

Valor

8.90M

Faturas

18.5K

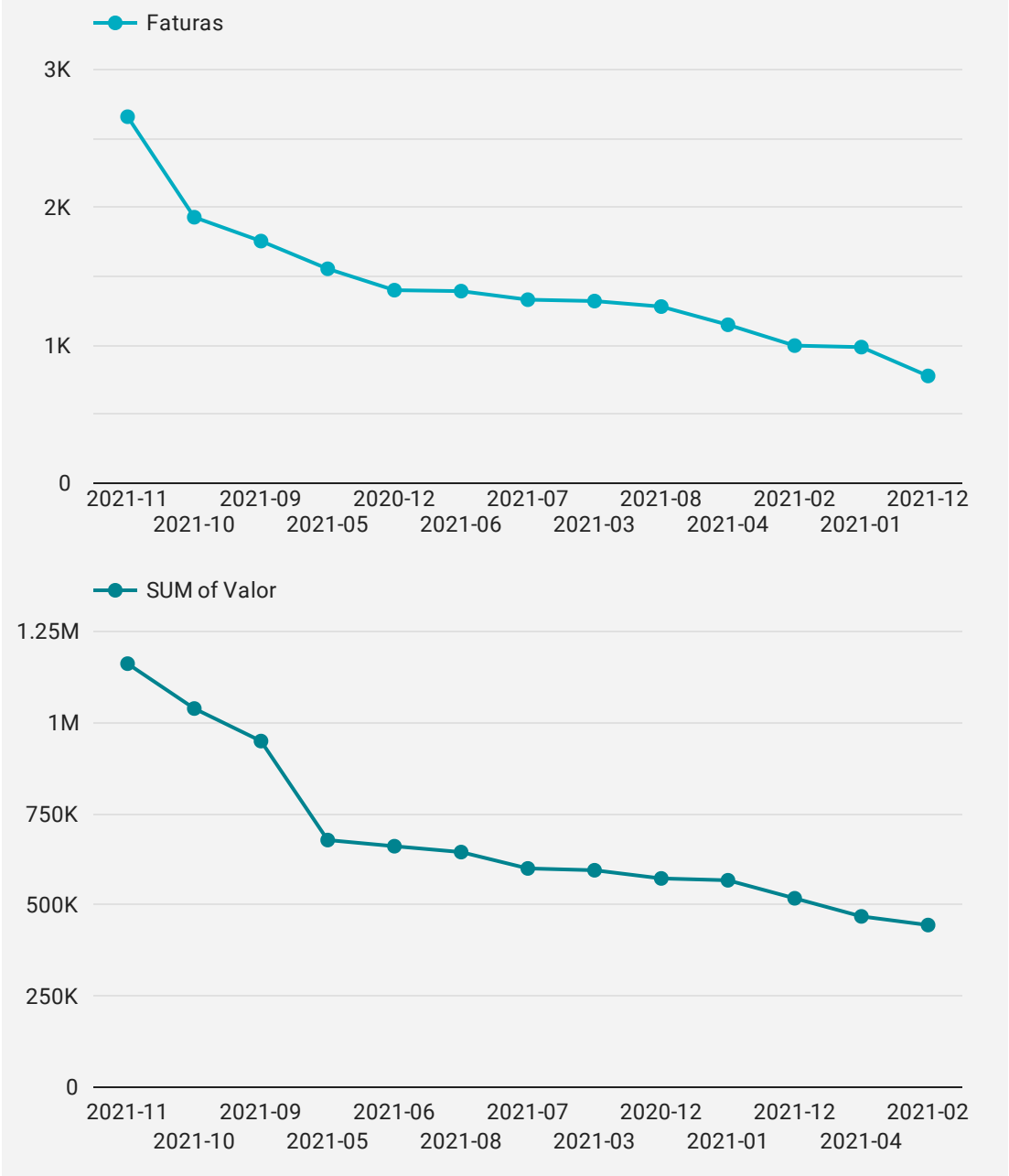
Quantidade

5.17M

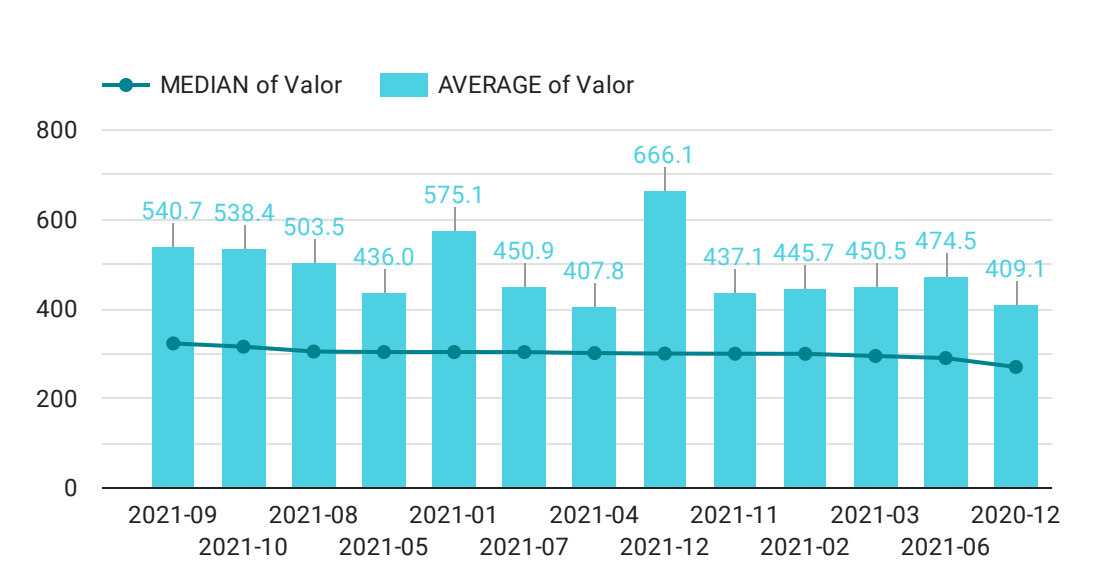
País

37

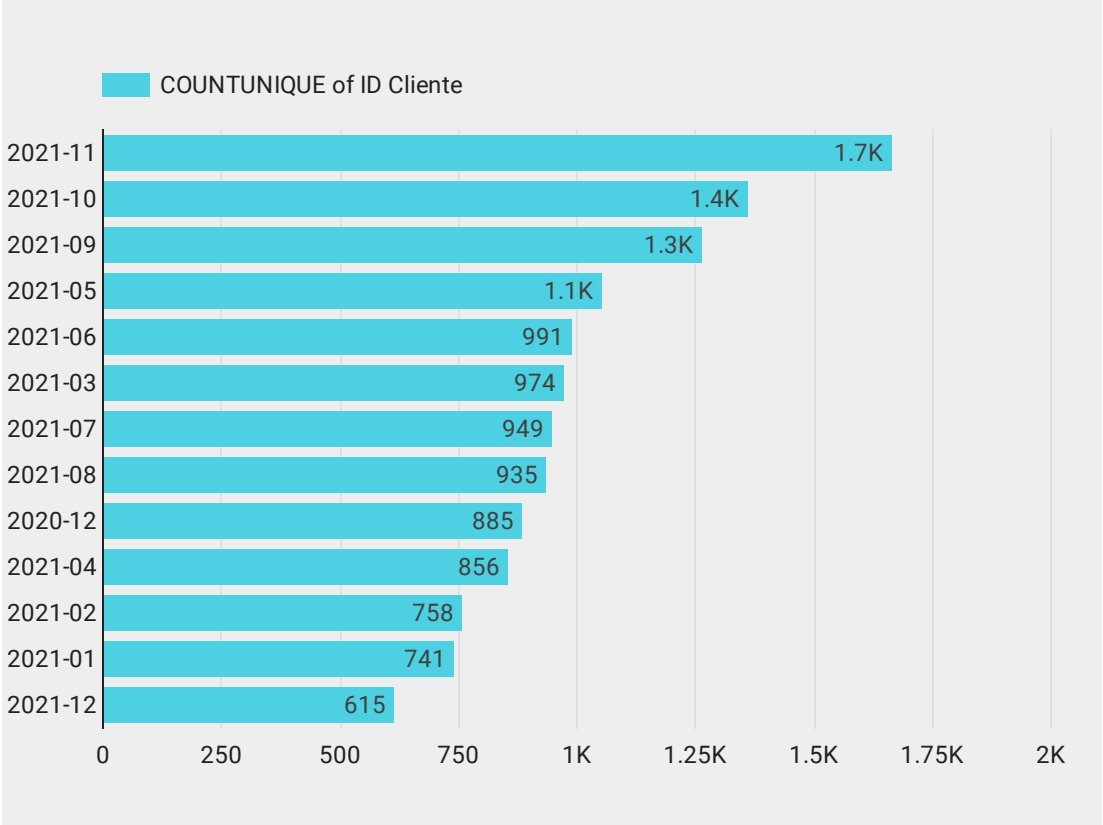
Histórico de vendas



Média e mediana do valor das faturas por mês



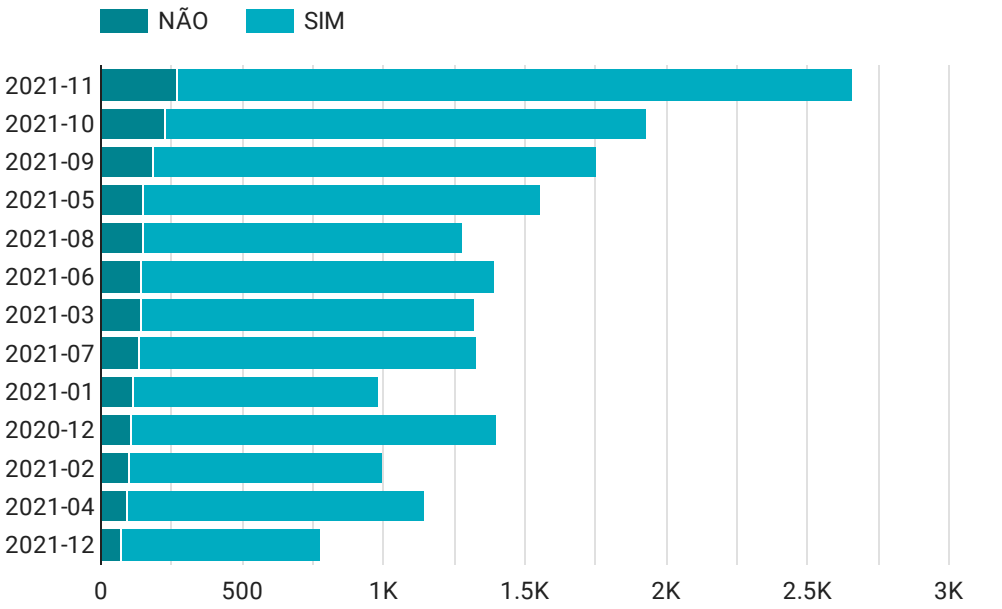
