

Filling the Gaps: Tackling Missing Revenue and Employee Data

The MEANS Procedure

Variable	N
	Miss
Revenue	9
Employees	9

Filling the Gaps: Tackling Missing Industry Data**The FREQ Procedure**

Industry	Frequency	Percent	Cumulative Frequency	Cumulative Percent
Education	99	11.38	99	11.38
Energy	106	12.18	205	23.56
Finance	103	11.84	308	35.40
Healthcare	98	11.26	406	46.67
Manufacturing	122	14.02	528	60.69
Retail	105	12.07	633	72.76
Technology	118	13.56	751	86.32
Transportation	119	13.68	870	100.00
Frequency Missing = 5				

Quick Peek: First 5 Rows of the Customer Table

CustomerID	Industry	Region	Revenue	Employees	Nbr_Orders	Total_OrderAmount	Avg_Order
1	Energy	Asia-Pacific	\$9,912,216.00	3346	1	\$1,102	\$1,102
2	Manufacturing	Europe	\$75,941,259.00	940	4	\$8,990	\$2,247
3	Retail	Europe	\$60,563,214.00	86	2	\$6,522	\$3,261
4	Energy	Middle East	\$12,597,626.00	2108	2	\$4,388	\$2,194
5	Healthcare	Middle East	\$34,143,385.00	13	1	\$3,709	\$3,709

First_OrderDate	Last_OrderDate	Recency_days	Environmental	Social	Governance	Mean_ESG_Score
November 9, 2020	November 9, 2020	1483	28.8165	56.3364	53.3491	46.1674
March 21, 2017	July 22, 2023	498	33.1269	66.9729	64.0683	54.7227
December 14, 2015	January 15, 2020	1782	46.7729	87.2561	67.5338	67.1876
January 15, 2018	September 4, 2021	1184	28.8165	56.3364	53.3491	46.1674
April 10, 2022	April 10, 2022	966	61.6126	81.7442	71.1481	71.5016

Account_Manager_Name	Avg_Order_Freq	Customer_Lifetime_Value
Jonathan Lee Wang	.001142857	6.2958
Jonathan Lee Wang	.004571429	51.3694
Jonathan Lee Wang	.002285714	37.2667
Jonathan Lee Wang	.002285714	25.0731
Tim Tom	.001142857	21.1944

Customer Distribution Across Industries

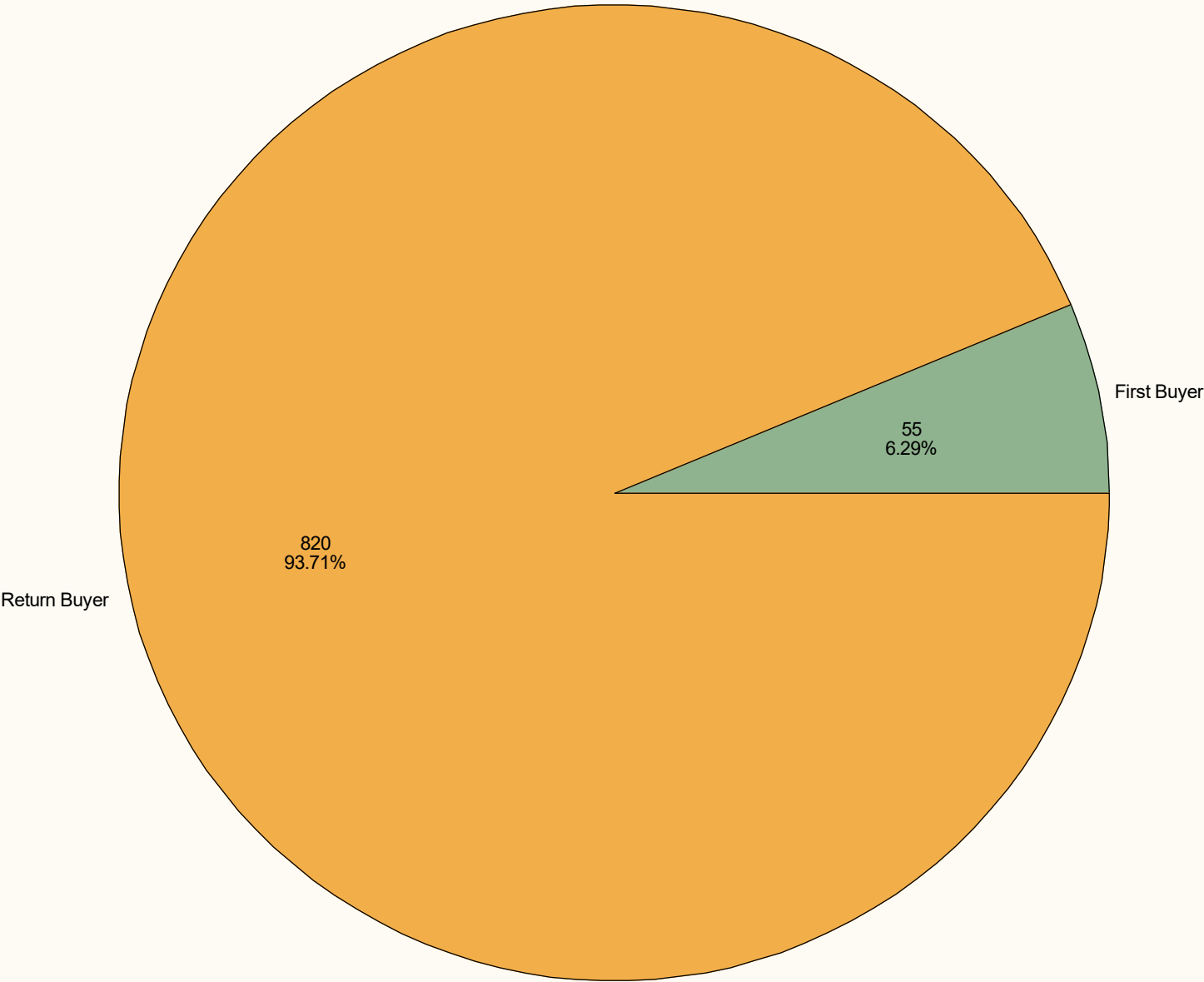
Industry	Nbr_Customers
Manufacturing	123
Technology	119
Transportation	119
Energy	106
Retail	106
Finance	104
Education	99
Healthcare	99

