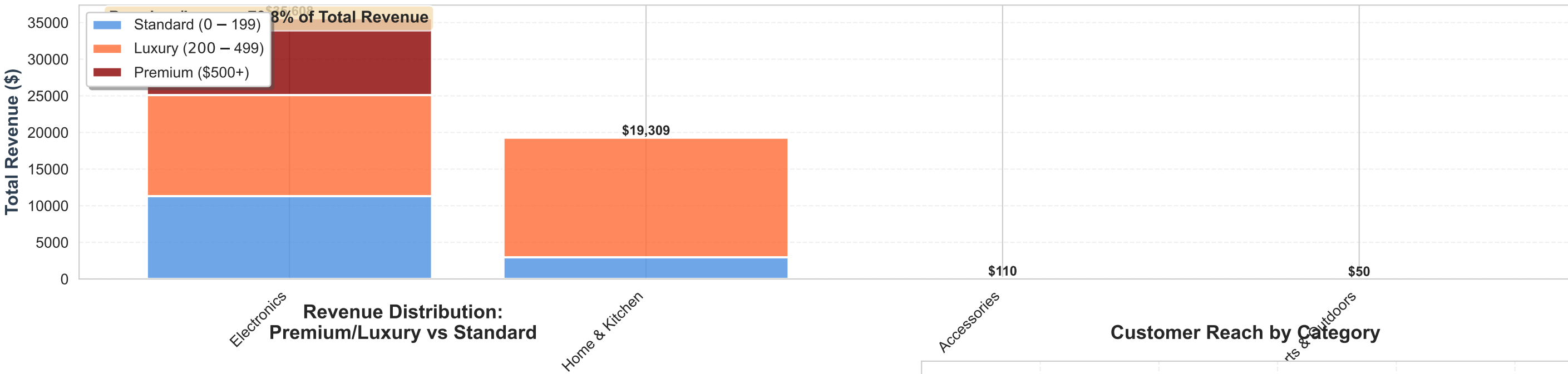
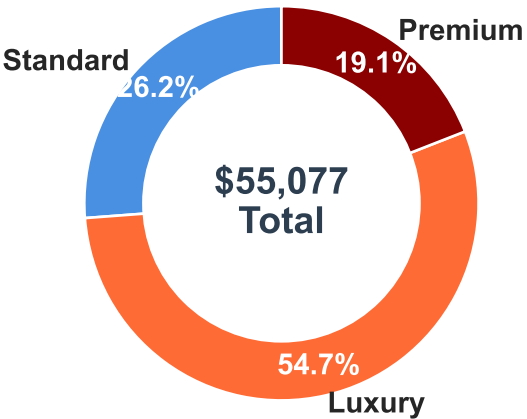


Customer Spending Analysis: Product Categories & Premium/Luxury Sales

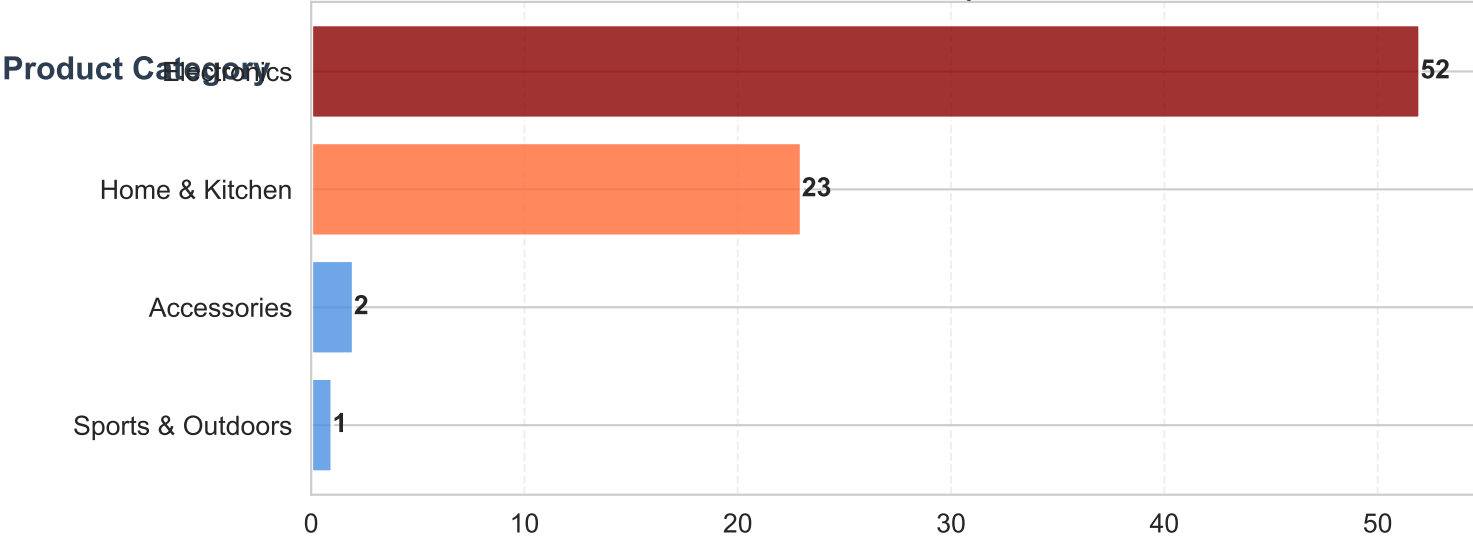
Revenue by Product Category (Stacked by Price Tier)



