

Question 3

customer_id
3
1
5
2
4
87
54
71
55
84

KPIs
Revenue per C
Purchase Frec
Average Orde
RFM Analysis

Question 6

KPIs
Total order
Avg. item per order
Avg. spent per order

purchase_bel num_customers	
Mixed	45
Frequent Smaller	85
Bulk Buyer	25

purchase_bel num_customers	
Mixed	66
Frequent Smaller	89

Question 1

		Question 4		
		gender_clean	age_group	total_revenue
total_revenue	purchase_count	Female	36-50	143870
38440	67	Male	36-50	138865
30750	74	Female	26-35	110140
30405	59	Female	51-60	105680
25295	64	Male	51-60	91025
23580	65	Male	18-25	90110
15855	23	Male	26-35	86730
13475	21	Female	18-25	78850
12790	18	Male	61+	39590
12080	17	Female	61+	26860
11730	18			

Customer
frequency
Life Time Value

Question 5
KPIs
Revenue by Period type

ers

ers

category_clear	revenue	total_cogs	gross_profit	profit_margin_pct
clothing	311070	64390.5	246679.5	79.3
electronics	313810	67162.35	246647.65	78.6
beautiful	286840	58209.85	228630.15	79.71

purchase_count avg_order_value

333	432.04
302	459.82
213	517.09
226	467.61
205	444.02
175	514.91
196	442.5
161	489.75
102	388.14
84	319.76

