



Country

All

Category

All

Segment

All

Product_ID

All

REVENUE
1,433,123 €

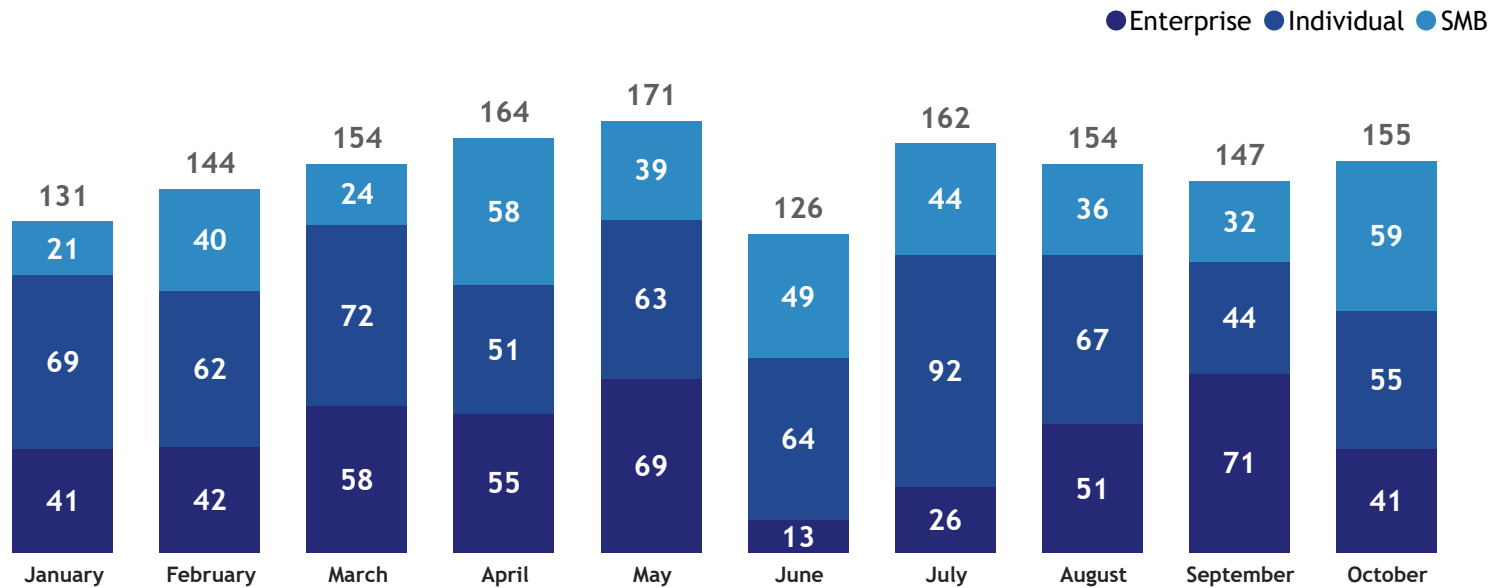
ORDERS
300

CUSTOMERS
49

QUANTITY
1,508

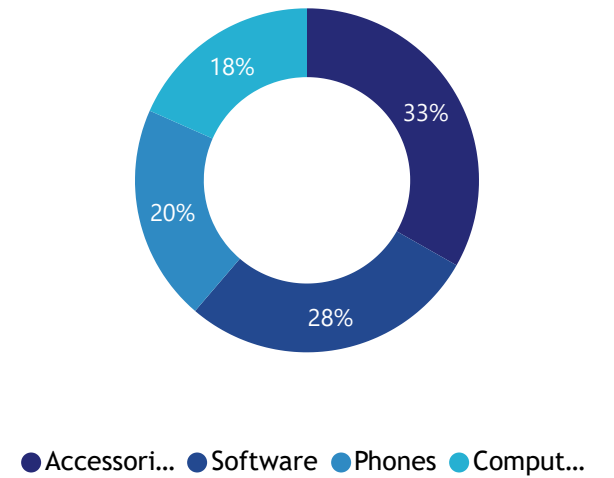
Average Order Value
€ 4,777.08

SALES BY SEGMENT



CATEGORY ANALYSIS

ORDERS BY CATEGORY



Segment	Country	Catégorie	Orders	REVENUE
Enterprise	Belgium	Accessories	44	29,474.55 €
Enterprise	Belgium	Computers	33	46,854.45 €
Enterprise	Belgium	Phones	37	30,977.20 €
Enterprise	Belgium	Software	13	6,984.90 €
Enterprise	France	Accessories	28	23,058.60 €
Enterprise	France	Computers	3	336.30 €
Enterprise	France	Phones	28	18,923.00 €



