

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

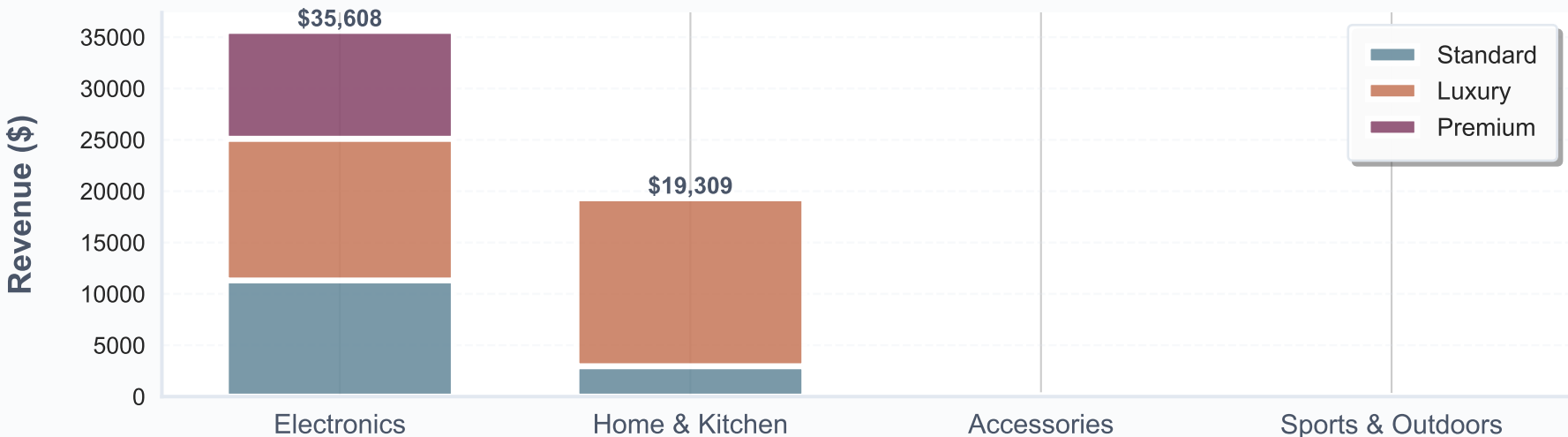
\$568

Avg Order Value

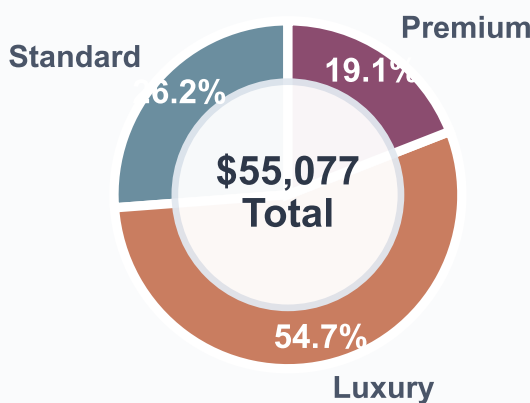
Electronics

Top Category

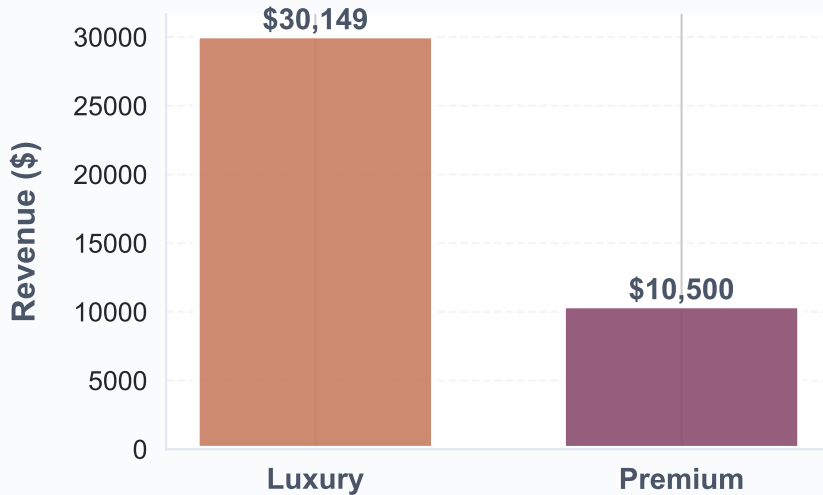
