

17.37M

Total Revenue

37K

Total Orders

0.51

Churn Rate

469.98

Average Order Value

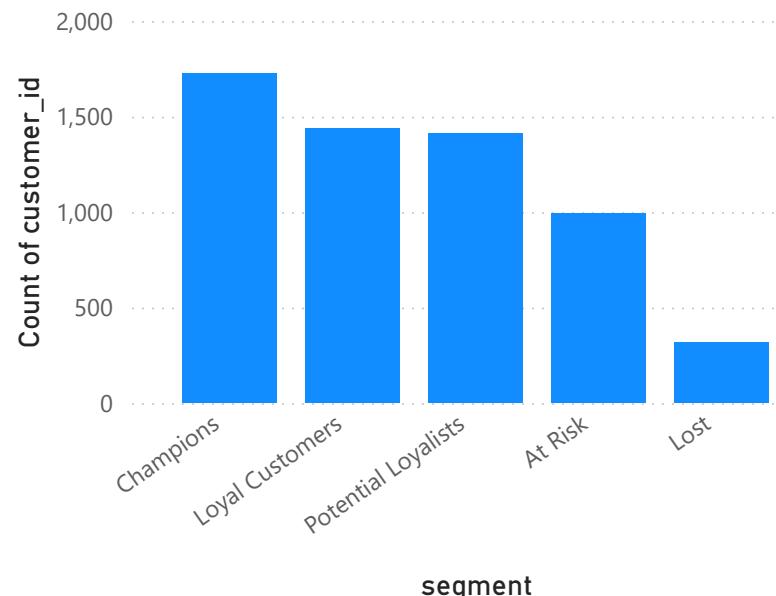
2989

Churned Customers

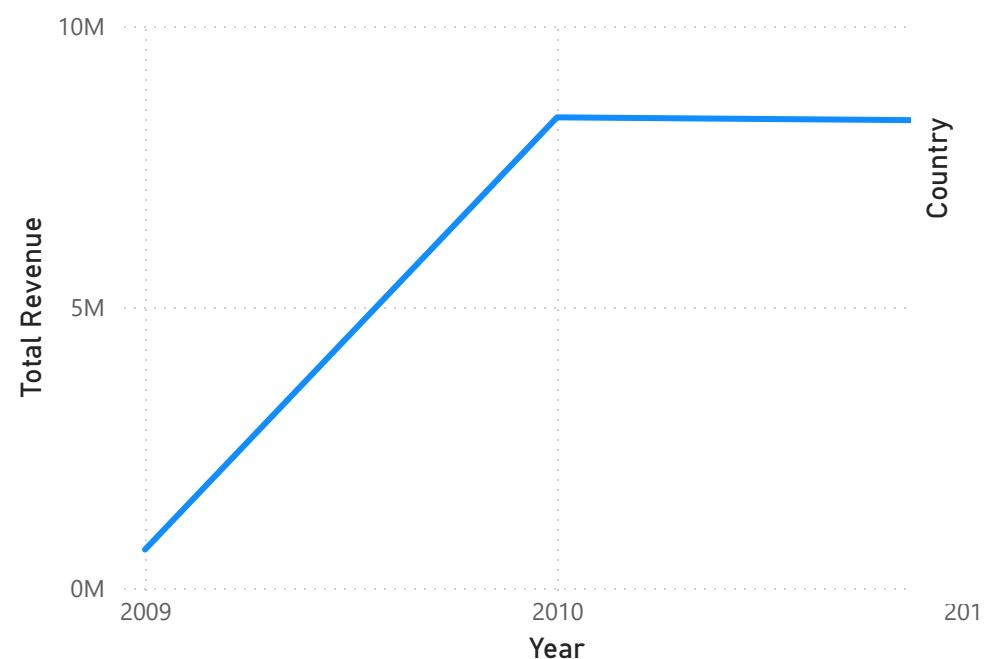
5878

Total Customers

Count of customer_id by segment



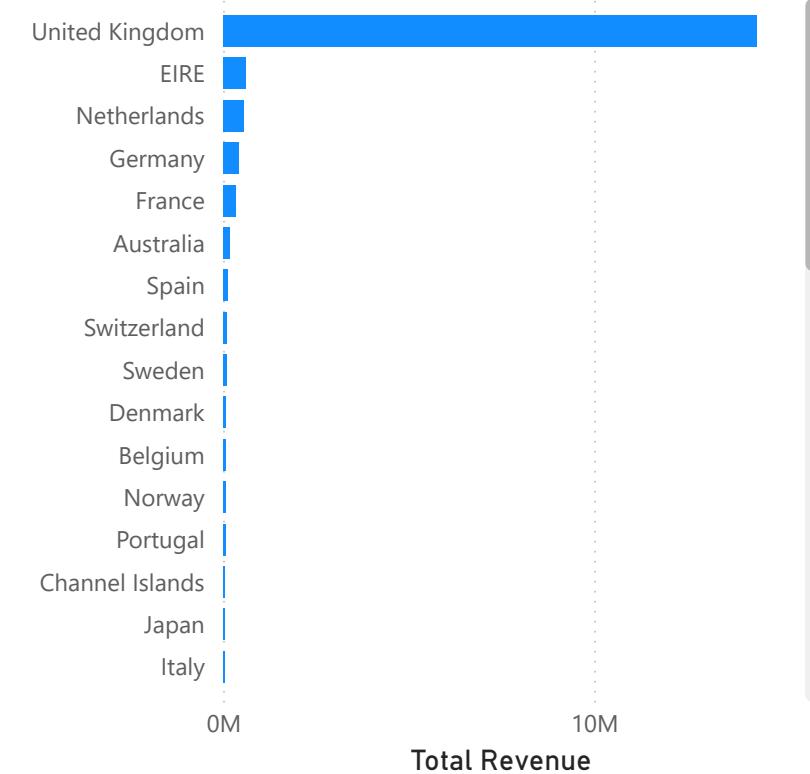
