

2.06M

Total Revenue

101

Total Units

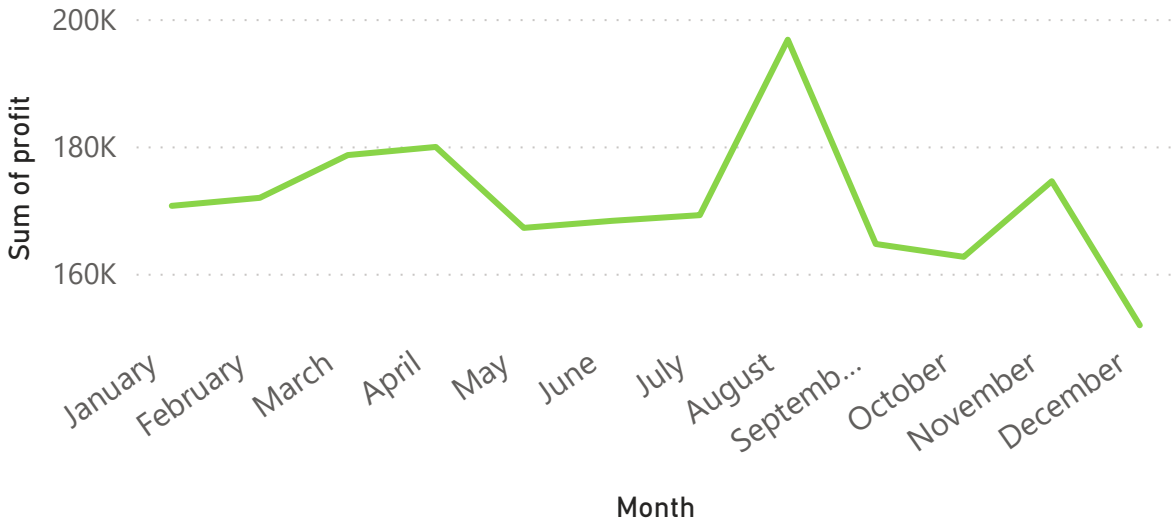
641

Count of Customers

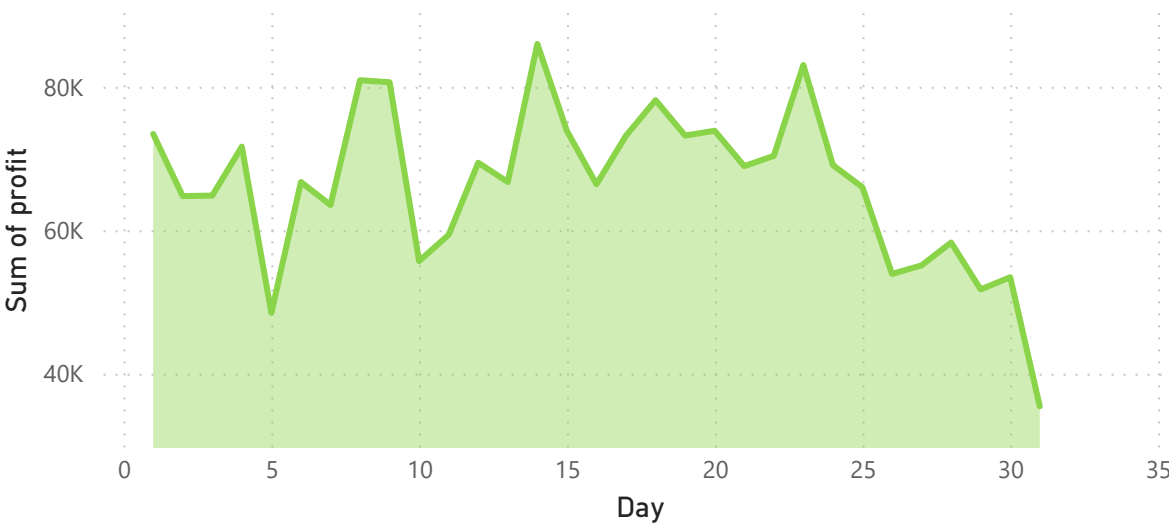
3643

Count of Orders

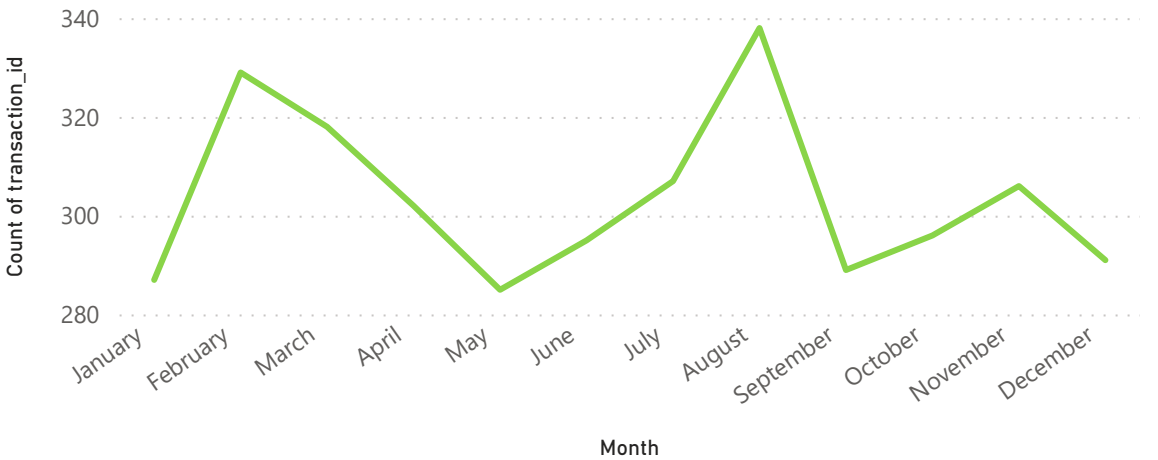
Revenue by Month



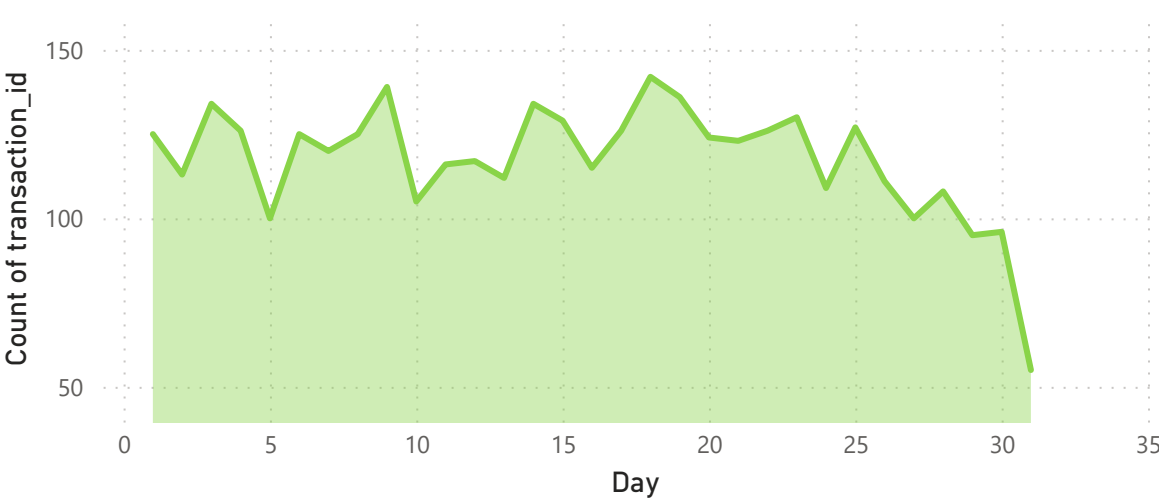
Revenue by Day of Month



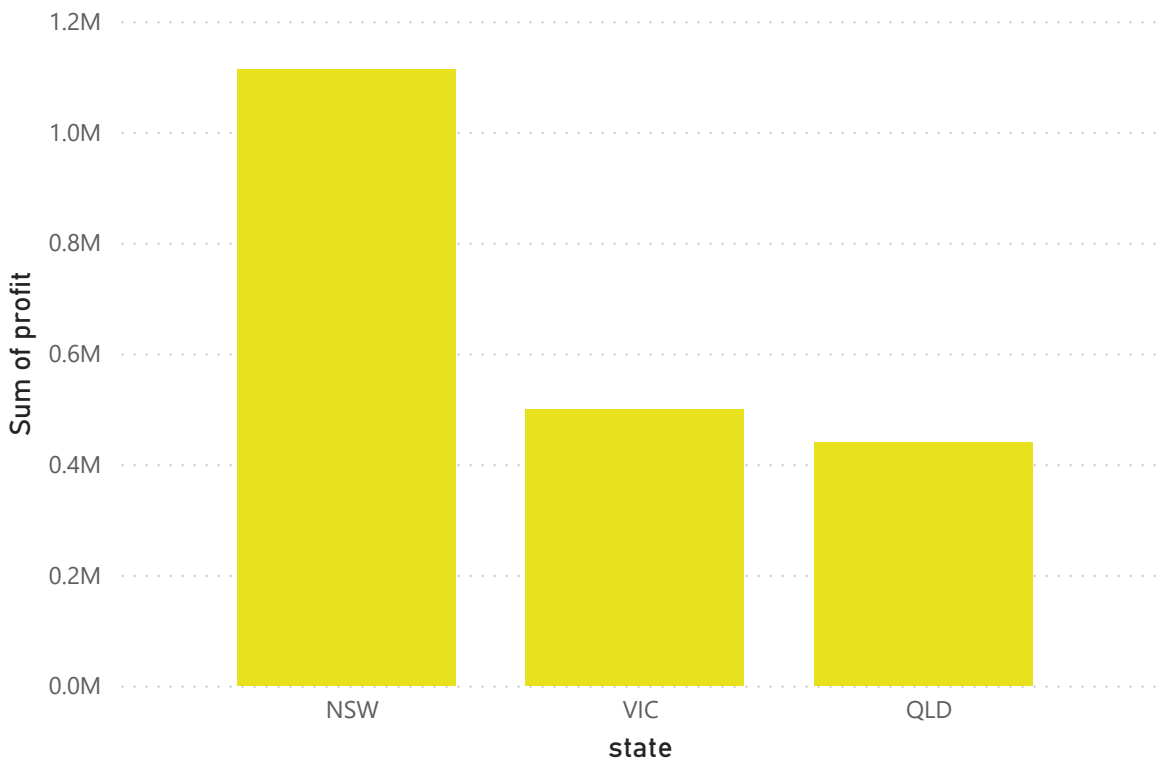
Count of Transactions by Month



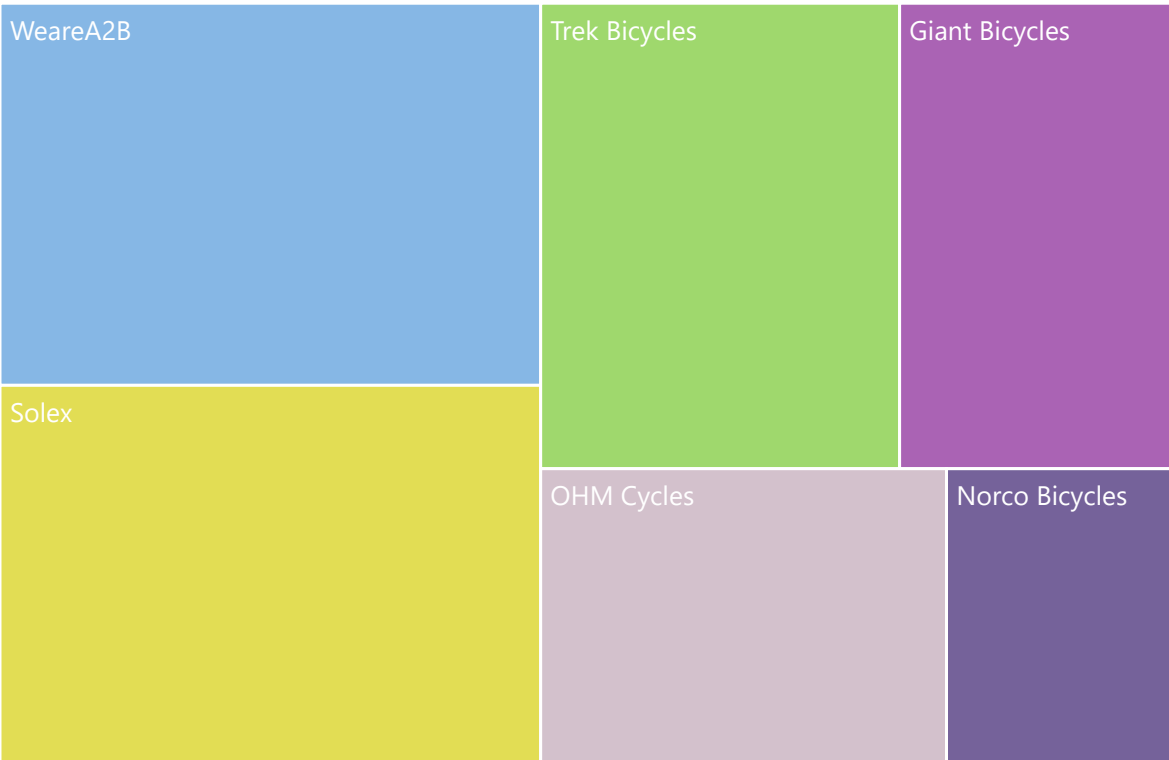
Count of Transaction by Day



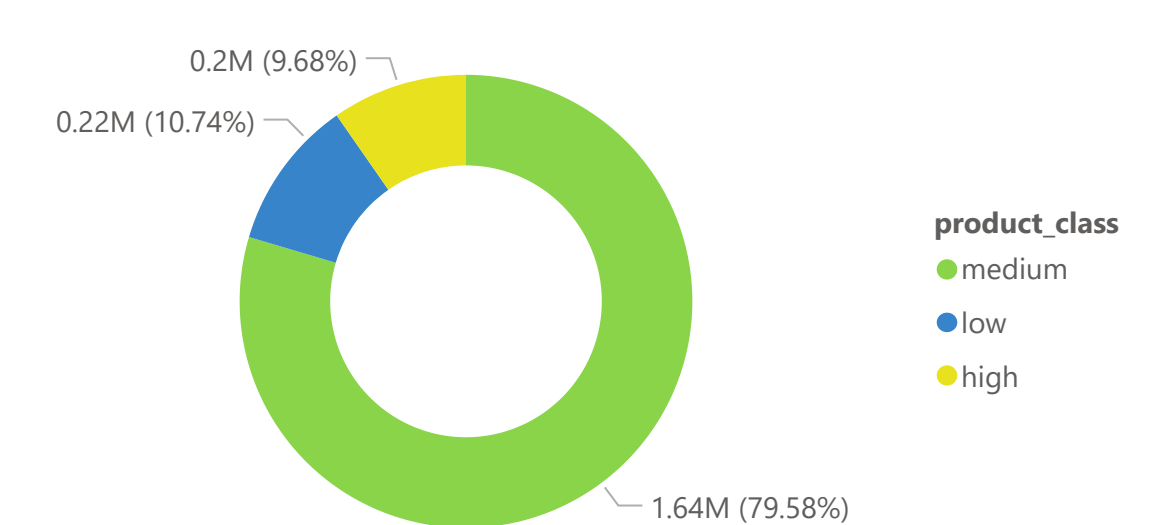
Revenue by State



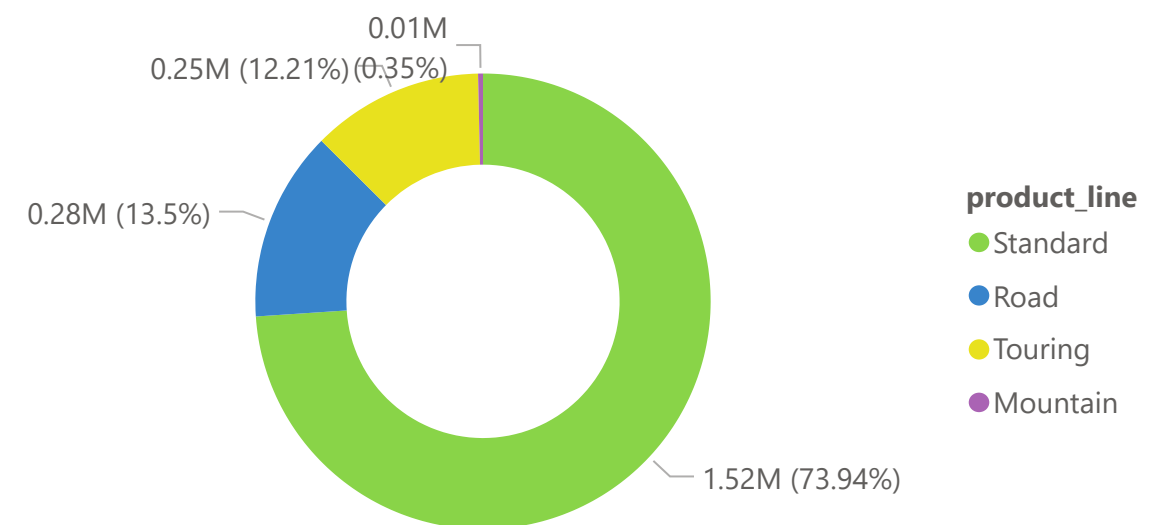
Revenue by Brand



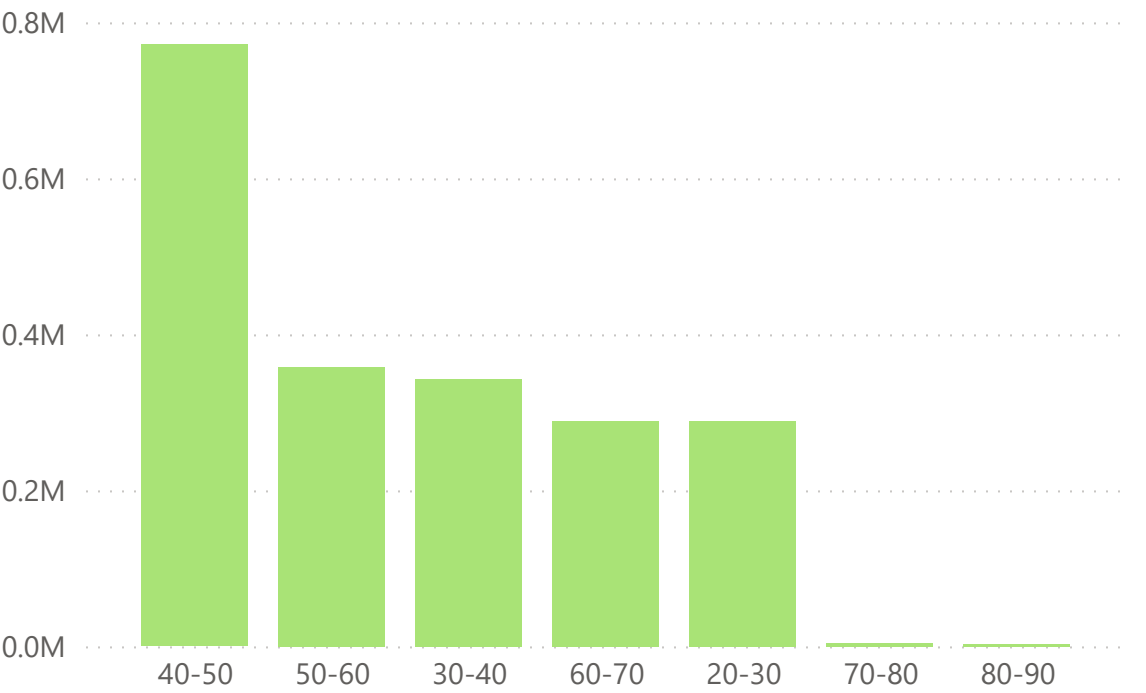
Revenue by Class of Product



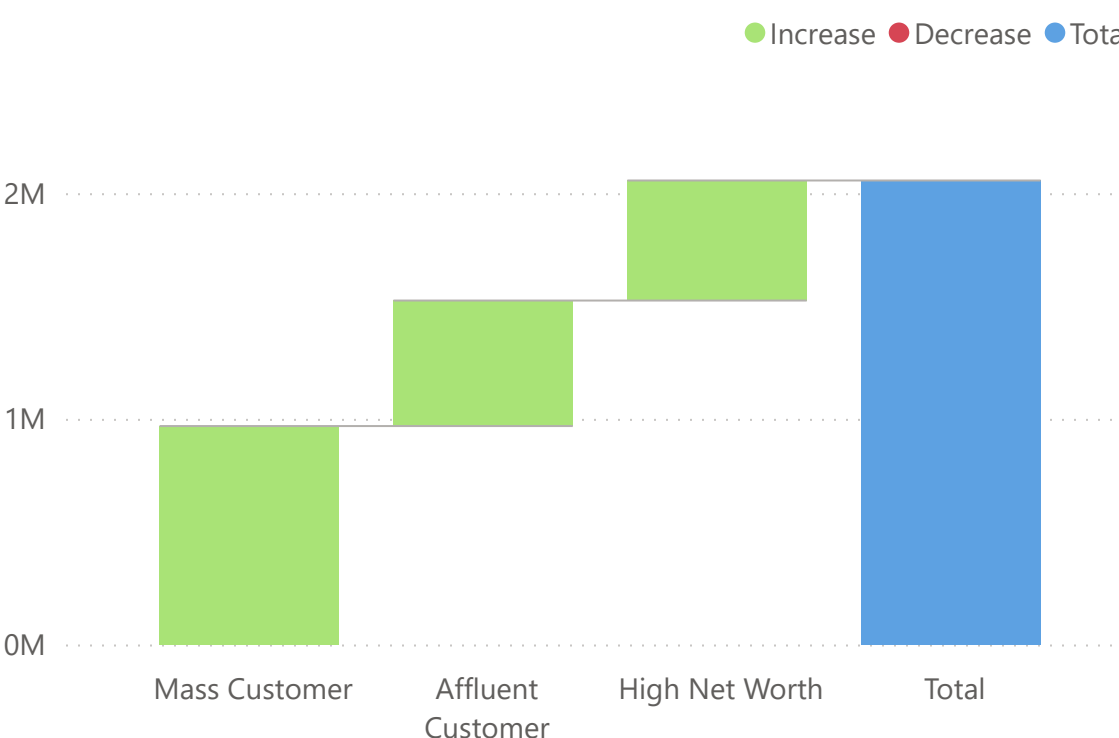
Revenue by Product Line



