



# REVENUE ANALYSIS AND CUSTOMER SEGMENTATION



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Revenue Analysis

Customer Segmentation

RFM Analysis



# ONLINE RETAIL

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Revenue Analysis

Customer  
Segmentation

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5765

Count of NewID

19959

Total Orders

5588375

Quantity sold

\$10,655,622

Total Revenue

38

Total Countries

Country	Total Customers	Total orders	Total Revenue	% share of Revenue
United Kingdom	3921	485122	\$9,014,160.023999998	84.60%
Netherlands	9	2359	\$285,446.340000001	2.68%
EIRE	4	7890	\$283,453.959999994	2.66%
Germany	94	9040	\$228,867.140000015	2.15%
France	88	8407	\$209,715.110000007	1.97%
Australia	9	1182	\$138,521.309999999	1.30%
Spain	30	2484	\$61,577.109999996	0.58%
Switzerland	22	1966	\$57,089.899999993	0.54%
Belgium	25	2031	\$41,196.3400000011	0.39%
Sweden	8	451	\$38,378.3300000004	0.36%
Japan	8	321	\$37,416.37	0.35%
Norway	10	1071	\$36,165.43999	0.34%
Total	4339	530103	\$10,655,622.484	100.00%

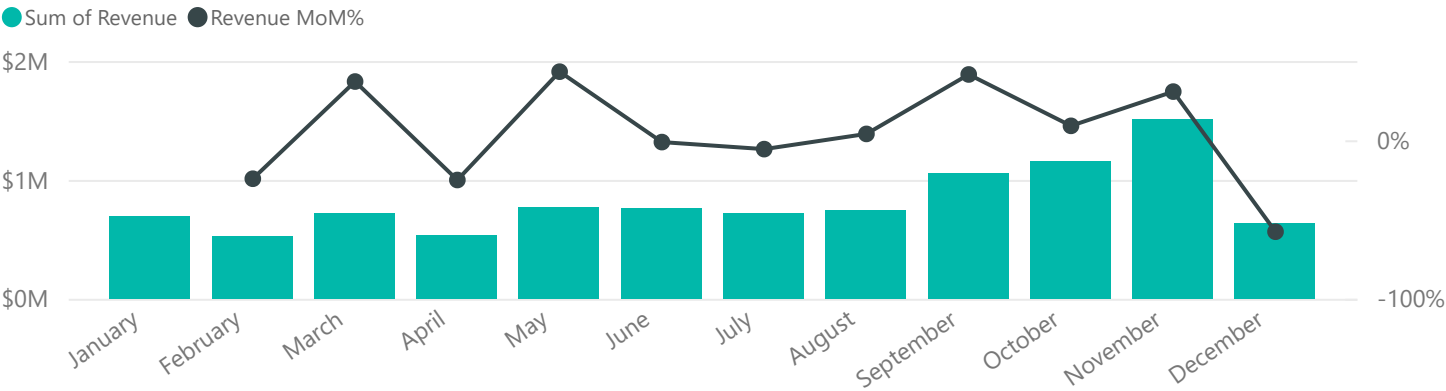
## Top 05 Products (Revenue Wise)

Description	Total Revenue
DOTCOM POSTAGE	\$206,249
REGENCY CAKESTAND 3 TIER	\$174,485
PAPER CRAFT , LITTLE BIRDIE	\$168,470
WHITE HANGING HEART T-LIGHT HOLDER	\$106,293
PARTY BUNTING	\$99,504
Total	\$755,000

## Top 05 Products (Quantity Wise)

Description	Quantity sold
PAPER CRAFT , LITTLE BIRDIE	80995
MEDIUM CERAMIC TOP STORAGE JAR	78033
WORLD WAR 2 GLIDERS ASSTD DESIGNS	55047
JUMBO BAG RED RETROSPOT	48474
WHITE HANGING HEART T-LIGHT HOLDER	37891
Total	300440

## Total Revenue





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Total Customers

117

Avg. Recency Value (days)

3.46

Avg. Frequency Value (times)

