

Online Retail Analysis

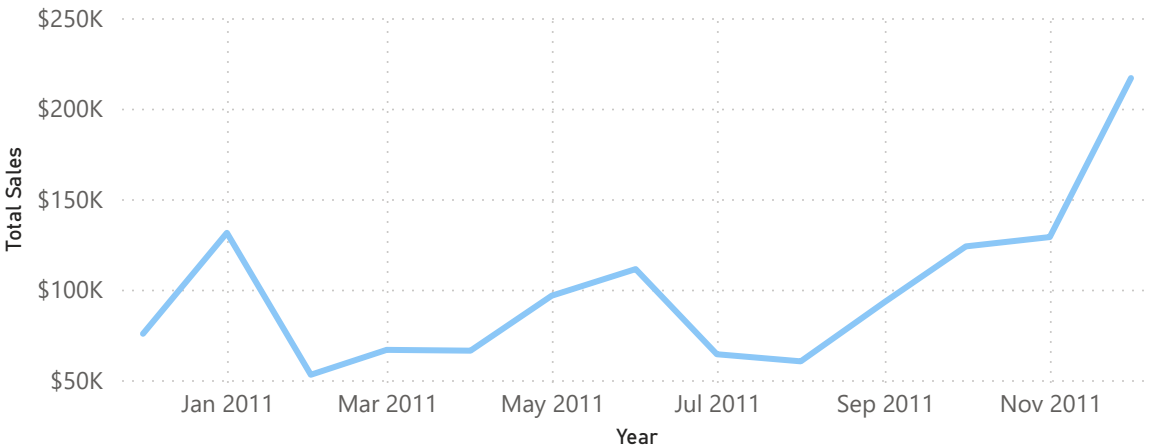
Sales Analysis

Title

Sales Analysis

Customer Analysis

Sales by Year and Month



Top 3 Items by Sale

PAPER CRAFT , LITTLE BIRDIE

MEDIUM CERAMIC TO...

PICNIC BASKET WICKE...

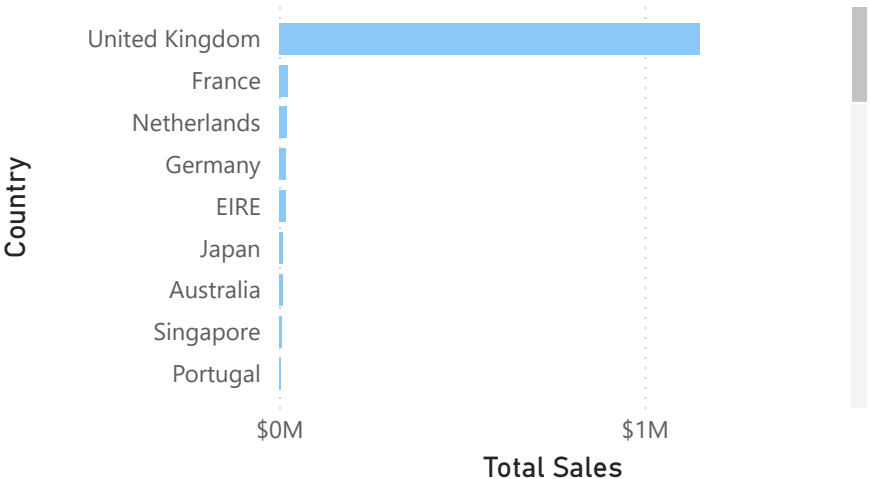
Total Sales (\$)

