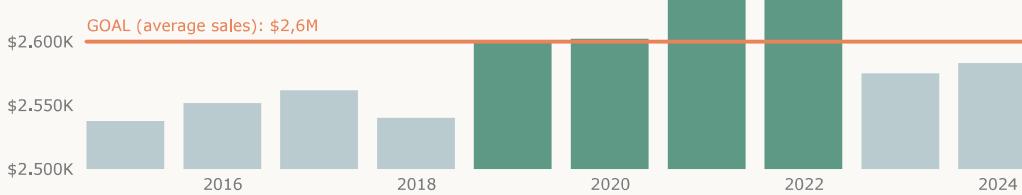
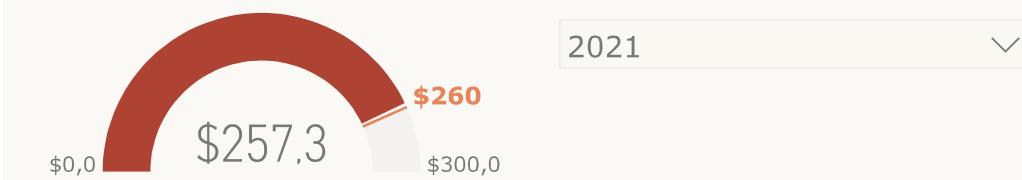


Do the yearly sales reach the expected goal?

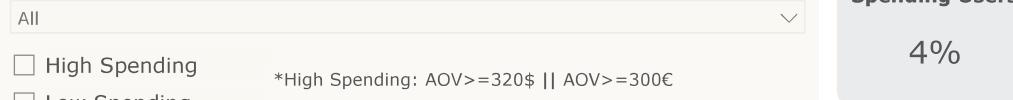
⚠ Y scale start at 2,5M



Do the yearly average sales reach the expected goal?

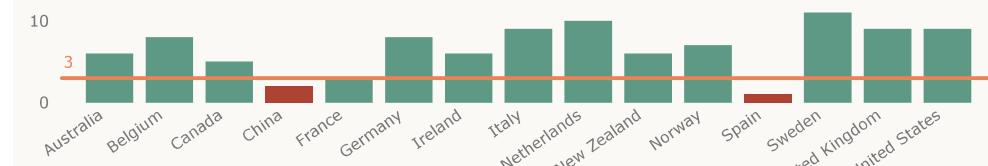


Which users do you want to focus on?

