

Country	Category	Segment	Product_ID
All	All	All	All
All	All	All	All



REVENUE

1,433,123 €



ORDERS

300



CUSTOMERS

49



QUANTITY

1,508

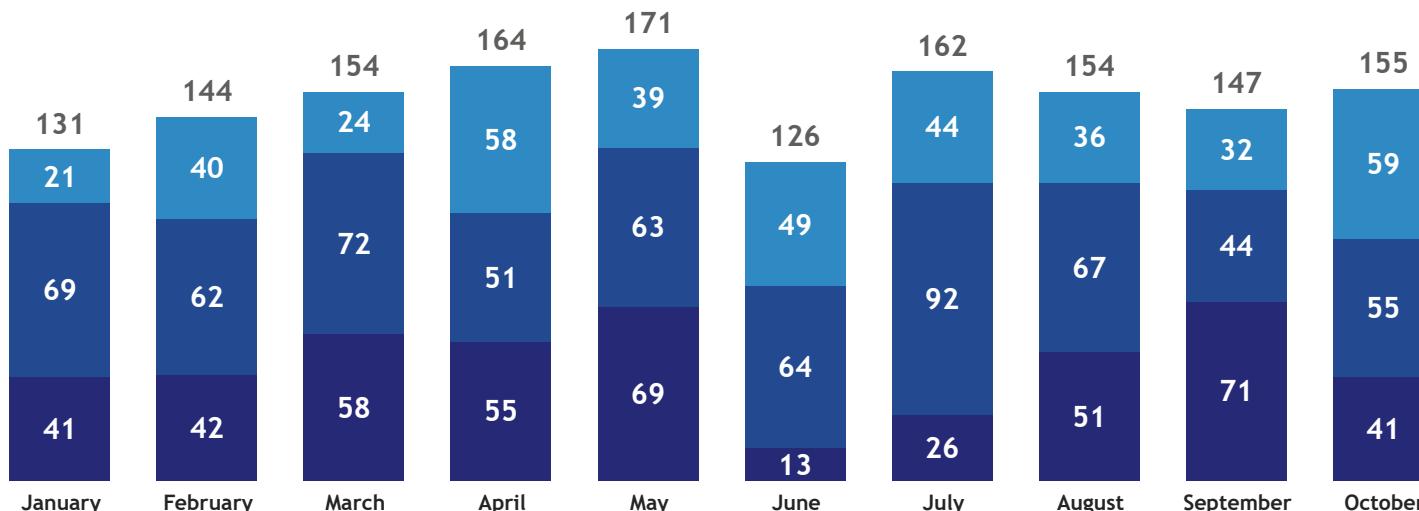


Average Order Value

€ 4,777.08

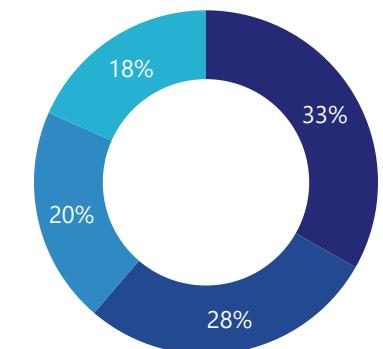


## SALES BY SEGMENT



## CATEGORY ANALYSIS

### ORDERS BY CATEGORY



● Accessori... ● Software ● Phones ● Comput...

