

Sales Analysis

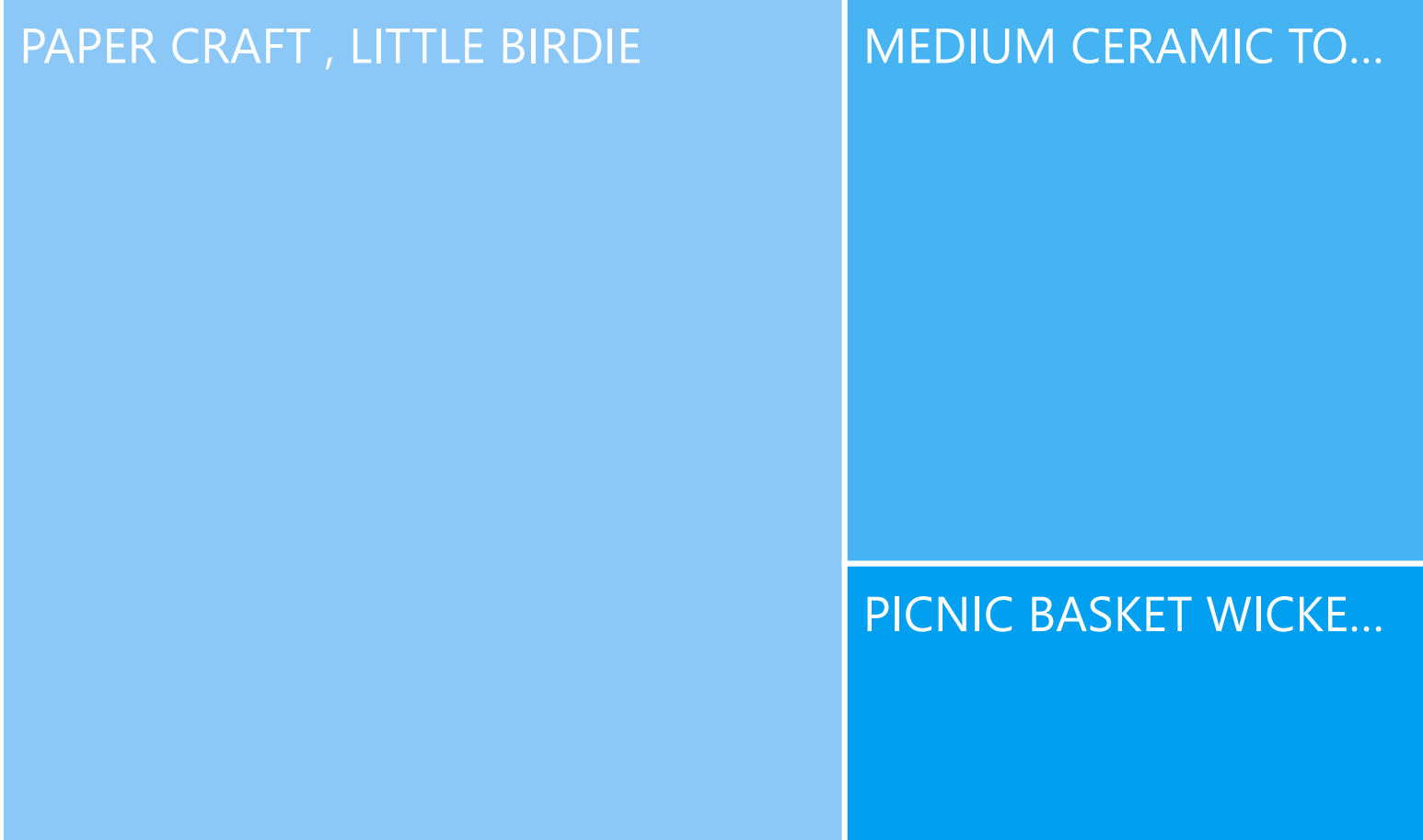
Sales Analysis

Customer Analysis