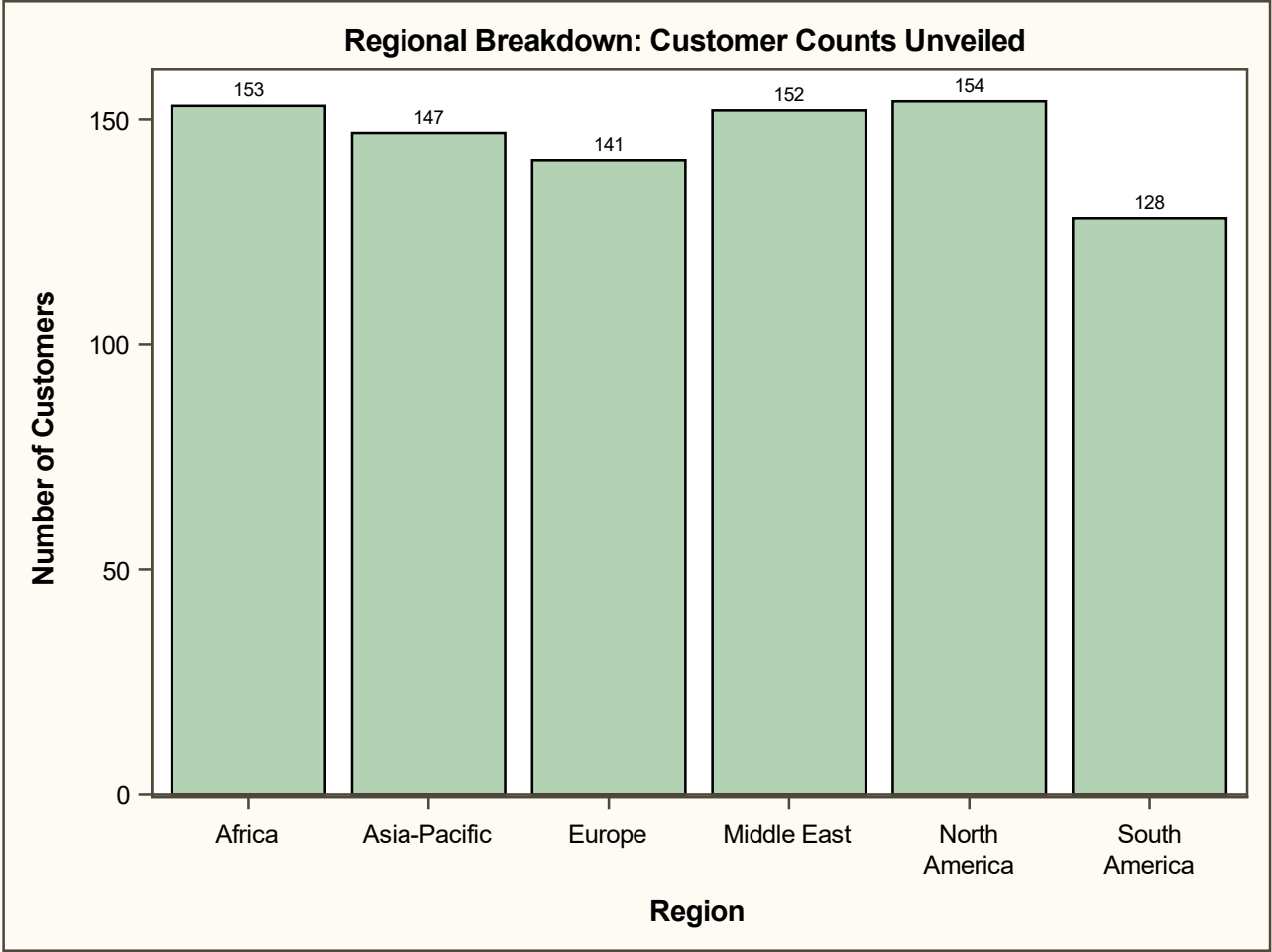
Industry Insights: Customer Counts Revealed