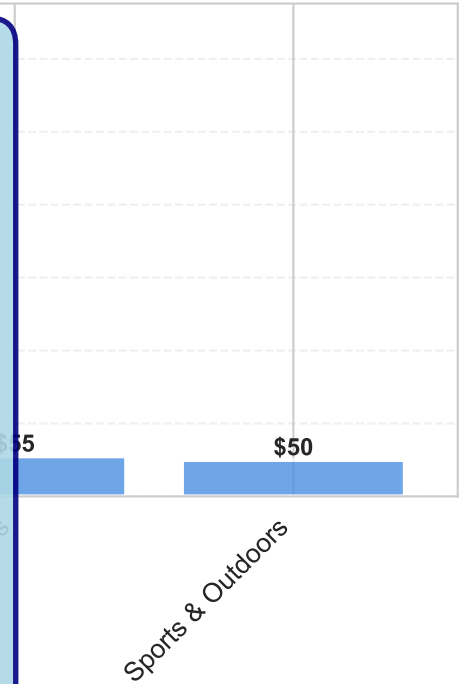
Revenue Distribution: Premium/Luxury vs Standard



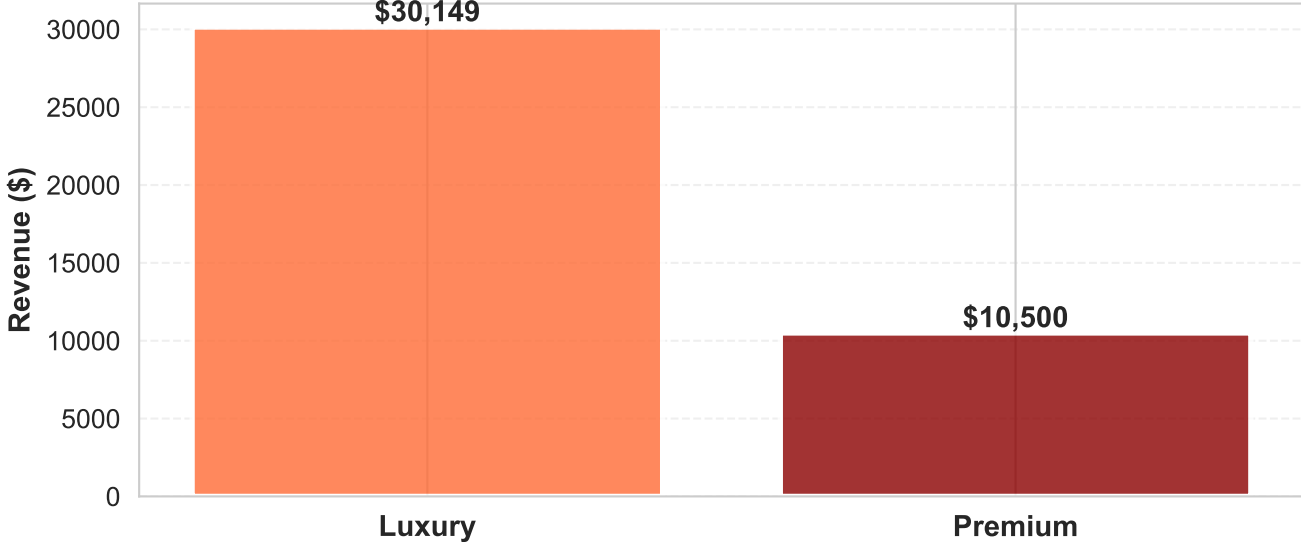
Customer Reach by Category



Average Order Value by Category



Premium/Luxury Revenue by Tier



EXECUTIVE SUMMARY - KEY INSIGHTS

- Total Revenue: \$55,076.99
 - Top Category: Electronics (\$35,607.85, 64.7% of total)
 - Average Order Value: \$567.80
- Premium/Luxury Performance:
 - Premium/Luxury Revenue: \$40,648.86 (73.8% of total)
 - 3 premium/luxury product categories
 - Strong performance in high-value segments
- Category Insights:
 - 4 active product categories
 - Electronics and Home & Kitchen show strong premium sales
 - Diversified revenue across multiple categories
- Recommendations:
 - Focus marketing on top-performing categories
 - Expand premium product offerings in high-growth categories
 - Leverage luxury customer base for cross-selling opportunities