

Report by Julius Cecilia for BookedBy

Insights from Data Analysis

Top-Selling Products

Product ID	Sales Count
PROD0048	133
PROD0040	122
PROD0031	121
PROD0045	118
PROD0034	118
PROD0003	115
PROD0049	114
PROD0037	113
PROD0041	109
PROD0021	109

Top-Selling Categories

Product Category	Sales Count
Books	1536
Sports	916
Clothing	791
Toys	702
Groceries	577
Electronics	478

Average Spending Per Customer

Customer ID	Average Spending
CUST0001	304.05
CUST0002	259.49
CUST0003	235.82
CUST0004	267.77
CUST0005	210.19

Customer Segments

Customer ID	Total Spending	Purchase Frequency	Unique Categories	Cluster	Cluster Label
CUST0001	3648.61	12	6	0	High Spenders
CUST0002	4670.88	18	5	0	High Spenders
CUST0003	2594.02	11	3	1	Occasional Buyers
CUST0004	2142.14	8	3	1	Occasional Buyers
CUST0005	1681.53	8	3	1	Occasional Buyers

Recommended Products for Customer CUST0001

- PROD0020
- PROD0003
- PROD0022
- PROD0048
- PROD0034