

Customer Data Analysis

Year of Order Date

(All)

Customers
793

Orders
5,009

SALES
\$2.30M

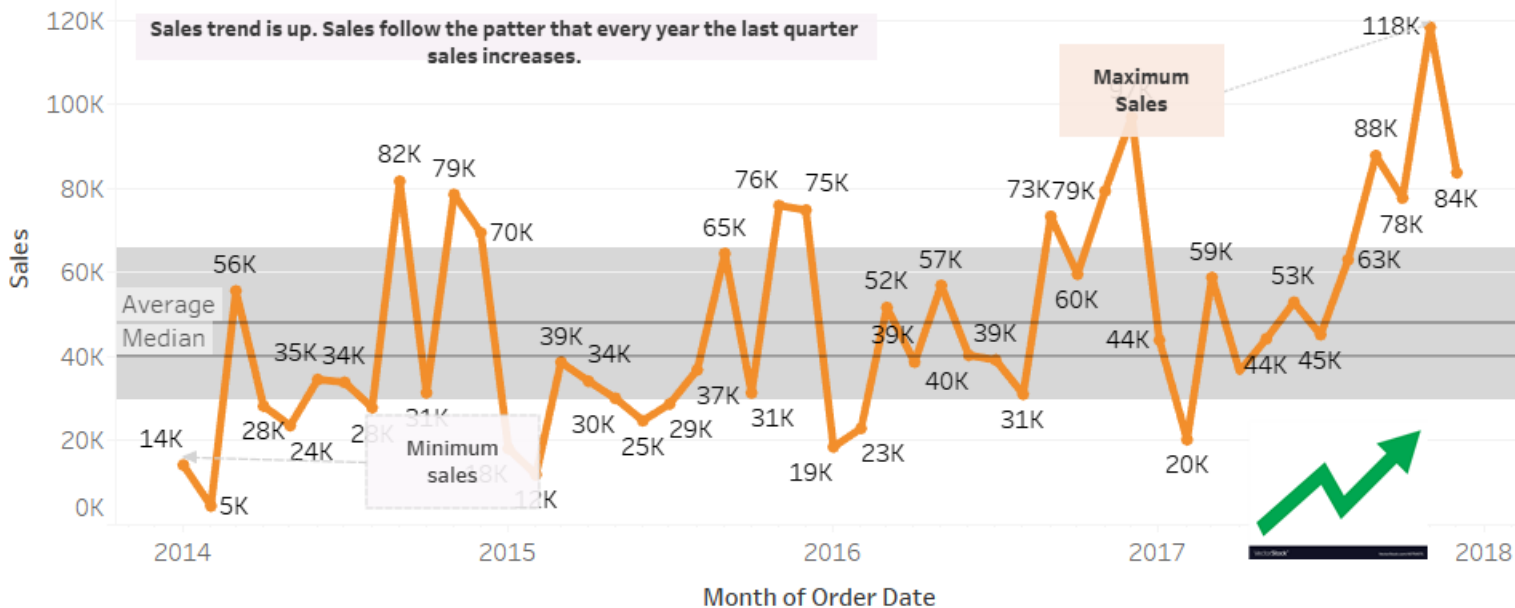
Profit
\$0.29M

Profit Margin
12.03%

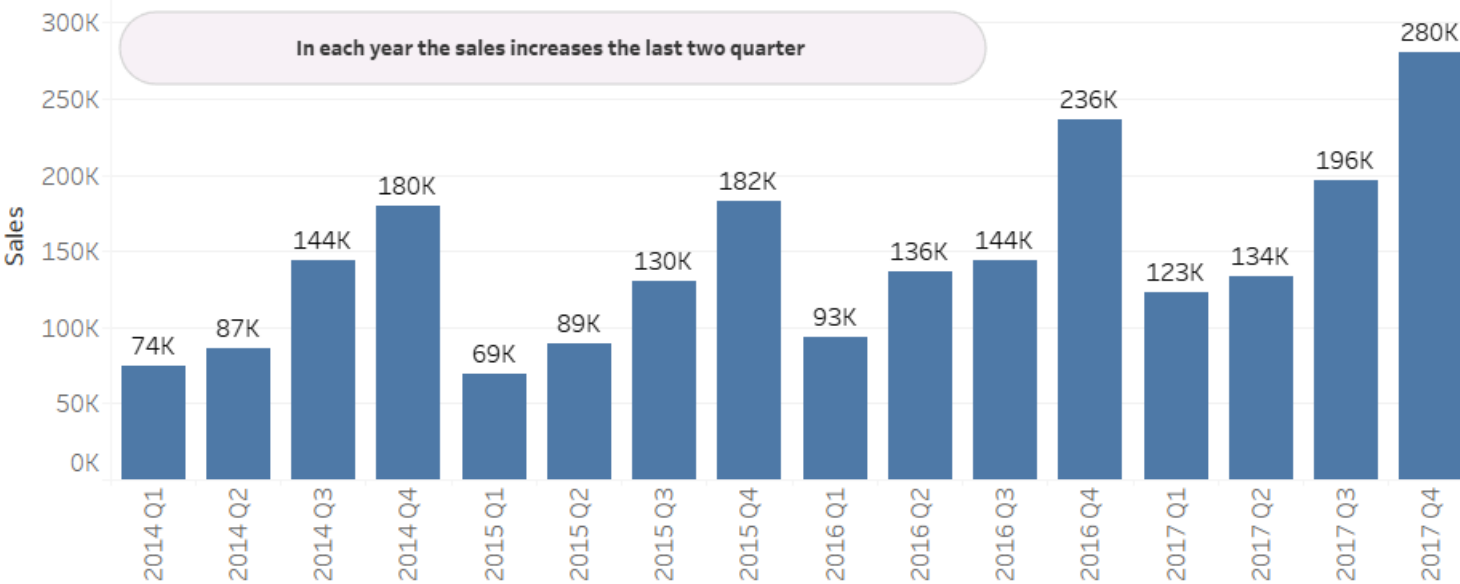
Average Discount
15.62%

Average Delivery
4 Days

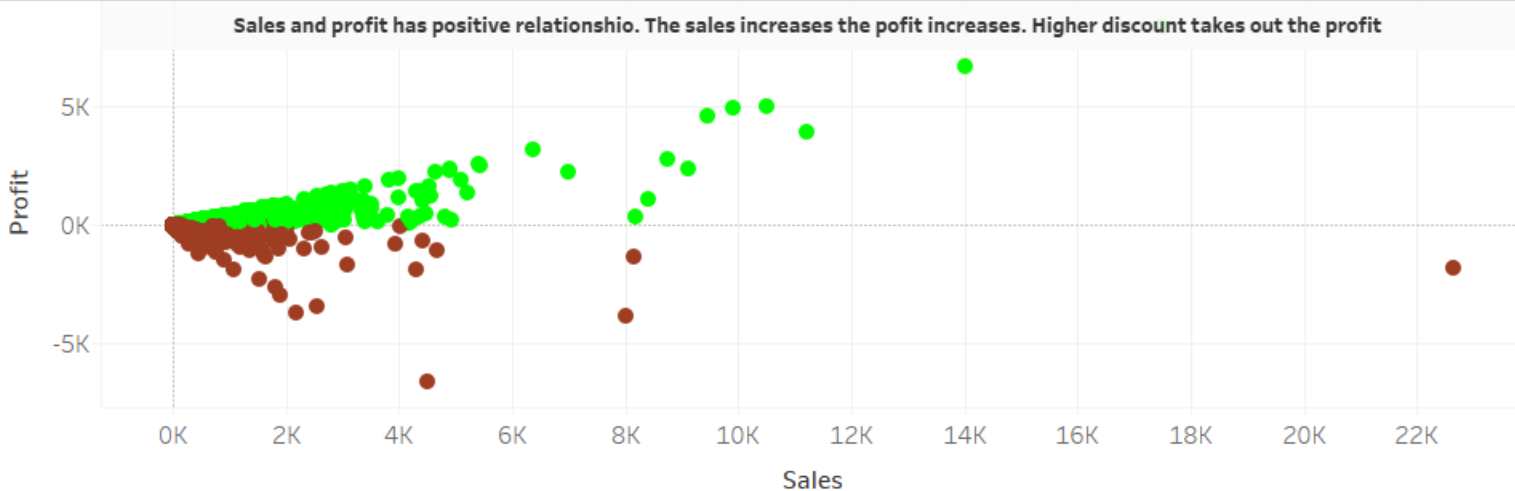
Sales trend is up.