Sales by Year and Month



Top 3 Items by Sale



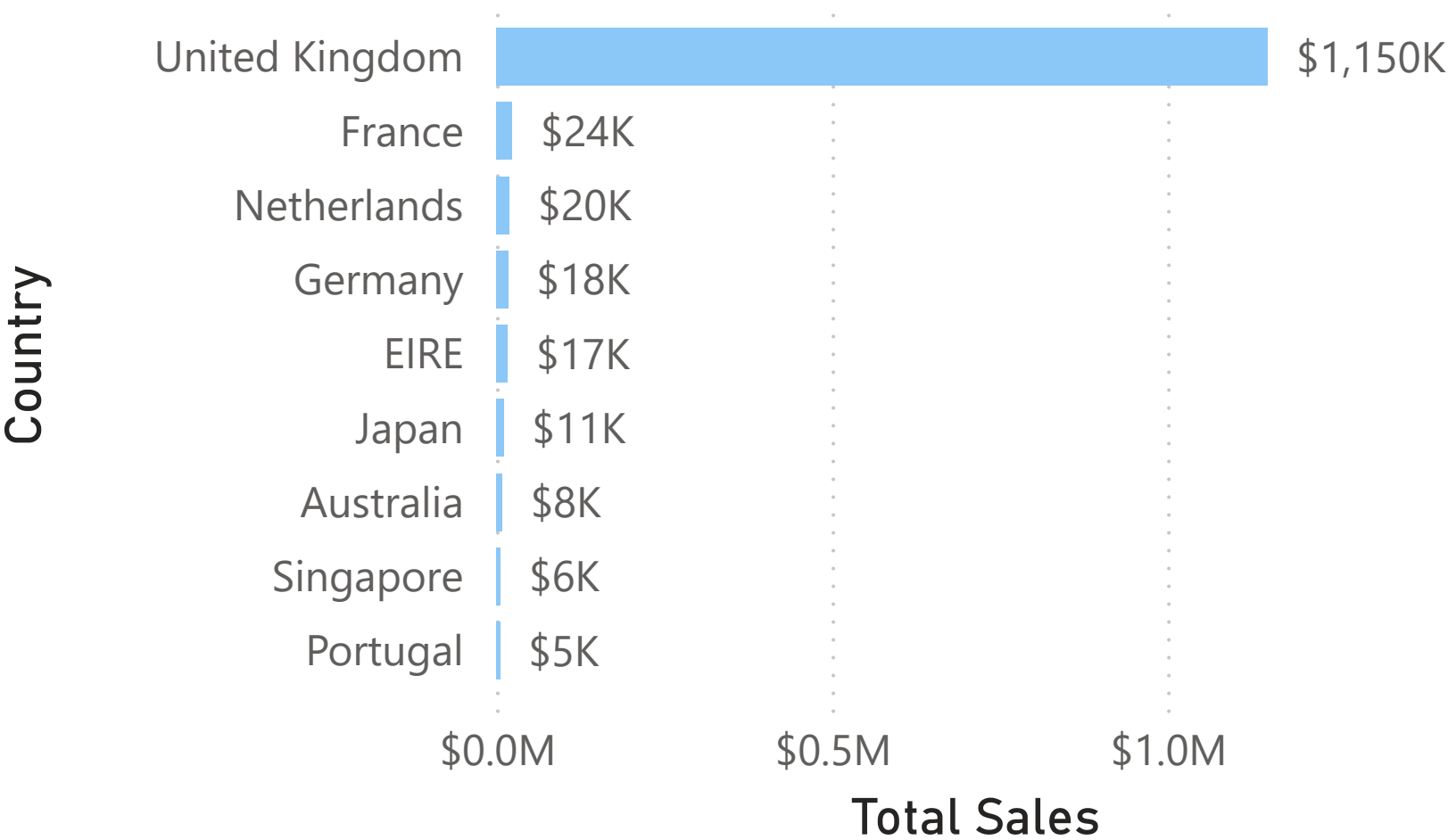
Total Sales (\$)

