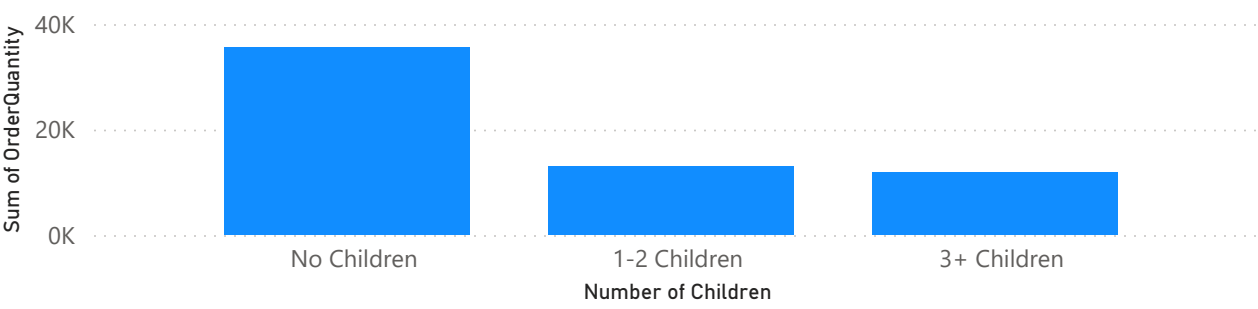


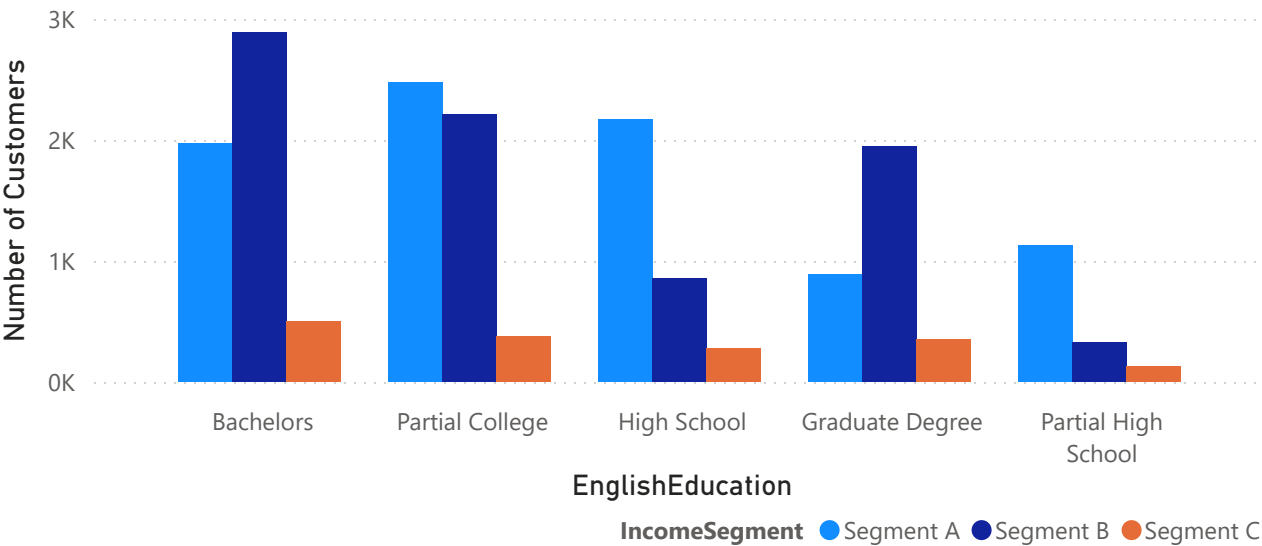
Customer Insight for Marketing and Sales Strategy

(Changes Requested)

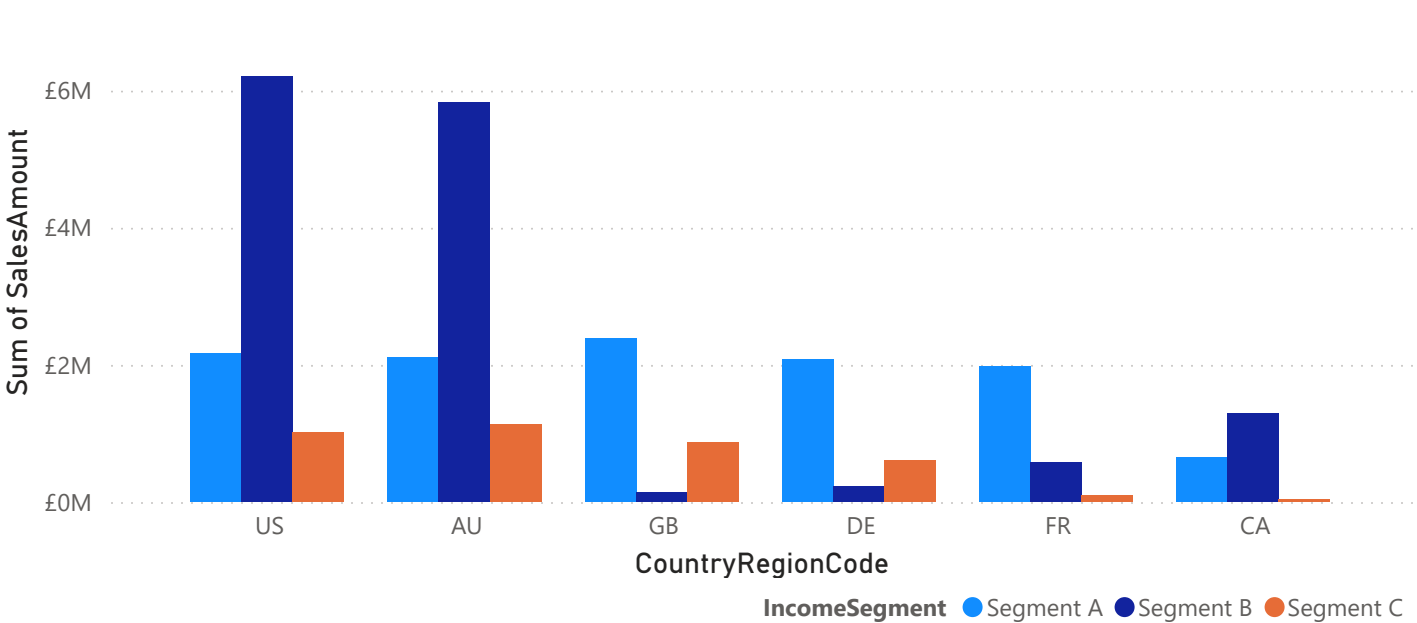
Order Quantity and The Number of Children



