

Retail Dashboard

Total Revenue

5.08M

Number of Purchases

49K

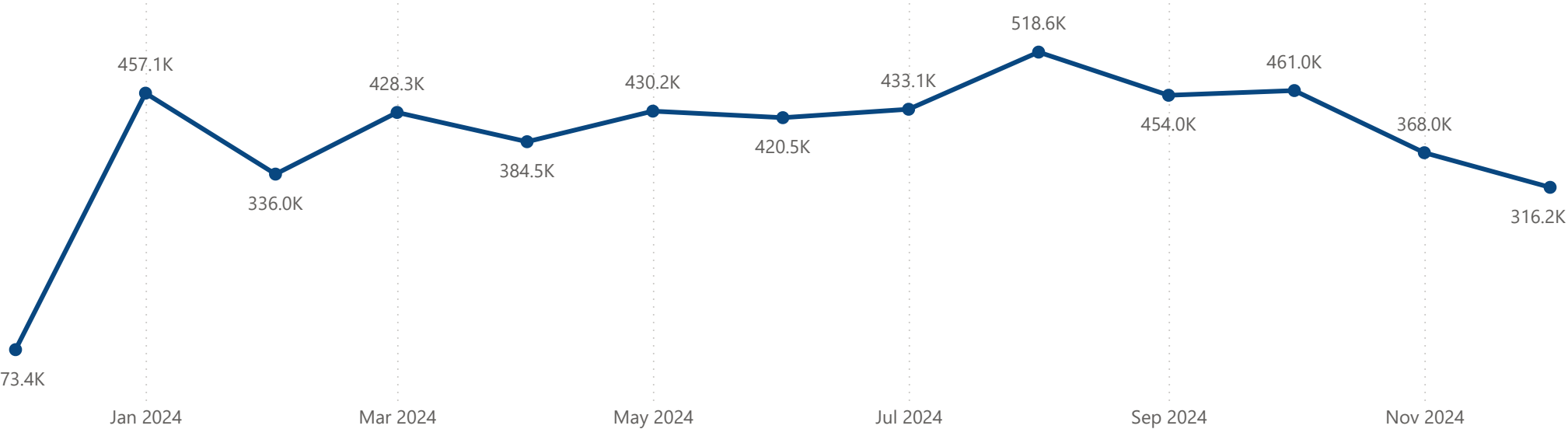
Number of Returns

5K

Churn Rate

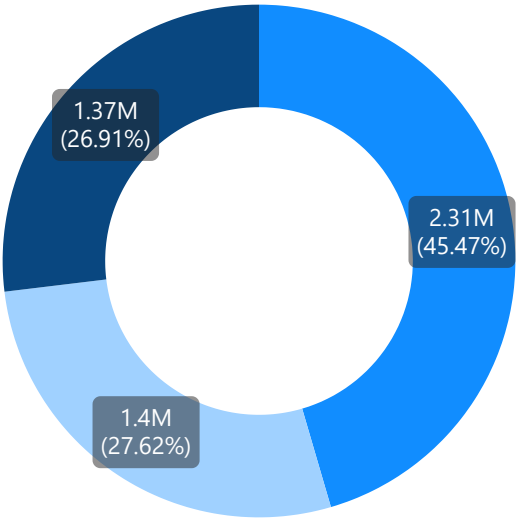
52.60%

Revenue Trend Over Time



Revenue breakdown by factors:

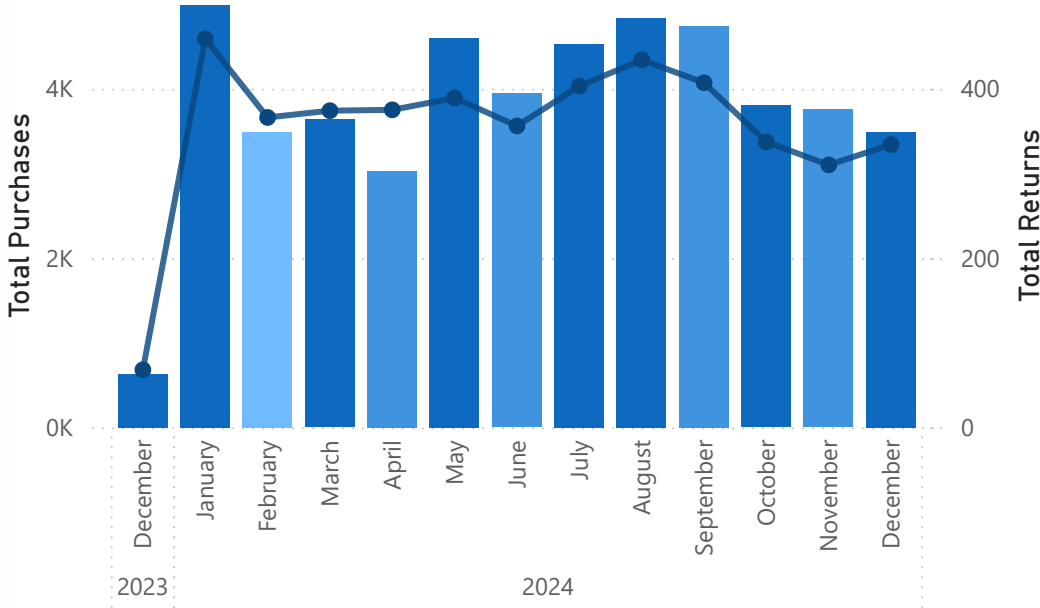
Years as Customer



Loyal
Regular
New

Total Purchases vs. Returns Over Time

Total Purchases Total Returns



Customer Insights

Filter By: ☒ Age Groups ☐ Gender

1K

Total Customers

112K

Average Monthly Income

34.2%

% Female Customers

33.80%

Promotional Response Rate

Customer Ratings:



Maximum



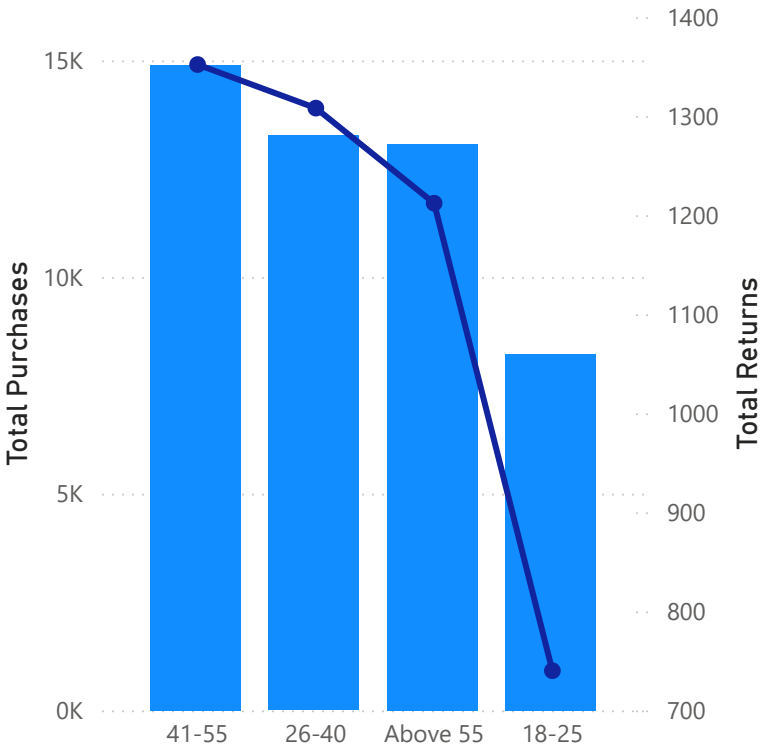
Average



Minimum

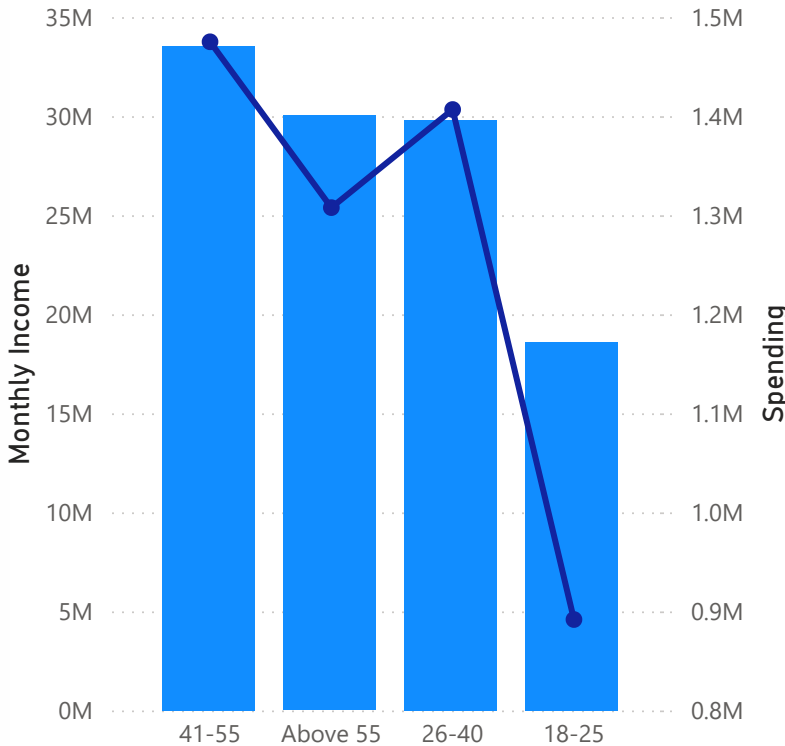
Total Purchases and Returns

● Total Purchases ● Total Returns



Monthly Income vs. Spendings

● Monthly Income ● Spending

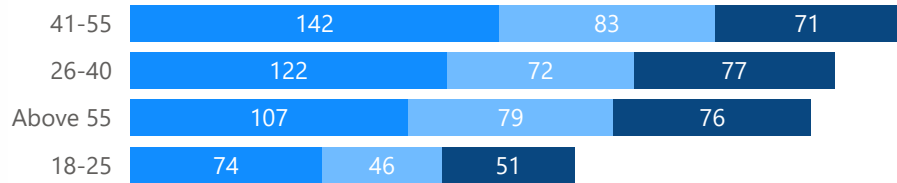


Churn Rate Distribution



Customer Type Distribution

● Loyal ● New ● Regular



Promotion Response Rates

● Ignored ● Responded ● Unsubscribed

