

# OVERVIEW DASHBOARD

Total Revenue

1,578,038.62

Total Number of Customers

22,625

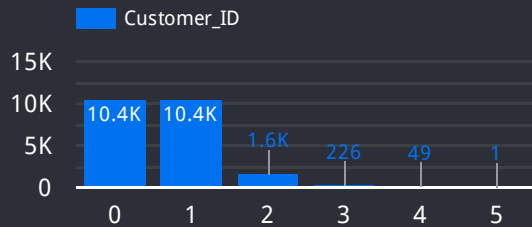
Customer Lifetime Value (CLV)

250.44 €

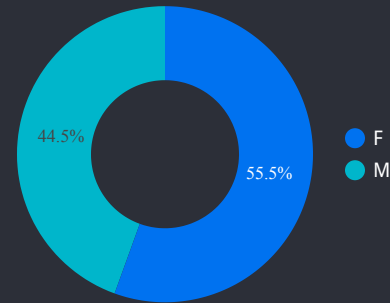
Total Number of Purchases

131,706

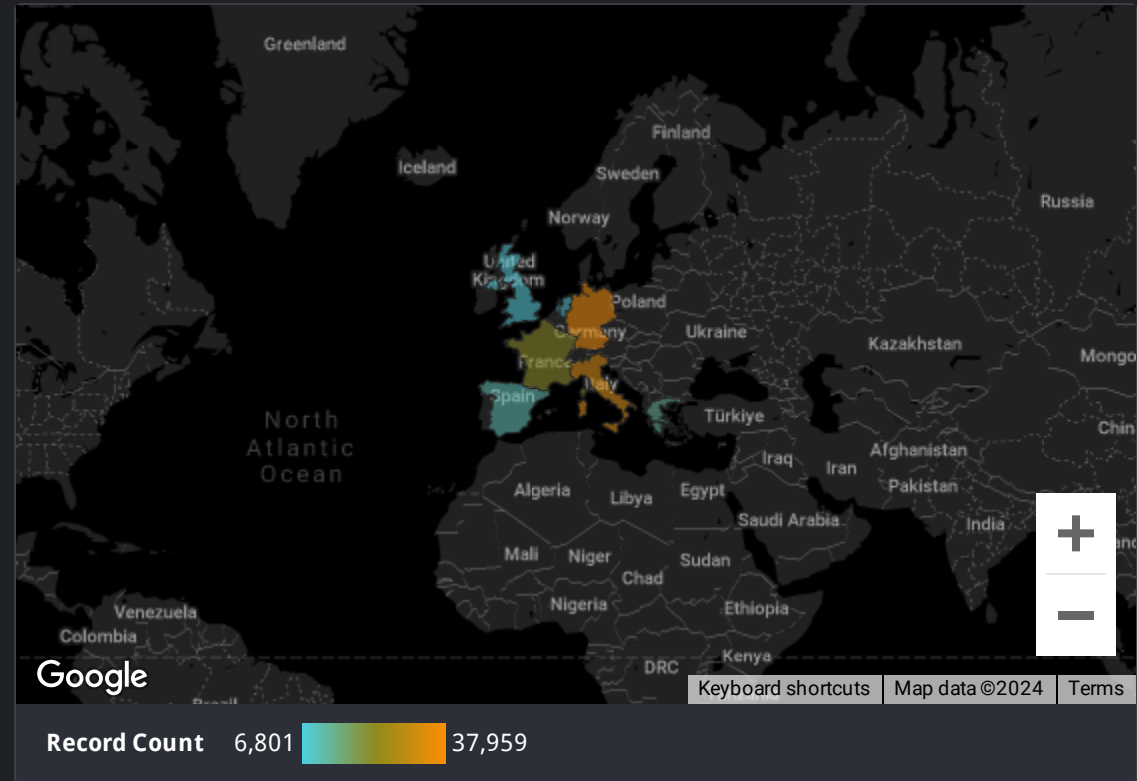
Cluster count



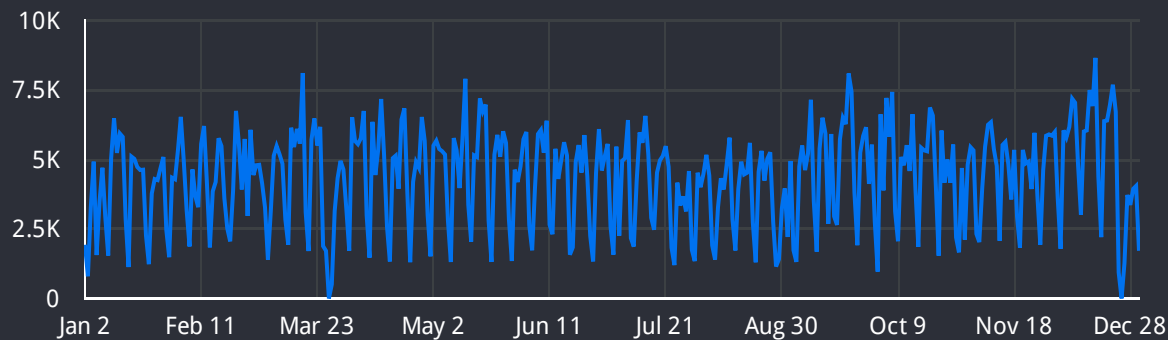
