

CUSTOMER DEMOGRAPHICS

EnglishProductName

All

Customer demographics

Customer segment

Customer detail

Total Sales



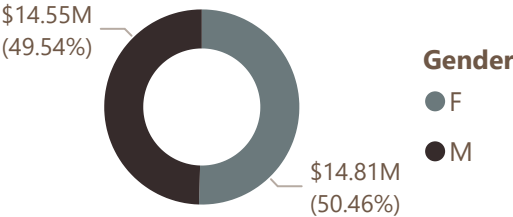
\$29.36M

No of customers

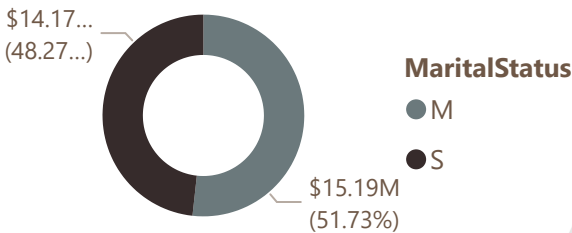


18.48K

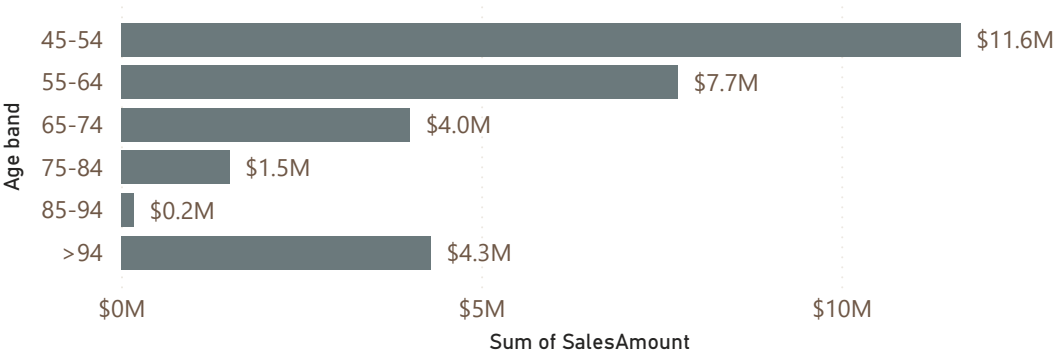
Total sales by gender



Total Sales by MaritalStatus



Total sales by Age band



Total sales by country



CUSTOMER SEGMENTATION (RFM ANALYSIS)