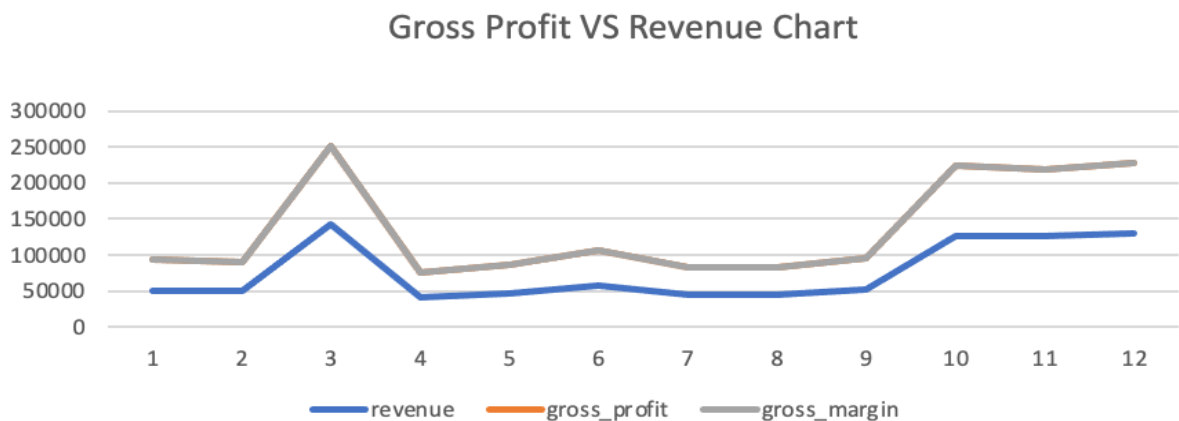
KPIs
Age group
Total revenue

Dashboard for Chekafgham Retail Sales Performance

Question 1

KPIs

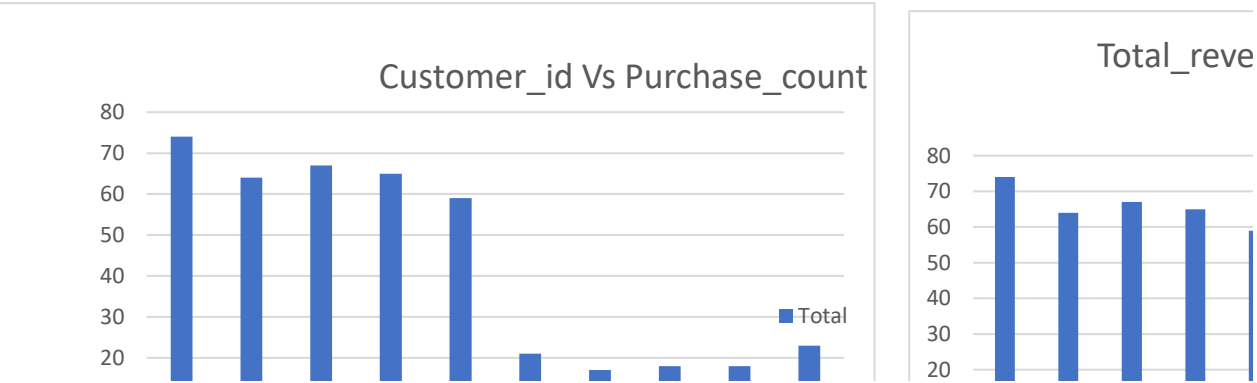
Revenue, Gross Profit, Gross Margin



revenue	gross_profit	gross_margin
50630	42234.65	83.41
49465	41080.9	83.05
142025	109035.5	76.77
41280	34536.25	83.66
46425	39444.55	84.96
58120	48565	83.55
45255	37456.35	82.76
45035	37739.1	83.79
51990	43553.45	83.77
126050	97515.45	77.36
126115	91749.9	72.75
129330	99046.2	76.58

Question 3: Most Valuable Customers

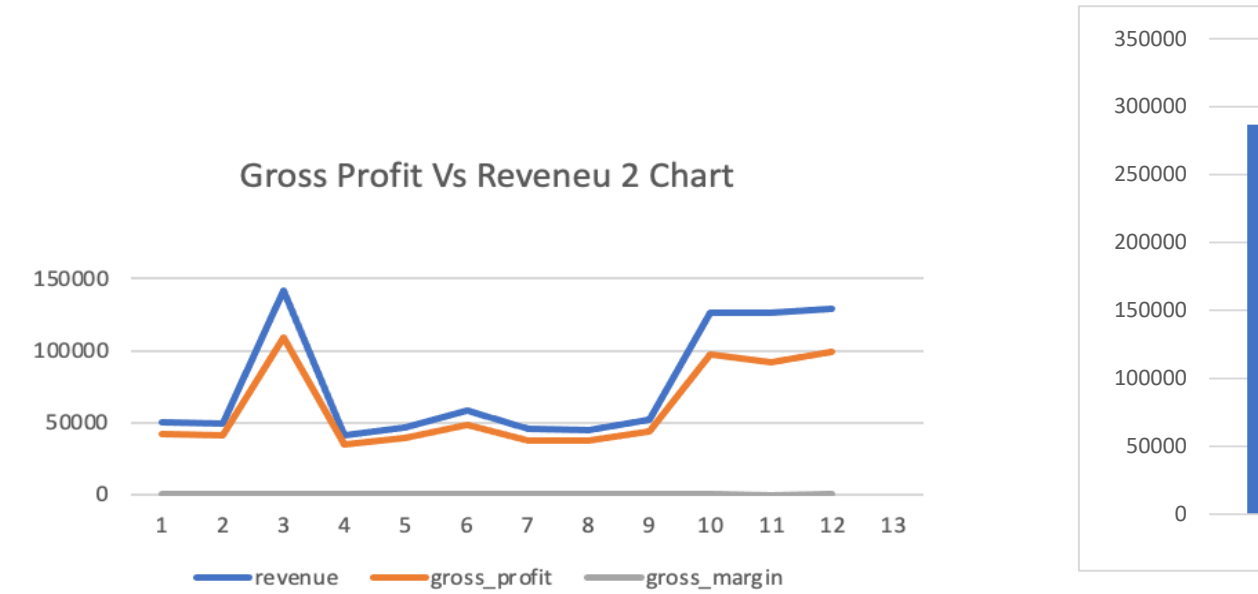
KPIs: Total Revenue, Purchase Frequency, Average Order Value(AOV)



