

Customer Overview Dashboard

4282

Total Customers

8.25M

Total Spend

1.93K

Average Transaction Value

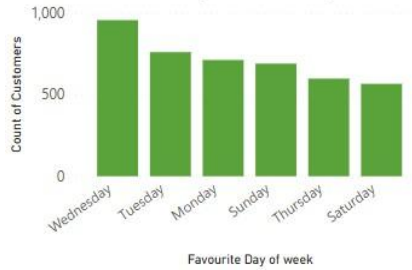
22K

Total Transactions

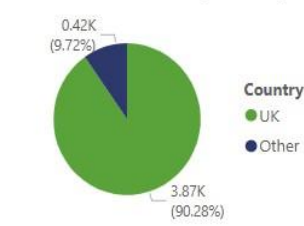
5M

Total Products Purchased

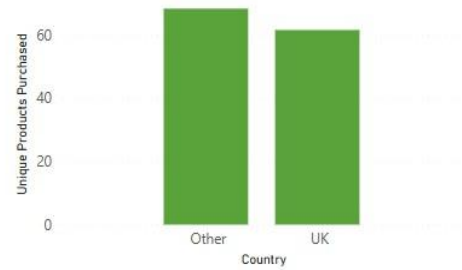
Count of Customers by Favourite Day of week



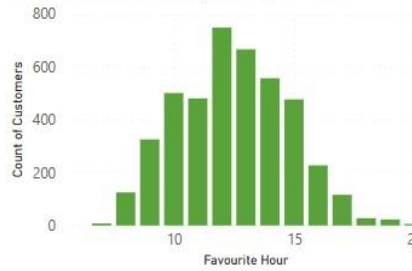
Count of Customers by Country



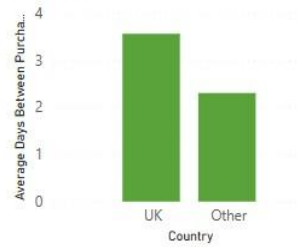
Unique Products Purchased by Country



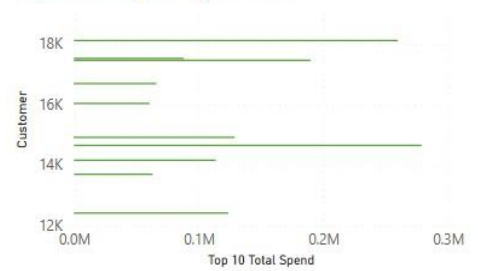
Count of Customers by Favourite Hour



Average Days Between Purchases by Country

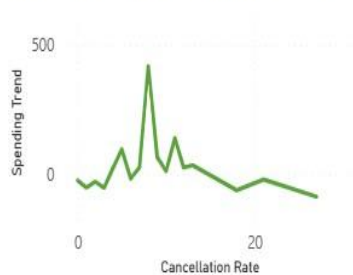


Top 10 Total Spend by Customer



Customer Cancellation and Spending Trends

Spending Trend by Cancellation Rate



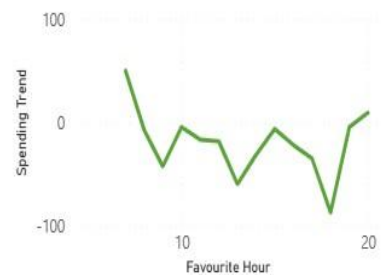
Average Transaction Value and Monthly Spending Mean by CustomerID



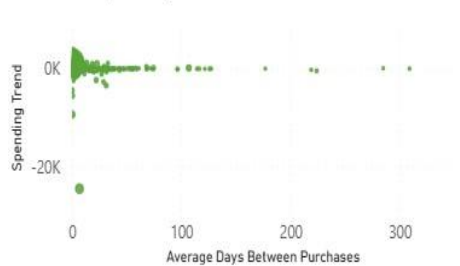
Monthly Spending Mean and Spending Trend by Favourite Day of week



Spending Trend by Favourite Hour



Average Days Between Purchases, Spending Trend and Total Spend by CustomerID



Total Spend and Cancellation Rate by Favourite Hour



Total Transactions and Cancellation Frequency by CustomerID



Interpretation from above Dashboards:

Customer Overview Dashboard

1) Count of Customers by Favourite Day of week

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) Count of Customers by Country

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) Unique Products Purchased by Country

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) Count of Customers by Favourite Hour

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) Average Days Between Purchases by Country

Customers in the UK have longer intervals between purchases compared to those in other countries, indicating less frequent buying behavior.

6) Top 10 Total Spend by Customer

The top 10 customers have total spending ranging from approximately £120,000 to £280,000.

Customer Cancellation and Spending Trends Dashboard

1) Spending Trend by Cancellation Rate

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) Average Transaction Value and Monthly Spending Mean by CustomerID

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) Monthly Spending Mean and Spending Trend by Favourite Day of week

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 Trend by Favourite Hour

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) Average Days Between Purchases, Spending Trend and Total Spend by CustomerID

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) Total Spend and Cancellation Rate by Favourite Hour

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) Total Transactions and Cancellation Frequency by CustomerID

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