Quarterly Sales



Sales vs Profit



Discount vs Profit



Customer Data Analysis

Year of Order Date

2015

Customers
573

Orders
1,038

SALES
\$0.47M

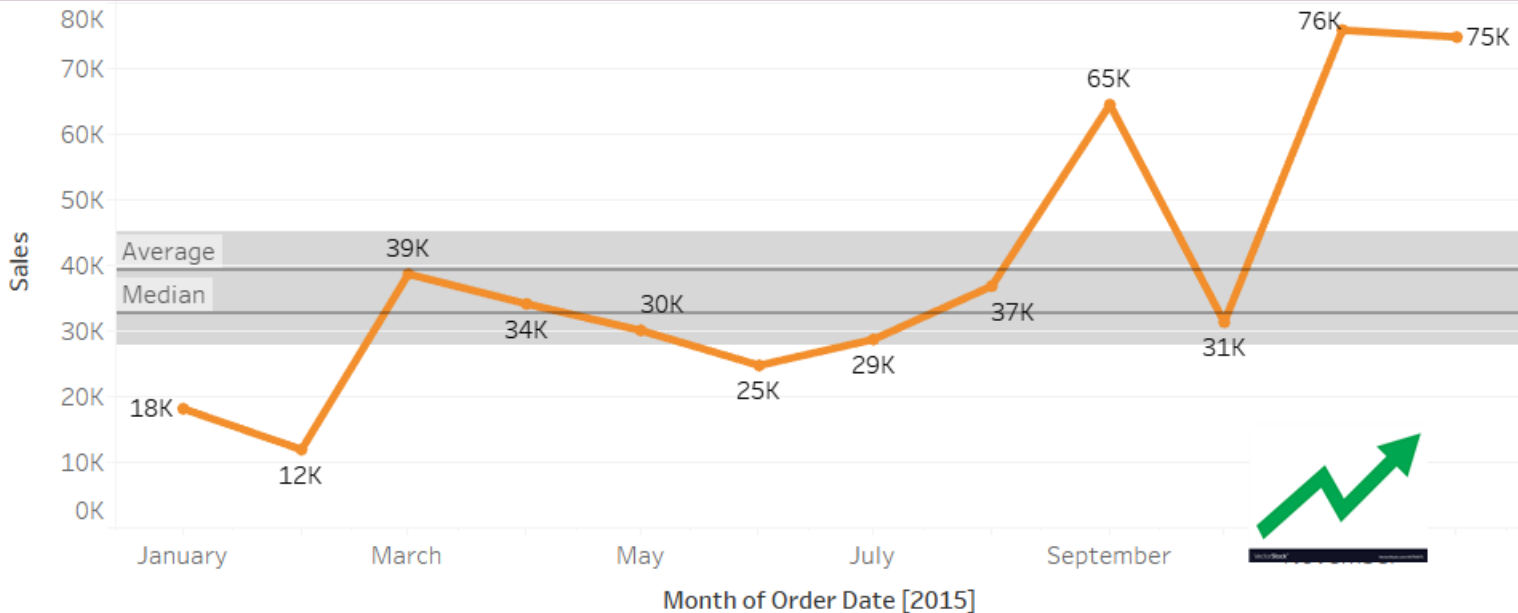
Profit
\$0.06M

Profit Margin
11.76%

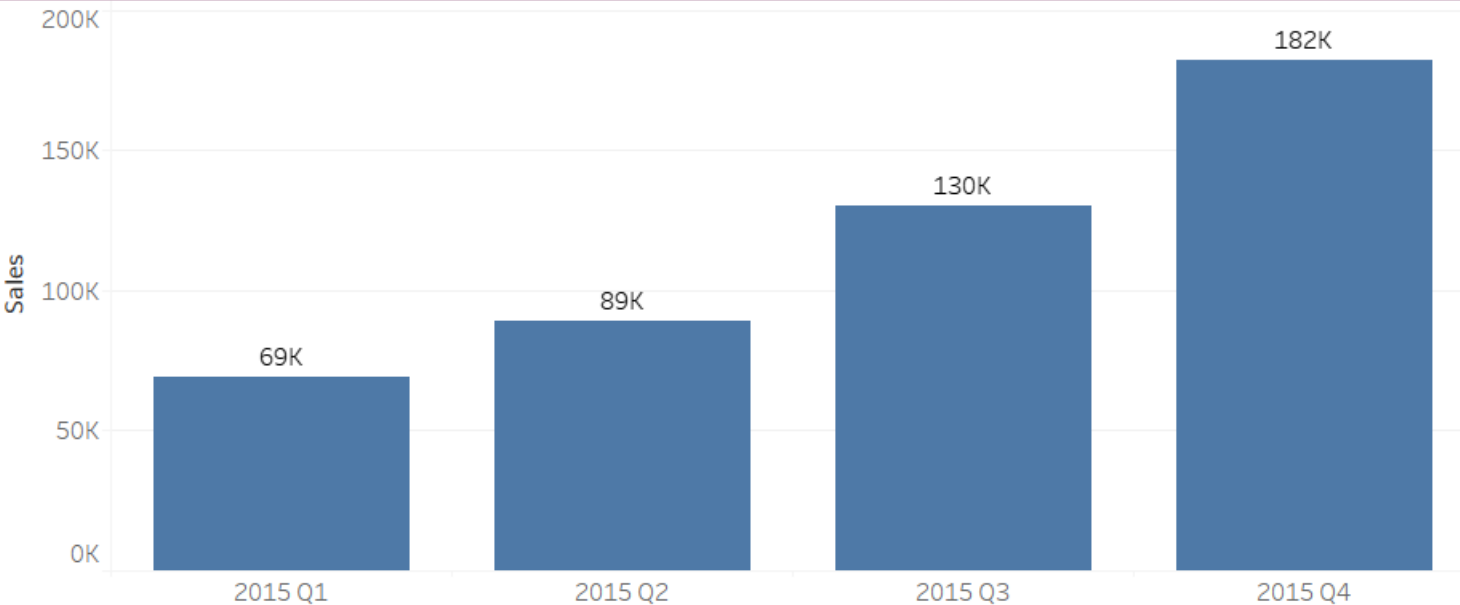
Average Discount
15.56%

Average Delivery
4 Days

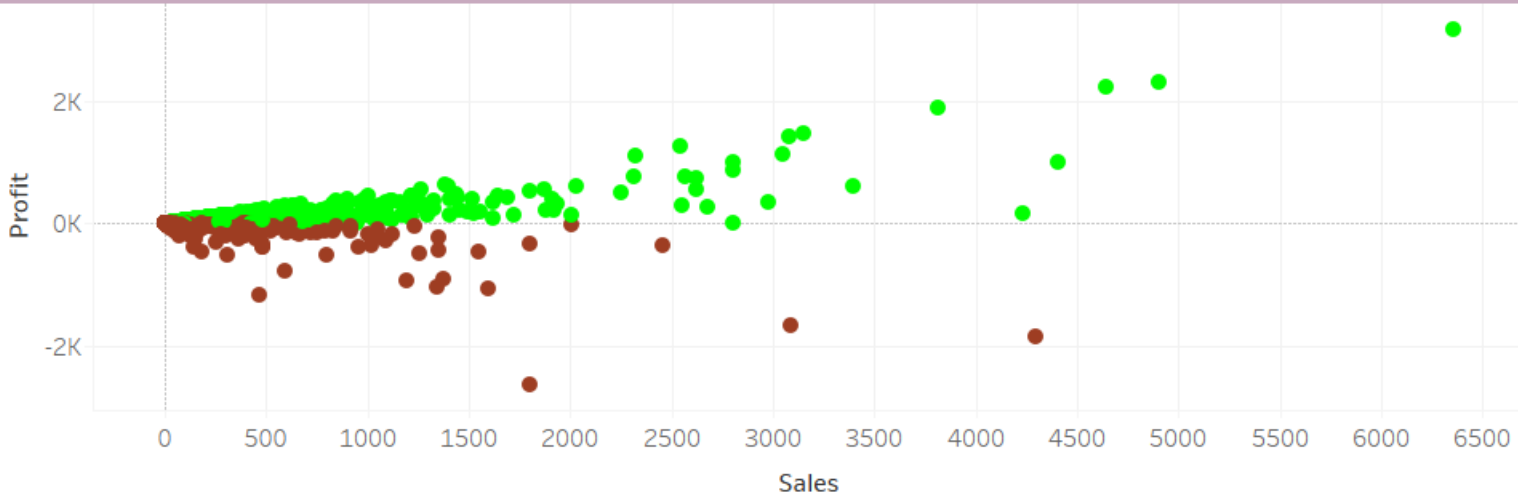
Sales trend is up.