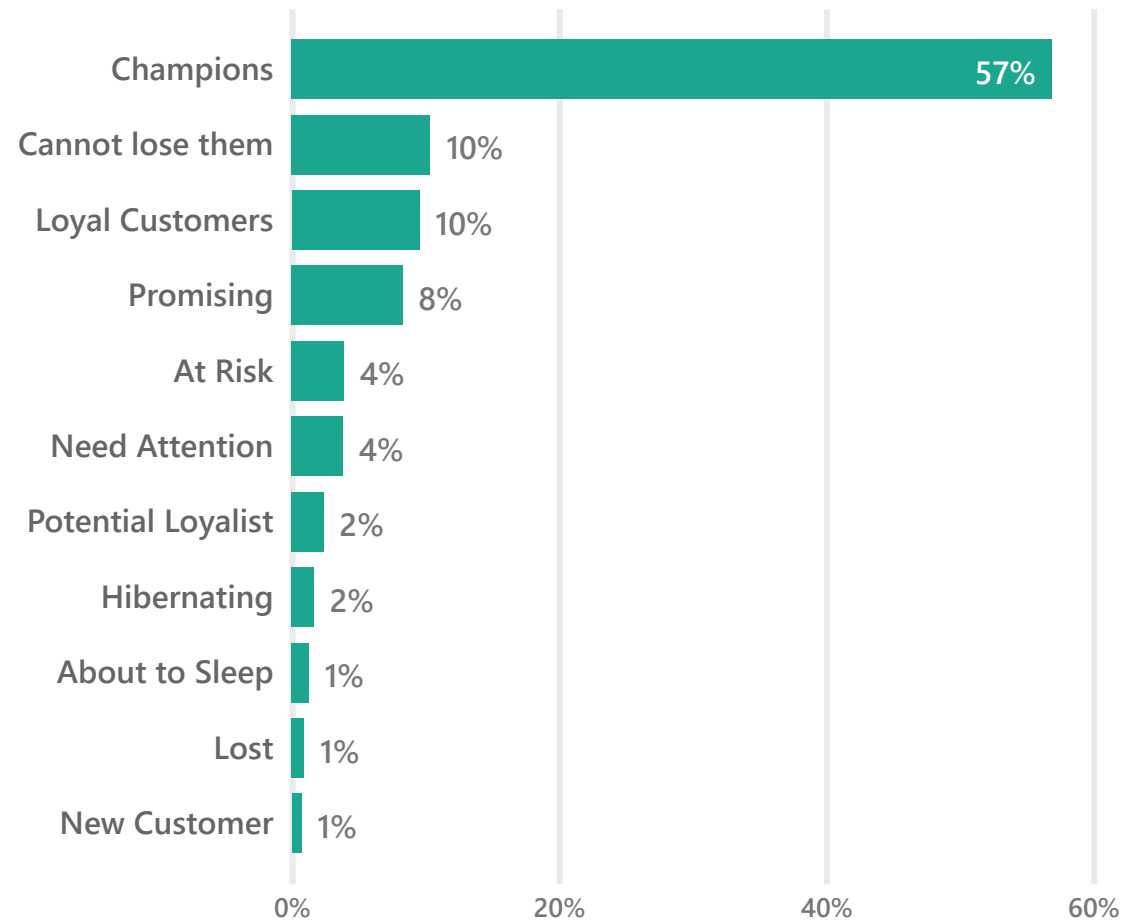
1,848

Avg. Monetary Value (\$)