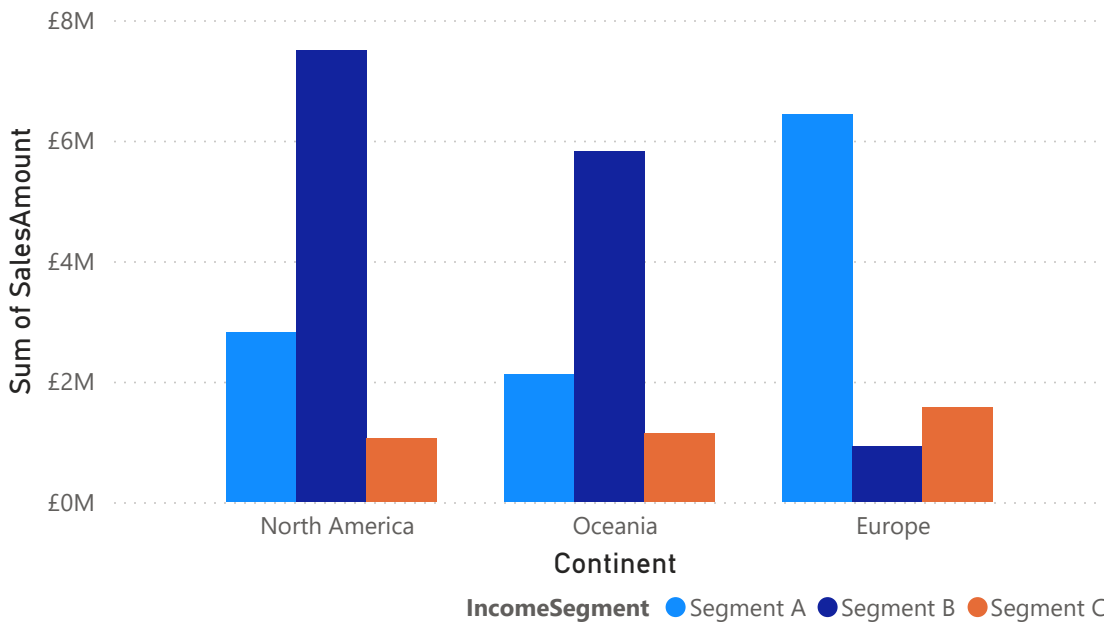
Most Common Educational Qualification in Each Segment



