

Customer Spending Analysis Dashboard

EXECUTIVE SUMMARY

- Total Revenue: \$55,077
- Premium/Luxury: 73.8% of revenue
- Top Category: Electronics
- Avg Order Value: \$568

\$55,077

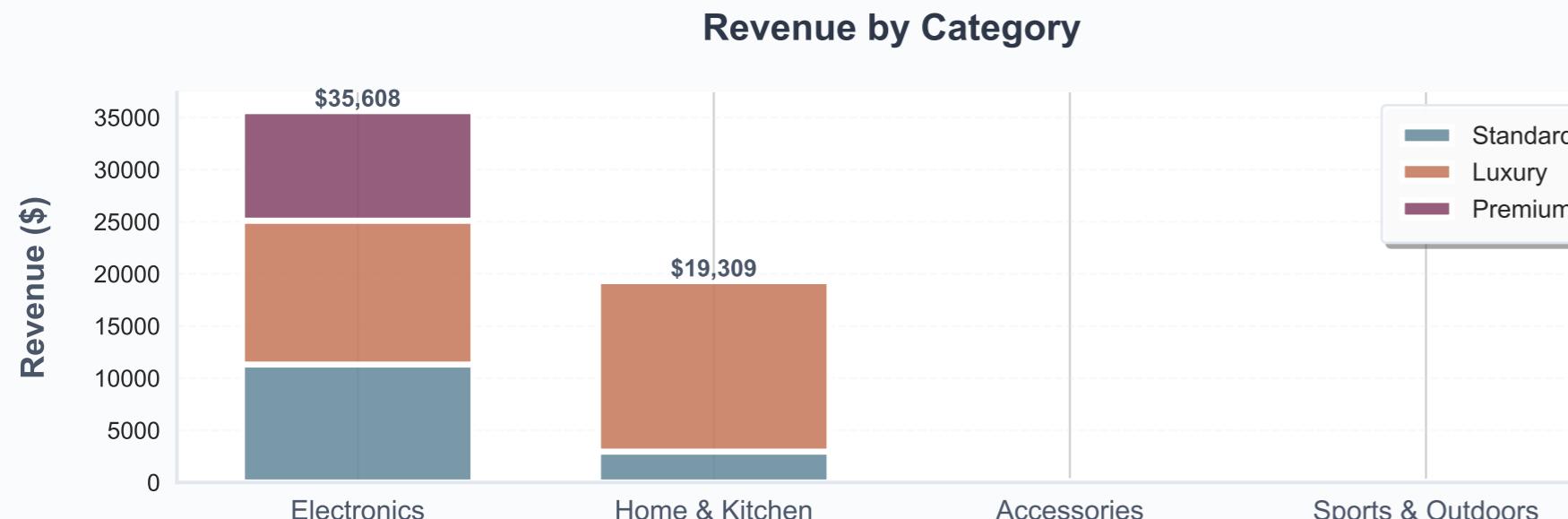
Total Revenue

\$568

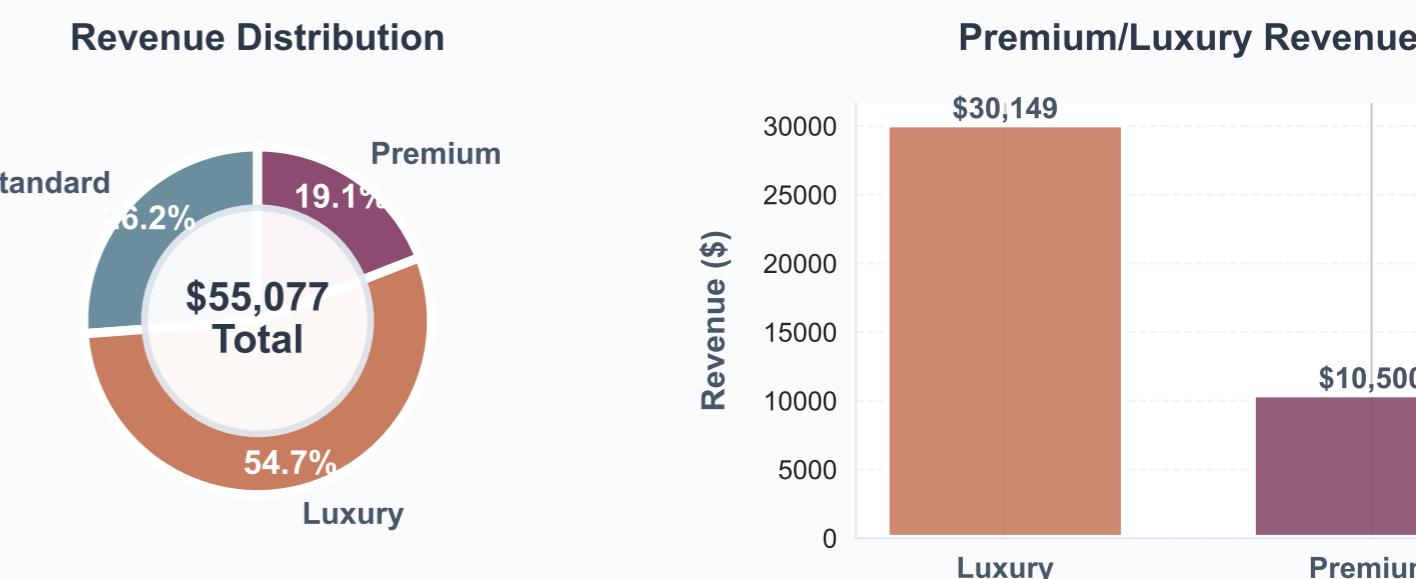
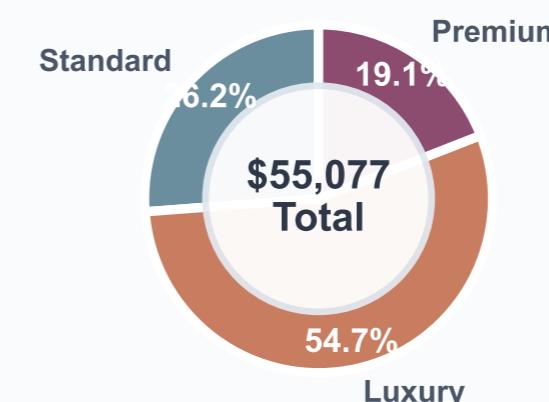
Avg Order Value