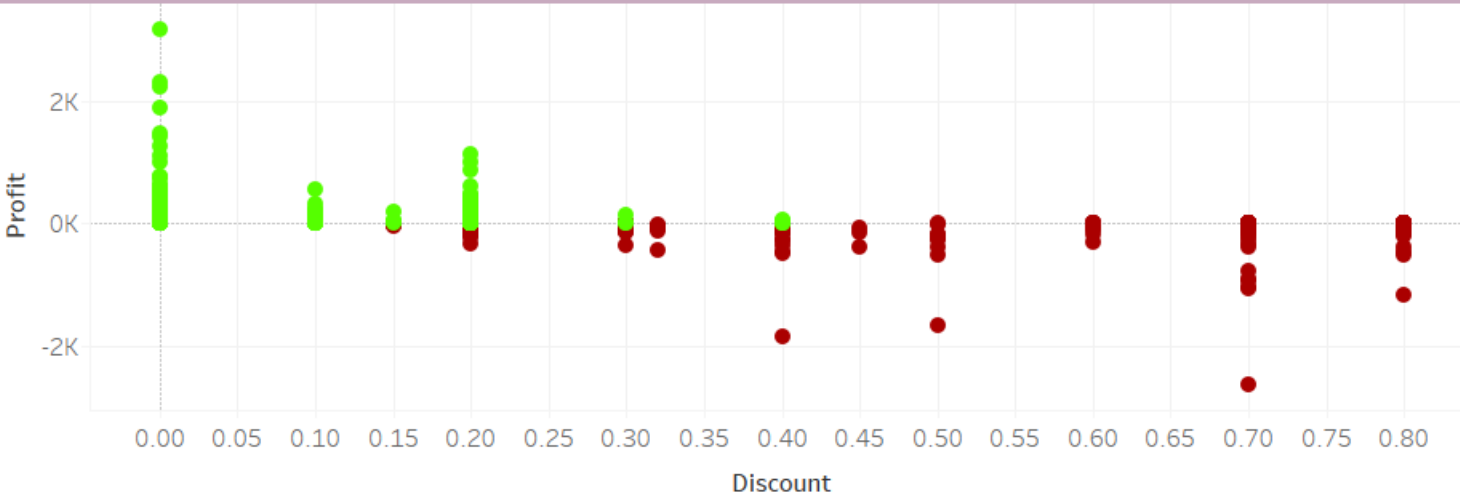
Quarterly Sales



Sales vs Profit



Discount vs Profit



Customer Data Analysis

Year of Order Date

2017

Customers
693

Orders
1,687

SALES
\$0.73M

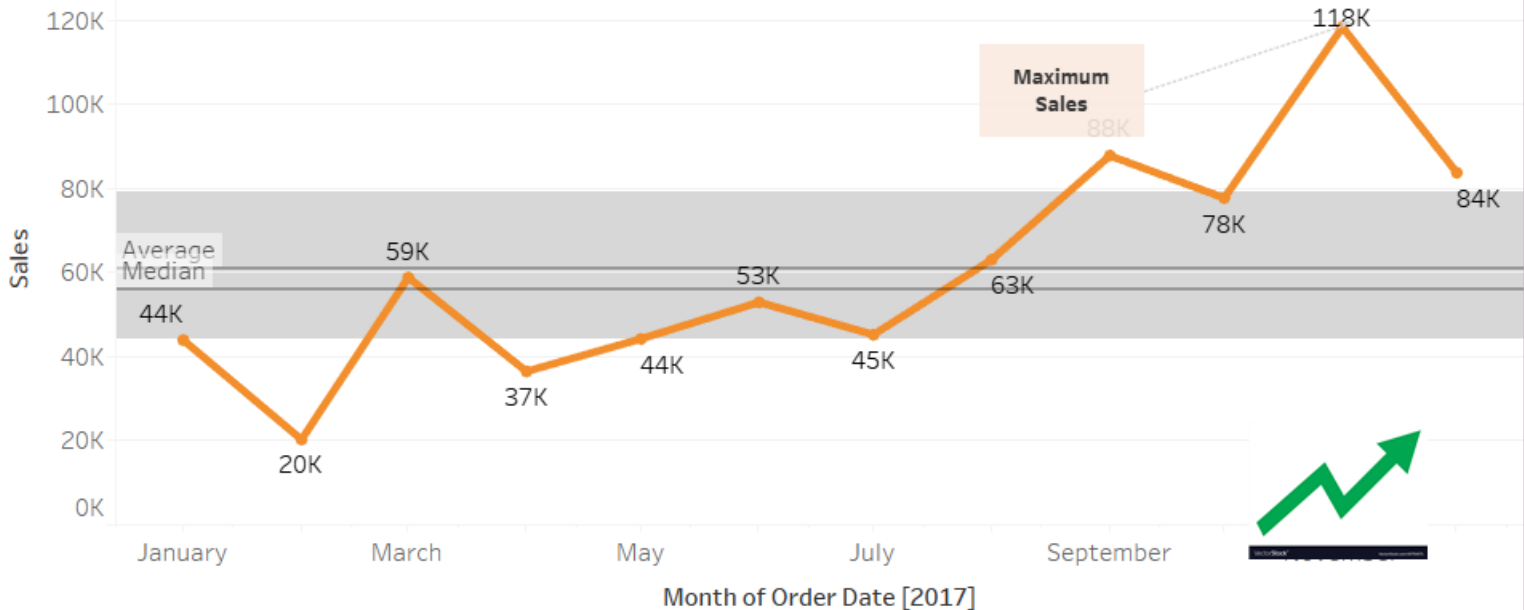
Profit
\$0.09M

Profit Margin
11.60%

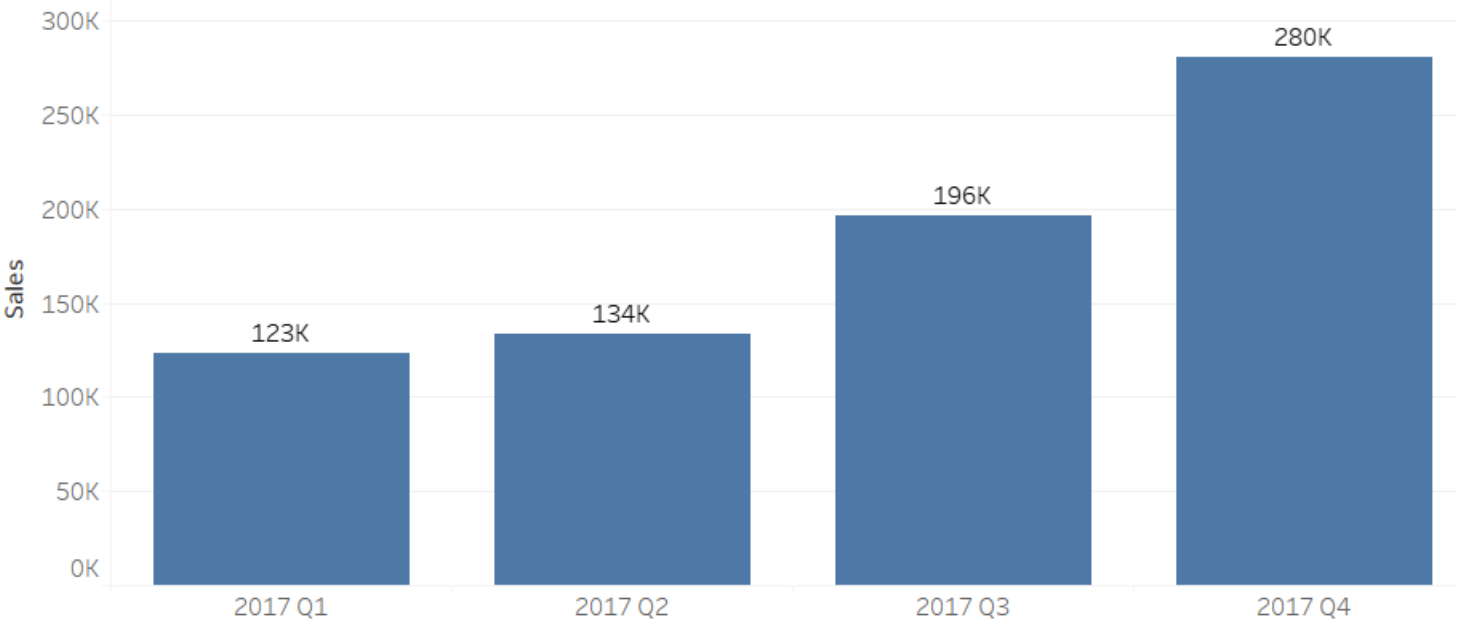
Average Discount
15.65%

Average Delivery
4 Days

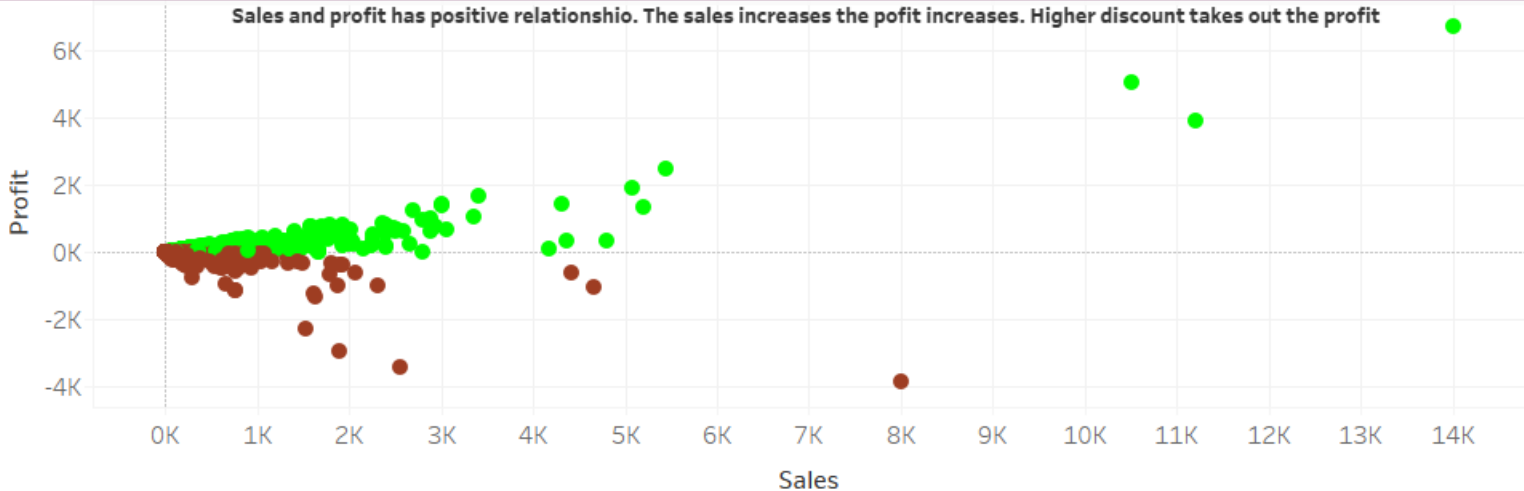
Sales trend is up.



Quarterly Sales



Sales vs Profit



Discount vs Profit



Story 1: Quarterly Sale

The quarterly sales from 2014 to 2017 show consistent growth, with Q4 2016 reaching the highest sales of \$236.10K. This upward trend continues into Q4 2017, hitting \$280.05K, indicating strong year-end performance driven by seasonal promotions

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(All)