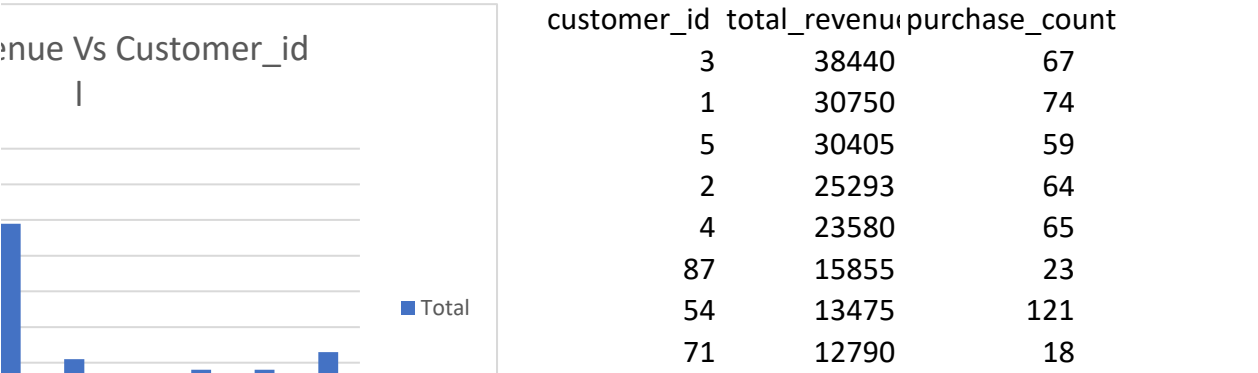
Performance & Profitability Investigation

