

Customer Segmentation
of UK-based E-commerce (Online Retail) For One Year



Total Revenue
£8.30M

Average Revenue
20.4

Record Count
406,829

Total of Cancelled
8.9K

frequency
123.0

Total of Monetary
4.5B

Quantity

-80,995

80,995

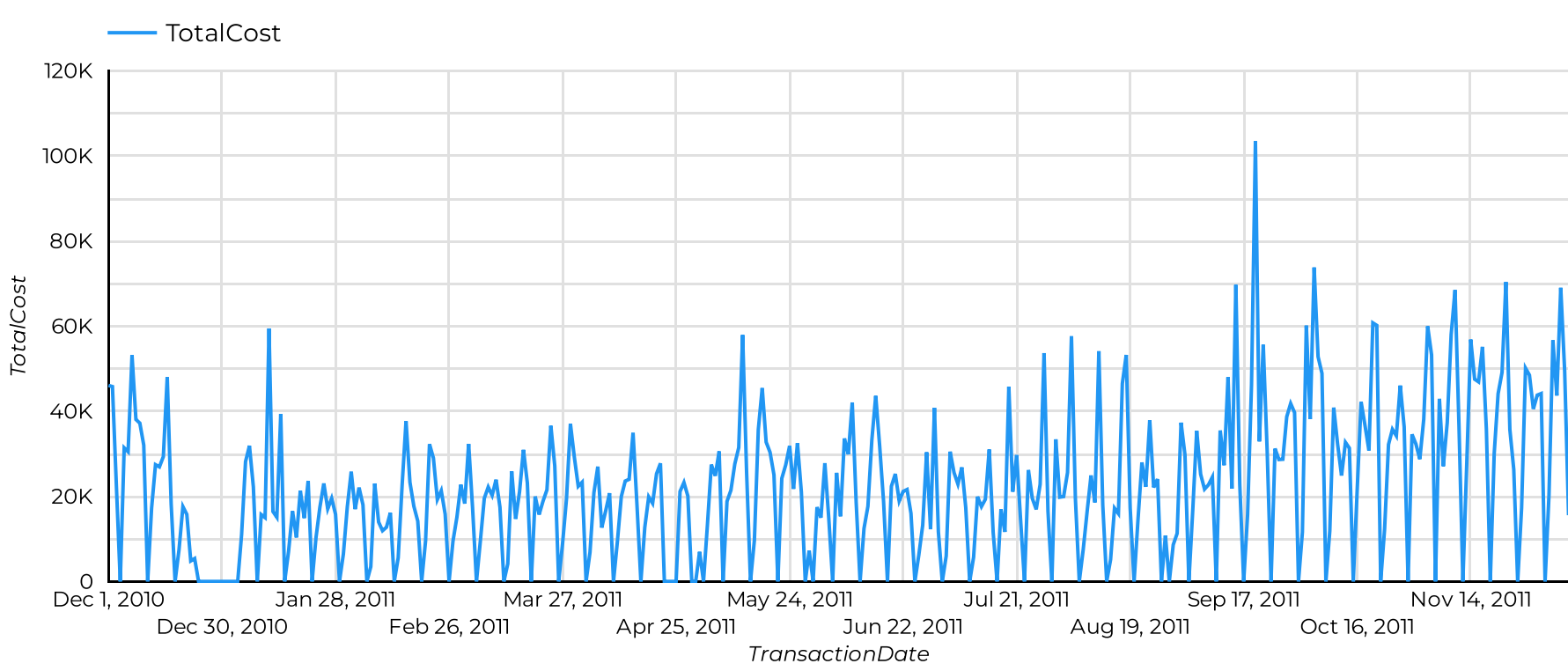
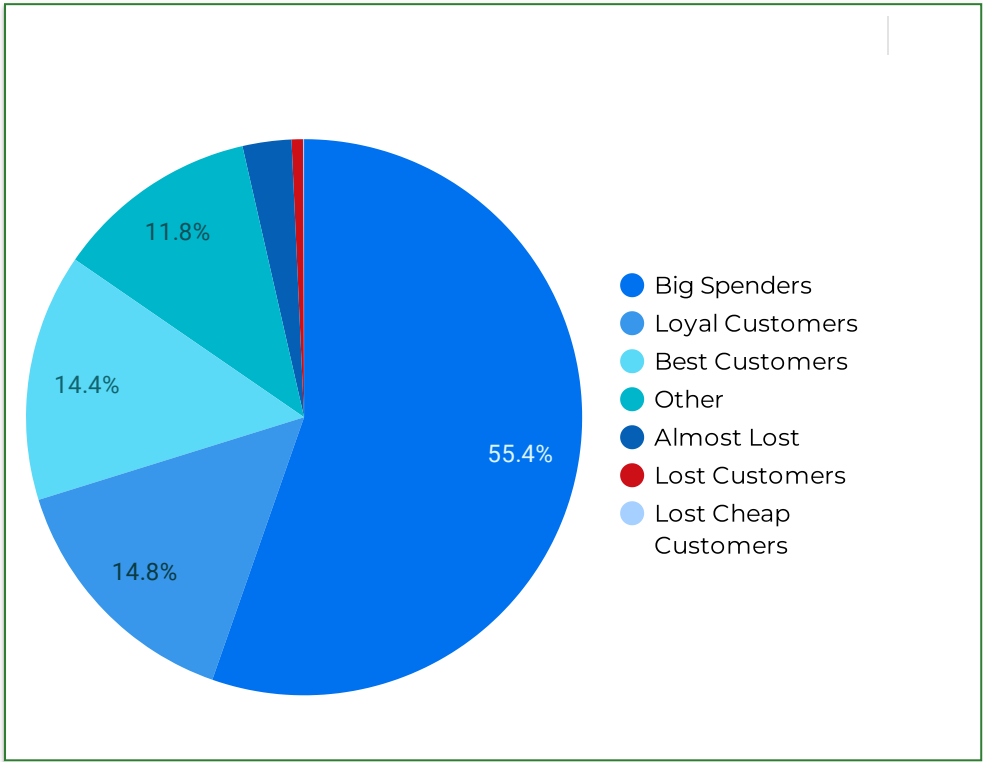
TransactionDate

Country

Equals

Enter a va...

Select date range



recency / frequency / monetary

Description	7983	5903	4642	2782
REGENCY C...				
JUMBO BA...			-	
WHITE HAN...			-	
LUNCH BA...			-	
SPACEBOY ...				
PACK OF 72...			-	
JAM MAKIN...			-	
ROSES REG...			-	
SET OF 3 CA...				
CARRIAGE	-	-	-	-
SET OF 3 RE...				
DOLLY GIRL...			-	
SET OF 4 PA...		-	-	
JUMBO BA...			-	
RECIPE BO...			-	
WOOD BLA...		-	-	
ROUND SN...		-		
PARTY BUN...			-	
LUNCH BA...			-	
POSTAGE				
GREEN REG...			-	
GUMBALL C...			-	
LUNCH BA...		-	-	
JAM MAKIN...			-	
RED RETRO...				-

