Customer Segmentation and Sales Analysis
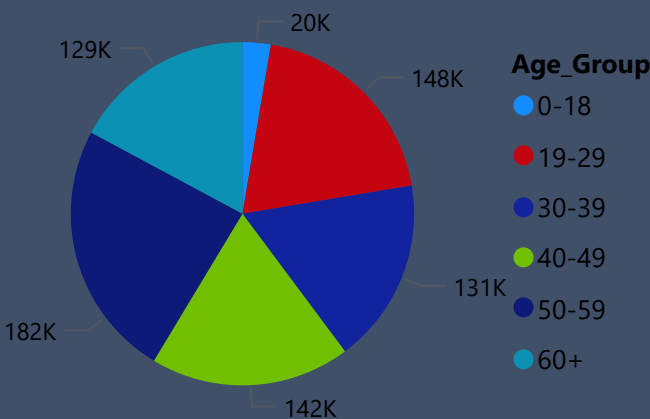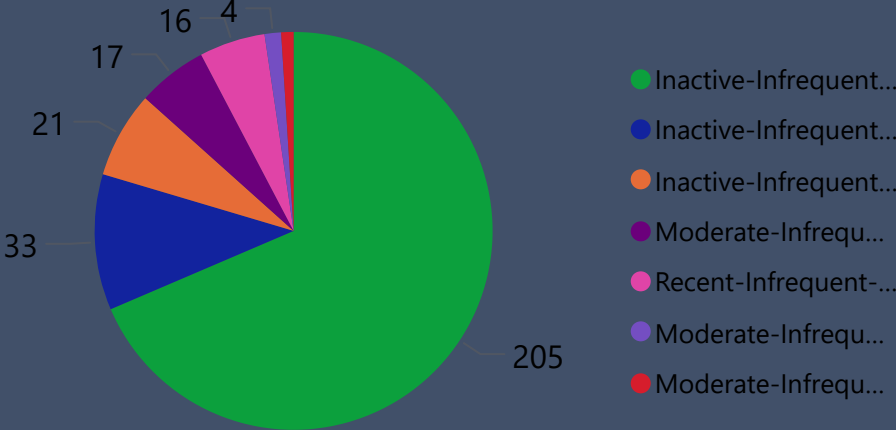
Furniture | Office Supplies | Technology

🏠 **Home**

2.56K
CLTV

752K
Total Sales

Total Sales by Category

- Office Supplies — 276K
- Furniture — 261K
- Technology — 216K

0K   200K

Sales by Age Group

- 20K
- 129K
- 148K
- 131K
- 142K
- 182K
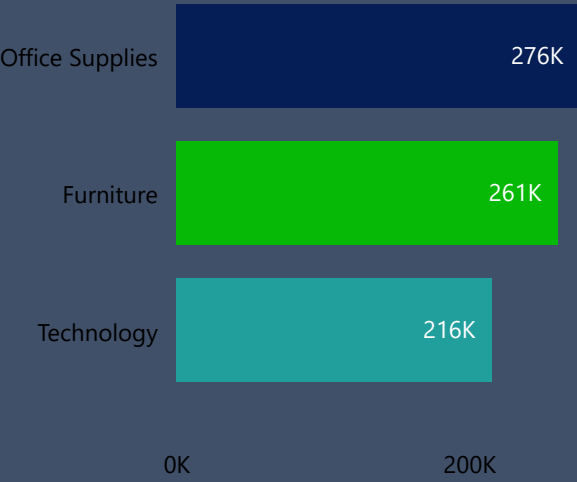
Age_Group
- 0-18
- 19-29
- 30-39
- 40-49
- 50-59
- 60+

Distribution of Customers by RFM Segments

- 16
- 4
- 17
- 21
- 33
- 205

- Inactive-Infrequent...
- Inactive-Infrequent...
- Inactive-Infrequent...
- Moderate-Infrequ...
- Recent-Infrequent-...
- Moderate-Infrequ...
- Moderate-Infrequ...