Distribution by Country



Distribution by Continent

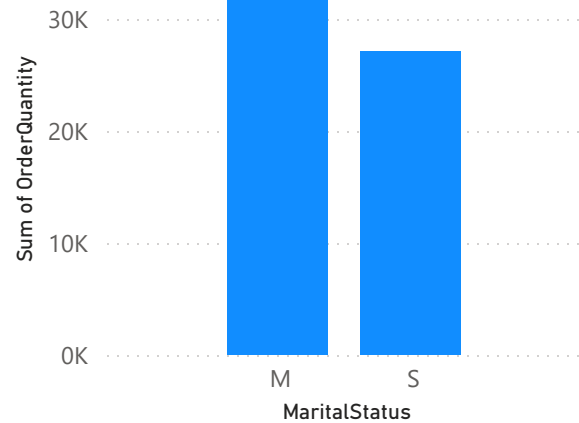


Customer Profile

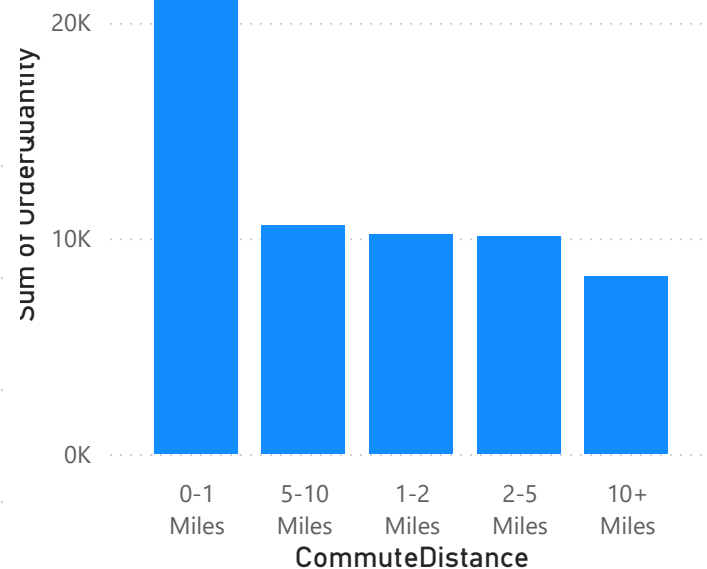
Select an Income Segment

- ☐ Segment A
- ☐ Segment B
- ☐ Segment C

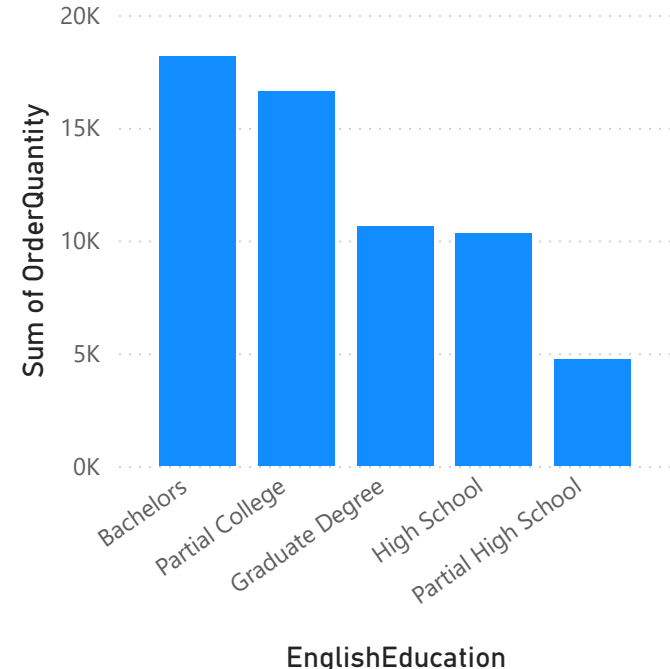
Order Quantity vs. Marital Status



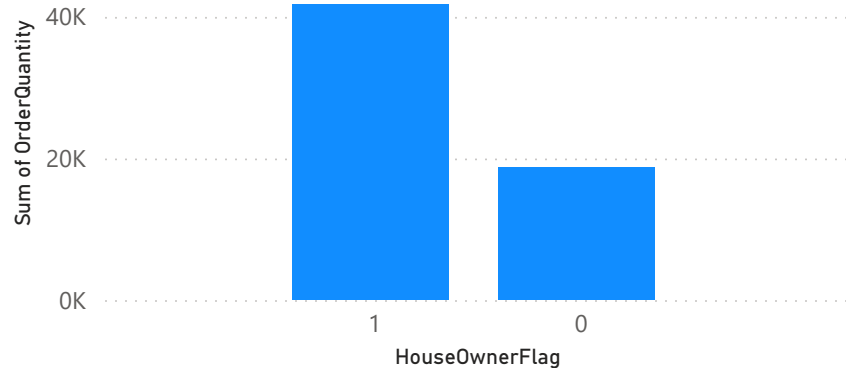
Order Quantity vs. Commute Distance



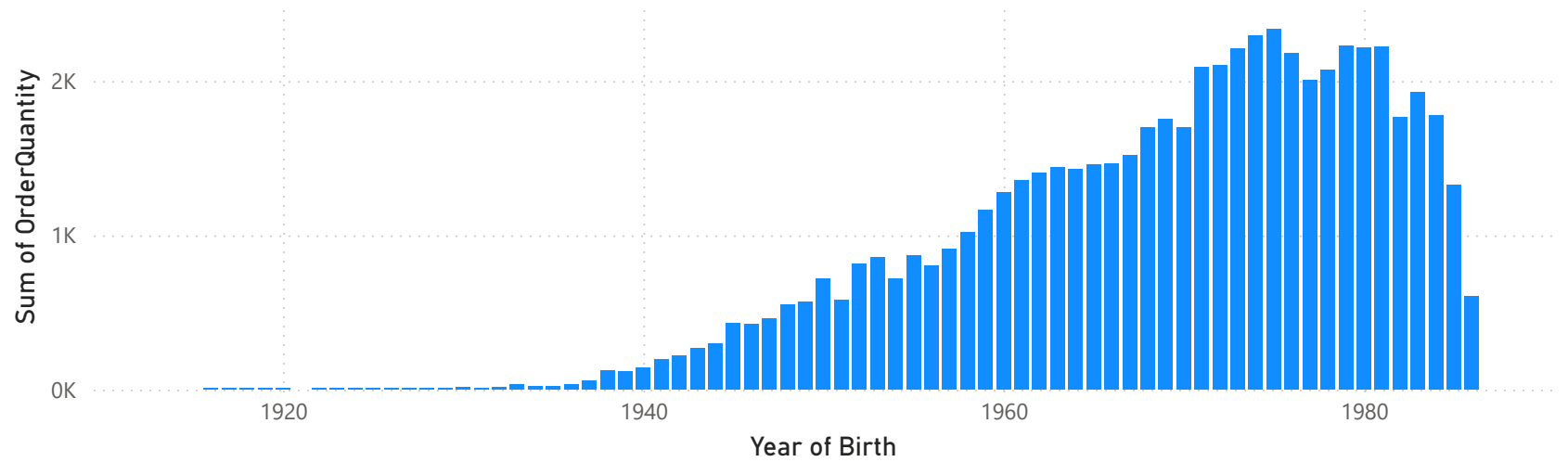
Order Quantity vs. Education



Order Quantity vs. House Owner Flag



Order Quantity vs. Age



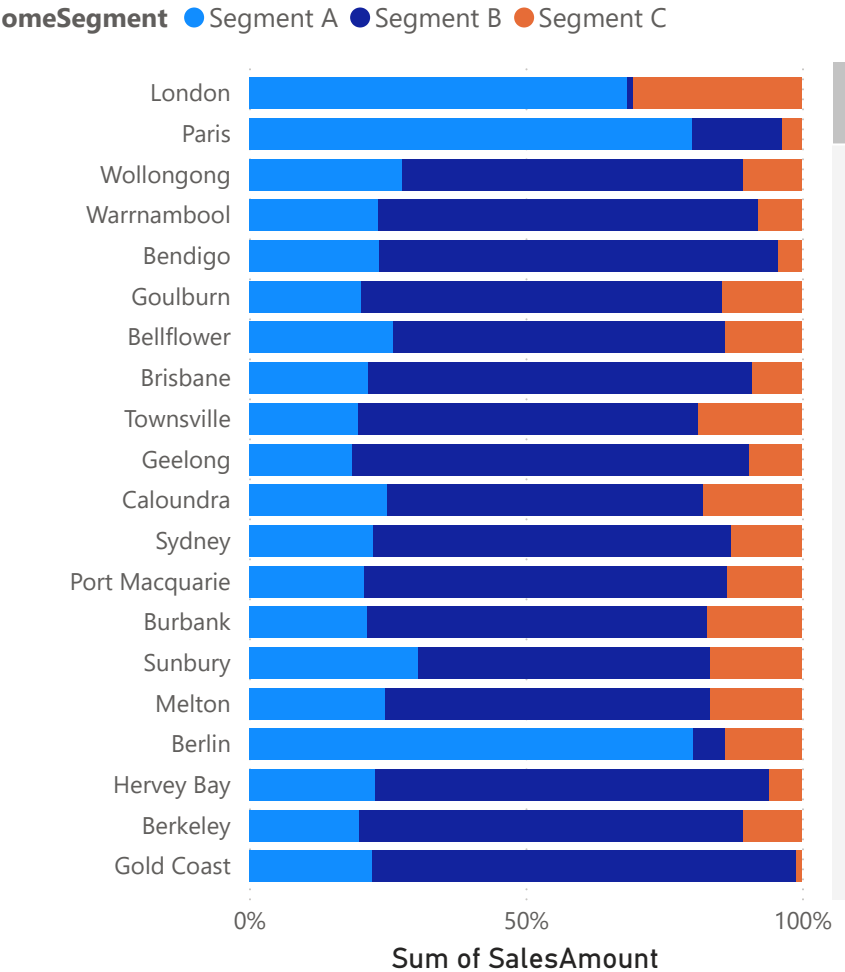
Customer Insight for Marketing and Sales Strategy

Average Spending and Purchase Volume Table

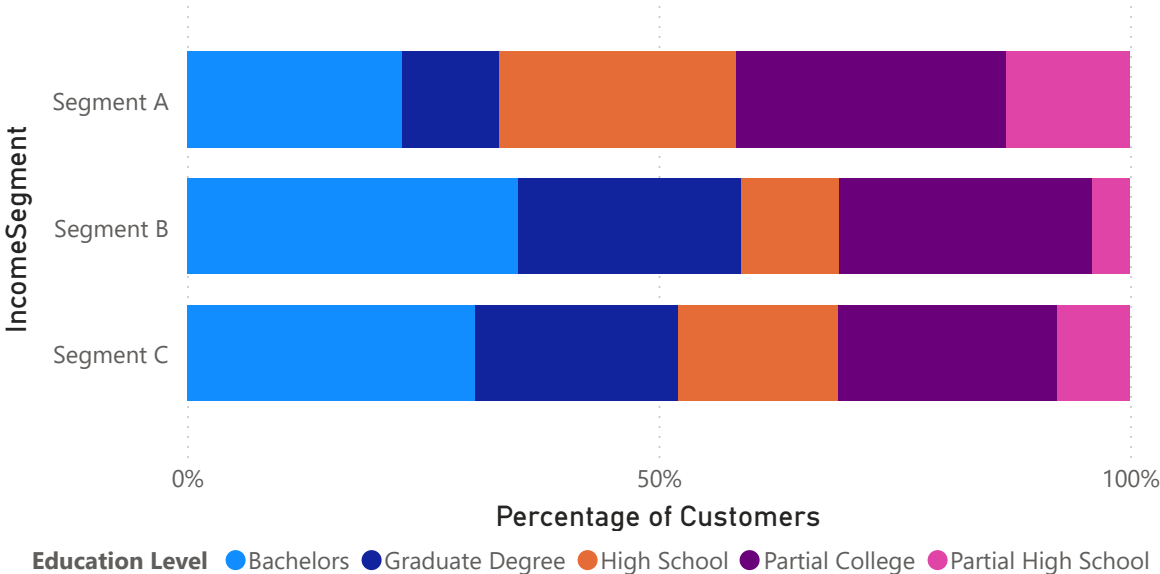
CountryRegionCode	Sum of SalesAmount
US	£9,389,790
AU	£9,061,001
GB	£3,391,712
DE	£2,894,312
FR	£2,644,018
CA	£1,977,845
Total	£29,358,677

