



Selected RFM Customer Segment

Loyal & Valuable

Avg Days Between Orders

144.63

Profit per Order

\$61.73

Sales per Order

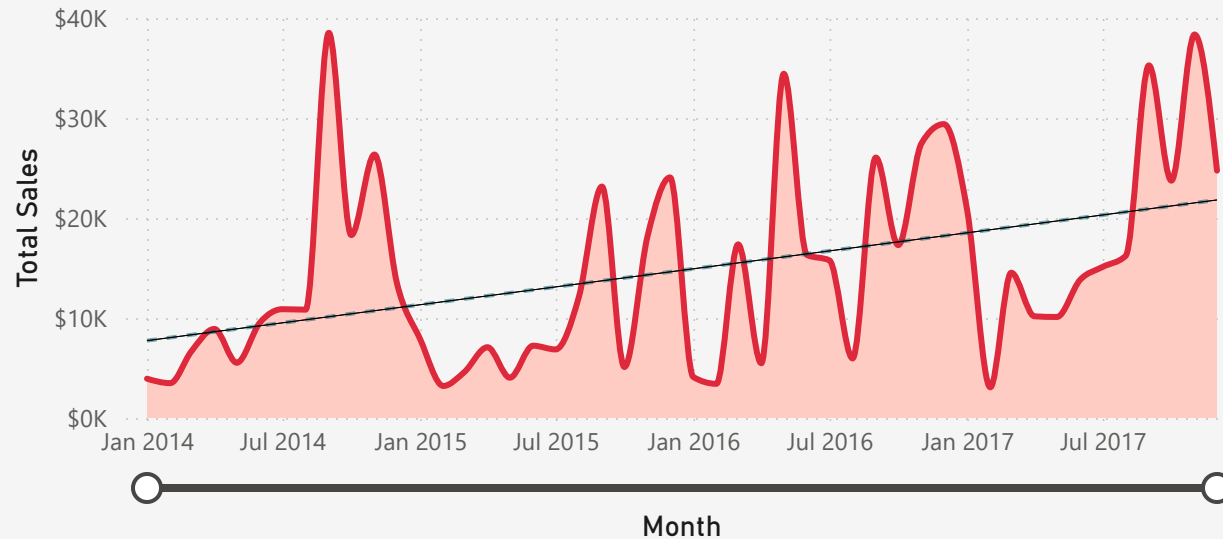
\$542.67

Total Orders

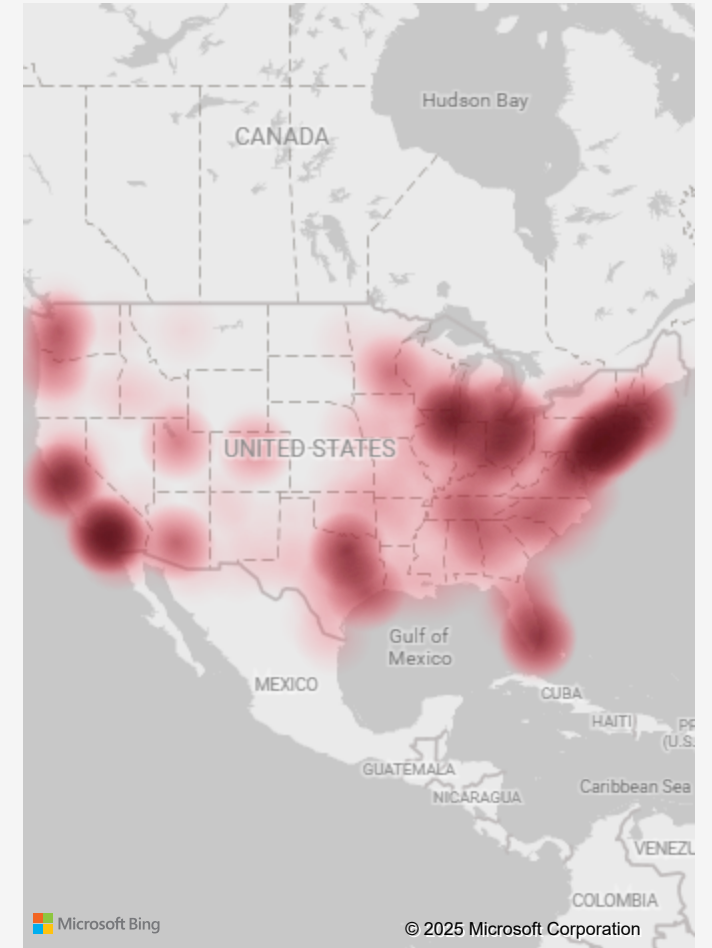
Total Profit

Total Sales

Total Sales by Month



Customers Heatmap



Total Sales by Category

Technology

\$269.43K

Furniture

\$219.98K

Office Supplies

\$219.31K