Total Revenue by Year



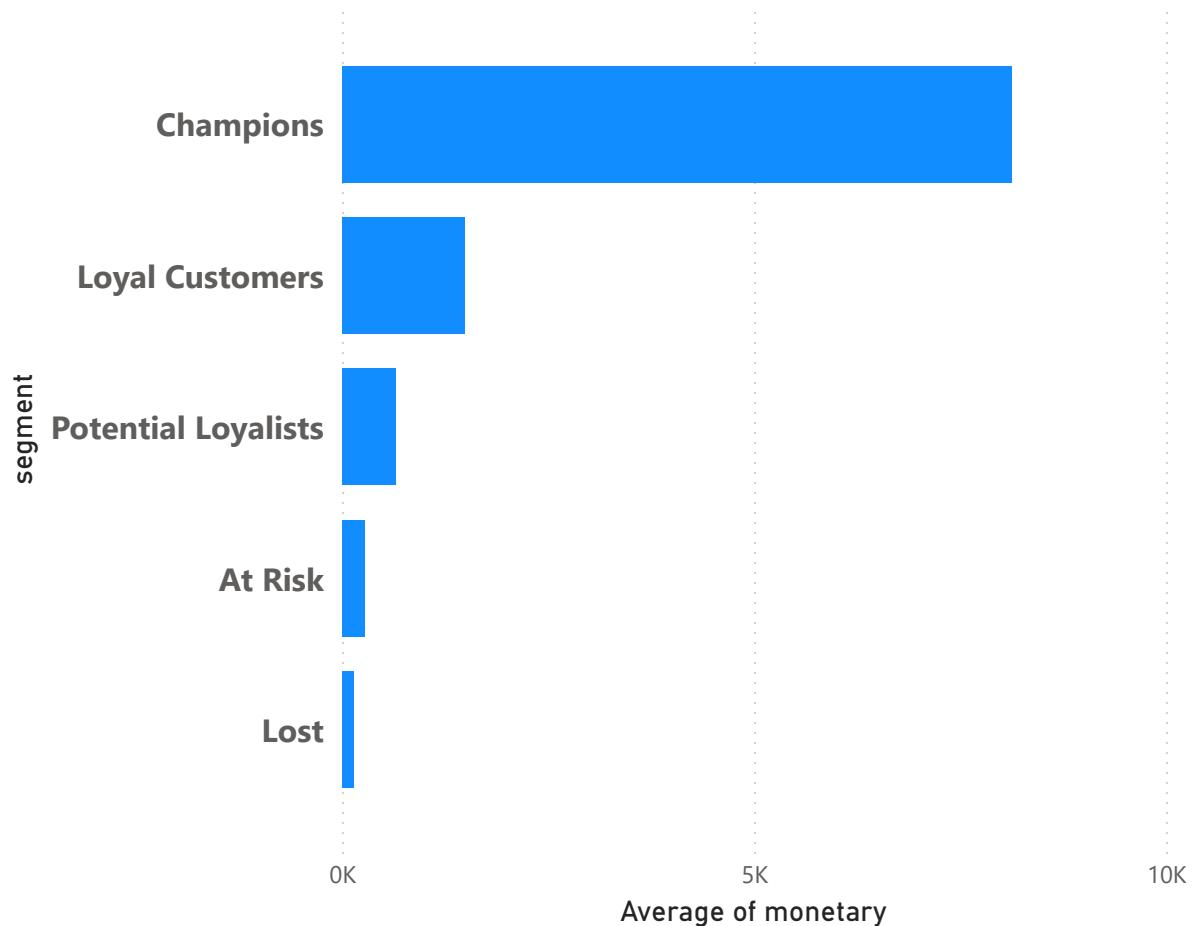
segment

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

Total Revenue by Country



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

segment ● At Risk ● Champions ● Lost ● Loyal Customers ● Potential Loyalists