Continent	Sum of SalesAmount
Europe	£8,930,042
North America	£11,367,634
Oceania	£9,061,001
Total	£29,358,677

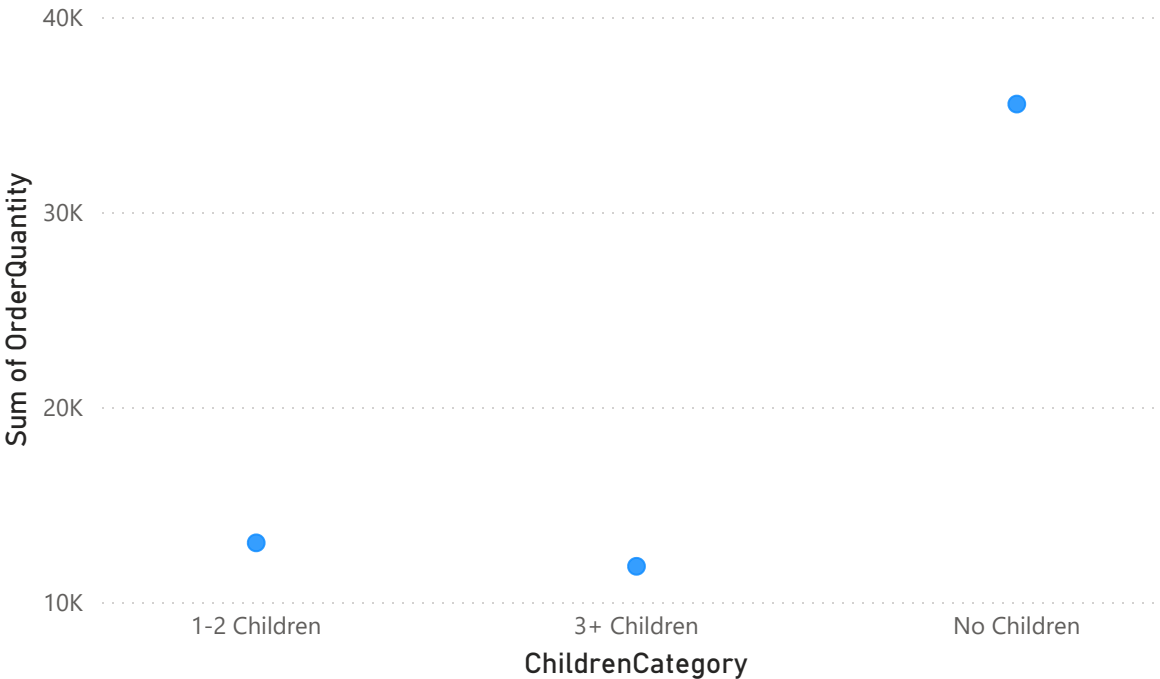
Geographic Distribution Table



Education Level Chart



Average Number of Children



Customer Insight for Segment A

Average Spending and Purchase Volume Table

CountryRegionCode	Sum of SalesAmount
GB	£2,384,420
US	£2,167,280
AU	£2,108,721
DE	£2,074,092
FR	£1,972,894
CA	£653,995
Total	£11,361,401

Continent	Sum of SalesAmount
Europe	£6,431,405
North America	£2,821,275
Oceania	£2,108,721
Total	£11,361,401

Segment A Profile (Yearly Income: £10,000–£50,000)

Education:

- Most customers in this segment have a high school diploma or some college education.

Children:

- Customers typically have children.

Location:

- Predominantly from Europe.
- Possible high concentration in certain states or provinces.

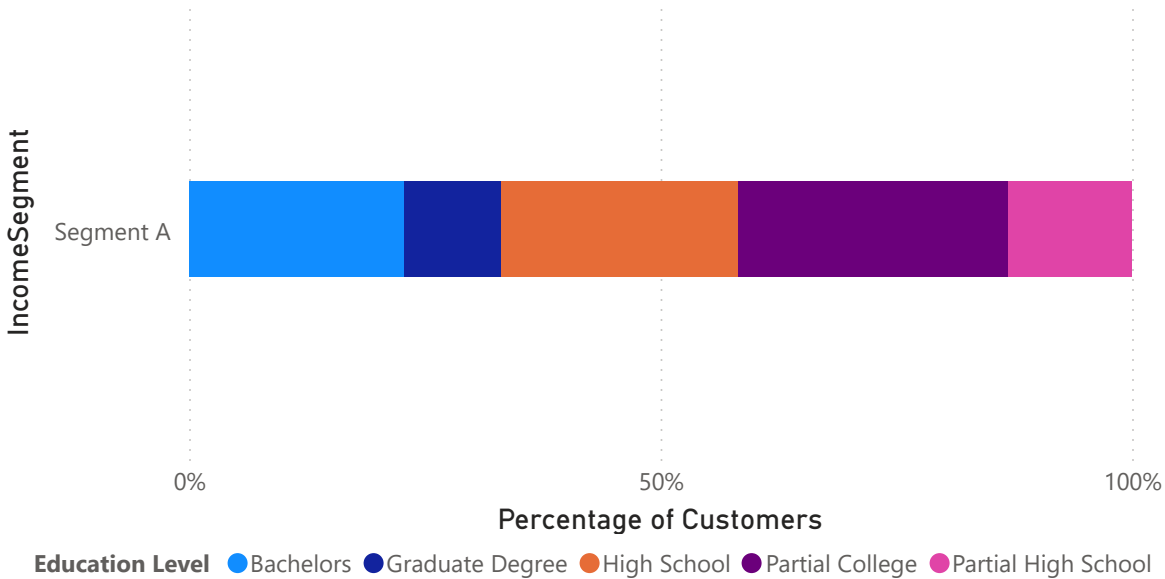
Product Preferences:

- Frequently purchase lower-cost products.