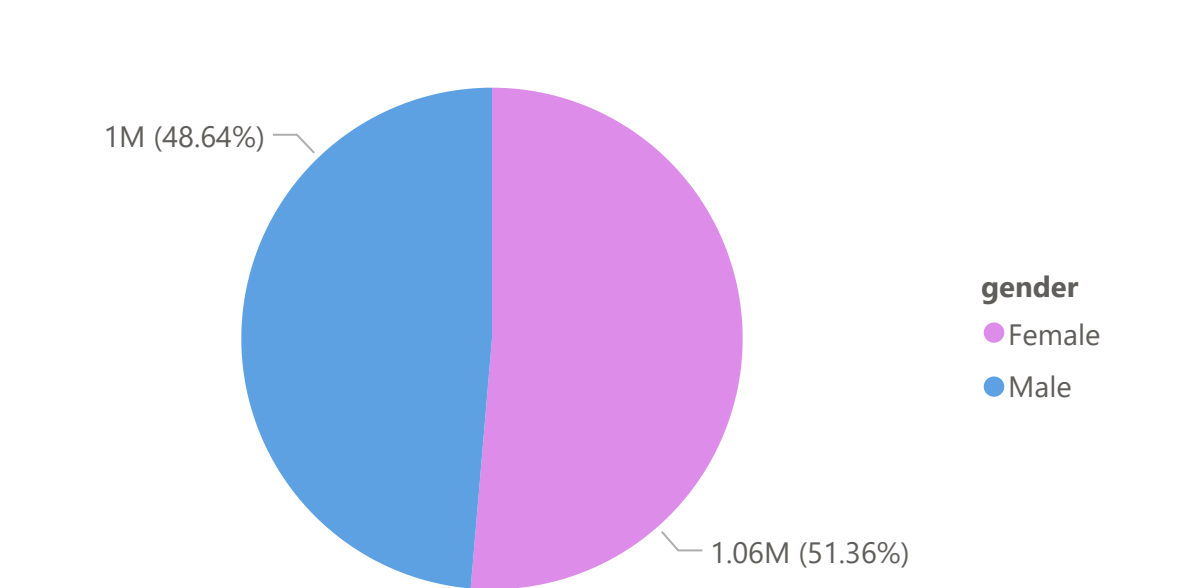
Revenue by Age



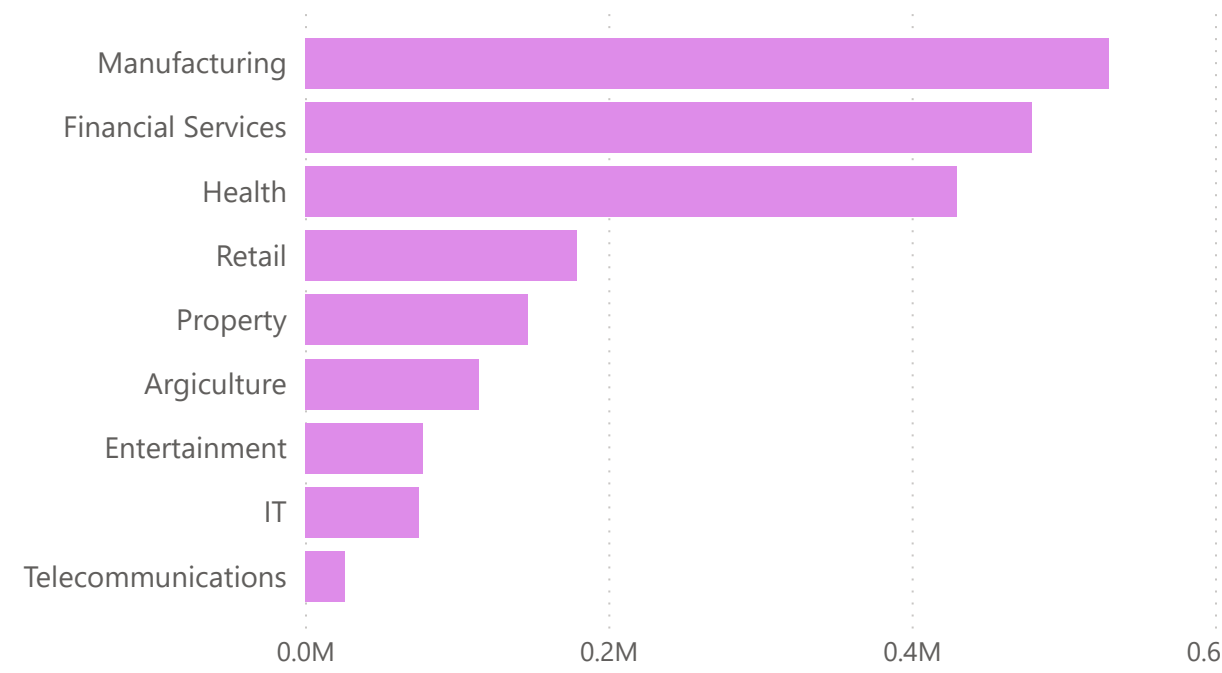
Revenue by Wealth Segment



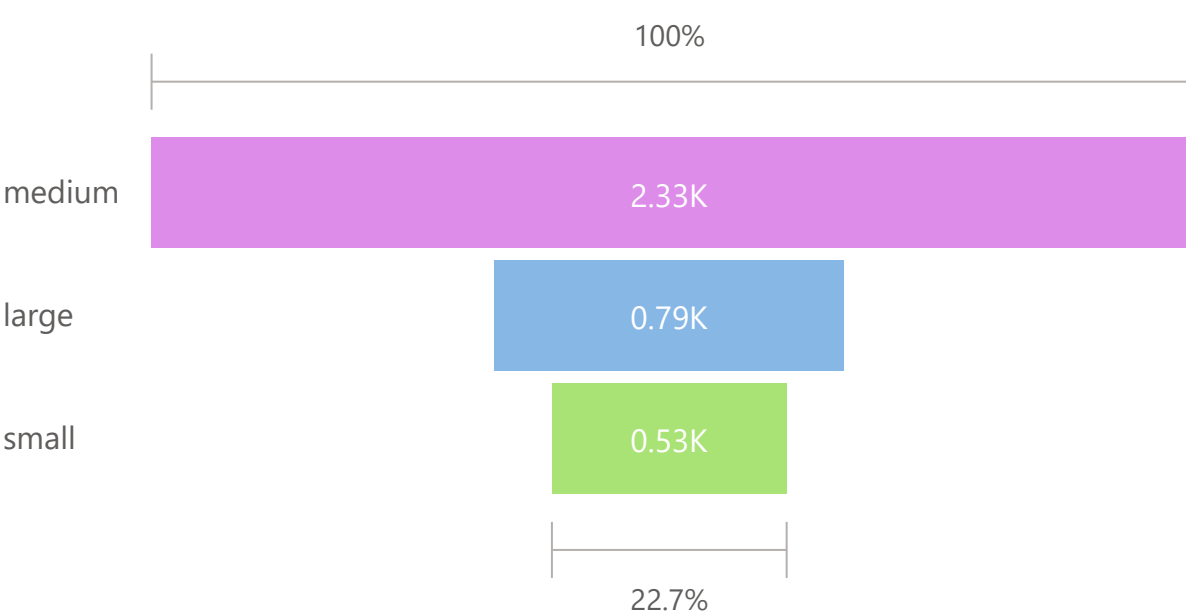
Revenue by Gender



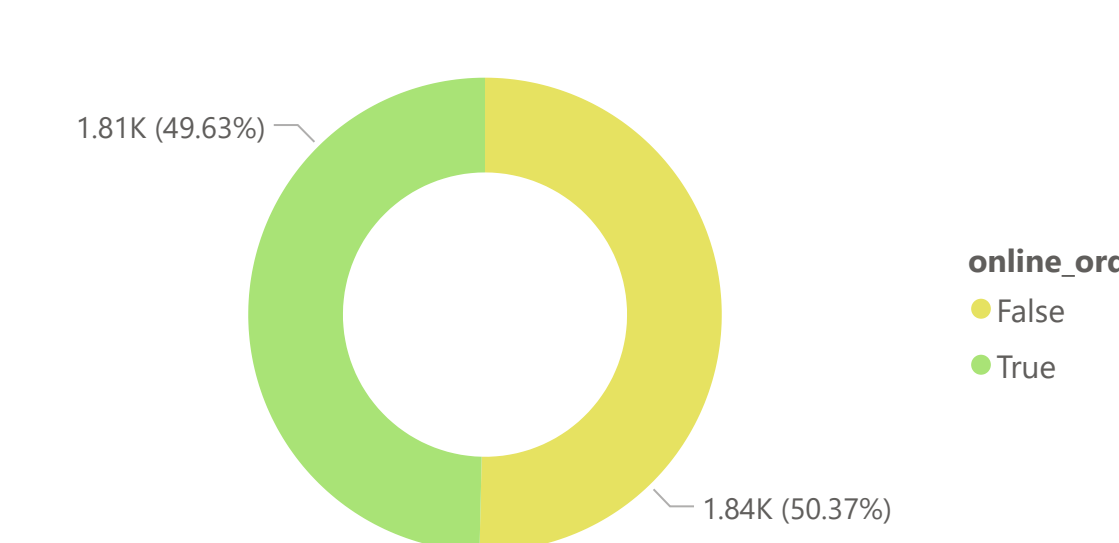
Revenue by Job Industry



Count of Transactions by Product Size



Count of Customers by Online Order



2.06M

Total Revenue

101

Total Units

641

Count of Customers

3643

Count of Orders

Top Customer by Clustering

| Cutomer_Name     | job_industry_category | Age_group | wealth_segment | state | owns_car | Sum of property_valuation |
|------------------|-----------------------|-----------|----------------|-------|----------|---------------------------|