Sales by Region

- 176K (23.44%)
- 204K (27.18%)
- 182K (24.22%)
- 189K (25.15%)

Region
- North
- West
- South
- East
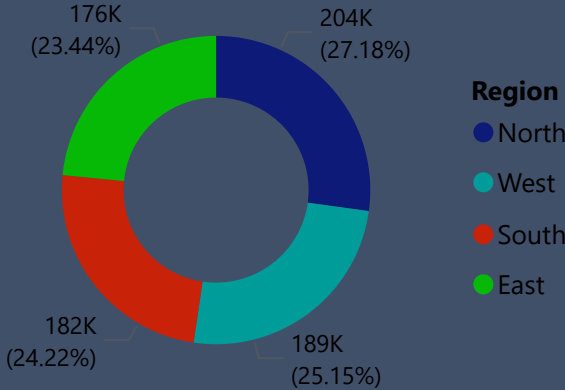
Top 5 Customers by Sale

Customer_ID	Sum of Sales
1448	7661
3878	7789
4706	4999
5637	5157
5765	6501

Monthly Sales Trend

Total Sales

Jul 2023   Jan 2024   Jul 2024   Jan 2025

Product	Sum of Sales
Folder	38989
Notebook	48795
Paper	63420
Pen	56996
Stapler	67534
Total	**275734**

Total Sales by Product
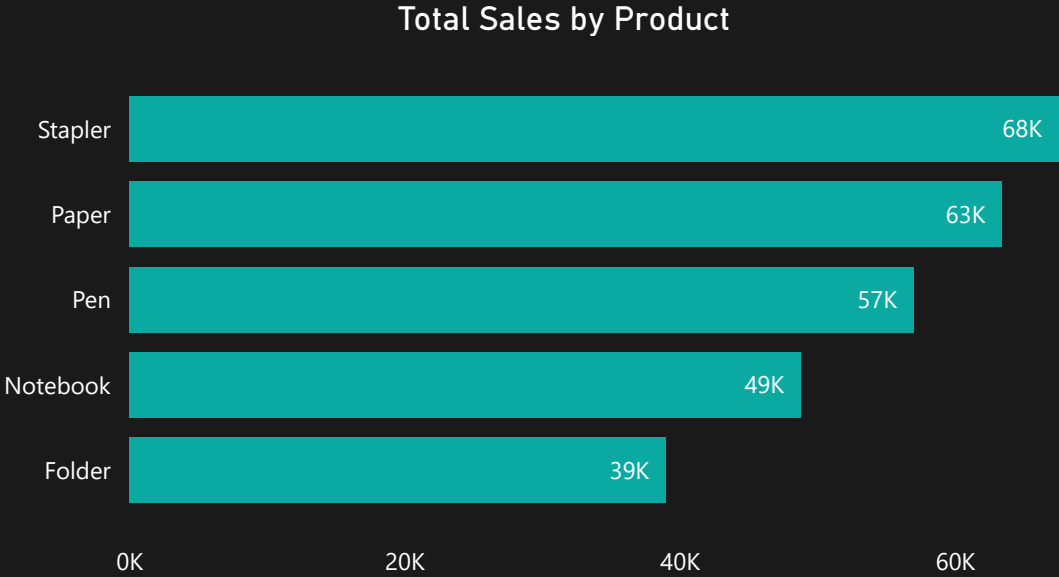
2.51K

Average Sales

Customer_ID	Sum of Sales	Sum of Quantity
1001	4648	9
1006	2839	7
1016	4072	3
1136	3519	4
1149	3884	10
1170	1039	3
Total	**751956**	**1593**

Sum of Sales by Month

Month	Sales
January	65K
February	59K
March	54K
April	76K
May	54K
June	98K
July	57K
August	45K
September	55K
October	56K
November	75K
December	59K
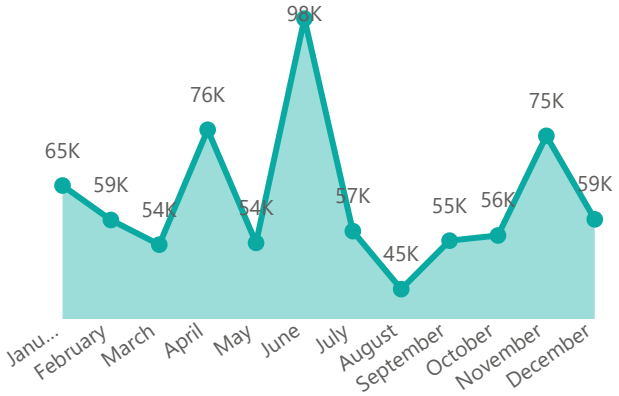
Customer_ID	CLTV	Category
1001	4,648	Office Supplies
1006	2,839	Office Supplies
1016	4,072	Furniture
1136	3,519	Office Supplies
1149	3,884	Technology
Total	**2,558**	