Revenue by Category



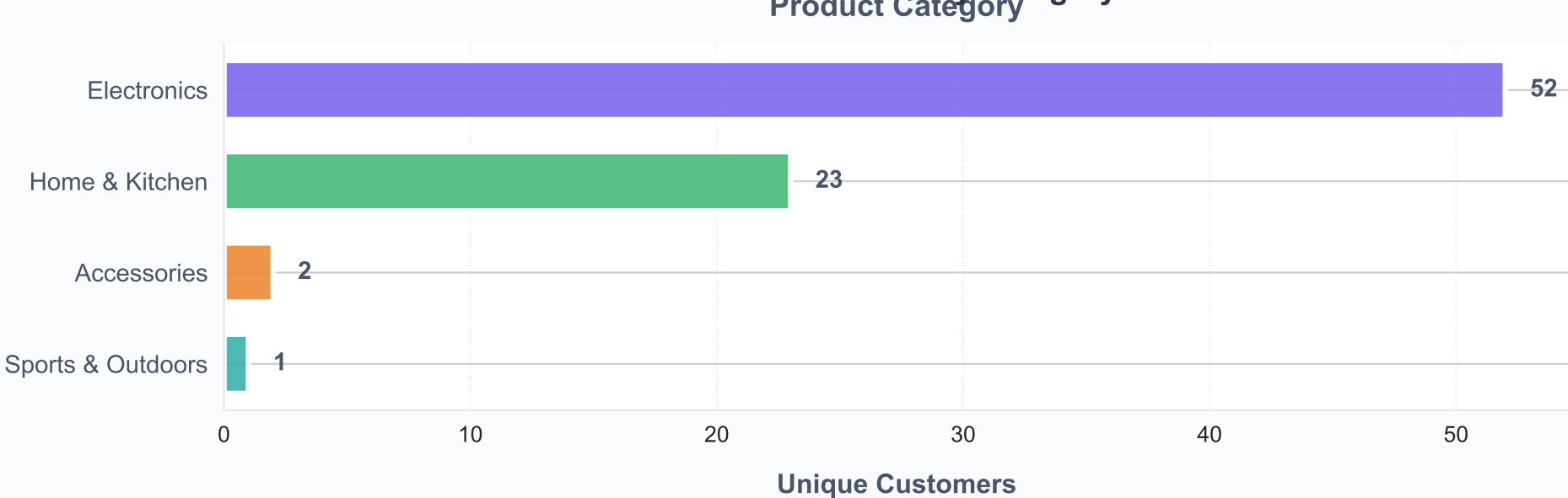
Revenue Distribution



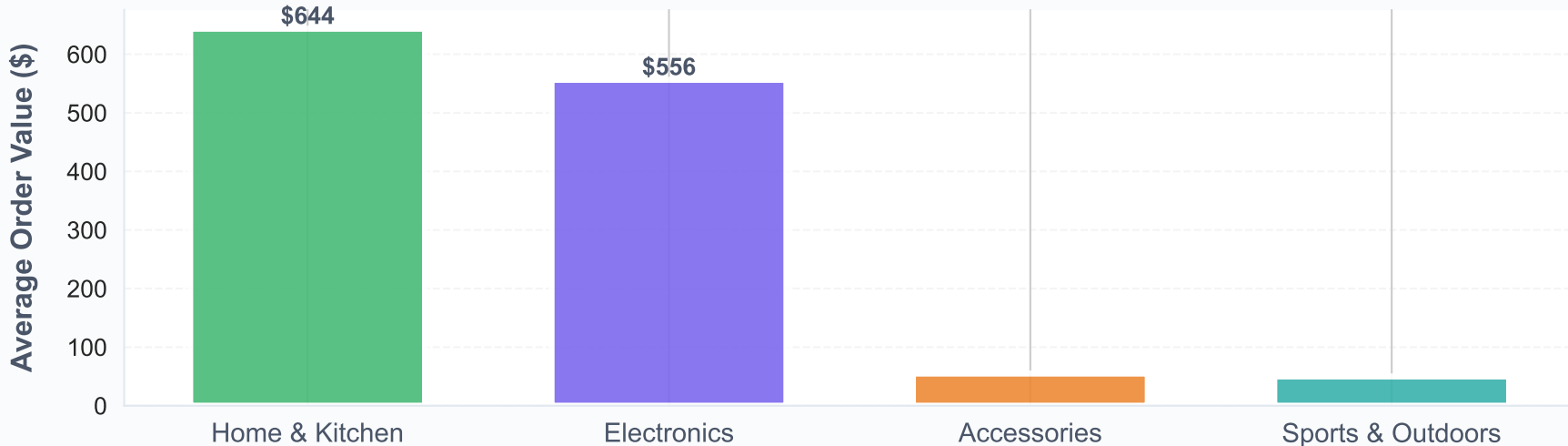
Premium/Luxury Revenue



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