\$1.29M

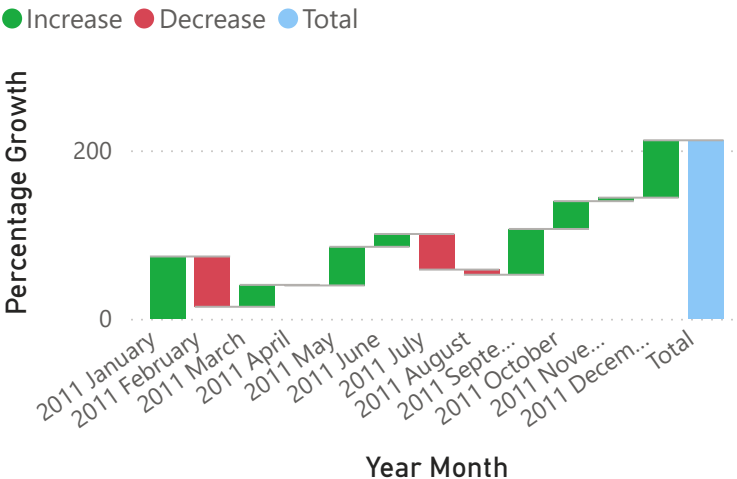
% Sales Growth | This Month

68.11

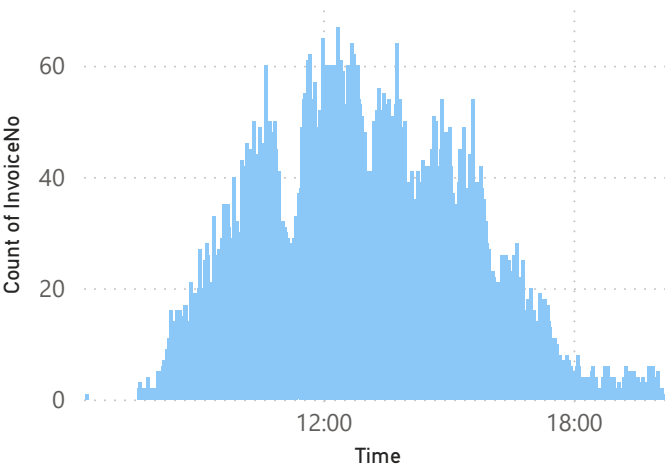
Total Sales by Country



Monthly Sales Growth | %



Peak Sales Times



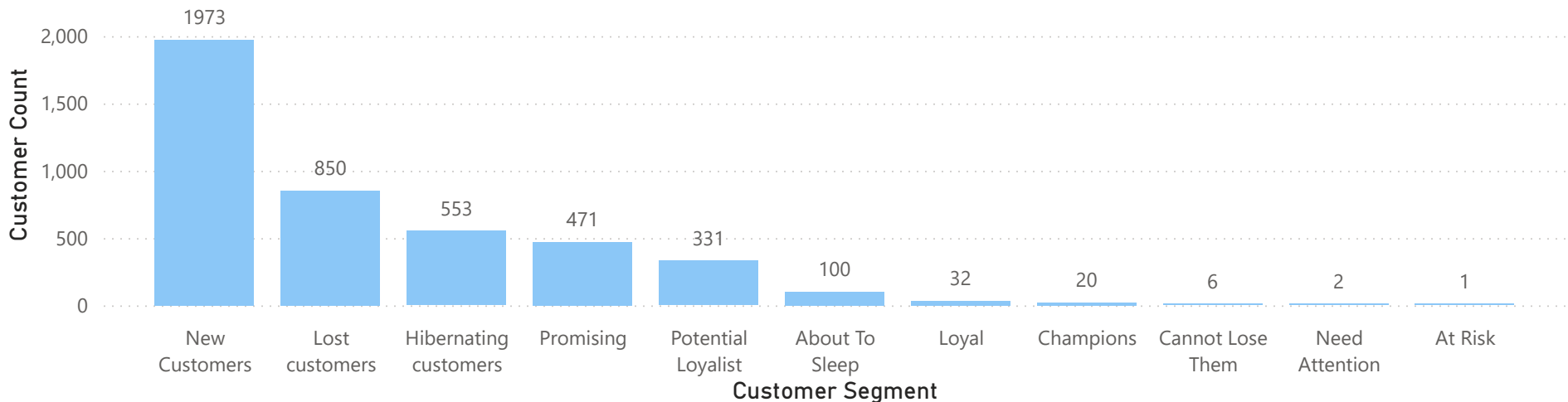
Customer Analysis

Title

Sales Analysis

Customer Analysis

RFM Analysis of Customers



Sales

Quantity

CustomerID	RFM Score	CustomerSegment	Total Quantity
16446	515	Promising	80996
12346	115	Cannot Lose Them	74215
17949	545	Champions	19657
16333	545	Champions	14208
13256	511	New Customers	12540
14646	555	Champions	11886
17450	545	Champions	9211
12901	544	Champions	9152
18102	555	Champions	9058
16029	455	Champions	8143
16013	545	Champions	8036
Total			713395

Quantity | By Segmentation

