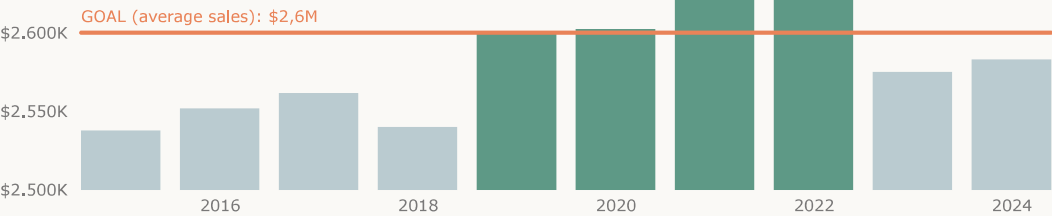
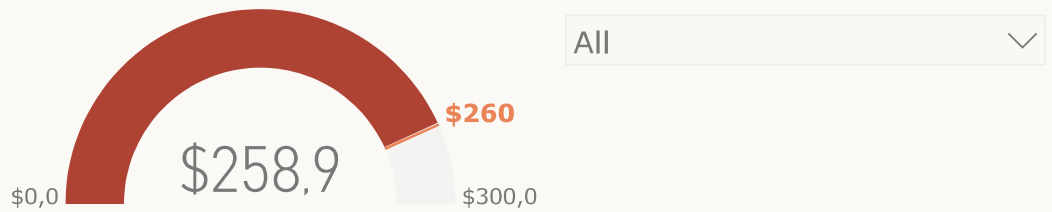


Do the yearly sales reach the expected goal?

⚠️ Y scale start at 2,5M



Do the yearly average sales reach the expected goal?



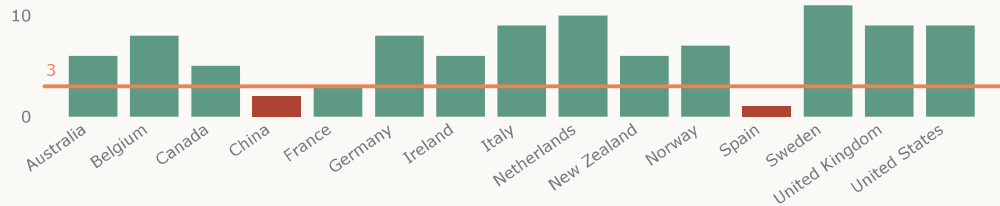
Which users do you want to focus on?

All

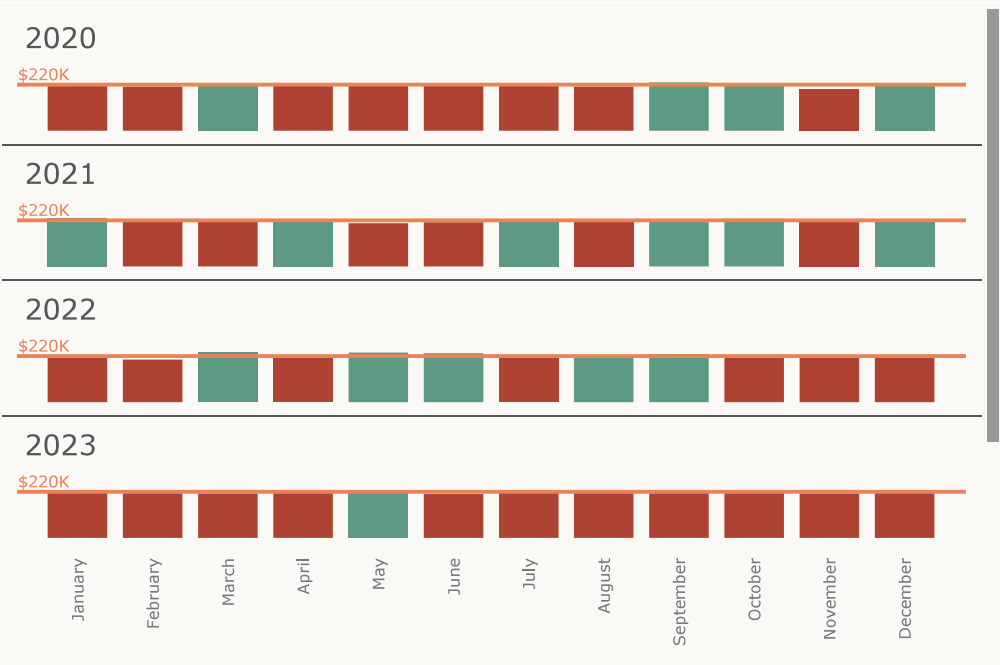
- ☐ High Spending
☐ Low Spending

Full name	Age	Avg spent (€)	Avg spent (\$)	spending category
Aarrcc Hrzxbxlb	31	€ 279,84	\$302,23	Low Spending
Abcmog Oyuxbisq	38	€ 203,37	\$219,64	Low Spending
Abkszd Oelpcmdx	33	€ 246,78	\$266,52	Low Spending
Abnbwf Xhivwoed	58	€ 194,15	\$209,68	Low Spending
Aboqga Olorqryy	49	€ 190,27	\$205,49	Low Spending
Abra Doyle	39	€ 249,79	\$269,77	Low Spending
Acinyx Wfszknrv	73	€ 114,24	\$123,38	Low Spending
Acjqap Feuqjbhj	72	€ 242,40	\$261,80	Low Spending
Acjroq Cxsdeoww	56	€ 206,97	\$223,52	Low Spending

Which countries reach at least 3 active companies?



