

Amazon Sales & Customer Value Analysis

Customer Segmentation • Revenue Trends • Business Insights

Key Insights

- High-value customers represent a smaller portion of the customer base but contribute approximately 50% of total revenue.
- Low-value customers form the largest segment but generate significantly lower revenue per customer.
- Revenue trends show consistent dominance by high-value customers over time, with moderate seasonality.
- These patterns suggest strong opportunities for targeted retention, loyalty programs, and upselling strategies.

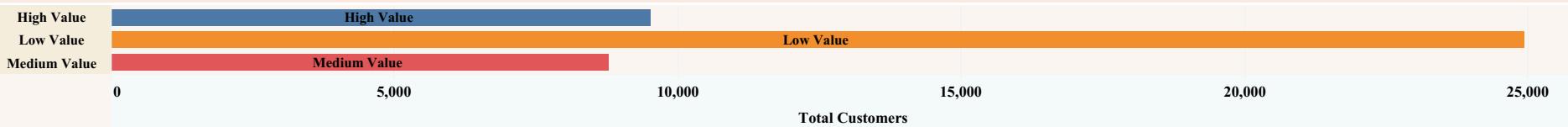
Total Customers
43,233

Total Revenue
\$91.8M

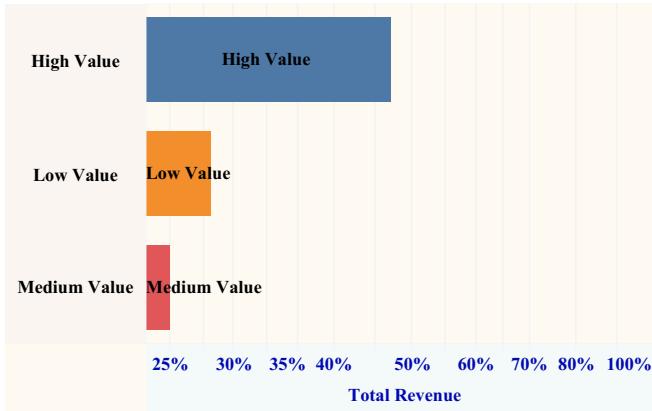
Avg Revenue per Customer
\$2,124

Avg Orders per Customer
2.313

Customer Segments – Distribution



Revenue Contribution by Segment



Revenue Trend Over Time