| Aldin Newsome    | Financial Services    | 40-50     | Mass Customer  | NSW   | No       | 9                         |
| Alexina Mabley   | Manufacturing         | 40-50     | Mass Customer  | NSW   | Yes      | 9                         |
| Andriana Gosnoll | Manufacturing         | 50-60     | Mass Customer  | NSW   | No       | 10                        |
| Arty Strudwick   | Health                | 50-60     | Mass Customer  | NSW   | Yes      | 10                        |
| Becky Lassen     | Financial Services    | 40-50     | Mass Customer  | NSW   | Yes      | 8                         |
| Bengt Bilson     | Manufacturing         | 50-60     | High Net Worth | NSW   | No       | 10                        |
| Chanda Mensler   | Manufacturing         | 50-60     | Mass Customer  | NSW   | Yes      | 10                        |
| Conroy Rappaport | Health                | 50-60     | High Net Worth | NSW   | No       | 9                         |
| Daisi Tinwell    | Financial Services    | 50-60     | Mass Customer  | NSW   | No       | 8                         |
| Darleen Shalcras | Health                | 40-50     | Mass Customer  | NSW   | No       | 10                        |
| Donn MacGrear    | Manufacturing         | 50-60     | High Net Worth | NSW   | No       | 10                        |

state

Multiple selections

gender

All

job\_industry\_ca...

Multiple selections

Age\_group

Multiple selections