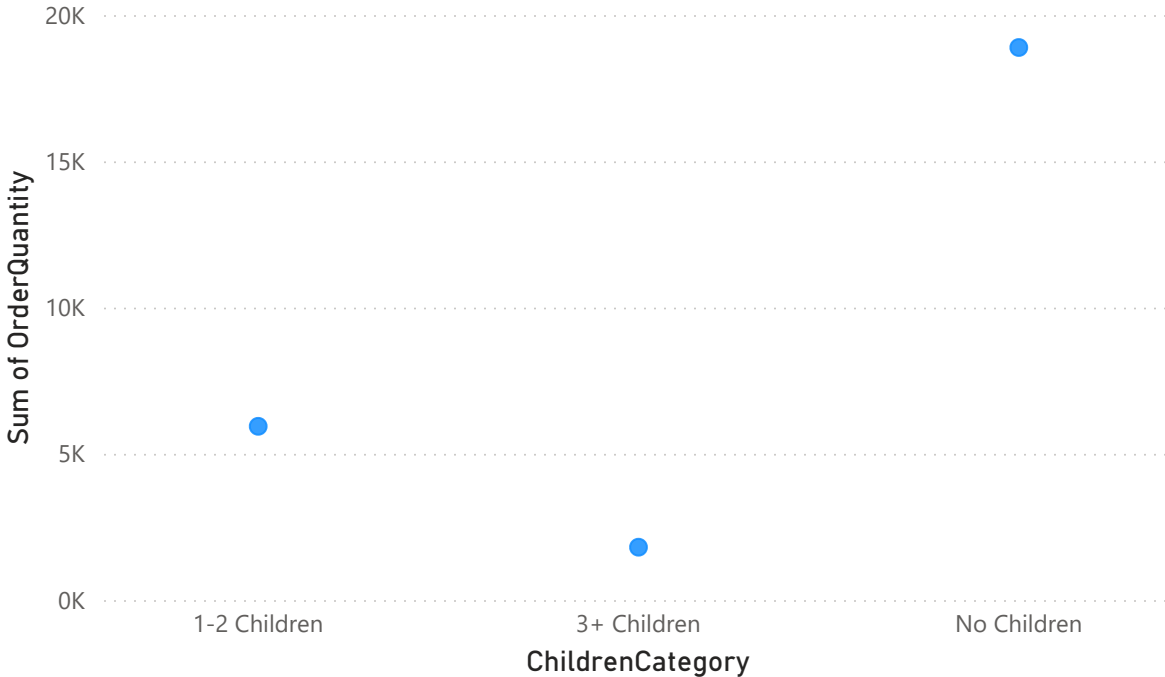
Spending:

- Average transaction size is relatively small (low quantities)
- No Children tends to have higher quantity orders

Education Level Chart



Average Number of Children



Customer Insight for Segment B

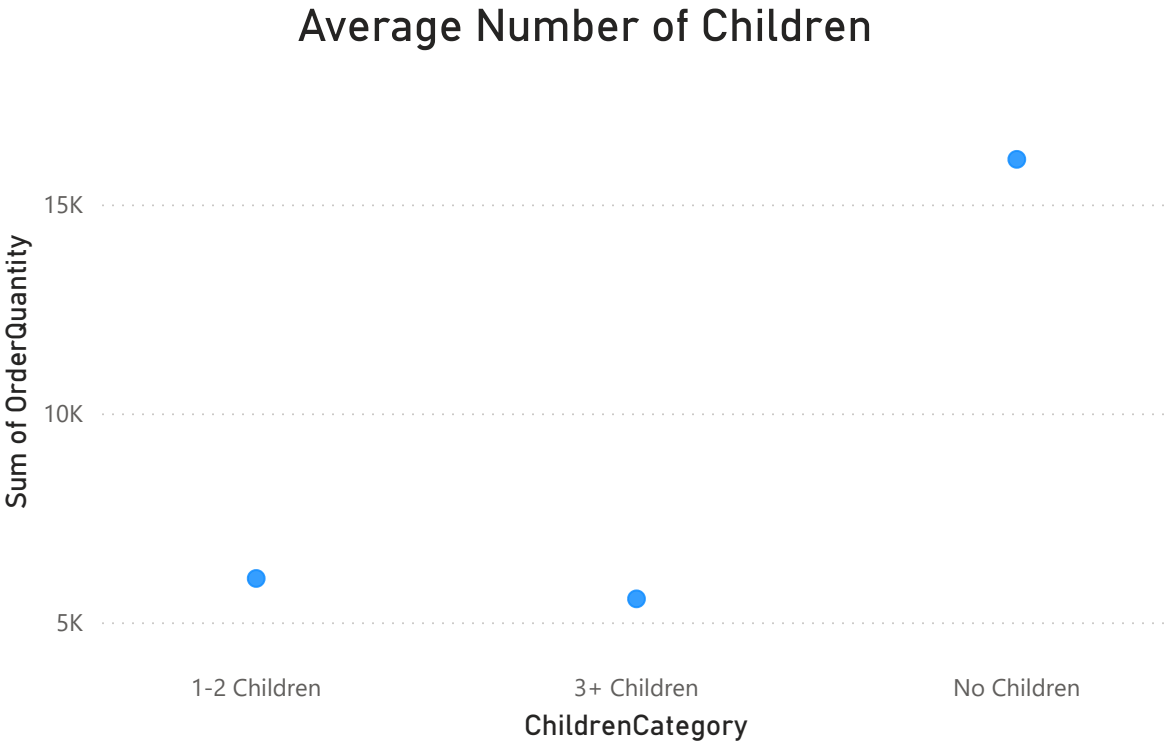
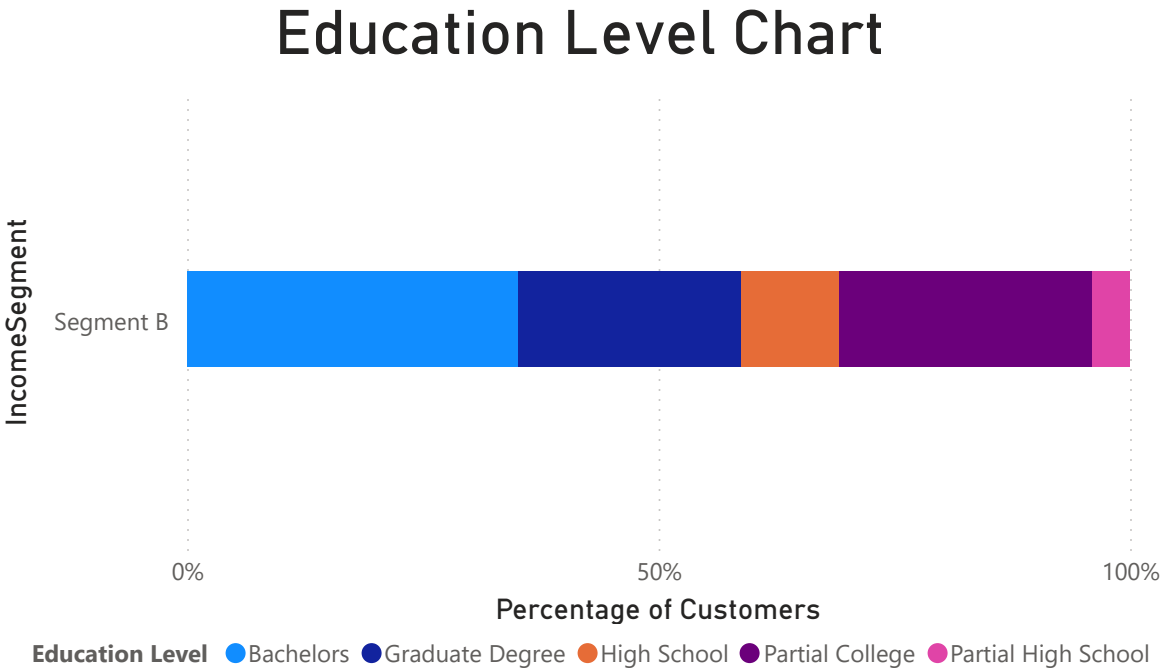
Average Spending and Purchase Volume Table

