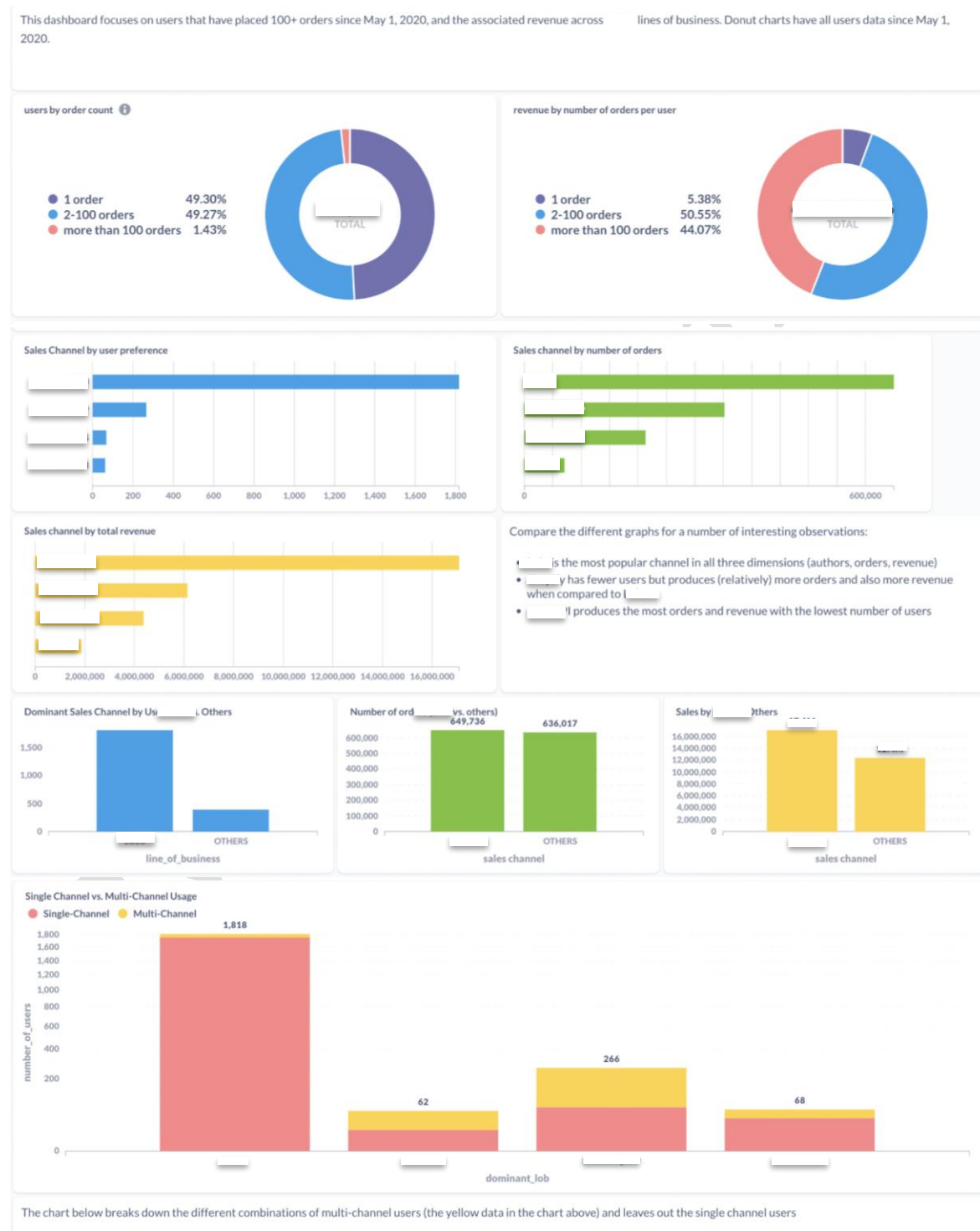
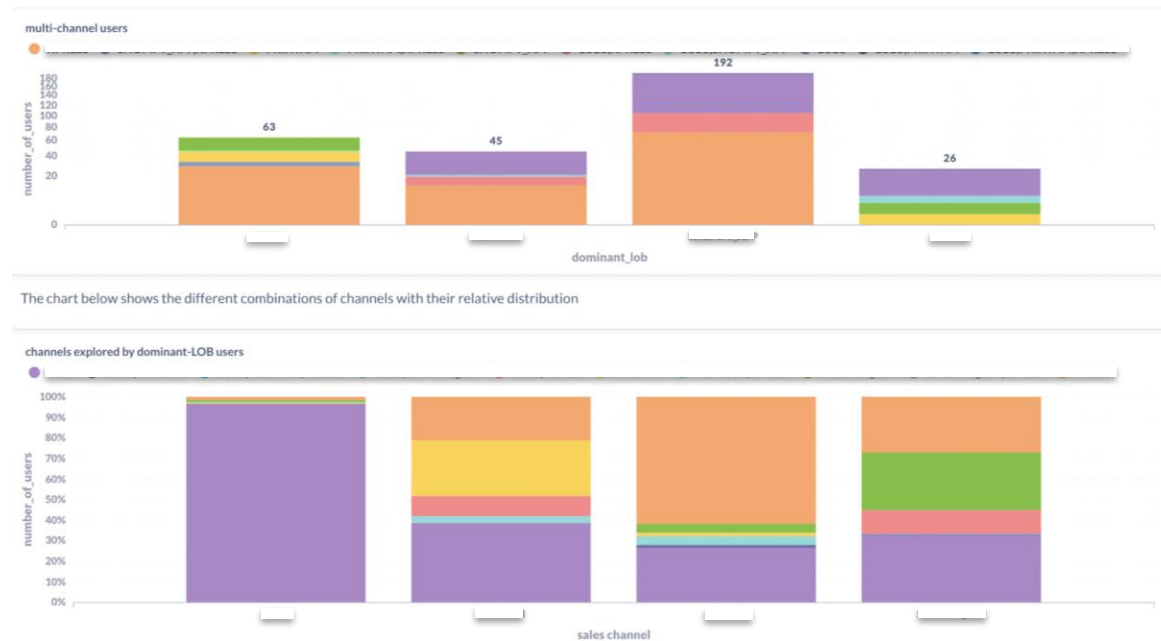


# Sample Visualization Work

## Dashboard 1 – Dominant Sales Channel Analysis





## Dashboard 2 - Net Revenue Retention (NRR) Analysis

NRR is the KPI used to measure revenue stability for SAS business model.