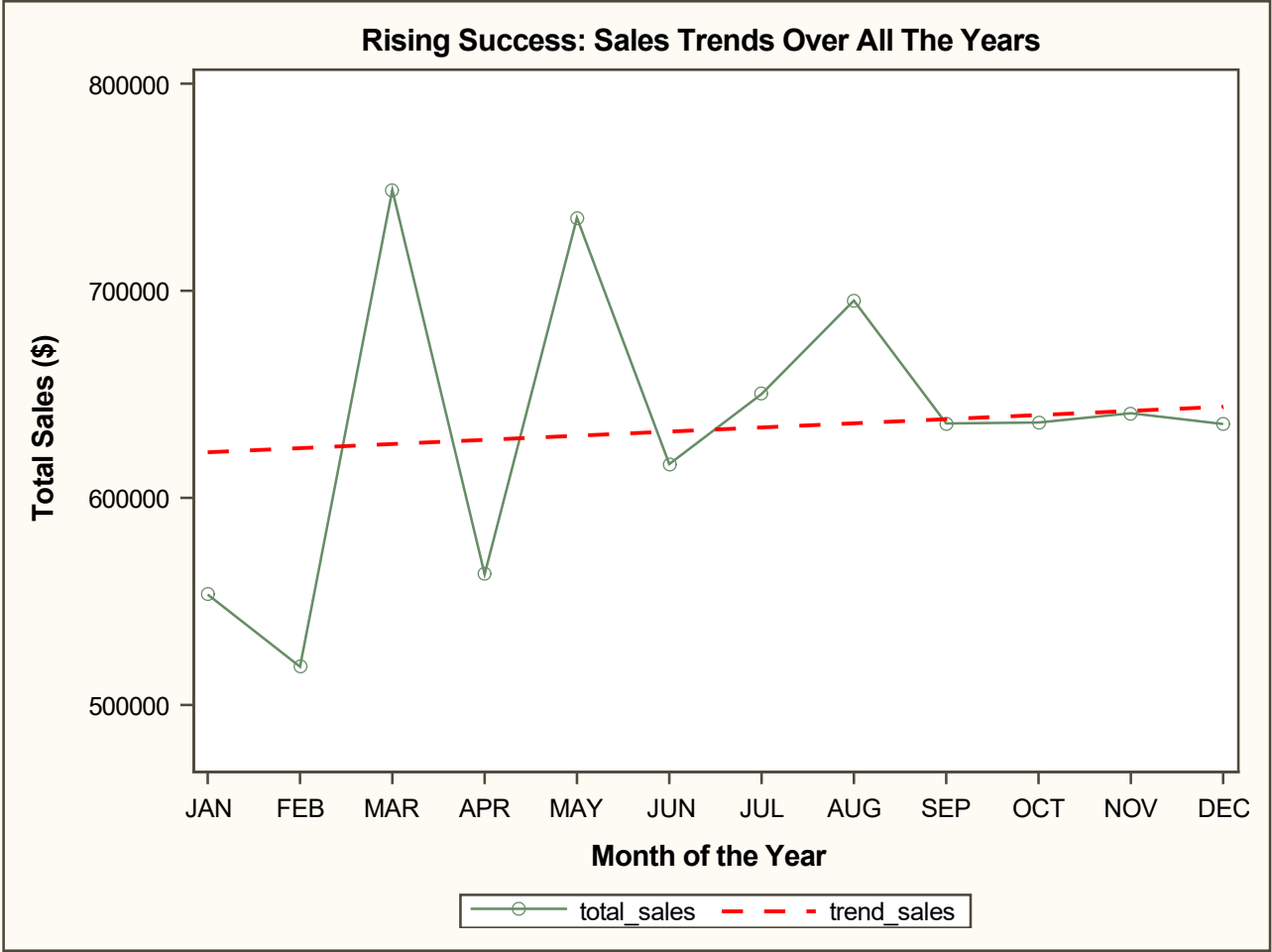
Industry	GrandTotal_Orders	Nbr_Customers	AvgOrder_Cust_Ind
Education	353	99	3.6
Energy	344	106	3.2
Finance	344	104	3.3
Healthcare	338	99	3.4
Manufacturing	404	123	3.3
Retail	369	106	3.5
Technology	419	119	3.5
Transportation	451	119	3.8