Electronics

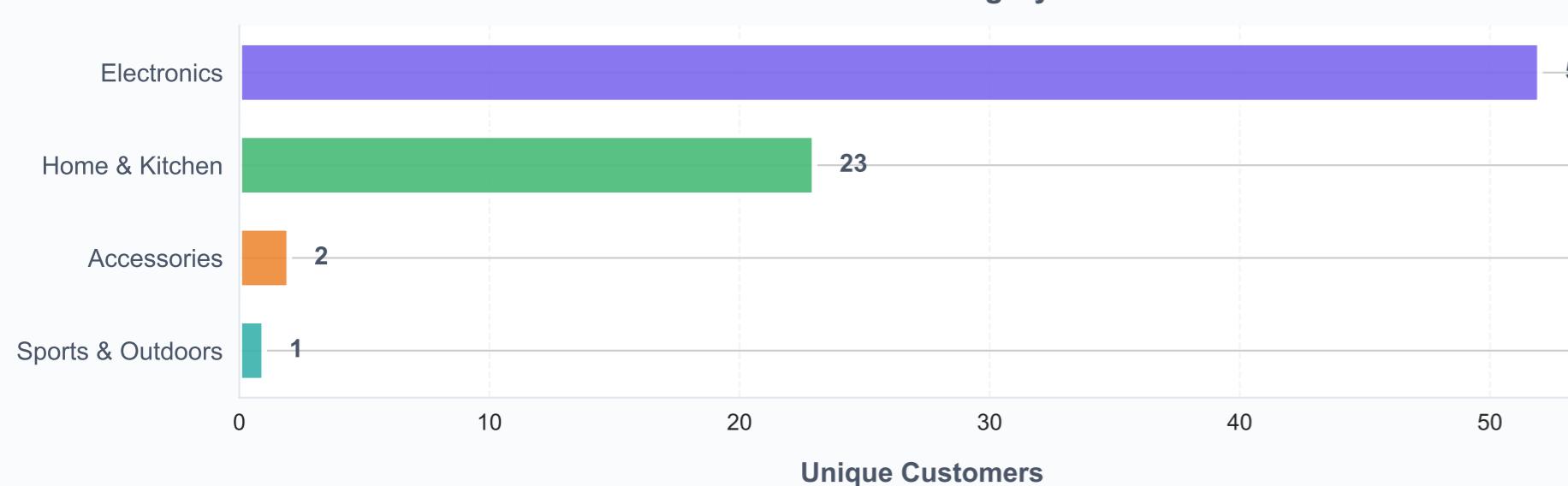
Top Category



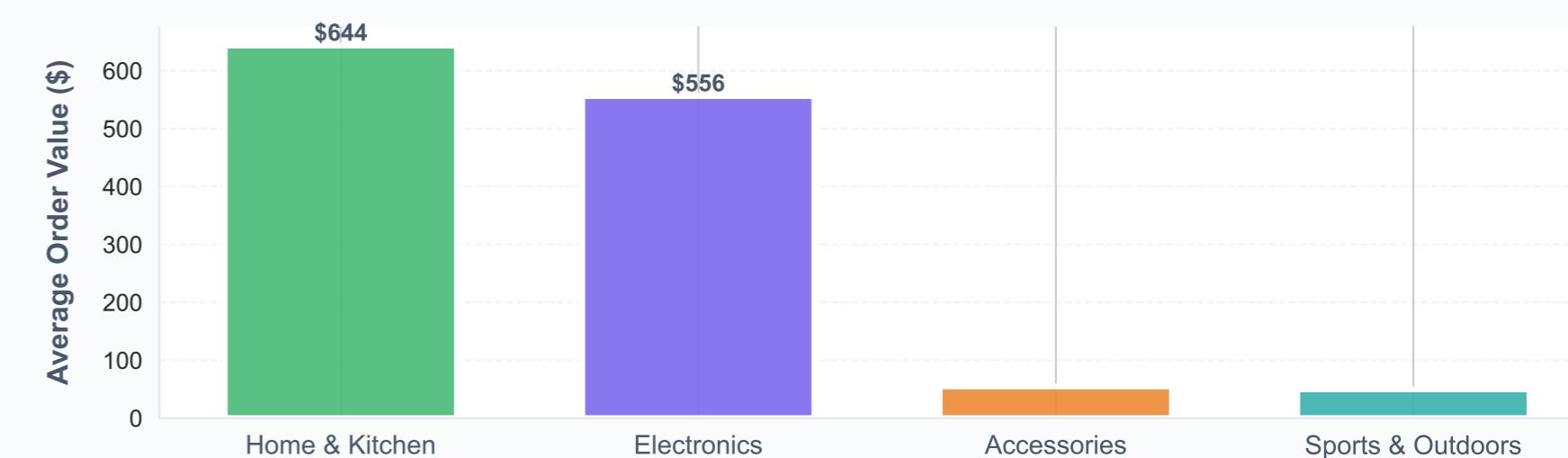
Revenue Distribution



Customer Reach by Category



Average Order Value by Category



STRATEGIC RECOMMENDATIONS

- Focus marketing efforts on Electronics category
- Expand premium product offerings in high-growth segments
- Leverage luxury customer base for cross-selling opportunities
- Develop targeted campaigns for premium product categories