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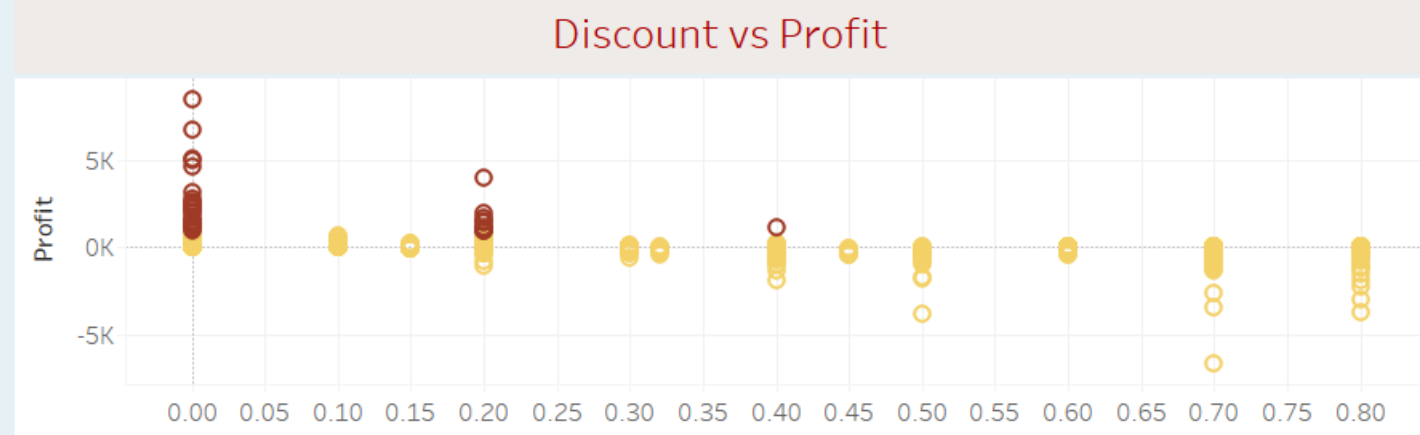
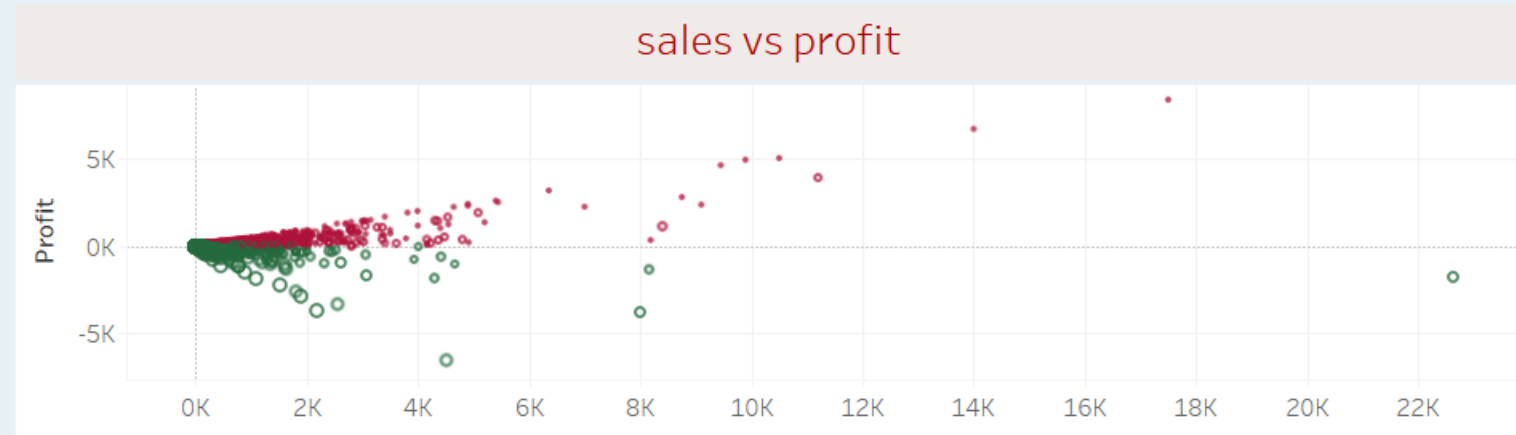