Segment	Country	Category	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 €

Country	Category	Segment	Product_ID
All	All	All	All
All	All	All	All



REVENUE

1,433,123 €



ORDERS

300



CUSTOMERS

49



QUANTITY

1,508



Average Order Value

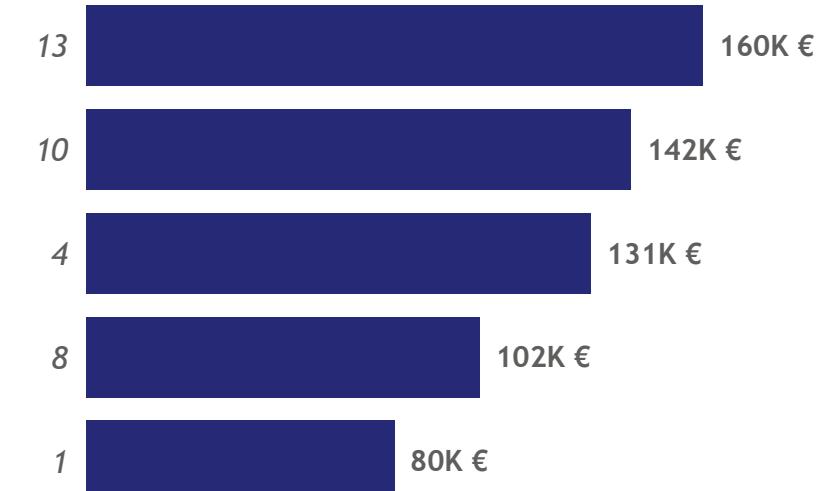
€ 4,777.08



## Sales by Category

● Accessories
● Computers
● Phones
● Software


## Top 5 Products by Revenue



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

Country	Category	Segment	Product_ID
All	All	All	All



REVENUE PER CUST.

28,662.45 €



CUSTOMERS

49



CUSTOMER LIFETIME VALUE

171,974.72 €



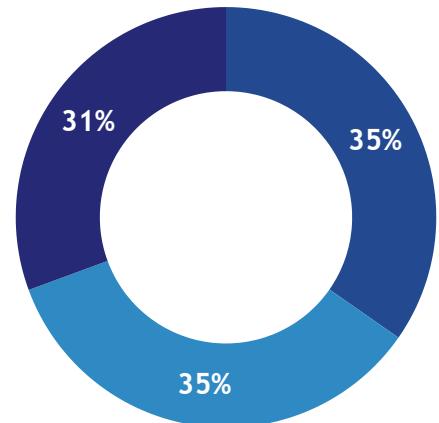
AVERAGE ORDER PER CUST.

6



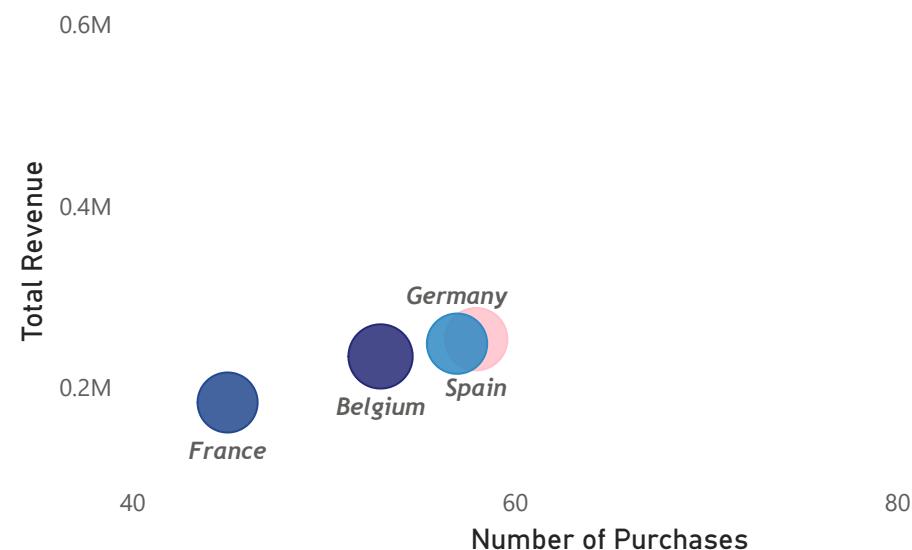
### Customer Distribution by Segment

● Individual ● SMB ● Enterprise



### Customers

● Belgium ● France ● Germany ● Italy ● Spain



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 €