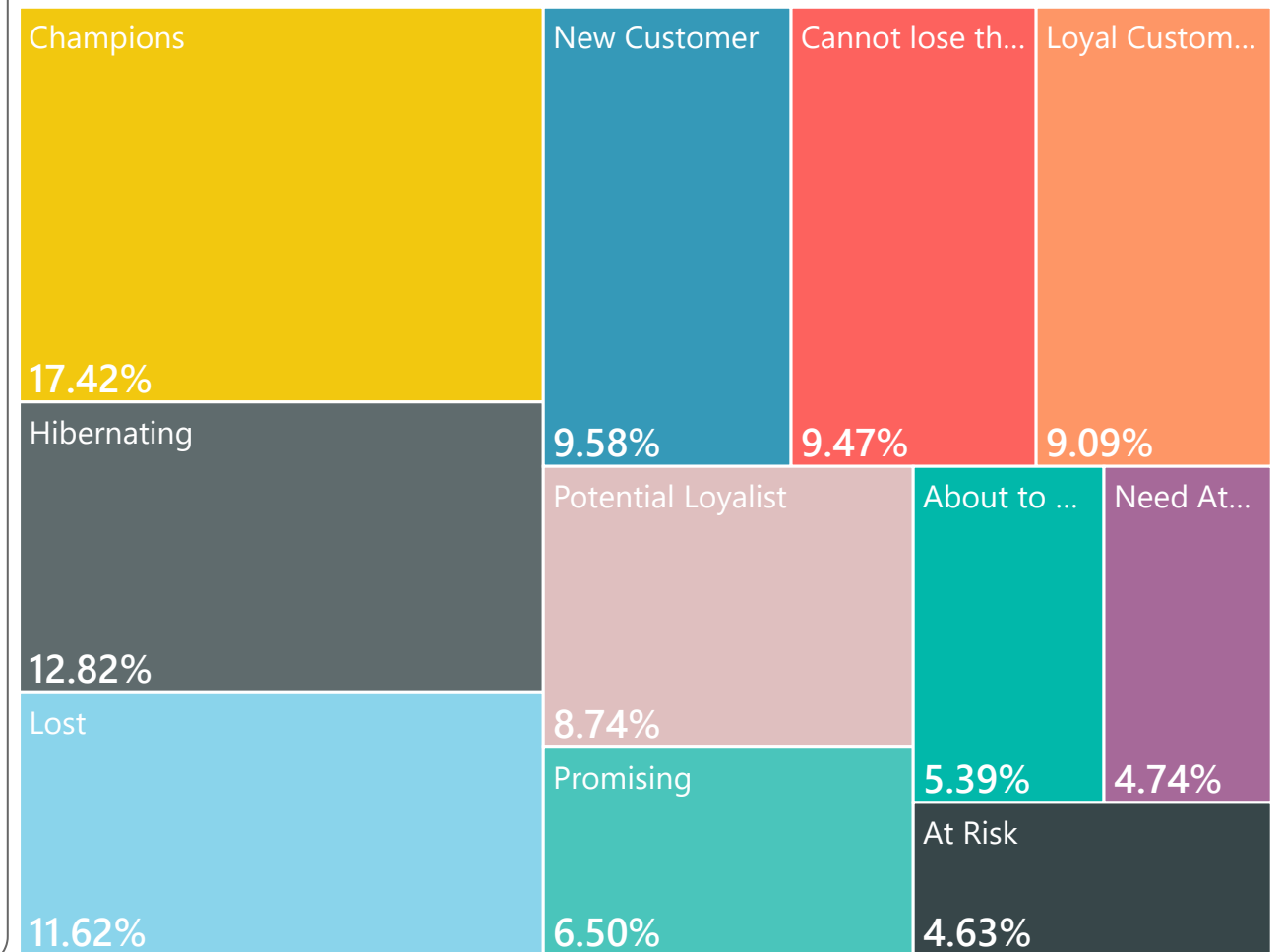
11

Total Segments

## % of Revenue in each Customer Segment



## RFM-Customer Segments

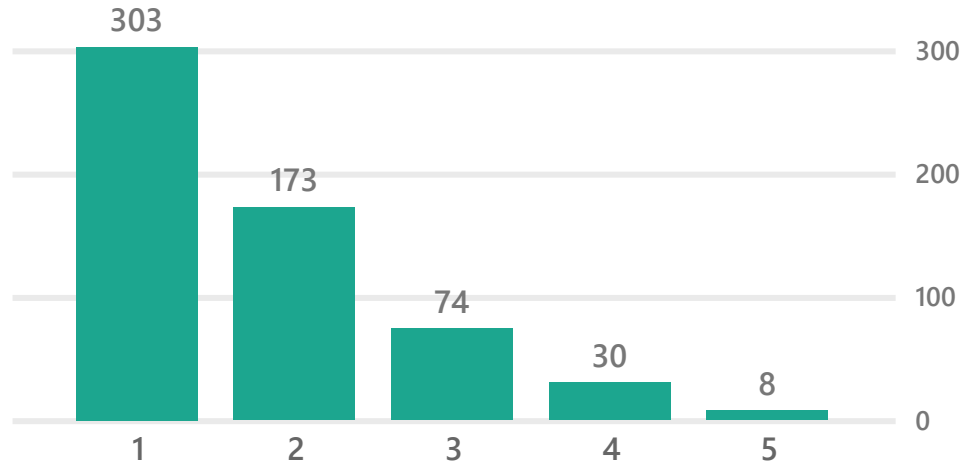




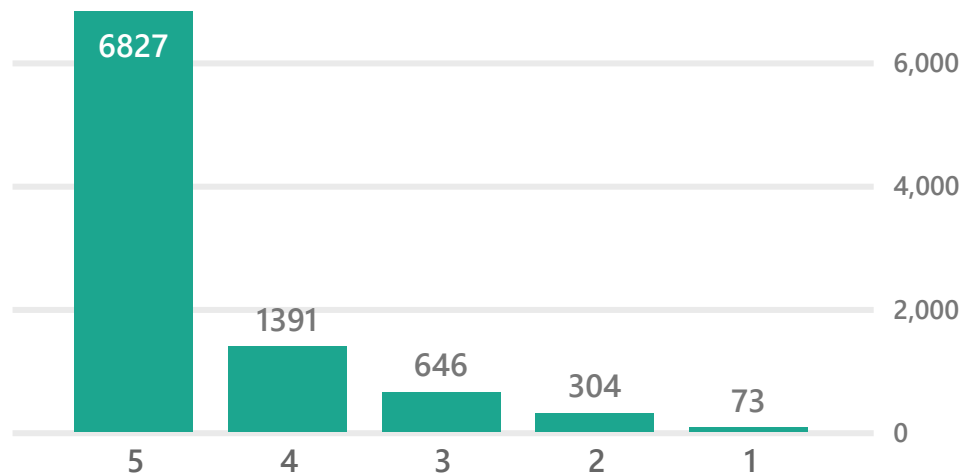
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## Average Recency by R Score



## Average Monetary Value by M Score



## Average Recency and Frequency of Customer Segment with Revenue