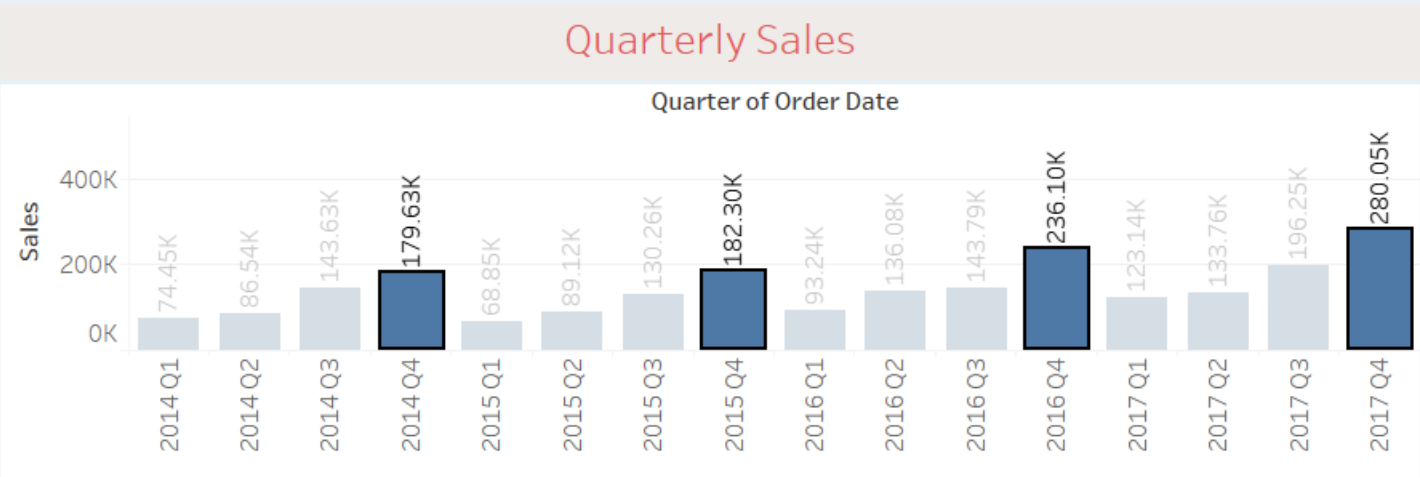
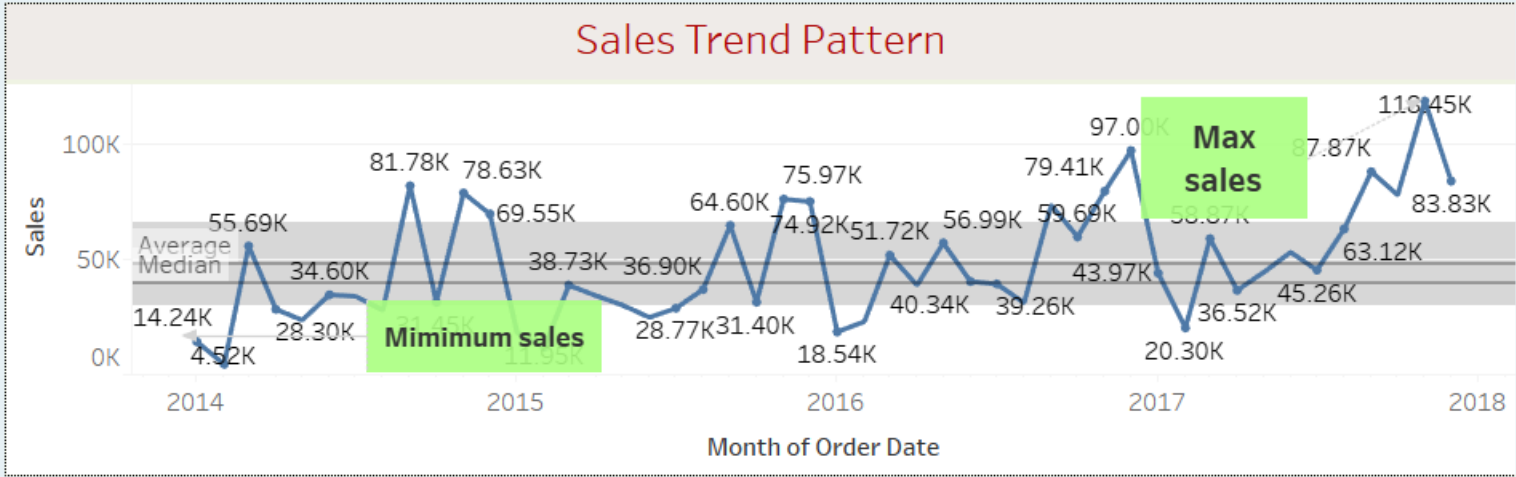
Sales
2.30M