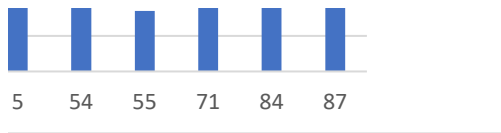
Question

KPIs: Category

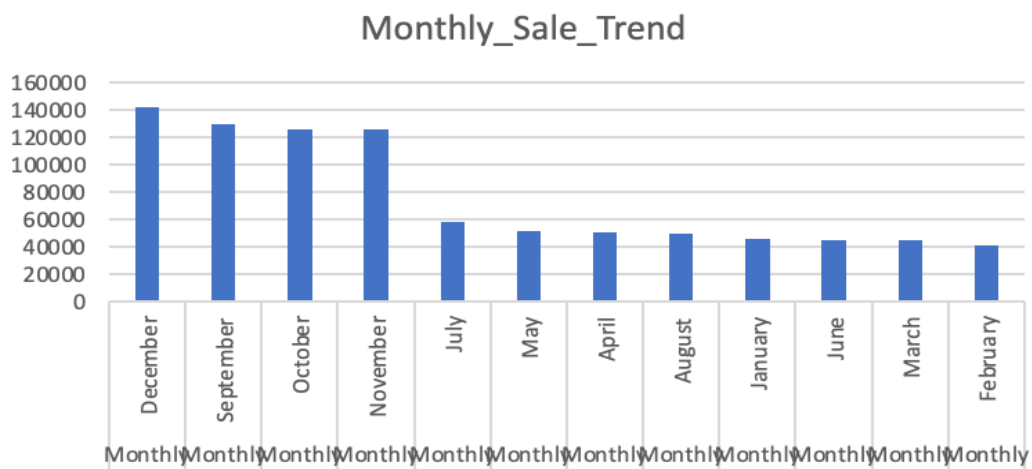


Row Labels
beautiful
clothing
electronics
(blank)
Grand Total

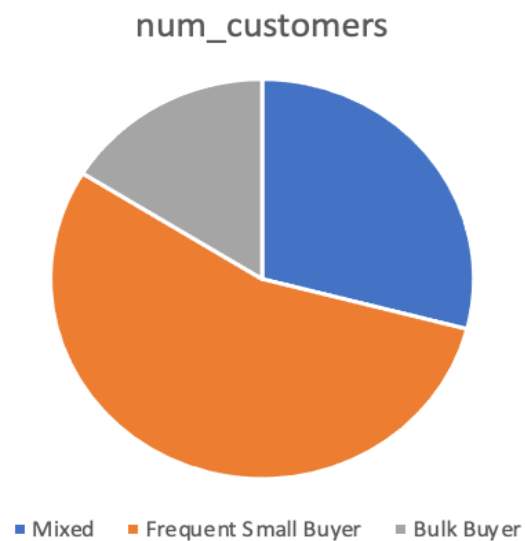




55	12080	17
84	11730	18

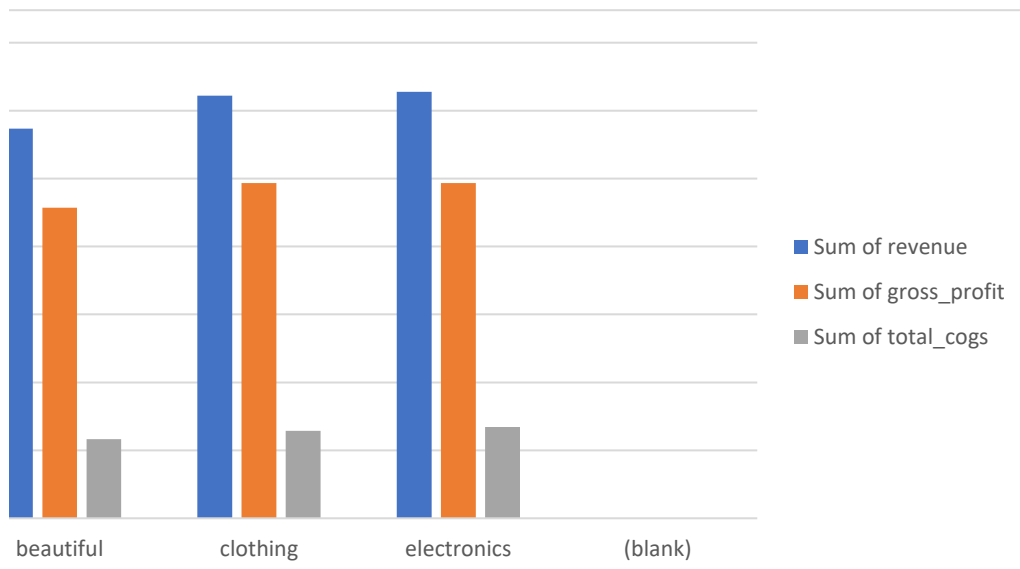


Question 6: Bulk Vs Small Frequent Buyers



2: Category for Investment

ory, Sum of revunue, Sum of gross margin



Sum of reven Sum of gross_ Sum of total_cogs

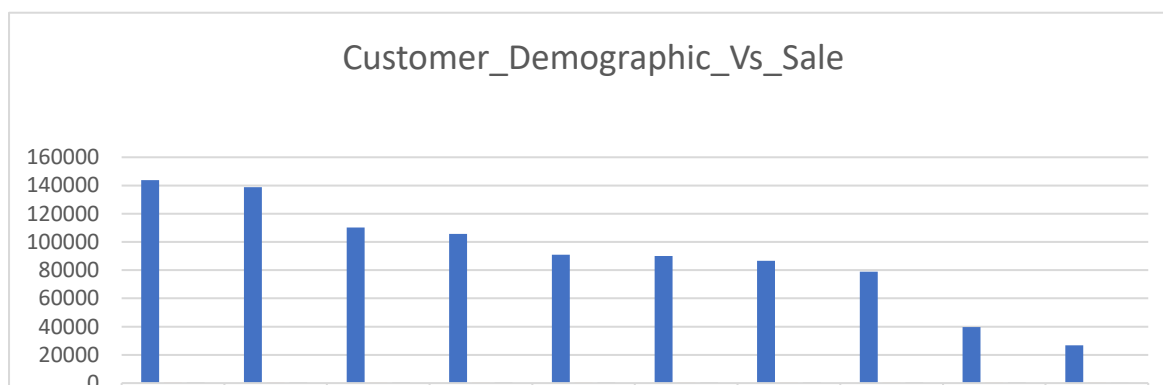
286840 228630.15 58209.85

311070 246679.5 64390.5

313810 246647.65 67162.35