Cliente únicos



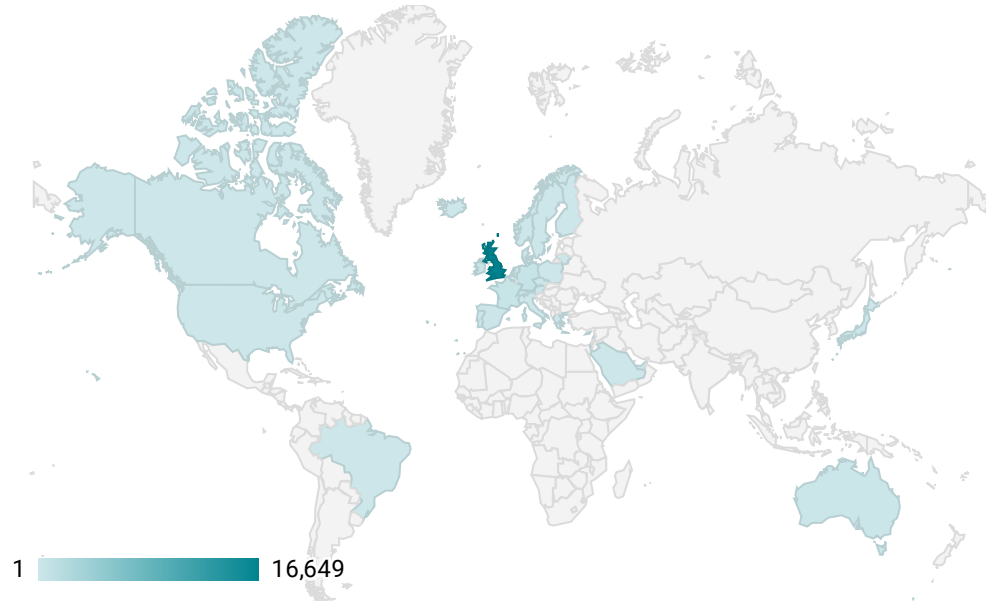
Segmentação RFM

Quartil	Recência	Frequência	Valor Monetário
4	559	210	280,206.02
3	327.5	5	1,661.38
2	236	2	674.45
1	203	1	306.98
0	186	0	0

Os clientes são do Reino Unido?



Qual país mais compra?



	País	SUM of Valor	COUNT of Valor
1.	United Kingdom	7,298,806.28	0.9
2.	Netherlands	285,446.34	0.01
3.	EIRE	265,341.00	0.01
4.	Germany	228,867.14	0.02
5.	France	208,088.92	0.02
6.	Australia	138,521.31	0
7.	Spain	61,577.11	0
8.	Switzerland	56,443.95	0
9.	Belgium	41,196.34	0.01
10.	Sweden	38,378.22	0

Quem são nossos clientes?