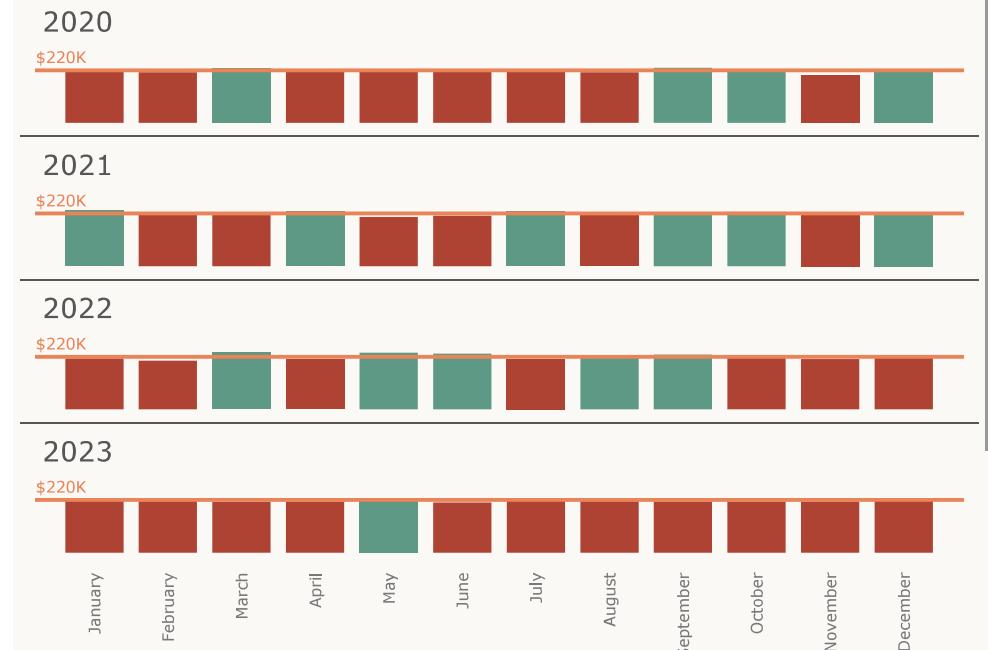


Full name	Age	Avg spent (€)	Avg spent (\$)	spending category
Fhrhqn Zyykfzvvhj	67	€ 795,00	\$858,60	Low Spending
Vgcmls Bfqjfobu	47	€ 633,01	\$683,65	Low Spending
Mburuf Logzeiam	58	€ 614,19	\$663,32	Low Spending
Gbkdfv Mgkbjwva	21	€ 603,20	\$651,46	Low Spending
Durtdm Xnkkakat	47	€ 591,55	\$638,87	Low Spending
Gckjdv Vllwcph	37	€ 588,32	\$635,39	Low Spending
Ynlrtl Uppszjyg	56	€ 585,92	\$632,79	Low Spending
Aretha Chang	27	€ 581,06	\$627,54	Low Spending
Jhxeiti Iqjflwrn	55	€ 576,95	\$623,11	Low Spending
Citbkr Gnmnzuhy	70	€ 571,11	\$616,80	Low Spending
Khifog lmcnnccfa	29	€ 566,80	\$612,21	Low Spending

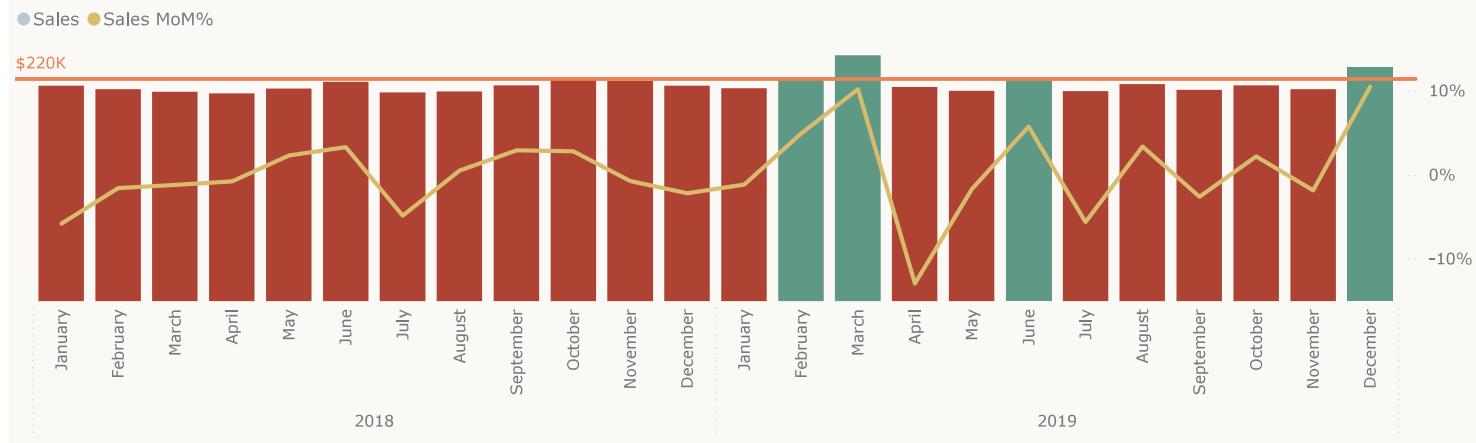
Which countries reach at least 3 active companies?



Do monthly sales reach the expected goal?



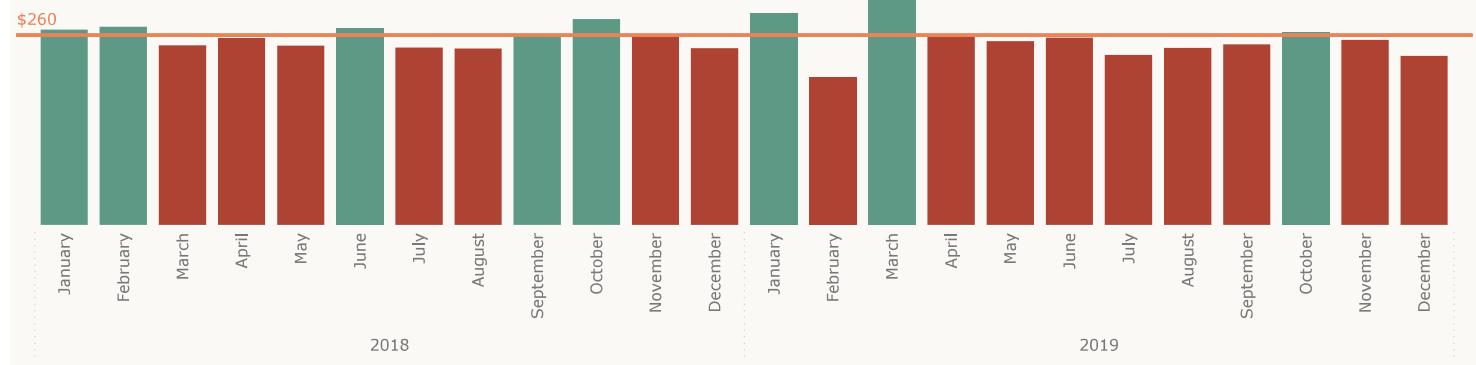
Did monthly sales reach the \$220K target (2018–2019)?