CountryRegionCode	Sum of SalesAmount
US	£6,207,637
AU	£5,822,414
CA	£1,289,212
FR	£571,496
DE	£222,225
GB	£133,341
Total	£14,246,325

Continent	Sum of SalesAmount
Europe	£927,062
North America	£7,496,849
Oceania	£5,822,414
Total	£14,246,325

Segment B Profile (Yearly Income: £50,001–£100,000)

- Education:**
- **Most Common Education Level:** Customers in this segment typically hold a bachelor’s degree or have completed some postgraduate education.
- Children:**
- **Average Number of Children:** Customers generally have 1–3 children.
- Location:**
- **Top Regions/Countries:** Predominantly from North America (USA, Canada) and Western Europe (Germany, UK, France).
- Product Preferences:**
- **Purchase Behaviour:** They may make fewer purchases compared to Segment A but tend to buy higher-value items.
- Spending:**
- **Average Transaction Size:** Larger than Segment A, reflecting their higher income level.
 - **Volume of Purchases:** Moderate frequency with higher average transaction values.



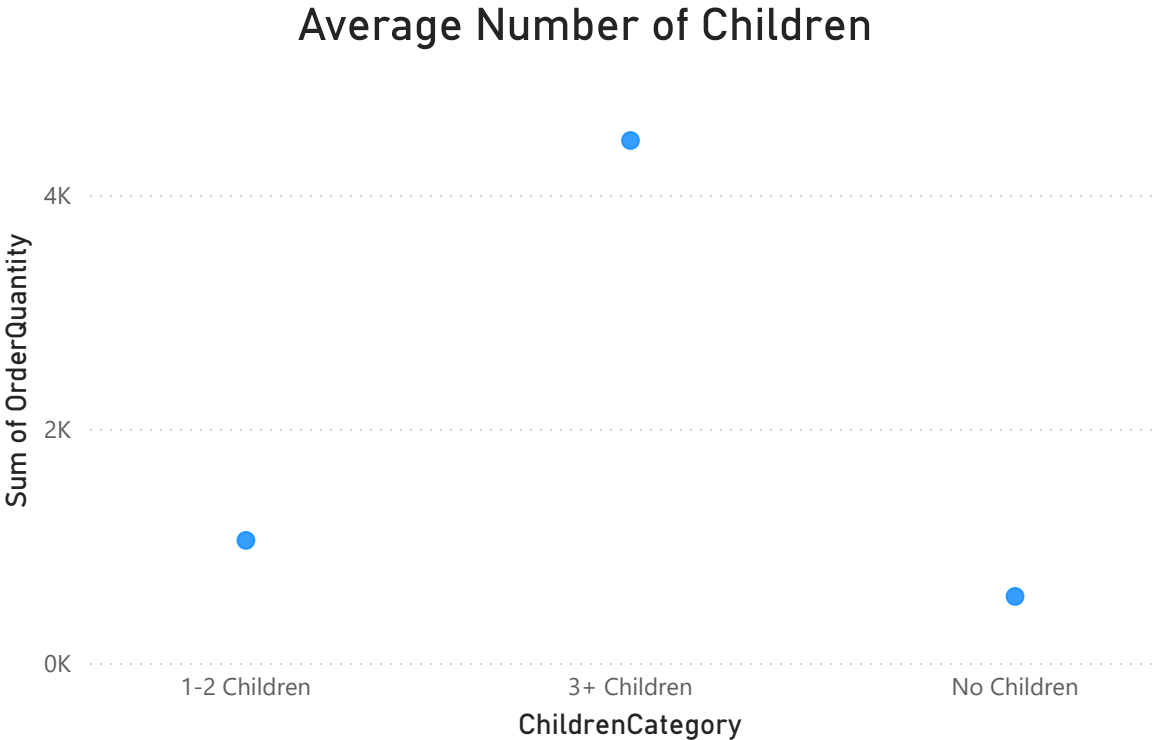
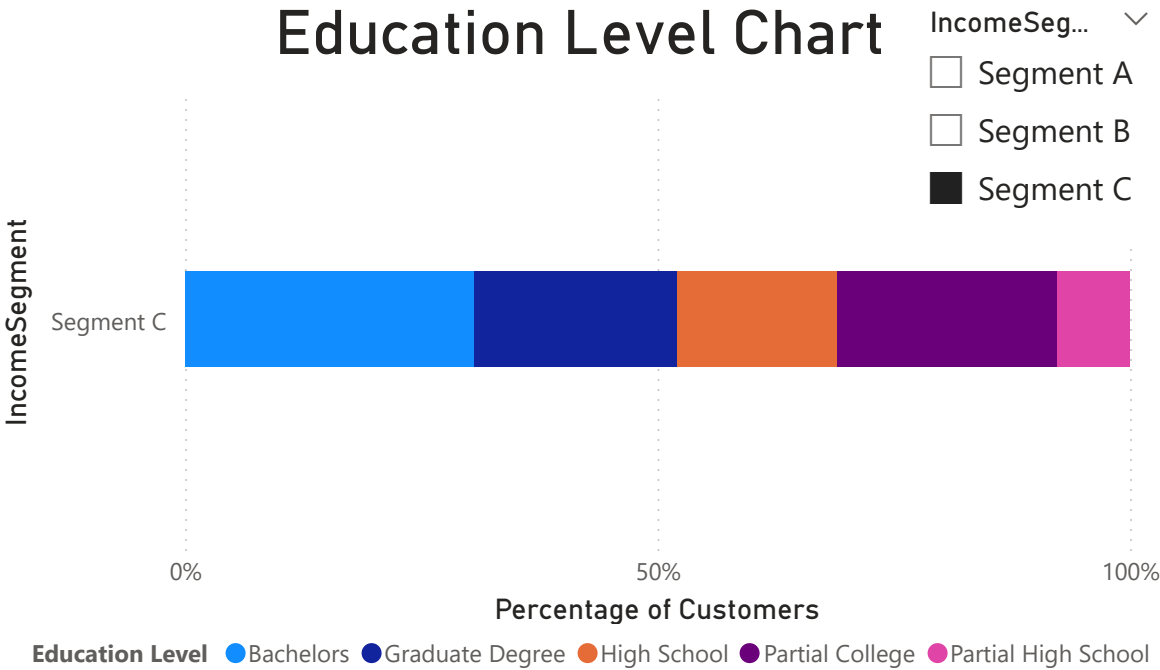
Customer Insight for Segment C

Average Spending and Purchase Volume Table	
CountryRegionCode	Sum of SalesAmount
AU	£1,129,865
US	£1,014,873
GB	£873,951
DE	£597,995
FR	£99,628
CA	£34,638
Total	£3,750,951

Continent	Sum of SalesAmount
Europe	£1,571,575
Oceania	£1,129,865
North America	£1,049,511
Total	£3,750,951

Segment C Profile (Yearly Income: Above £100,000)

- Education:**
- **Most Common Education Level:** Customers in this segment generally hold advanced degrees such as master's or doctoral degrees. Many may have professional or executive qualifications.
- Children:**
- **Average Number of Children:** Customers often have 3 or more children.
- Location:**
- **Top Regions/Countries:** - Predominantly from affluent regions such as USA and Australia
 - **Possible High Concentrations:** Look for metropolitan areas or major financial hubs.
- Product Preferences:**
- **Product Categories:** This segment tends to purchase premium or luxury products.
 - **Purchase Behaviour:** They may make fewer, but higher-value purchases compared to other segments.
- Spending:**
- **Average Transaction Size:** Significantly lower than other segments.
 - **Volume of Purchases:** Fewer transactions overall.



