

# Customer Purchase Analysis Report

## Top Selling Product Categories:

Sports: 1061 purchases

Books: 1000 purchases

Home & Kitchen: 998 purchases

Clothing: 989 purchases

Electronics: 952 purchases

## Top Selling Products:

Product 7510a348-0fad-4af1-b3fa-5758c42d1ee6: 122 purchases

Product b5ec6be8-23b8-4070-8da9-7d6d160f98e1: 120 purchases

Product eeb29bad-de14-4d70-8a24-acf7bb263b86: 113 purchases

Product ff819383-5784-40b4-8713-8ee8282e6330: 112 purchases

Product f93f940c-f67b-4341-ae16-5cc02afd87a3: 111 purchases

## Customer Spending Statistics (Sample of 5):

Customer 001d6a92-664e-4a6d-94dd-dea5a30fbb4e: Mean \$297.69, Total \$2679.18, Median \$383.96

Customer 00af516c-dc8b-44e1-810b-596873305d1f: Mean \$227.95, Total \$4103.06, Median \$231.39

Customer 00b7b277-5e02-4661-8266-86ba11254529: Mean \$268.99, Total \$3227.91, Median \$282.29

Customer 00bb6c5c-c590-4956-b808-0bcda42cfb43: Mean \$245.43, Total \$2699.69, Median \$228.88

Customer 01e6ec33-a832-4607-8118-bd74d007b47b: Mean \$265.86, Total \$2924.50, Median \$329.36

## Customer Segmentation (Sample of 5):

Customer 001d6a92-664e-4a6d-94dd-dea5a30fbb4e: Low Spenders - Prefers Books

Customer 00af516c-dc8b-44e1-810b-596873305d1f: High Spenders - Prefers Books

Customer 00b7b277-5e02-4661-8266-86ba11254529: Low Spenders - Prefers Books

Customer 00bb6c5c-c590-4956-b808-0bcda42cfb43: Low Spenders - Prefers Books

Customer 01e6ec33-a832-4607-8118-bd74d007b47b: Low Spenders - Prefers Clothing

Example Recommendation for Customer 71ea7656-079f-4aa5-8ea4-092b5d0b9434:

Recommended Products: 56e20e5e-965f-4789-97a3-20e8e60e6a7e, e68da6b7-ca06-489a-8dbe-b6a47e2