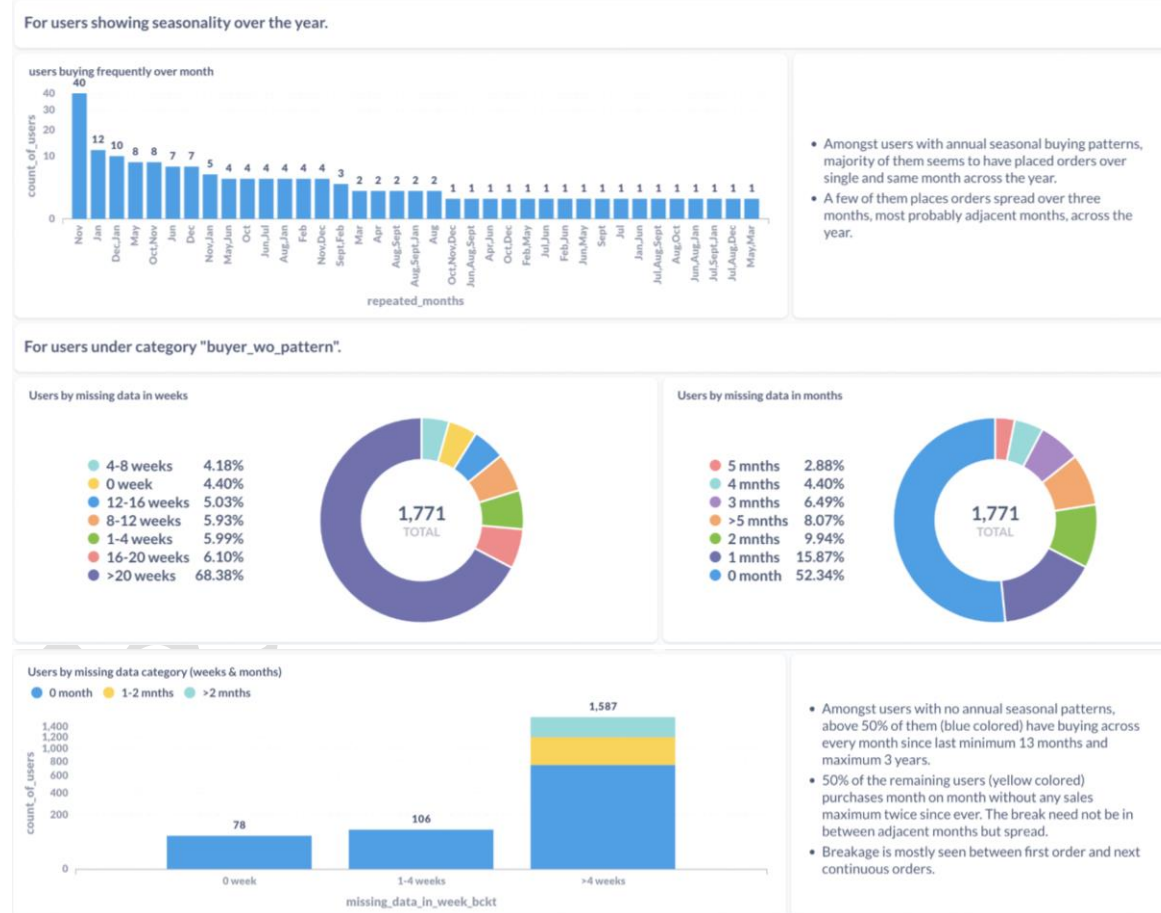


Top Five Users Changing Revenue			
top_5_up_buyers	revenue_up_by_amount	top_5_down_buyers	revenue_down_by_amount
	4,046.97	215631049	-7,377.93
4259732	2,244.3		-94,418.96
	2,126.01	455068	-8,701.76
	1,885.33		-19,819.72
111072034	1,730.14		-7,239.42

M-o-M Comparison			
prev_month_users	prev_month_sales	curr_month_users	curr_month_sales
-	-		117.8
-	212921059		29.24
-	214762527		37.47
-	1040974		18.75
-	3073391		15.87
-	214423427		24.76
-	200531943		20.51

## Dashboard 3 – Buying Frequency Pattern Analysis



### Users with monthly buying frequency

zero-month orders (exclud. weekly users)  
● count\_of\_orders ● total\_net\_sales



zero-month orders: users and orders by sales channel...

sales_channel	cnt_of_orders	total_net_sales	no_of_users
	209,963	6,266,287.61	644
	29,776	747,515.17	21
	80,535	1,228,983.46	60
	15,132	579,079.54	18

1-2 mnths orders (exclud. weekly users)  
● count\_of\_orders ● total\_net\_sales



1-2 mnths orders: users and orders by sales channels ...

sales_channel	cnt_of_orders	total_net_sales	no_of_users
	95,737	2,811,101.23	377
	9,075	195,197.04	13
	48,279	879,904.74	52
	9,288	341,018.25	15