Revenue Inflow

Reseller Channel

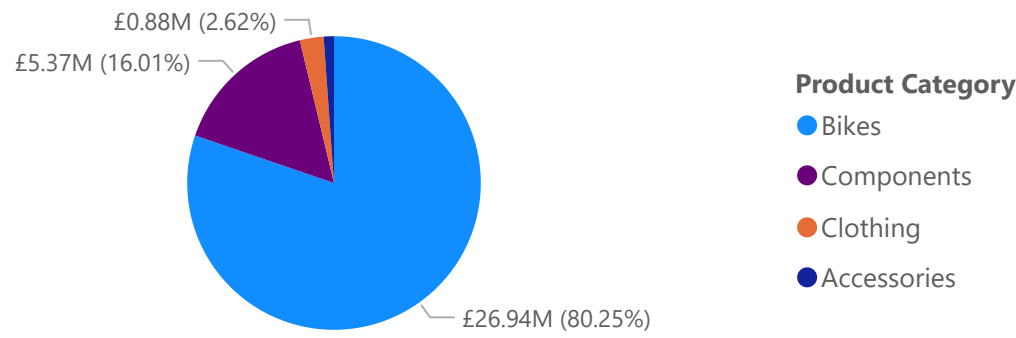
-£491.87K

YTD Profit Reseller

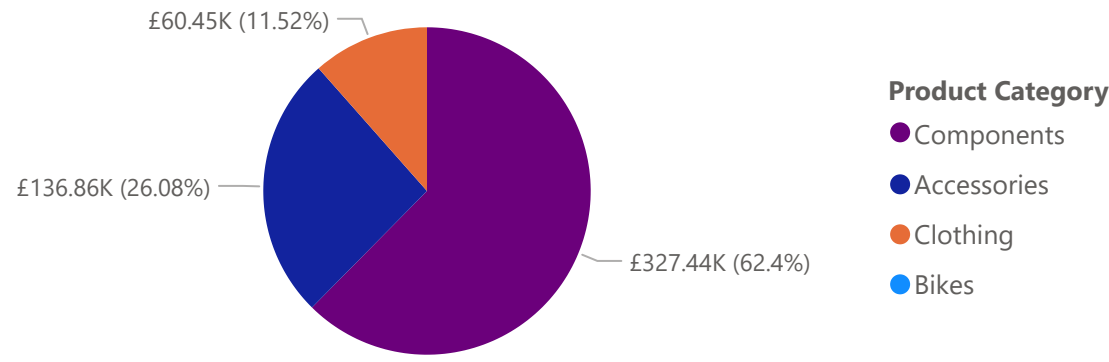
£33.57M

YTD Revenue Reseller

YTD Revenue



YTD Profit



Internet Channel

£266.08K

YTD Profit

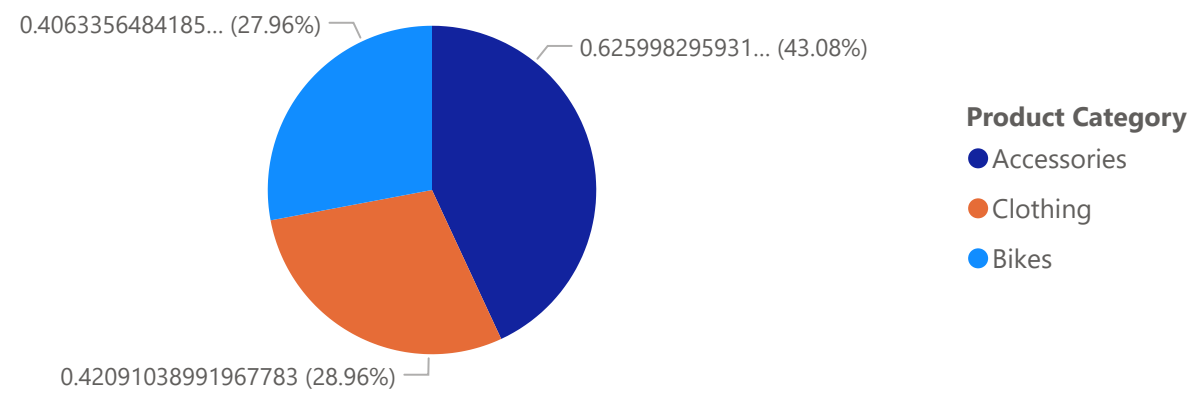
625K

YTD Revenue

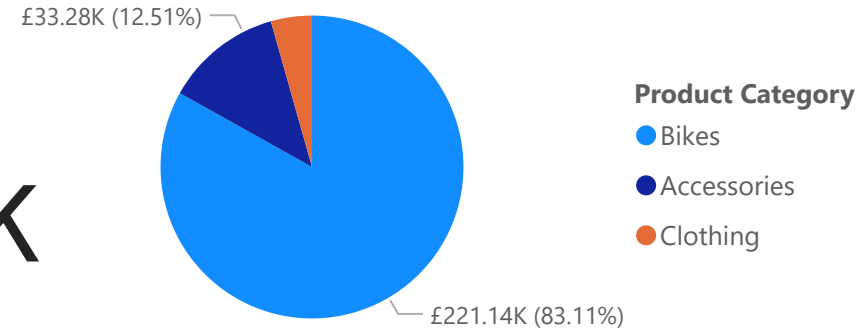
0.43

Profit Revenue Ratio

