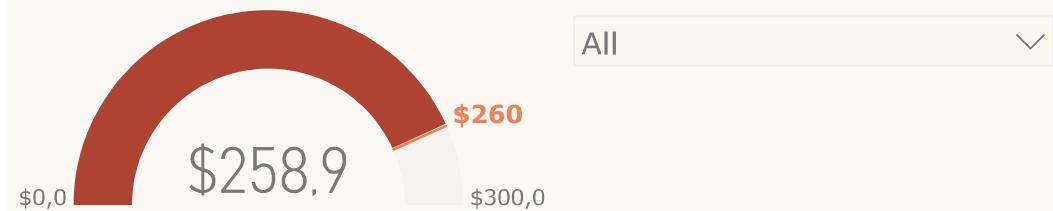


Do the yearly sales reach the expected goal?

⚠ Y scale start at 2,5M



Do the yearly average sales reach the expected goal?



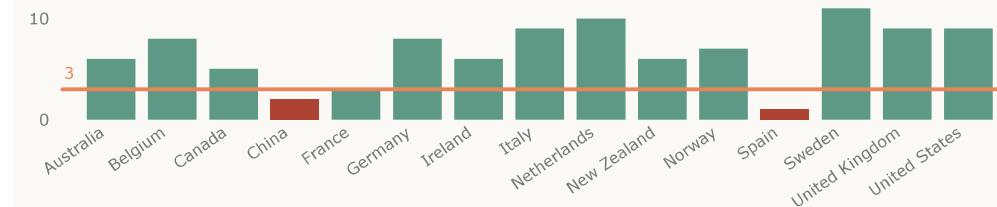
Which users do you want to focus on?

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 Xhivwocd	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 Feujjbhj	72	€ 242,40	\$261,80	Low Spending
Acjroq Cxsdeoow	56	€ 206,97	\$223,52	Low Spending

Which countries reach at least 3 active companies?



Do monthly sales reach the expected goal?