Profit
0.29M

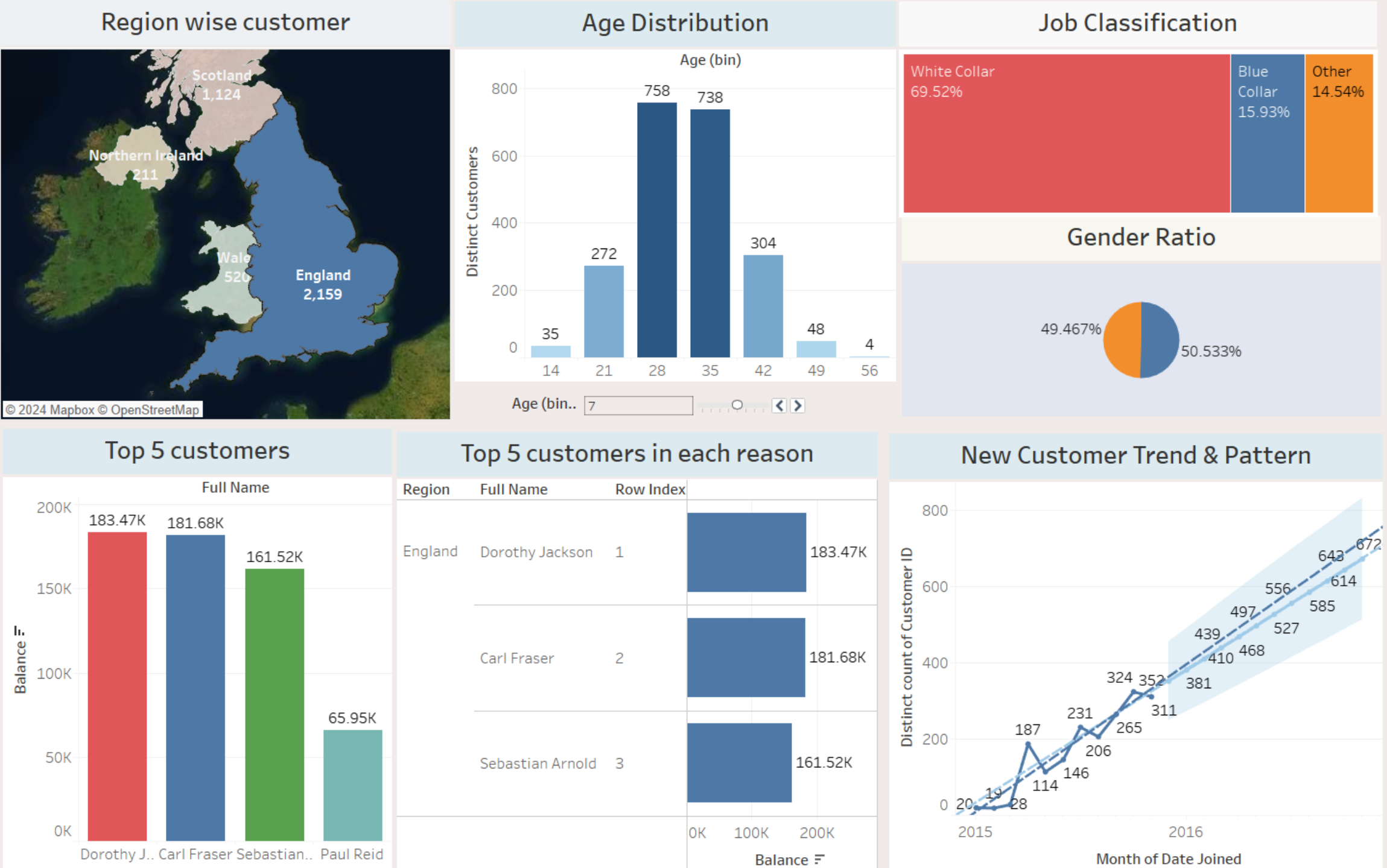
Profit Margin
12.03%

Average Delivery
4 Days

Average Discount
15.62%

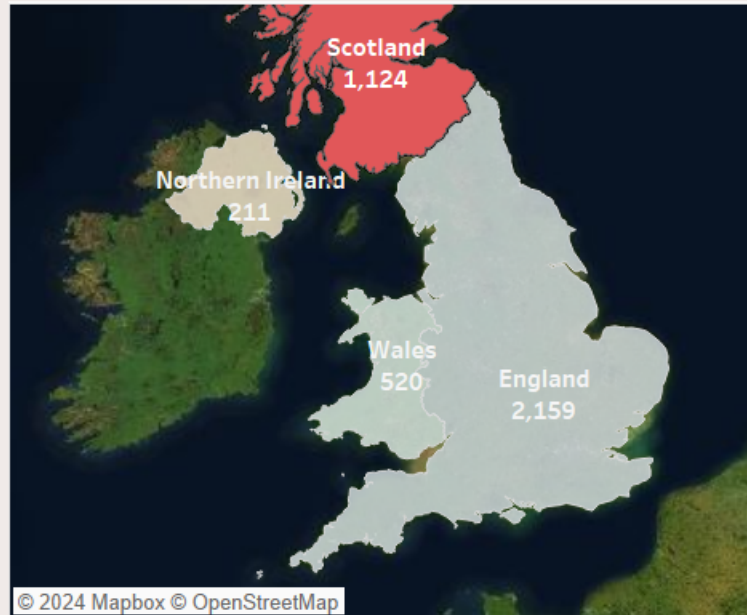


UK Bank Customer Data Analysis

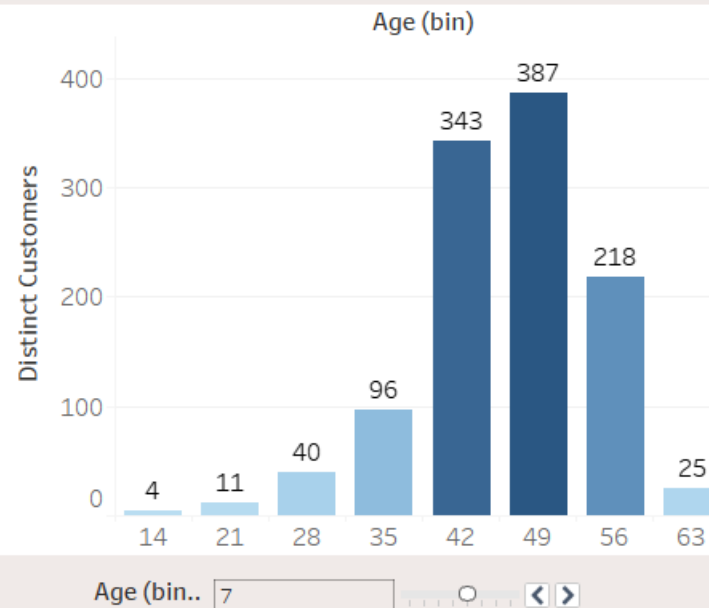


UK Bank Customer Data Analysis

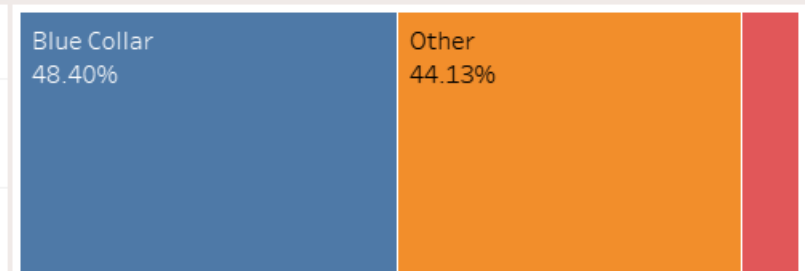
Region wise customer



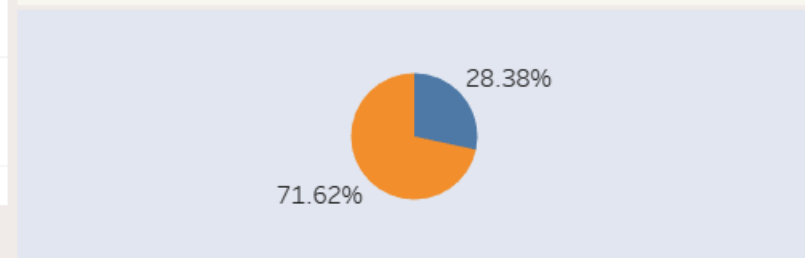
Age Distribution



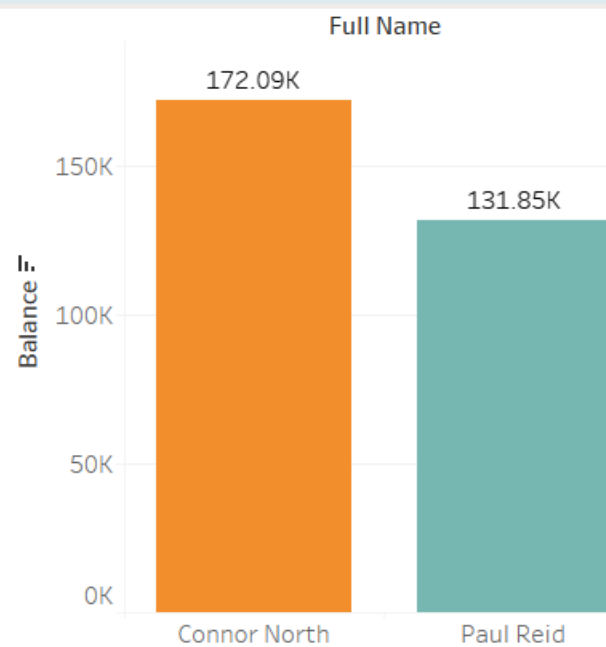