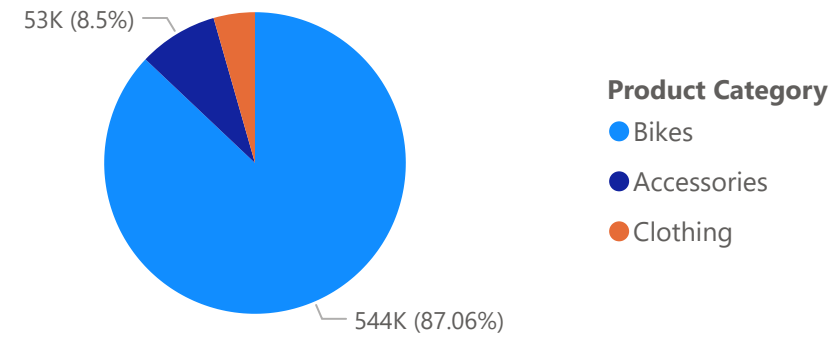
Profit Revenue Ratio



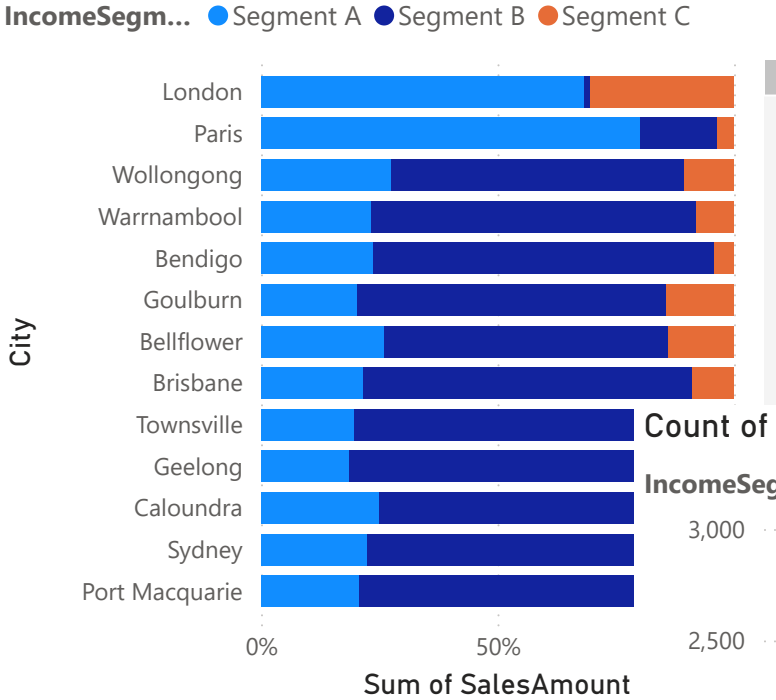
YTD Profit



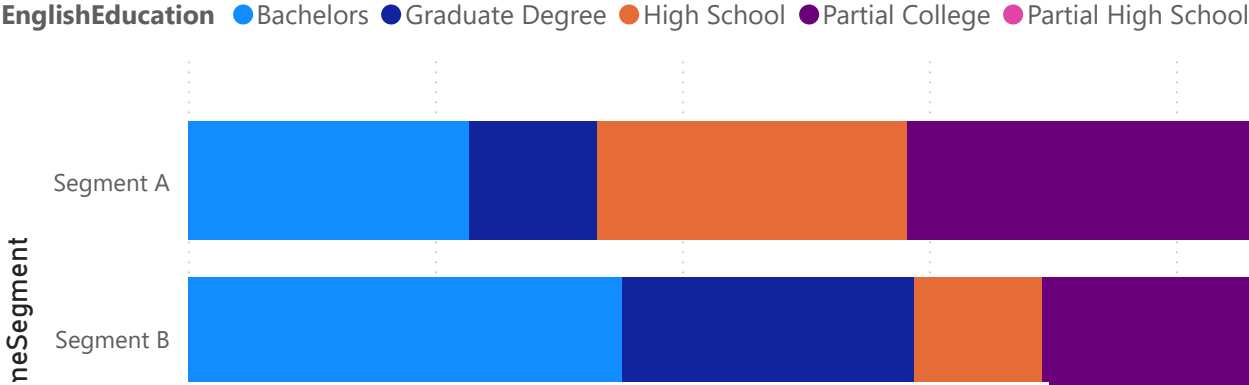
YTD Revenue



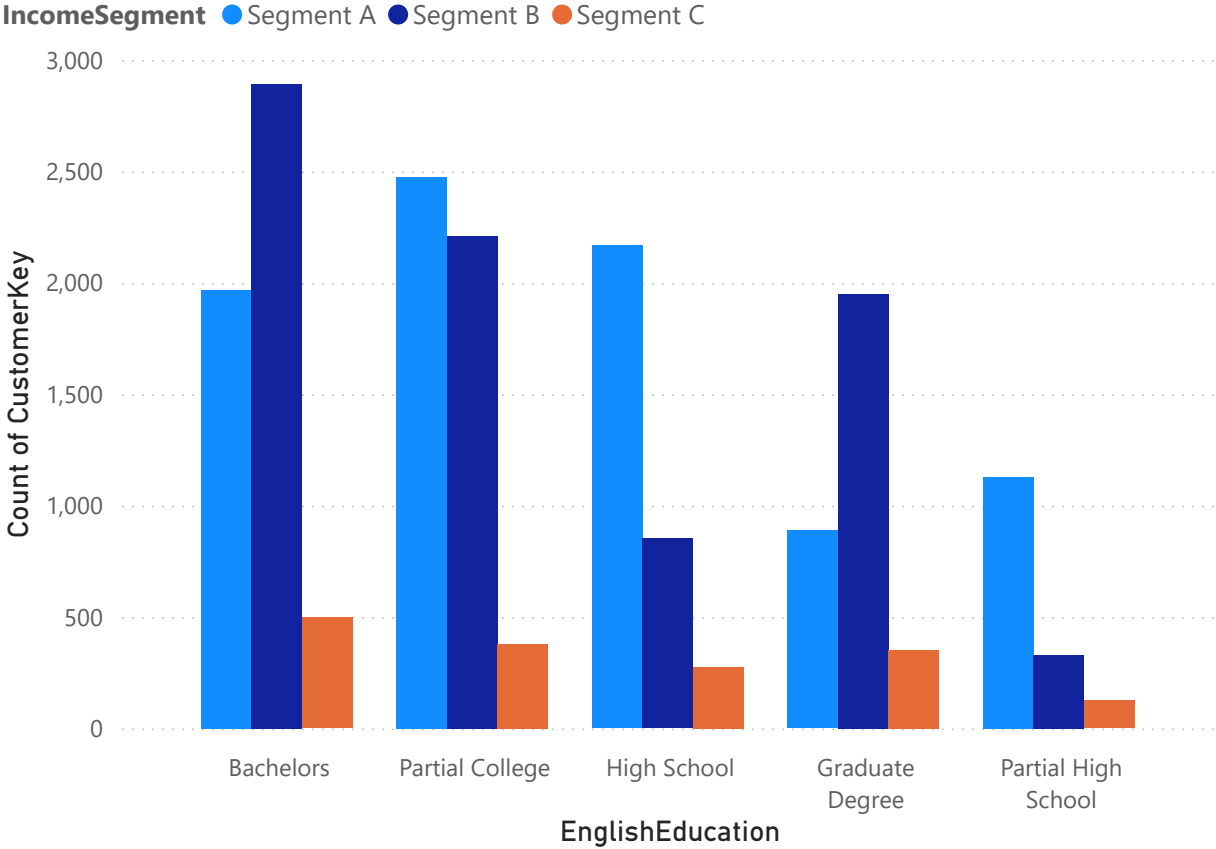
Sum of SalesAmount by City and IncomeSegment



Count of CustomerKey by IncomeSegment and EnglishEducation



Count of CustomerKey by EnglishEducation and IncomeSegment



ntity by ChildrenCategory