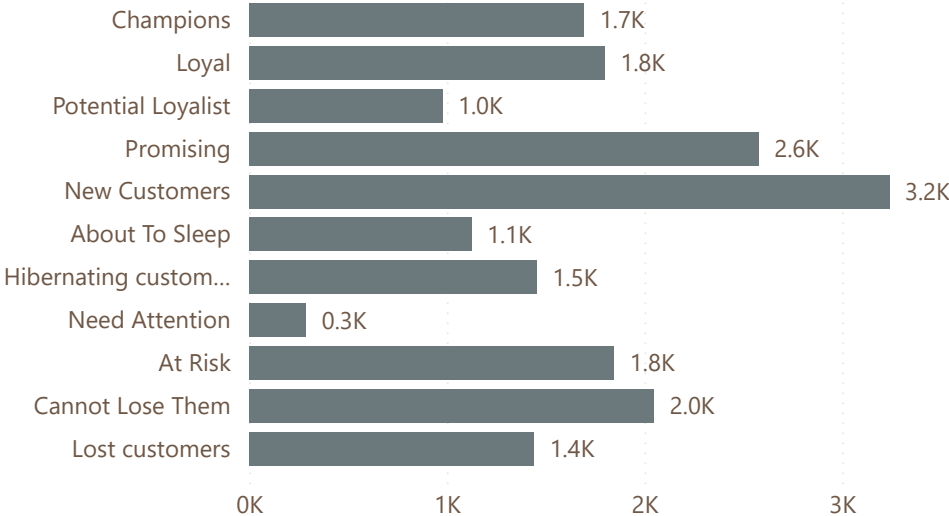
Customer demographics

Customer segment

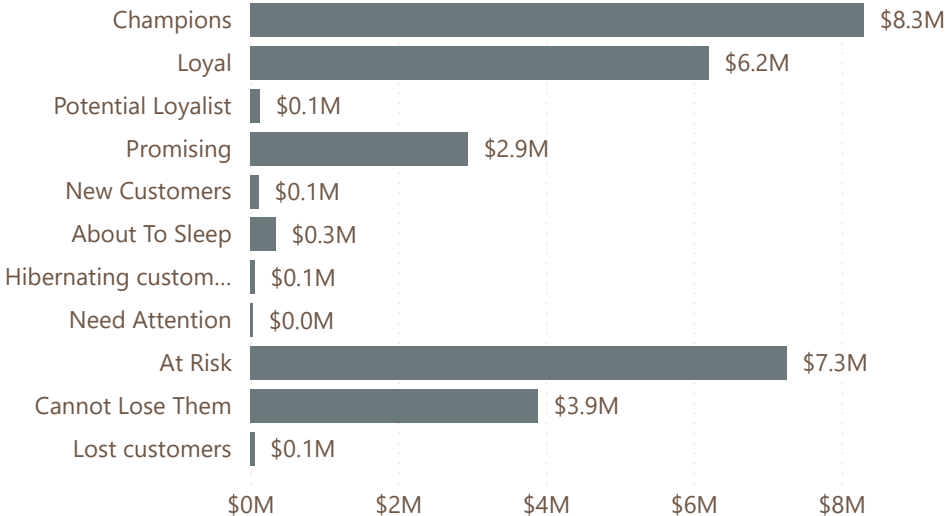
Customer detail



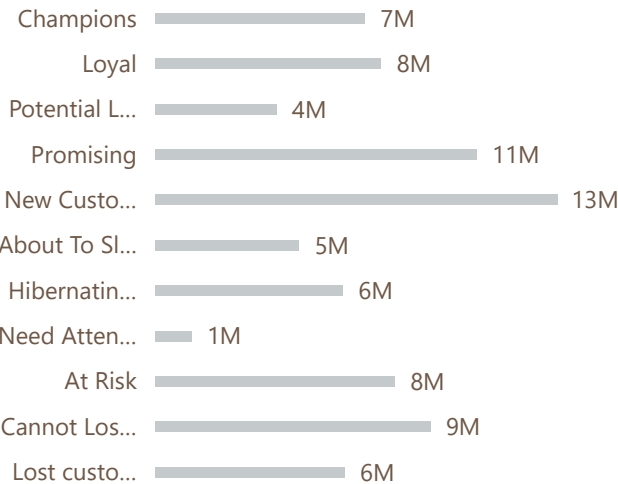
No of Customer by Segment



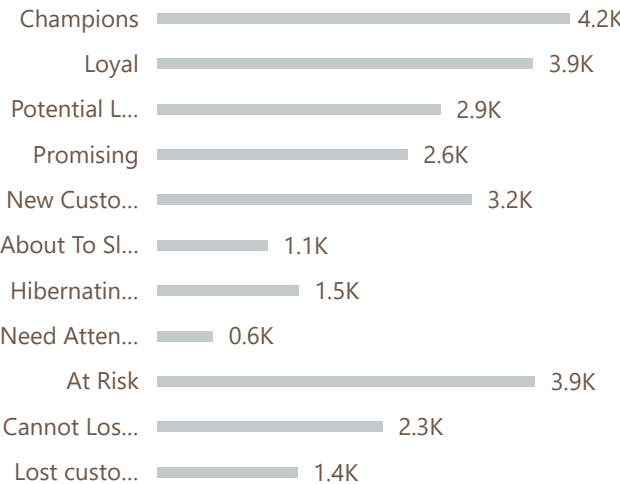
Total Sales by Segment



Recency value by Segment



Frequency value by Segment



Monterary value by Segment



CUSTOMER DETAILS

Customer demographics

Customer segment

Customer detail

CustomerKey	FirstName	LastName	EmailAddress	MaritalStatus	Age	City	EnglishCountryRegionName	Sum of SalesAmount	Segment
11000	Jon	Yang	jon24@adventure-works.com	M	54	Rockhampton	Australia	\$8,248.99	At Risk
11001	Eugene	Huang	eugene10@adventure-works.com	S	49	Seaford	Australia	\$6,383.88	Champion
11002	Ruben	Torres	ruben35@adventure-works.com	M	54	Hobart	Australia	\$8,114.04	Cannot Contact
11003	Christy	Zhu	christy12@adventure-works.com	S	52	North Ryde	Australia	\$8,139.29	At Risk
11004	Elizabeth	Johnson	elizabeth5@adventure-works.com	S	46	Wollongong	Australia	\$8,196.01	At Risk
11005	Julio	Ruiz	julio1@adventure-works.com	S	49	East Brisbane	Australia	\$8,121.33	At Risk
11006	Janet	Alvarez	janet9@adventure-works.com	S	49	Matrville	Australia	\$8,119.03	At Risk
11007	Marco	Mehta	marco14@adventure-works.com	M	56	Warrnambool	Australia	\$8,211	Cannot Contact
11008	Rob	Verhoff	rob4@adventure-works.com	S	50	Bendigo	Australia	\$8,106.31	Cannot Contact
11009	Shannon	Carlson	shannon38@adventure-works.com	S	56	Hervey Bay	Australia	\$8,091.33	At Risk
11010	Jacquelyn	Suarez	jacquelyn20@adventure-works.com	S	56	East Brisbane	Australia	\$8,088.04	At Risk
11011	Curtis	Lu	curtis9@adventure-works.com	M	56	East Brisbane	Australia	\$8,133.04	Cannot Contact
11012	Lauren	Walker	lauren41@adventure-works.com	M	46	Bremerton	United States	\$81.26	Potential
11013	Ian	Jenkins	ian47@adventure-works.com	M	46	Lebanon	United States	\$113.96	Loyal Customer
11014	Sydney	Bennett	sydney23@adventure-works.com	S	52	Redmond	United States	\$138.45	At Risk
11015	Chloe	Young	chloe23@adventure-works.com	S	41	Burbank	United States	\$2,500.97	Cannot Contact
11016	Wyatt	Hill	wyatt32@adventure-works.com	M	41	Imperial Beach	United States	\$2,332.28	Cannot Contact
11017	Shannon	Wang	shannon1@adventure-works.com	S	76	Sunbury	Australia	\$6,434.31	Champion
11018	Clarence	Rai	clarence32@adventure-works.com	S	70	Bendigo	Australia	\$6,533.28	Champion
11019	Luke	Lal	luke18@adventure-works.com	S	42	Langley	Canada	\$882.7	Potential
11020	Jordan	King	jordan73@adventure-works.com	S	41	Metchosin	Canada	\$2,316.97	Cannot Contact
11021	Destiny	Wilson	destiny7@adventure-works.com	S	41	Beaverton	United States	\$2,371.96	Cannot Contact
11022	Ethan	Zhang	ethan20@adventure-works.com	M	41	Bellingham	United States	\$2,322.28	Cannot Contact