911720 721957.3 189762.7

Question 4: Demographics Purchase Behavior

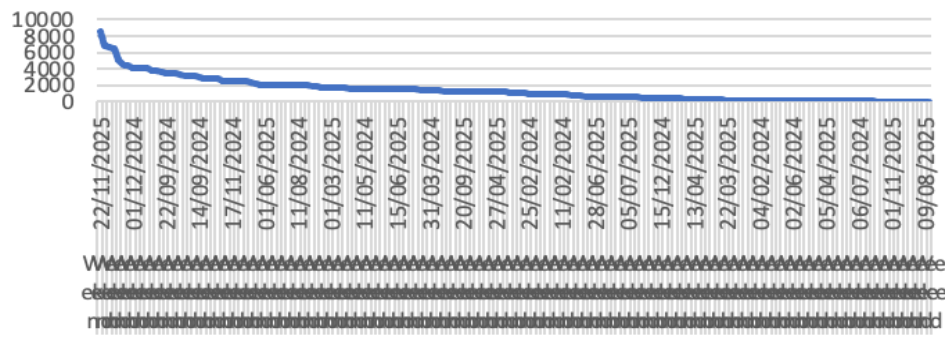


	36-50	36-50	26-35	51-60	51-60	18-25	26-35	18-25	61+	61+
	Female	Male	Female	Female	Male	Male	Male	Female	Male	Female
■ total_revenue ■ purchase_count ■ avg_order_value										

gender_cleanage_group		total_revenue	purchase_count	avg_order_value
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Male	61+	39590	102	388.14
Female	61+	26860	84	319.76

purchase_bel num_customers	
Mixed	45
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Weekend_Sale_Trend