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REVENUE
1,433,123 €

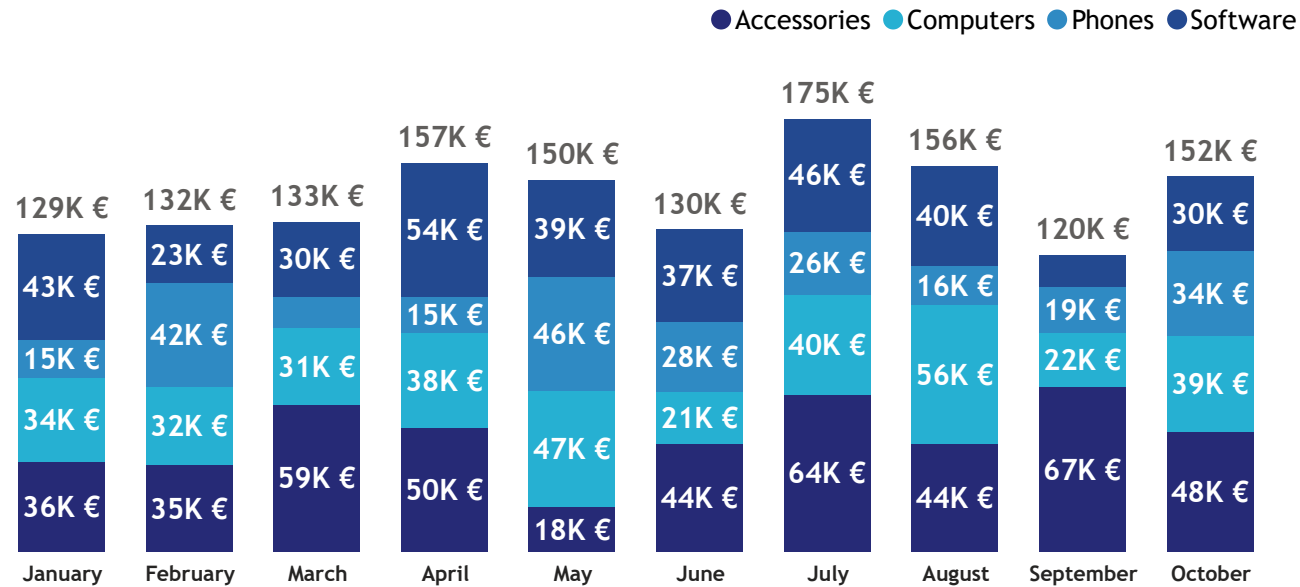
ORDERS
300

CUSTOMERS
49

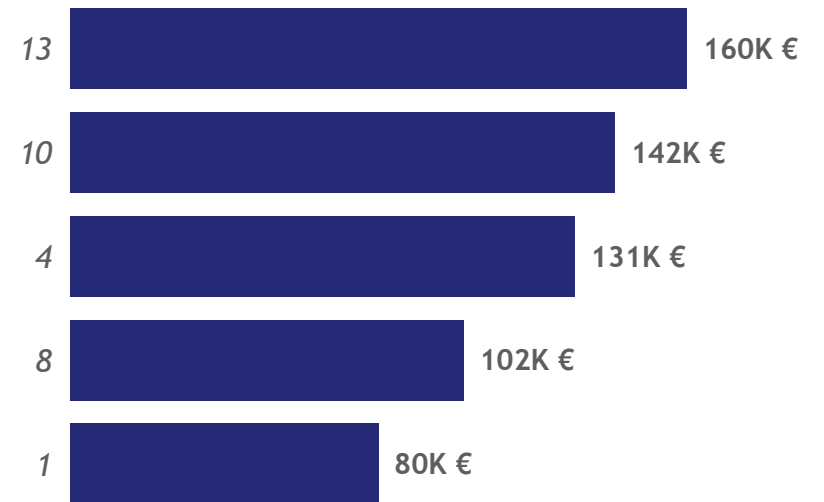
QUANTITY
1,508

Average Order Value
€ 4,777.08

Sales by Category



Top 5 Products by Revenue



Category	Country	Product ID	Orders	AVG Discount_%	REVENUE
Accessories	Belgium	1	31	5.83	23,978.40 €
Accessories	France	1	7	7.50	5,150.00 €
Accessories	Germany	1	28	7.50	21,094.40 €
Accessories	Italy	1	19	5.00	14,749.60 €
Accessories	Spain	1	20	8.33	15,120.40 €
Accessories	Belgium	3	19	5.00	12,407.95 €
Accessories	Germany	3	42	8.57	27,241.25 €



Country

▼

All

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Category

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All

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Segment

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All

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Product_ID

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All

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REVENUE PER CUST.
28,662.45 €



