

# Customer Overview Dashboard

4282

Total Customers

8.25M

Total Spend

1.93K

Average Transaction Value

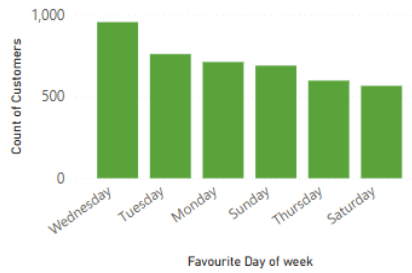
22K

Total Transactions

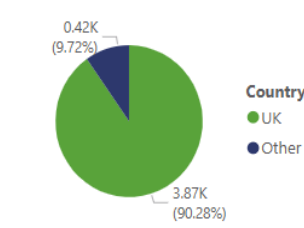
5M

Total Products Purchased

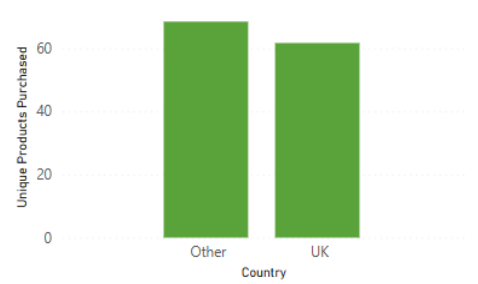
Count of Customers by Favourite Day of week



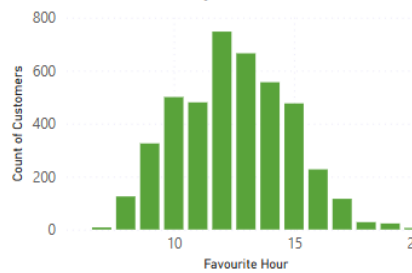
Count of Customers by Country



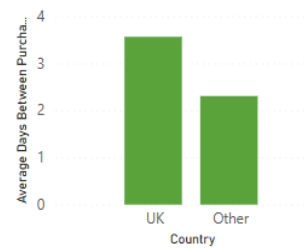
Unique Products Purchased by Country



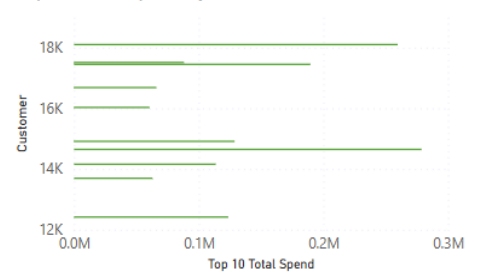
Count of Customers by Favourite Hour



Average Days Between Purchases by Country



Top 10 Total Spend by Customer

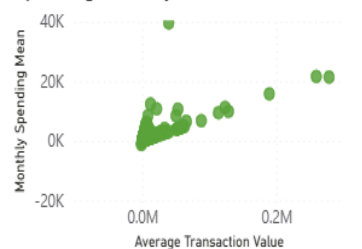


## Customer Cancellation and Spending Trends

Spending Trend by Cancellation Rate



Average Transaction Value and Monthly Spending Mean by CustomerID



Interpretation from above Dashboards:

## Customer Overview Dashboard

- 1)The majority of customers prefer to shop on Wednesdays, making it the most popular day for transactions. This is followed by Tuesday, Monday, Sunday, Thursday, and Saturday, in descending order of preference.
- 2) The United Kingdom (UK) accounts for the vast majority of the customer base, with approximately 3.87k customers, while all other countries combined contribute only around 0.42k customers.
- 3) Although the UK has a significantly larger customer base, the average number of unique products purchased per customer in the UK is lower compared to customers from other countries.
- 4) Most customers prefer shopping between 10 AM and 2 PM, with 11 AM being the peak hour.  
Customer activity is minimal in early mornings and late afternoons, indicating a strong midday shopping trend.
- 5) Customers in the UK have longer intervals between purchases compared to those in other countries, indicating less frequent buying behavior.
- 6) The top 10 customers have total spending ranging from approximately £120,000 to £280,000.

## Customer Cancellation and Spending Trends Dashboard

- 1) The relationship between cancellation rate and spending trend is non-linear, peaking at around 8% cancellation rate, where spending is highest. Very low (0–2%) or high (>18%) cancellation rates are associated with low or negative spending trends, suggesting that both extremes may reflect inactive or unstable customer behavior.
- 2) Most data points cluster in the lower-left corner, indicating that most customers have low average transaction values and low monthly spending. This suggests a large segment of customers who make small, infrequent purchases.
- 3) There is a complex, often inverse relationship between Monthly Spending Mean and Spending Trend. Days with high average spending (Monday to Wednesday) tend to show declining spending trends, indicating that despite high spending, the amounts are decreasing. Conversely, days with lower average spending (Thursday, Saturday) exhibit more positive or stable trends, suggesting spending may be increasing over time.
- 4) Spending trends show high hourly volatility with sharp swings throughout the day. Strong negative trends occur in the late morning and early afternoon, especially around 1 PM and 6-7 PM, while hours like 7-8 AM, 10 AM, 3 PM, and 8 PM display more positive or stable trends, highlighting potential “sweet spots.”
- 5) This graph shows that most customers have a low average number of days between purchases, clustering near the left side. Spending trends vary widely among these frequent buyers, with some showing positive and others negative trends. Customers with longer gaps between purchases tend to have spending trends closer to zero, indicating less impact on overall spending changes.
- 6) There is a strong positive correlation between total spending and cancellation rates in the morning to midday, with peaks overlapping around 11 AM to 1 PM. This indicates that the busiest spending hours also experience the highest cancellations.
- 7) Most data points cluster in the lower-left corner, showing that most customers have fewer than 50 transactions and less than 10 cancellations. This reflects a typical customer base with low activity and low cancellation rates