### **Individual Insights Summary – Customer Behavior Analyst**

#### **1. Customer Segmentation & Profiling**

* The consumer segment dominates sales across all regions, particularly in the West ($362,881) and East ($350,908).
* Corporate and Home Office segments show moderate contributions, with noticeable strength in Office Supplies.
* Visualizations like the treemap clarified the strong regional sales concentration, guiding targeted regional strategies.

**Key Insight:** Invest in region-specific promotions for the Consumer segment and explore growth strategies for underperforming Home Office regions.

#### **2. Purchase Pattern Analysis**

* Average Order Value (AOV) ranges widely (min: $2.42, max: $5008.61), with a median AOV around $362.50.
* Top customers like Sean Miller and Tamara Chand show high sales with relatively few orders, signaling low-frequency, high-value buyers.
* The histogram and summary stats support the presence of high-variance in customer value, making it ideal for differentiated retention tactics.

**Key Insight:** Tailor marketing and loyalty campaigns for high-AOV customers to encourage more frequent engagement. Implement A/B testing on pricing sensitivity.

#### **3. Customer Lifetime Value Indicators**

* The bubble chart displayed CLV proxies across average order value, total orders, and recency.
* Top 20 customers contribute significant revenue but vary in engagement recency. For example, Bill Shonely shows high AOV ($1166.85) but hasn't ordered in 924 days.
* Color-coded CLV visual (red-to-green) effectively highlighted at-risk yet valuable customers.

**Key Insight:** Reactivate high-value dormant customers using targeted win-back offers. Monitor “Days Since Last Order” as a key churn risk indicator.

#### **Recommended Actions**

* Develop segment-based re-engagement plans based on CLV, frequency, and recency.
* Establish loyalty tiers combining AOV and order frequency.
* Run quarterly reviews of CLV dashboards to adapt promotion strategies for top-value clusters.