Hourly_Sale_Trend

- Hourly

Hourly

Hourly

Hourly

Hourly

Hourly

Hourly

Hourly
- Hourly

Hourly

Hourly

Hourly

Hourly

Hourly

Hourly

Hourly

Hourly

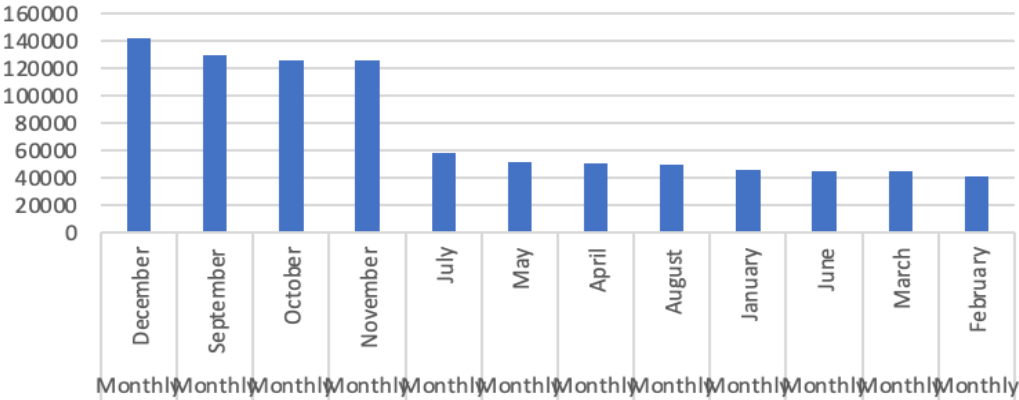


Hourly

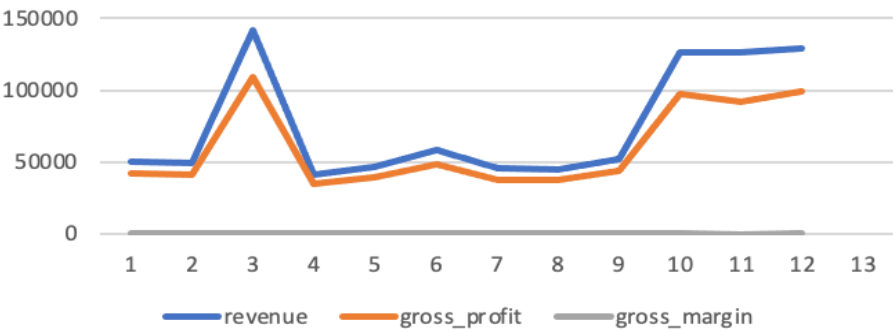
Hourly



Monthly_Sale_Trend

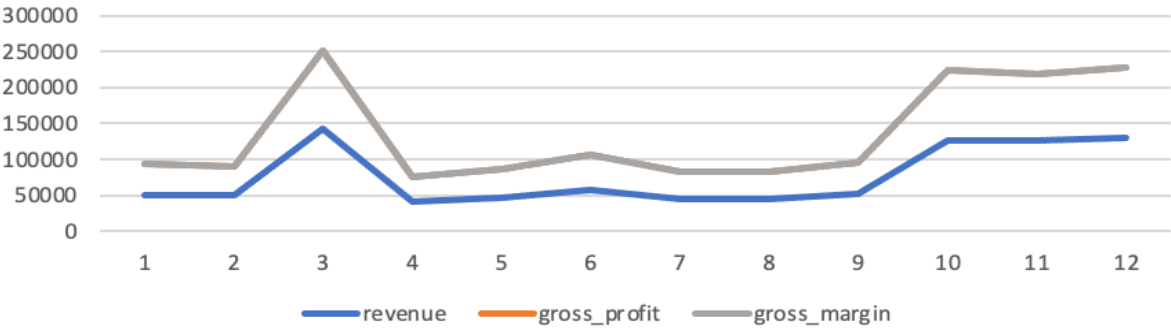


Gross Profit Vs Revenue 2 Chart

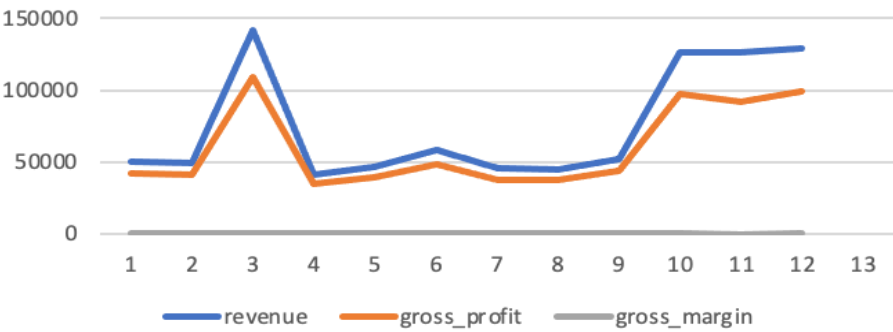


customer_id	total_revenue	purchase_count
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1	30750	74
5	30405	59
2	25293	64
4	23580	65
87	15855	23
54	13475	121
71	12790	18
55	12080	17
84	11730	18

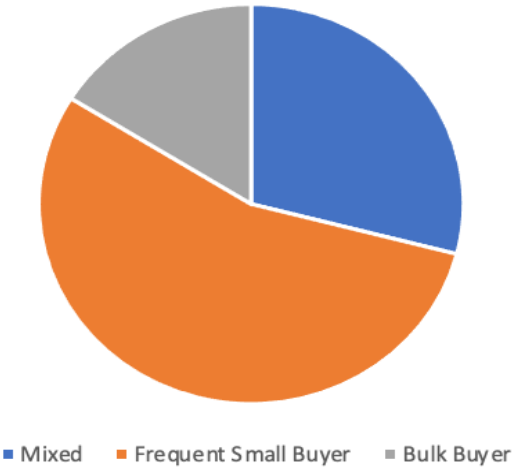
Gross Profit VS Revenue Chart



Gross Profit Vs Revenue 2 Chart



num_customers



Gross Profit Vs Revenue 2 Chart