2020



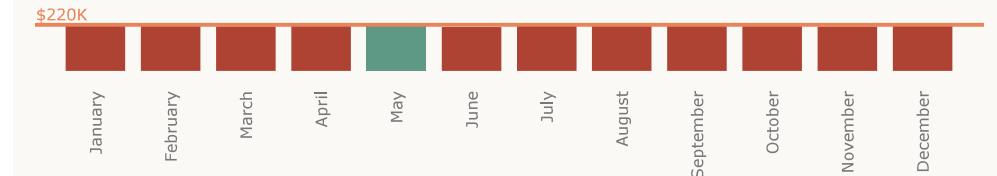
2021



2022



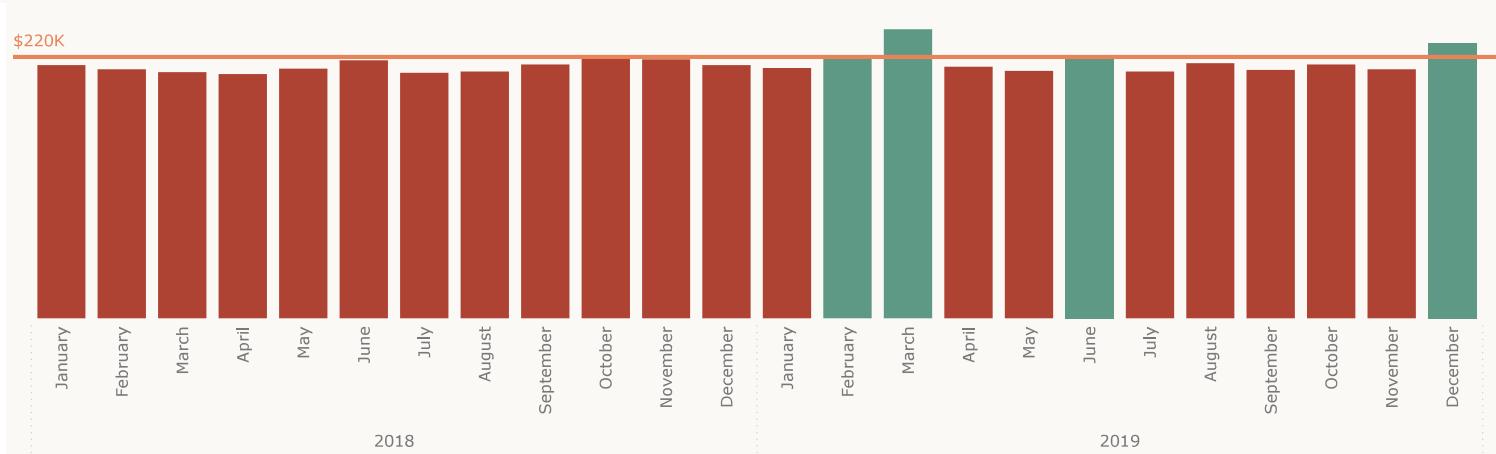
2023



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

Months over the target

4



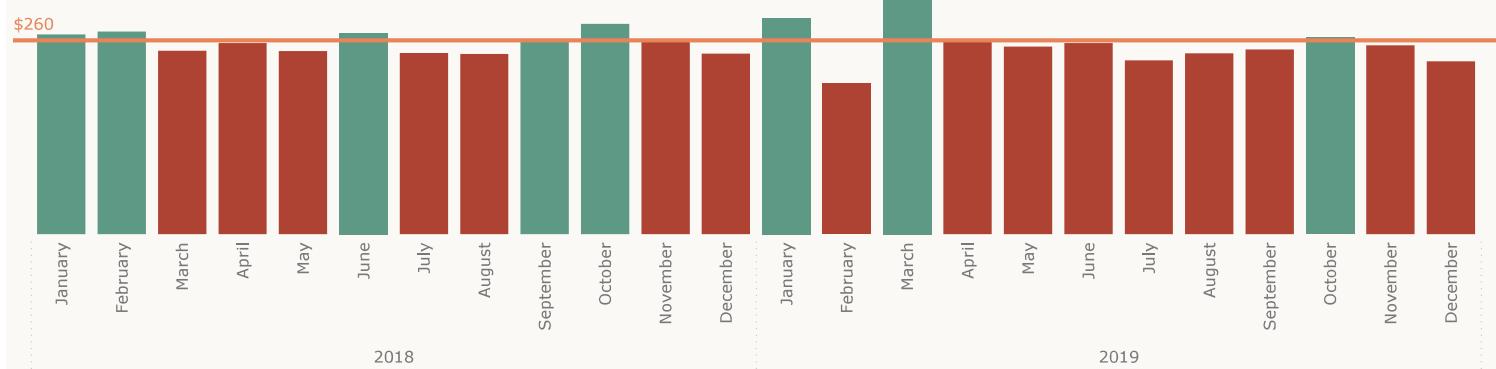
Is Germany reaching the GOAL of \$260 average order value?



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 amo...

\$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	Abnbwpl Xhivwooc	\$209,68	AOV<260\$	2,4	riverlands north	Direwolf
4280	Aboqga Olorqrhy	\$205,49	AOV<260\$	2,2	riverlands north	Littlefinger Tarly Star
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	Acajed Ifrlmaju	\$300,98	AOV>=260\$	2,6	giantsblood maester	Karstark
296	Acricusd Ruypvjy	\$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	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	Winterfell
3165	Advpvyg Rbkmkyat	\$227,16	AOV<260\$	2,0	Direwolf Stannis	warden
2991	Adwyvg Grhmtafc	\$275,42	AOV>=260\$	2,6	Tully maester	Winterfell
1941	Adwyjk Dzmxexzl	\$241,91	AOV<260\$	2,6	riverlands north	Direwolf
3870	Aeauxxm Qdxsilkdj	\$286,95	AOV>=260\$	2,8	mustafar jinn	the duel
1216	Aecela Imtrdtqb	\$212,18	AOV<260\$	2,2	Tully maester	warden
4516	Aedhkeh Gawpvdzm	\$308,09	AOV>=260\$	2,8	mustafar jinn	warden
2272	Aeesag Jxkwfpfsl	\$222,82	AOV<260\$	2,1	Tully maester	Littlefinger Tarly Star
Total				2,5		

Where are our users located?