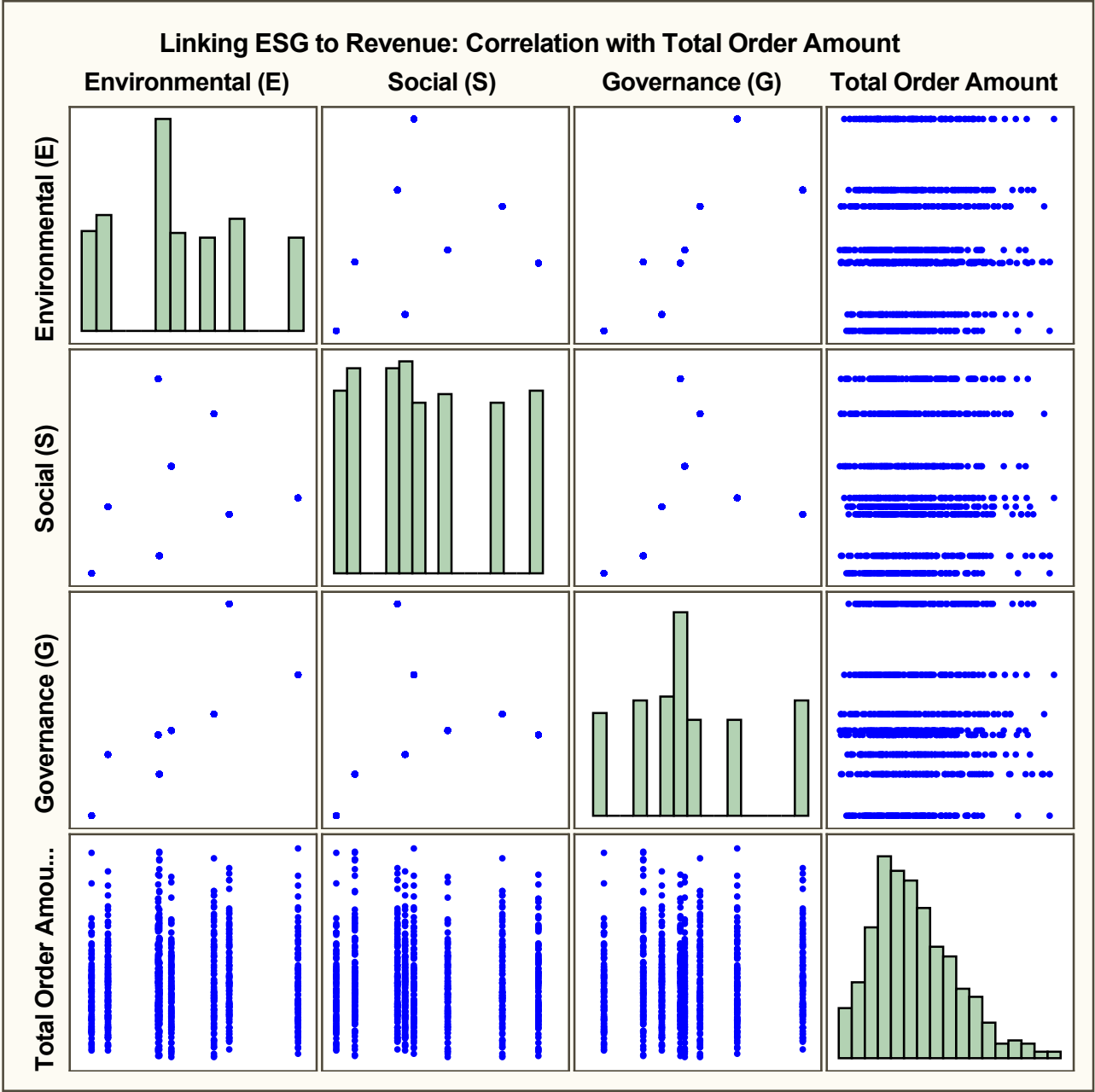
Mapping the Loyalty: Returning Customer Trends