GENDER



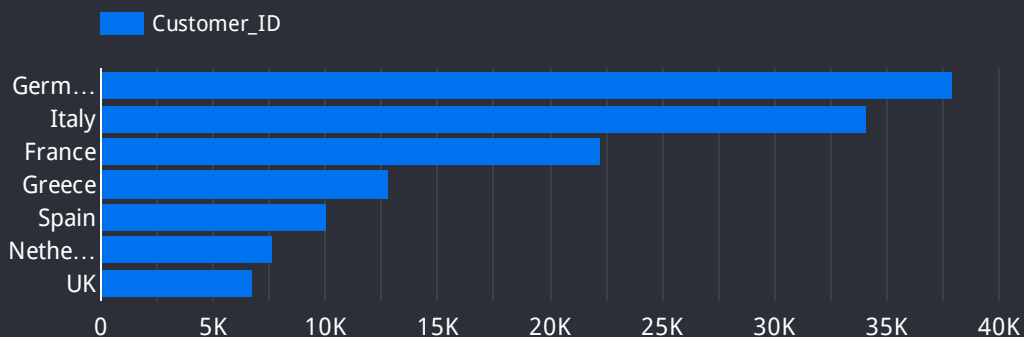
Sales by Geography



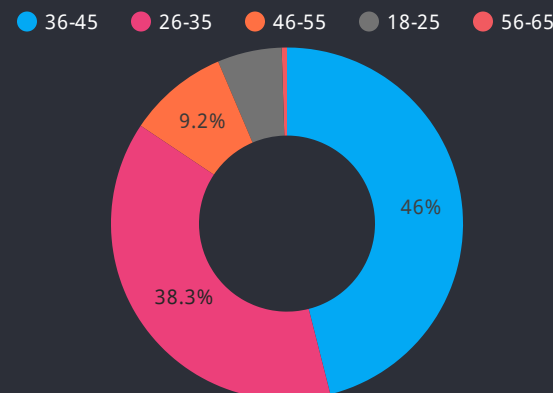
Sales\_Amount



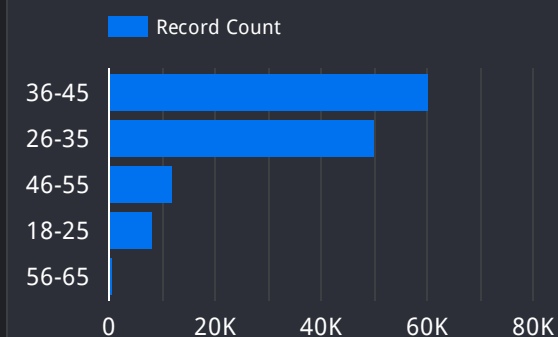
Customers distribution per country



Age range vs Sales distribution



Age Distribution



Repeat Rate  
72.15%

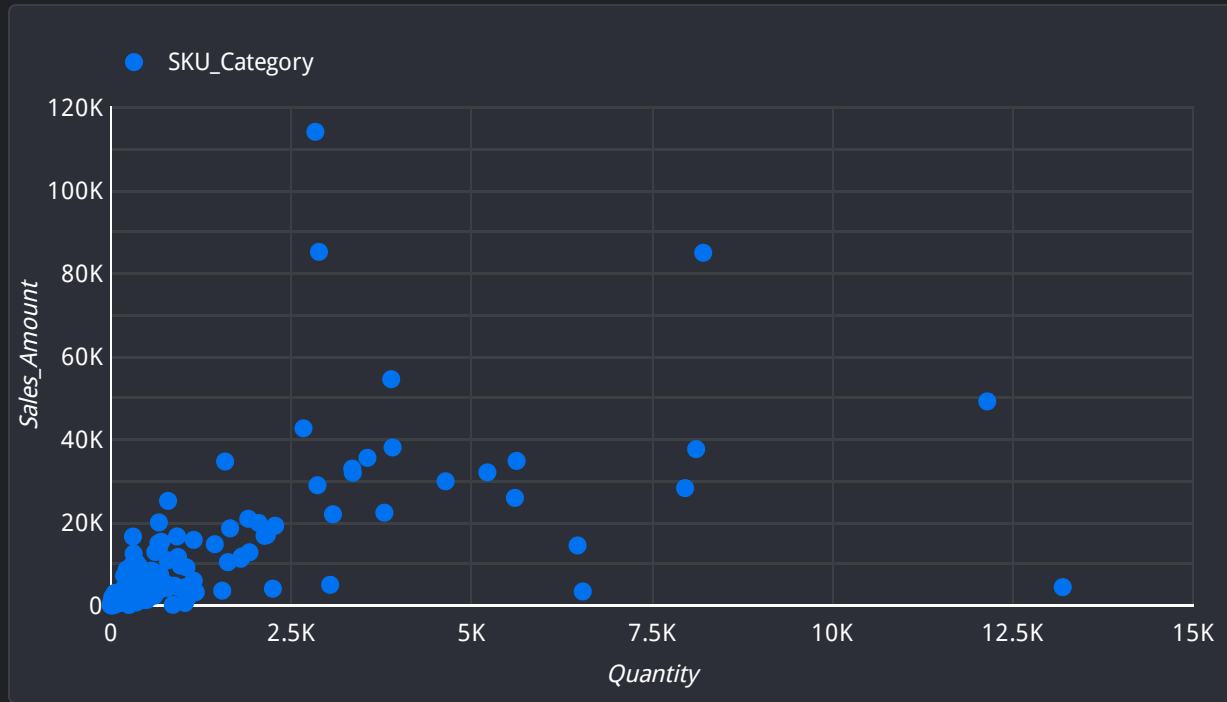