Is Germany reaching the GOAL of \$260 average order value?



In which months do we reach the GOAL of \$260 average order value? (Germany)



20,0 Transitions per user	\$258,9 AOV	\$2,1 Min sales amount	\$876,7 Max sales amount	\$874,5 Range sales amount	\$244,0 Median sales amount	148,54 Standard deviation	2,5 Products per transaction	\$5.166,1 Total sales per user
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Focus users

AOV

- AOV<260\$
- AOV>=260\$

User ID	Name	AOV (\$)	AOV objective	Products per transaction	Cheapest product	Most expensive product
1621	Aarrcc Hrzxbxlb	\$302,23	AOV>=260\$	3,0	mustafar jinn	Direwolf
973	Abcmog Oyuxbisq	\$219,64	AOV<260\$	2,3	mustafar jinn	duel Direwolf
2468	Abkszd Oelpcmdx	\$266,52	AOV>=260\$	2,6	Direwolf Stannis	Direwolf
1562	Abnbwf Xhivwood	\$209,68	AOV<260\$	2,4	riverlands north Direwolf	Littlefinger Tarly Star warden
4280	Aboqqa Olorqrny	\$205,49	AOV<260\$	2,2	riverlands north Direwolf	Direwolf
38	Abra Doyle	\$276,64	AOV>=260\$	2,7	mustafar jinn	warden
1911	Acinyx Wfszknrv	\$123,38	AOV<260\$	1,4	Tully maester	warden
2845	Acjqap Feujqbhj	\$261,80	AOV>=260\$	2,8	Tully maester	Direwolf
2460	Acjroq Cxsdeoow	\$223,52	AOV<260\$	2,2	mustafar jinn	Direwolf
2779	Aclvio Dxunftwp	\$203,86	AOV>=260\$	2,2	mustafar jinn	Stark kingsblood
1722	Acqjed Ifrlmqju	\$300,98	AOV>=260\$	2,6	giantsblood maester Karstark	warden
296	Acricusd Ruyppvyj	\$247,02	AOV<260\$	2,5	mustafar jinn	warden
81	Acton Gallegos	\$259,37	AOV<260\$	2,5	Tully maester	Winterfell
2529	Acwhkb Pkbnrymf	\$294,75	AOV>=260\$	2,9	Tully maester	warden
2175	Adbkkd Mdaibzlq	\$376,26	AOV>=260\$	3,3	mustafar jinn	Direwolf
3424	Adhchtk Ymdwucit	\$322,04	AOV>=260\$	2,9	Direwolf Stannis	warden
4469	Admszm Bdwpdhio	\$213,06	AOV<260\$	2,3	Direwolf Stannis	Littlefinger Tarly Star
2006	Adsqrm Klyxopou	\$224,18	AOV<260\$	2,2	riverlands north Direwolf	Winterfell
3165	Advpyh Rbkmkyat	\$227,16	AOV<260\$	2,0	Direwolf Stannis	warden
2991	Adwvyy Grhmtafc	\$275,42	AOV>=260\$	2,6	Tully maester	Winterfell
1941	Adwyjk Dzmxexzl	\$241,91	AOV<260\$	2,6	riverlands north Direwolf	the duel
3870	Aeauxm Qdxsikdj	\$286,95	AOV>=260\$	2,8	mustafar jinn	warden
1216	Aecela Imtrdtqb	\$212,18	AOV<260\$	2,2	Tully maester	Stannis warden
4516	Aedheh Gavpvdzm	\$308,09	AOV>=260\$	2,8	mustafar jinn	warden
2272	Aeesag Jxkwpfrl	\$222,82	AOV<260\$	2,1	Tully maester	Littlefinger Tarly Star
Total				2,5		

Where are our users located?