SUM of Count by CustomerType









Jonathan Lee Wang's Star Clients: Top Customers Spotlight

CustomerID	Industry	Region	Nbr_Orders	Total_OrderAmount	Avg_Order
868	Education	Asia-Pacific	8	\$24,729	\$3,091
290	Transportation	Africa	8	\$24,292	\$3,036
504	Transportation	Africa	7	\$24,254	\$3,465
9	Energy	Middle East	8	\$24,247	\$3,031
681	Transportation	Middle East	8	\$23,434	\$2,929
568	Transportation	Asia-Pacific	8	\$23,433	\$2,929
47	Transportation	North America	8	\$23,352	\$2,919
825	Transportation	North America	7	\$22,270	\$3,181
339	Manufacturing	Middle East	8	\$21,976	\$2,747
230	Retail	Europe	6	\$21,678	\$3,613
107	Education	Middle East	7	\$21,577	\$3,082
640	Transportation	Africa	7	\$21,504	\$3,072
760	Energy	Middle East	8	\$20,621	\$2,578
776	Retail	Asia-Pacific	6	\$20,512	\$3,419
604	Education	Asia-Pacific	7	\$20,386	\$2,912
603	Manufacturing	Asia-Pacific	6	\$20,359	\$3,393
478	Transportation	Africa	8	\$19,672	\$2,459
150	Transportation	Asia-Pacific	6	\$19,588	\$3,265
160	Manufacturing	Africa	7	\$19,226	\$2,747
246	Education	Middle East	7	\$19,128	\$2,733

Recency_days	Mean_ESG_Score	Avg_Order_Freq
1389	76.9422	.009142857
987	55.5965	.009142857
392	55.5965	.008000000
422	46.1674	.009142857
555	55.5965	.009142857
949	55.5965	.009142857
651	55.5965	.009142857
551	55.5965	.008000000
522	54.7227	.009142857
1021	67.1876	.006857143
1076	76.9422	.008000000
623	55.5965	.008000000
354	46.1674	.009142857
647	67.1876	.006857143
393	76.9422	.008000000
338	54.7227	.006857143
785	55.5965	.009142857
1331	55.5965	.006857143
542	54.7227	.008000000
885	76.9422	.008000000

Tim Tom's Star Clients: Top Customers Spotlight

CustomerID	Industry	Region	Nbr_Orders	Total_OrderAmount	Avg_Order	Recency_days
265	Healthcare	Europe	8	\$23,616	\$2,952	460
582	Technology	North America	8	\$22,413	\$2,802	604
808	Technology	South America	6	\$21,754	\$3,626	1273
639	Finance	Africa	7	\$21,450	\$3,064	804
617	Technology	Africa	8	\$21,004	\$2,625	670
363	Technology	Asia-Pacific	8	\$20,985	\$2,623	384
43	Finance	South America	7	\$20,693	\$2,956	650
204	Technology	Africa	5	\$19,949	\$3,990	917
827	Healthcare	Asia-Pacific	7	\$19,776	\$2,825	1052
658	Healthcare	Africa	5	\$19,767	\$3,953	1919
40	Healthcare	North America	7	\$19,203	\$2,743	1063
800	Healthcare	Middle East	5	\$19,150	\$3,830	455
71	Finance	North America	8	\$18,931	\$2,366	343
286	Healthcare	Asia-Pacific	5	\$18,396	\$3,679	1360
154	Healthcare	Middle East	5	\$17,885	\$3,577	753
456	Healthcare	Middle East	6	\$17,799	\$2,966	445
874	Technology	North America	7	\$17,715	\$2,531	353
429	Technology	North America	6	\$17,442	\$2,907	987
193	Technology	Africa	8	\$17,111	\$2,139	562
317	Healthcare	Europe	7	\$17,021	\$2,432	379

Mean_ESG_Score	Avg_Order_Freq
71.5016	.009142857
74.0090	.009142857
74.0090	.006857143
63.9248	.008000000
74.0090	.009142857
74.0090	.009142857
63.9248	.008000000
74.0090	.005714286
71.5016	.008000000
71.5016	.005714286
71.5016	.008000000
71.5016	.005714286
63.9248	.009142857
71.5016	.005714286
71.5016	.005714286
71.5016	.006857143
74.0090	.008000000
74.0090	.006857143
74.0090	.009142857
71.5016	.008000000

2022 Revenue Breakdown: Total Earnings Report

Total_Yearly_Revenue
\$800,245.71