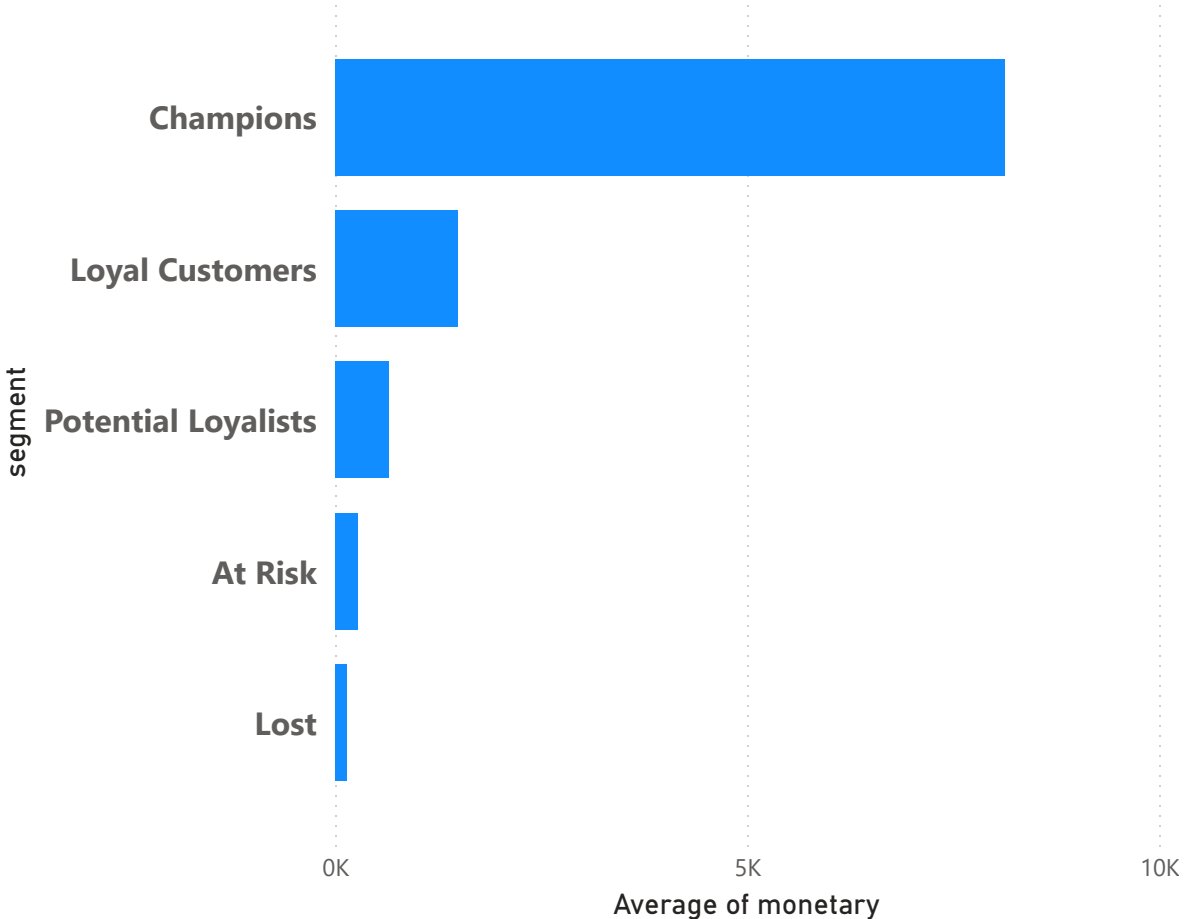


Total Revenue by Country



Total Revenue

Average Customer Value by Segment



Average of recency	Average of frequency	Average of monetary	segment
35.28	15.30	8,122.37	Champions
129.37	4.29	1,486.30	Loyal Customers
238.87	2.08	649.56	Potential Loyalists
422.01	1.18	278.50	At Risk
573.55	1.00	144.01	Lost
201.33	6.29	2,955.90	

High-Value Customers at Risk

customer_id	monetary	recency	segment
12346	77,556.46	326	Champions
16754	65,500.07	372	Champions
13093	54,144.25	276	Champions
17850	51,208.87	372	Champions
15749	44,534.30	235	Loyal Customers
15098	39,916.50	182	Loyal Customers
13902	34,095.26	632	Loyal Customers
13802	26,259.11	139	Champions
12482	23,691.40	576	Loyal Customers
14063	22,710.20	438	Loyal Customers
13027	17,239.20	114	Champions
15808	17,180.25	306	Champions
16553	16,584.01	163	Champions
13564	16,498.97	144	Champions
16180	16,249.87	100	Champions
12980	16,245.78	158	Champions
15768	15,308.89	116	Champions

Count of monetary by Country and segment