property\_valua...

Multiple selections

wealth\_segment

Multiple selections

Top Customer by RFM

| Sum of customer_id | customer_name         | Sum of RFM | cuttomer_profil    | gender | job_industry_category | state | wealth_segment    | Sum of property_valuation | Age_group |
|--------------------|-----------------------|------------|--------------------|--------|-----------------------|-------|-------------------|---------------------------|-----------|
| 729                | Ammamaria Standbridge | 444.00     | Plutinium Customer | Female | Health                | VIC   | Affluent Customer | 9                         | 40-50     |
| 2369               | Averyl Gosz           | 444.00     | Plutinium Customer | Female | Financial Services    | VIC   | Mass Customer     | 5                         | 20-30     |
| 2992               | Crystal Assur         | 444.00     | Plutinium Customer | Female | Health                | VIC   | Mass Customer     | 5                         | 40-50     |
| 322                | De Denington          | 444.00     | Plutinium Customer | Female | Financial Services    | QLD   | Mass Customer     | 6                         | 40-50     |
| 1404               | Emmott Mercik         | 444.00     | Plutinium Customer | Male   | Manufacturing         | VIC   | Mass Customer     | 8                         | 60-70     |
| 2492               | Gayelord Lipman       | 444.00     | Plutinium Customer | Male   | Manufacturing         | NSW   | High Net Worth    | 9                         | 40-50     |
| 200                | Hube Weald            | 444.00     | Plutinium Customer | Male   | Property              | QLD   | Affluent Customer | 2                         | 60-70     |
| 1885               | Jerome Sheavills      | 444.00     | Plutinium Customer | Male   | Health                | NSW   | High Net Worth    | 8                         | 40-50     |
| 753                | Josy St. Quentin      | 444.00     | Plutinium Customer | Female | Health                | NSW   | Affluent Customer | 3                         | 50-60     |
| 2695               | Kippy Heater          | 444.00     | Plutinium Customer | Female | Manufacturing         | NSW   | Mass Customer     | 12                        | 40-50     |
| 1460               | Morley Shutt          | 444.00     | Plutinium Customer | Male   | Financial Services    | NSW   | High Net Worth    | 9                         | 40-50     |
| 1558               | Oberon Scading        | 444.00     | Plutinium Customer | Male   | Financial Services    | NSW   | Affluent Customer | 10                        | 30-40     |
| 2651               | Silvan Ellison        | 444.00     | Plutinium Customer | Male   | Manufacturing         | NSW   | Mass Customer     | 6                         | 40-50     |

Customer Segmentation by RFM