CUSTOMERS
49

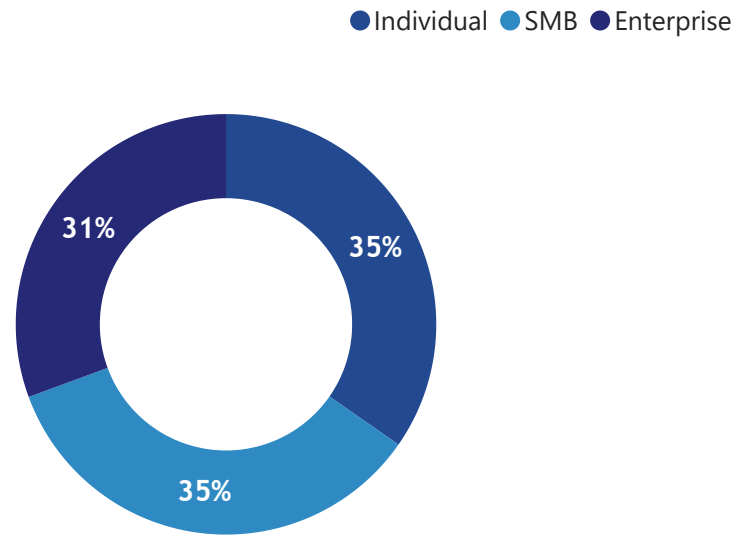


CUSTOMER LIFETIME VALUE
171,974.72 €

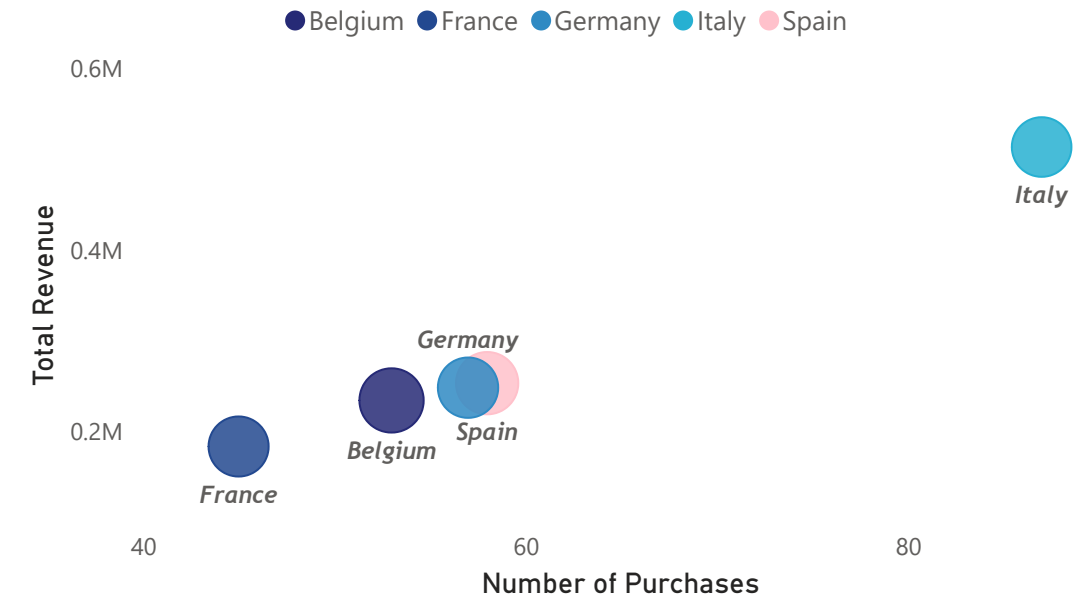


AVERAGE ORDER PER CUST.
6

Customer Distribution by Segment



Customers



Order ID	Order Date	Segment	Customer_ID	Country	Product_ID	Catégorie	Orders	Unit price	Discount_%	REVENUE
300	Friday, October 27, 2023	SMB	6	Germany	12	Software	9	662 €	0	5,958.00 €
299	Thursday, October 26, 2023	Enterprise	4	Belgium	1	Accessories	7	824 €	0	5,768.00 €
298	Wednesday, October 25, 2023	Enterprise	39	France	12	Software	6	662 €	5	3,773.40 €
297	Tuesday, October 24, 2023	Enterprise	5	Belgium	18	Accessories	4	417 €	10	1,501.20 €
296	Monday, October 23, 2023	Individual	44	Germany	3	Accessories	5	703 €	15	2,987.75 €
295	Sunday, October 22, 2023	Individual	44	Germany	2	Computers	5	118 €	0	590.00 €
294	Saturday, October 21, 2023	SMB	8	Spain	7	Phones	1	980 €	10	882.00 €