Churn Rate  
27.85%

Avg. Purchase Value (APV)  
11.98 €

Avg. Purchase Frequency (APF)  
5.82

Avg. Customer Lifespan (ACL)  
3.59

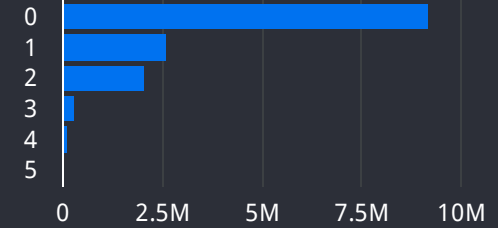
## Sales Amount vs. Quantity Sold



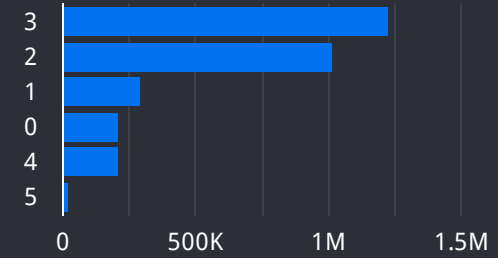
Cluster

monetary\_value

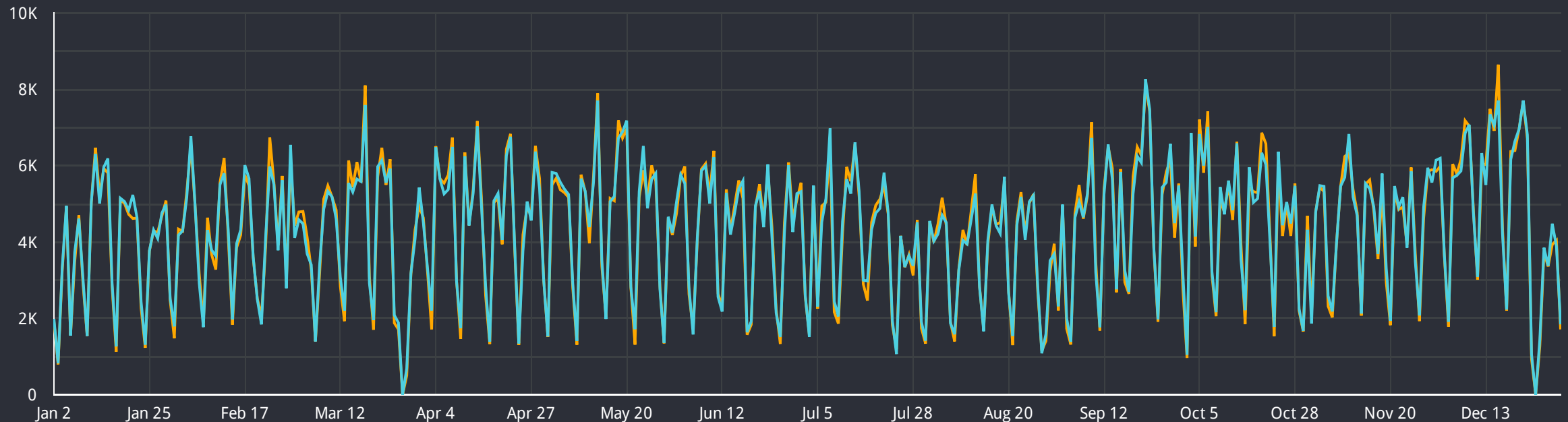
