



Number of customers

79.93K

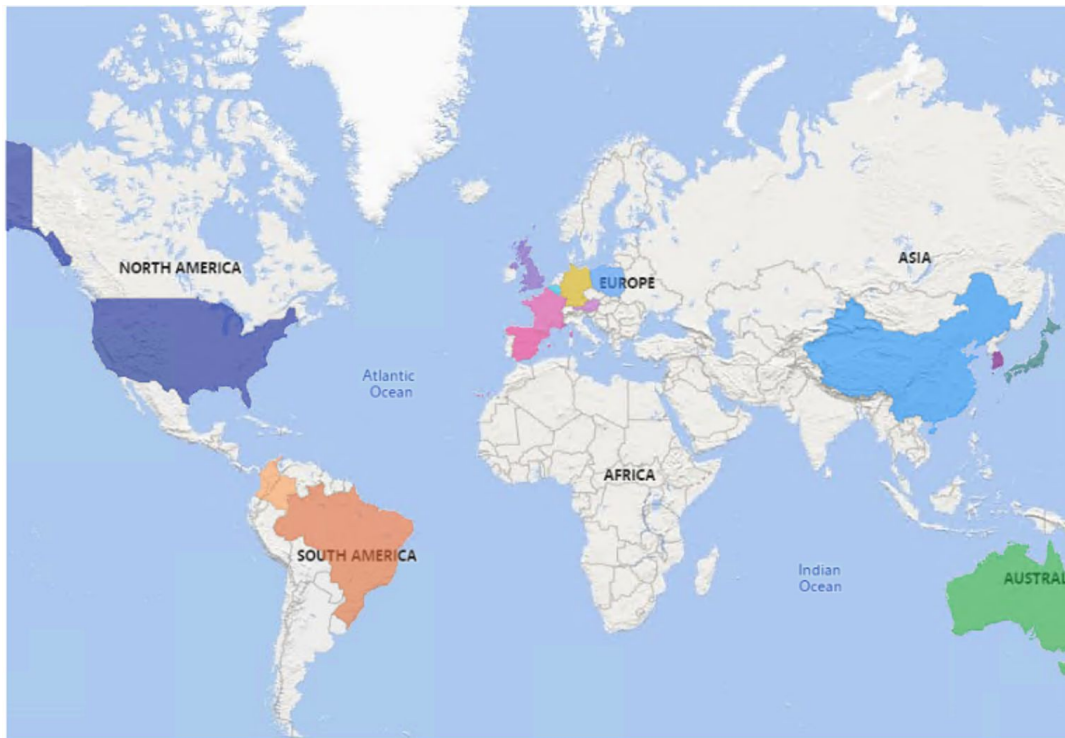
Number of orders

125.21K

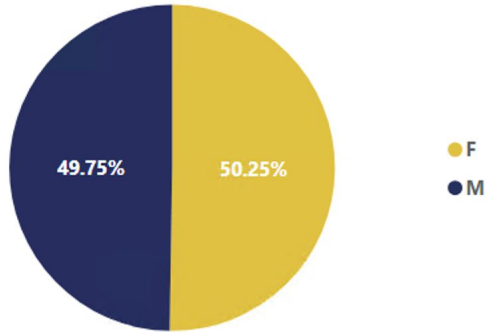
Total Revenue

10.82M

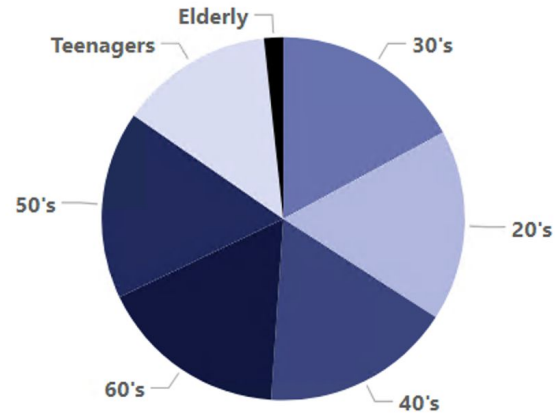
Customer Behavior Analysis



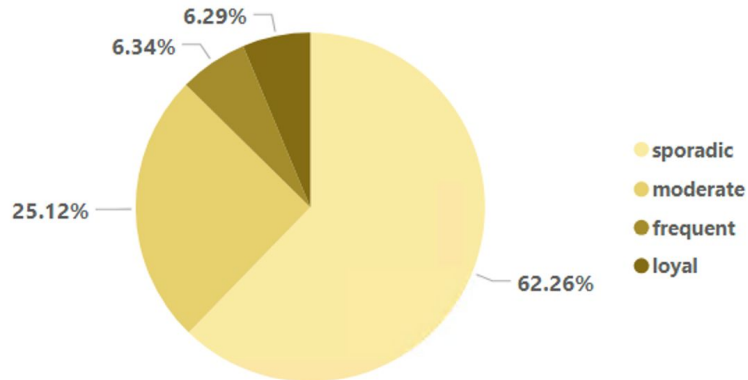
Gender



Age range



Segments

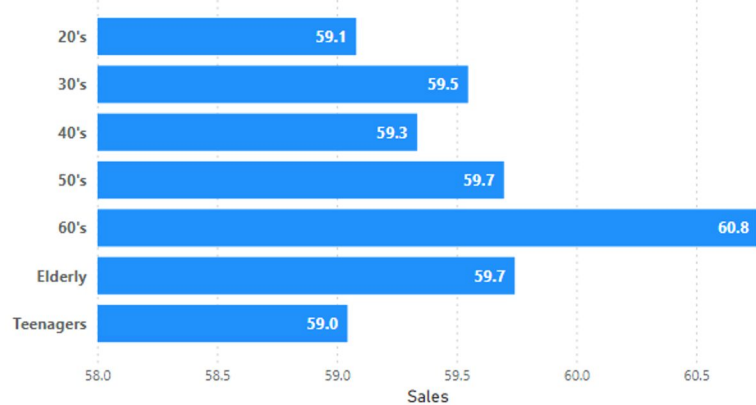


Target opportunities:

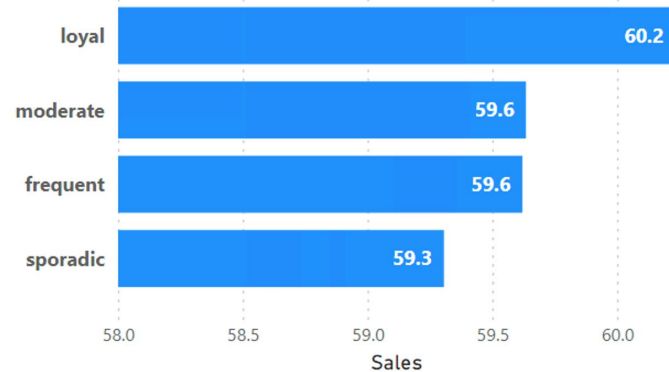
Elderly customers

Loyal and Frequent customers

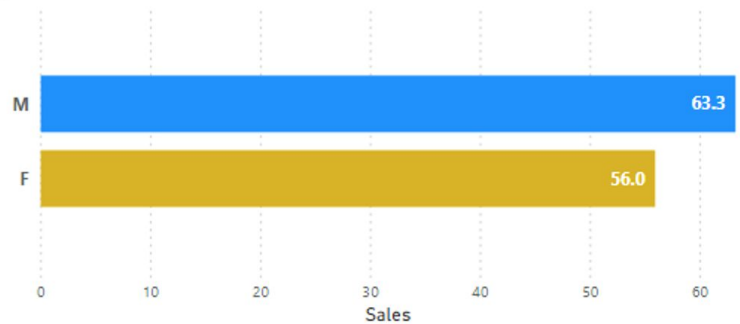
AVG Sales X Age



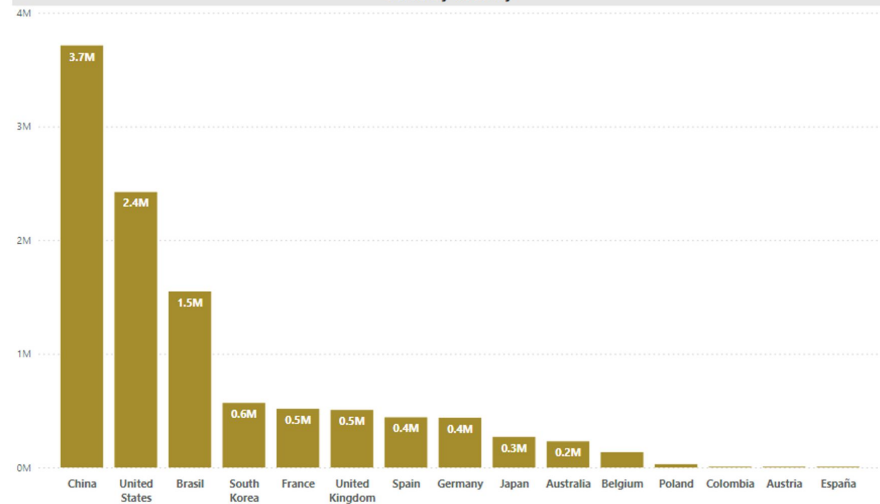
AVG Sales X Segment



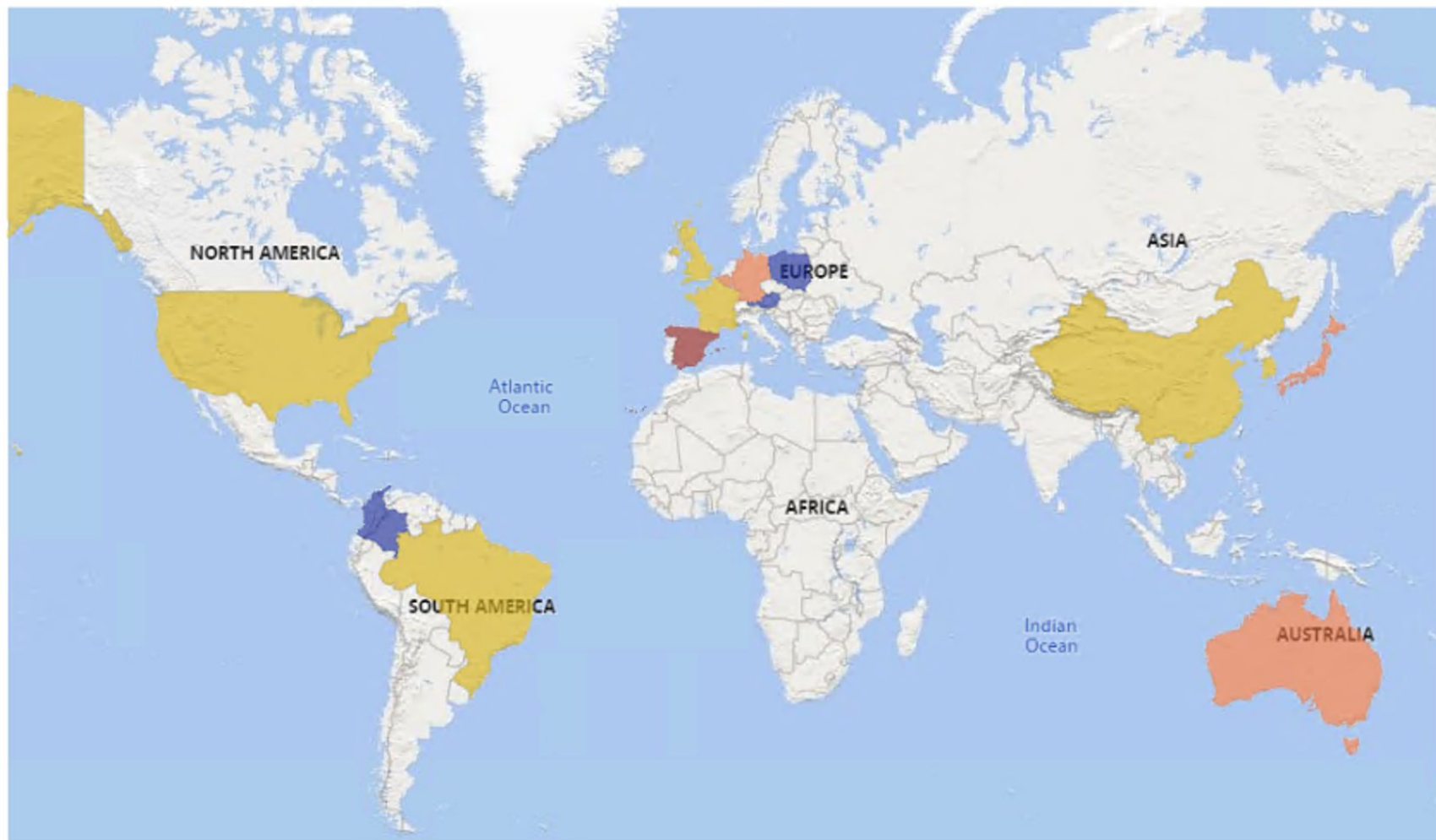
AVG Sales X Segment



Sales by country



● Best ● Low ● Medium



Business Insights

- Mkt campaigns focused on **Elderly** people
- **Loyal** customers are just 6% but spend more : focus on increasing nb of orders
- Mkt campaigns focused on **Female**
- Mkt campaigns focused on basket price increase for **Sporadic** customers
- Rethink **Australia** as a market : small revenue and huge logistic costs
- Focus on expanding European market, especially Spain, as Europe already has logistic process and good sales in France