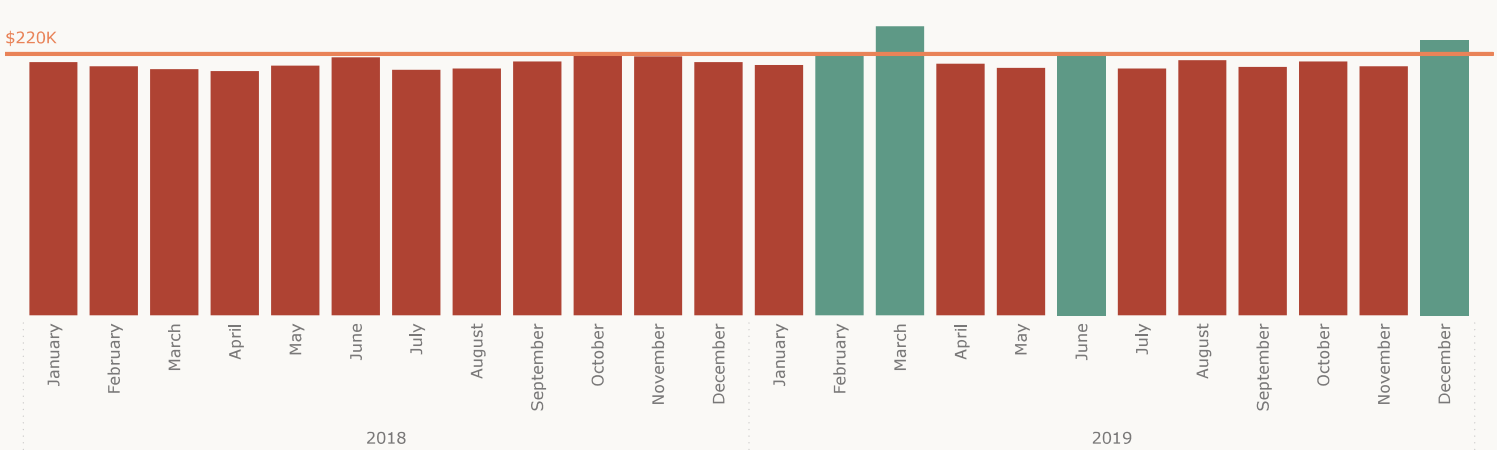
Do monthly sales reach the expected goal?



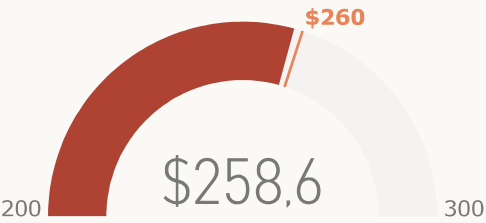
Did monthly sales reach **the \$220K target** (2018–2019)?

Months over **the target**

4



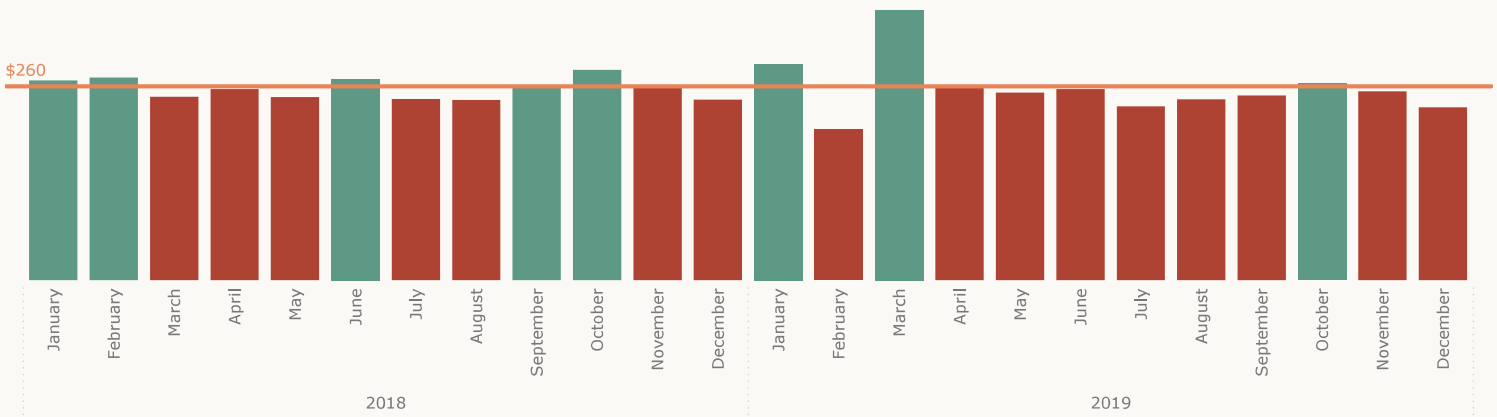
Is Germany reaching **the GOAL** of \$260 average order value?



Difference from the **GOAL**

(\$1,1)

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



20,0

Transitions per user

\$258,9

AOV

\$2,1

Min sales amo...

\$876,7

Max sales am...

\$874,5

Range sales a...

\$244,0

Median sales ...

148,54

Standard devi...

2,5

Products per tra...

\$5.166,1

Total sales per user

Focus users

AOV_objective_\$

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 Xhivwodc	\$209,68	AOV<260\$	2,4	riverlands north Direwolf	Littlefinger Tarly Star
4280	Aboqga Olorqryy	\$205,49	AOV<260\$	2,2	riverlands north Direwolf	warden
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 Feuqjbhj	\$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 Ruypvyj	\$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 Mdaibzlg	\$376,26	AOV>=260\$	3,3	mustafar jinn	Direwolf
3424	Adhchk 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	Adwvyg Grhmtafc	\$275,42	AOV>=260\$	2,6	Tully maester	Winterfell
1941	Adwyjk Dzmexxzl	\$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 Gawpvdzm	\$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		