Job Classification



Gender Ratio



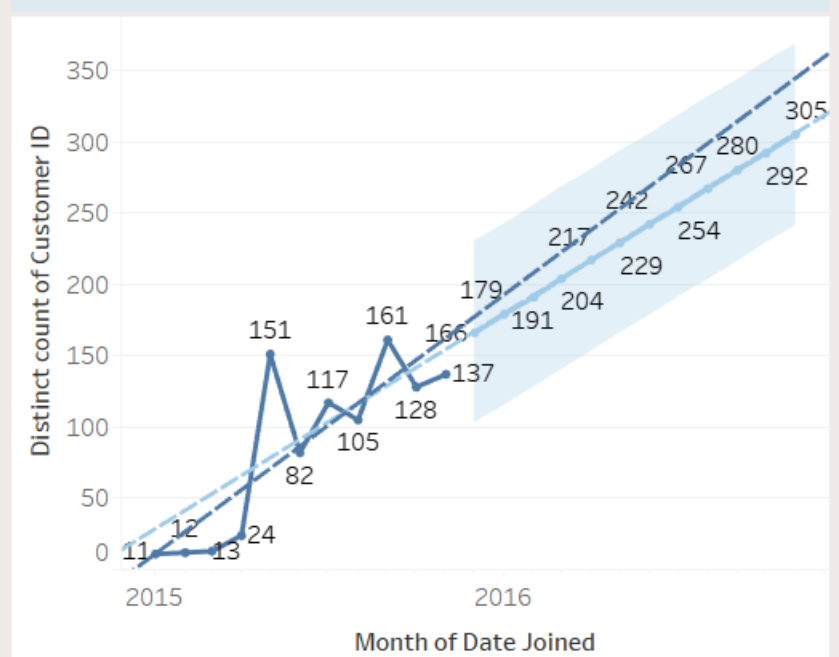
Top 5 customers



Top 5 customers in each reason

Region	Full Name	Row Index	
Scotland	Connor North	1	172.09K
	Stewart Vaughan	2	141.79K
	Dan Forsyth	3	139.61K

New Customer Trend & Pattern



England holds the highest number of customers (2,159), followed by Scotland (1,124) and Wales (522).

UK Bank Customer Data Analysis