\$1.29M

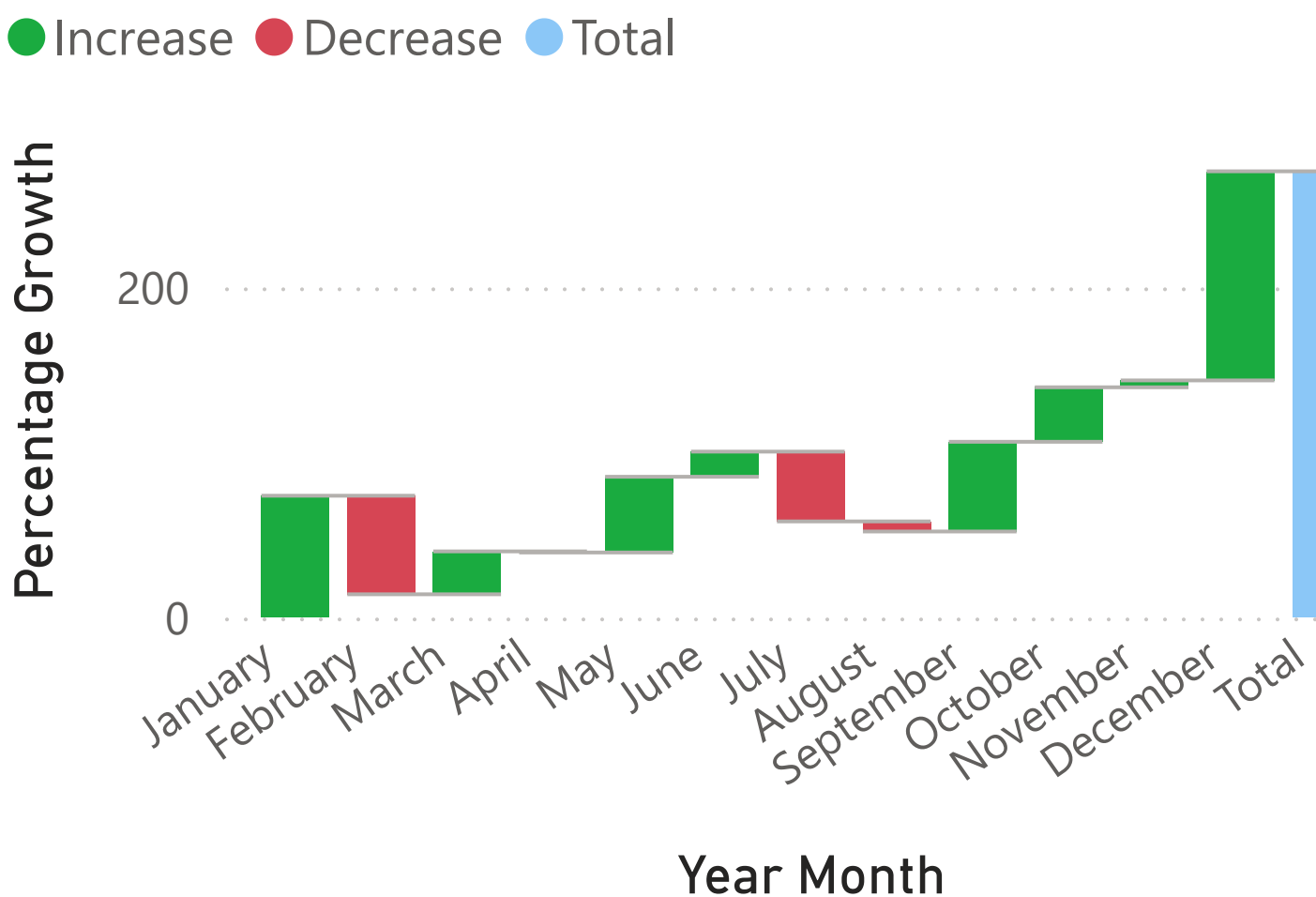
% Sales Growth | This Month

68

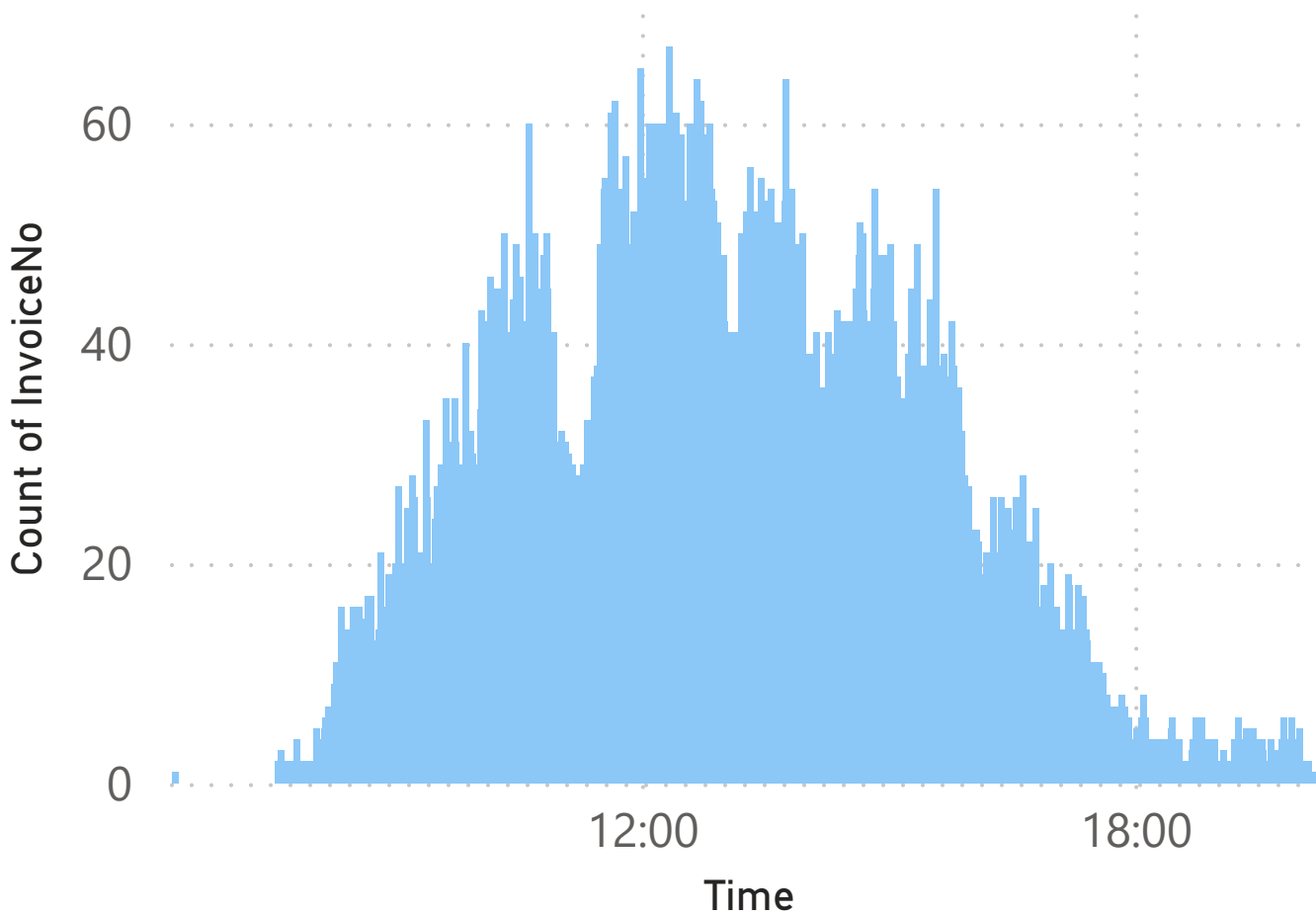
Total Sales by Country



Monthly Sales Growth | %



Peak Sales Times

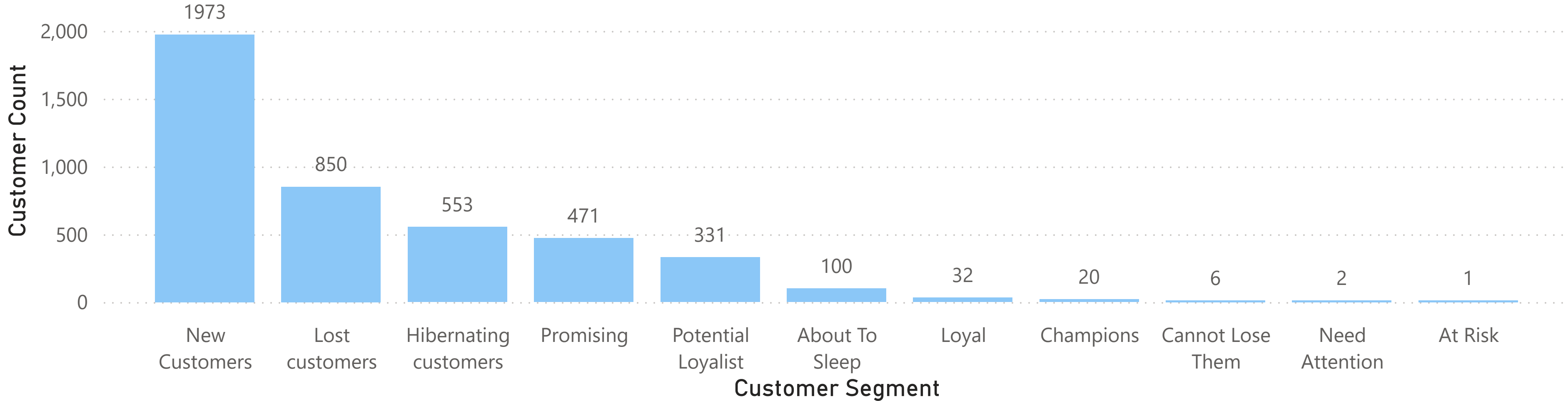


Customer Analysis

Sales Analysis

Customer Analysis

RFM Analysis of Customers

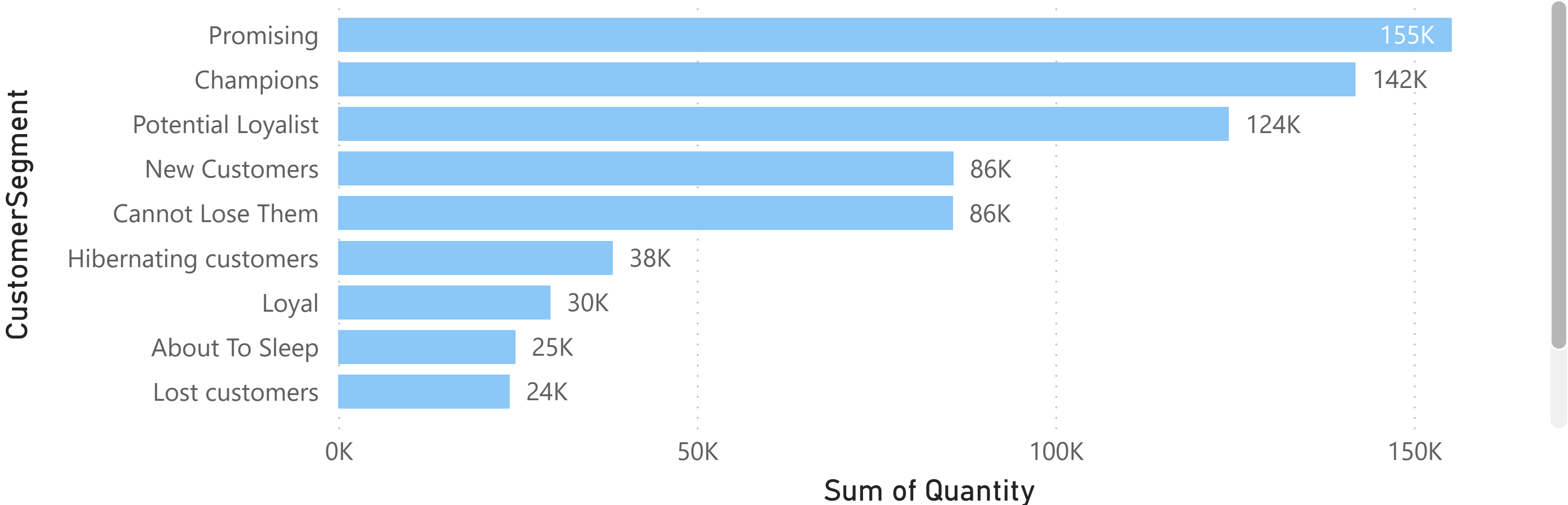


Sales

Quantity

| CustomerID | RFM Score | CustomerSegment | Total Quantity |
|------------|-----------|------------------|----------------|
| 12346 | 115 | Cannot Lose Them | 74215 |
| 12347 | 521 | Promising | 100 |
| 12348 | 311 | New Customers | 416 |
| 12349 | 511 | New Customers | 2 |
| 12350 | 111 | Lost customers | 12 |
| 12352 | 422 | New Customers | 39 |
| 12353 | 111 | Lost customers | 2 |
| 12354 | 111 | Lost customers | 10 |
| 12355 | 111 | Lost customers | 24 |
| 12356 | 511 | New Customers | 74 |
| 12357 | 411 | New Customers | 12 |
| Total | | | 713395 |

Quantity | By Segmentation



| CustomerSegment | Segment Description |
|-----------------|--|
| At Risk | Spent big money and purchased often a long time ago. Need to bring them back |
| Loyal | Spend good money with us often. Responsive to promotion |