recency



frequency



Sales\_Amount Moving average



Cluster ▾

GEOGRAPHY ▾

AGE ▾

Customer\_ID

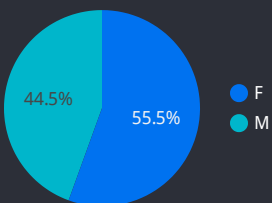
22,625

Sales\_Amount

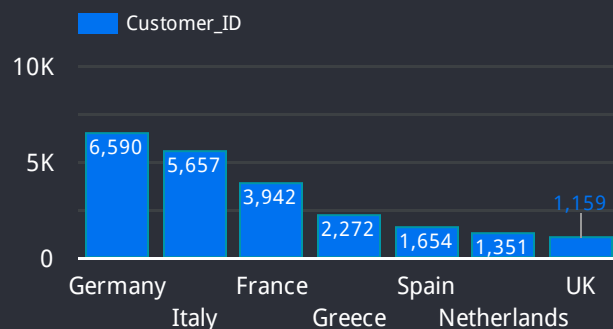
1,578,038.62

Quantity

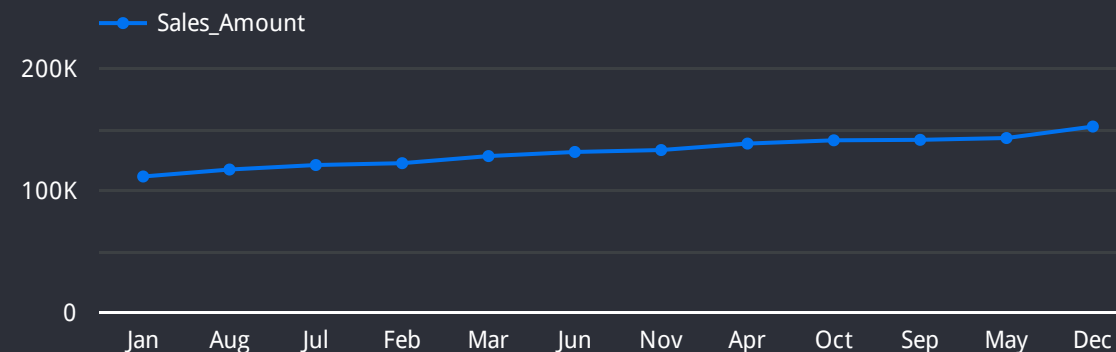
131,706



Customer Count per country



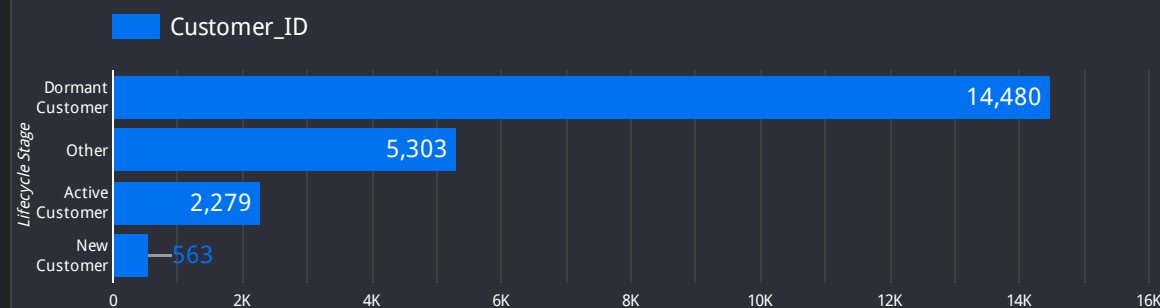
Sales amount Vs Month



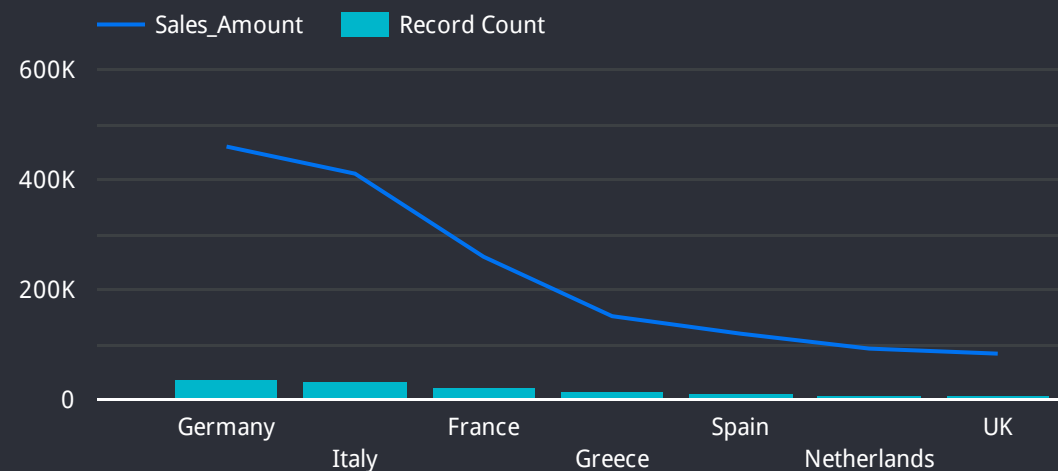
Cluster Mean

	Cluster ▾	frecuency	monetary_value	recency
1.	5	138	40,070.49	16
2.	4	60	5,233.66	14
3.	3	67	1,553.75	11
4.	2	25	451.77	22
5.	1	6	66.54	48
6.	0	5	51.99	278

Customer lifecycle stage



Sales amount VS Country



Top 10 SKU

