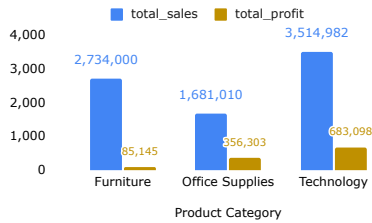


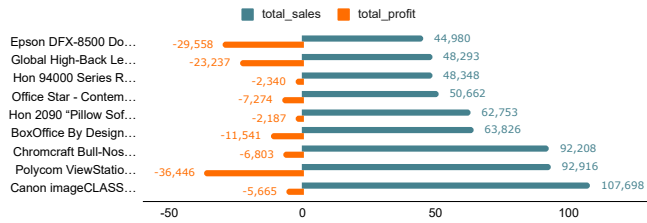
Superstore Sales Analysis

| Total Orders | Total Customers | Total Revenue | Total Profit | Avg. Order Value | Profit Margin | Return Rate |
|--------------|-----------------|---------------|--------------|------------------|---------------|-------------|
| 6455 | 2703 | 8.95M | 1.31M | 1,386.81 | 14.66% | 1.52% |

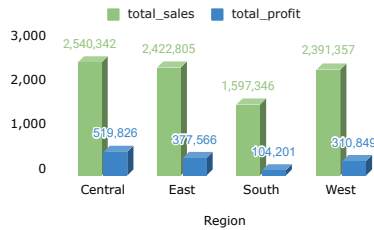
Top Selling Categories



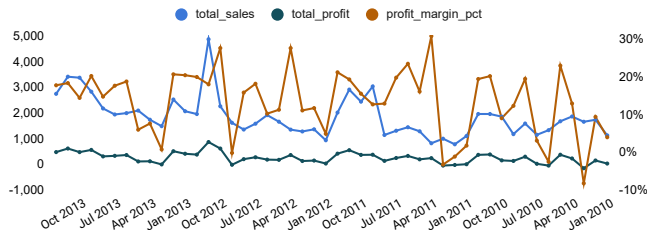
High Revenue but Low Profit by Product



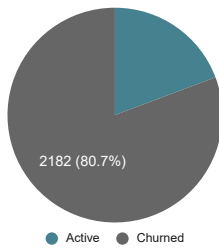
Total Sales & Profit by Region



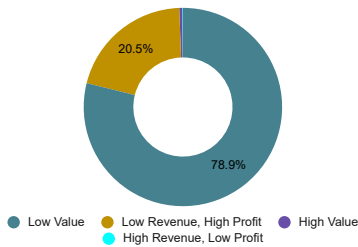
Sales & Profit by Month



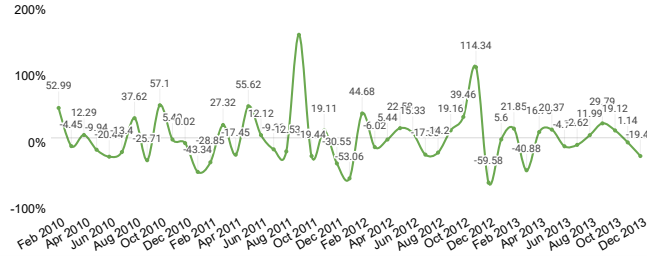
Customer's Status(last 90 days)



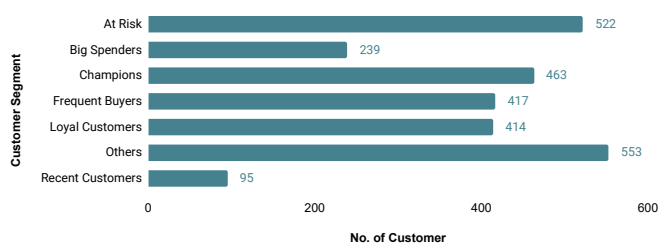
Customer Segment (%)



MoM Growth (%)



RFM Segmentation



RFM Segmentation (Customer's Details)

| Customer ID | customer_name | recency_days | frequency | monetary | r_score | f_score | m_score | rfm_score | total_rfm_score | segment |
|-------------|-----------------|--------------|-----------|----------|---------|---------|---------|-----------|-----------------|-----------|
| 1602 | Frank Hess | 84 | 4 | 6151.77 | 5 | 5 | 5 | 555 | 15 | Champions |
| 1490 | Leslie Duffy | 91 | 7 | 6667.67 | 5 | 5 | 5 | 555 | 15 | Champions |
| 1104 | Timothy Ross | 42 | 8 | 26259.68 | 5 | 5 | 5 | 555 | 15 | Champions |
| 2670 | Yvonne Mann | 19 | 5 | 36325.04 | 5 | 5 | 5 | 555 | 15 | Champions |
| 308 | Glen Caldwell | 63 | 17 | 89269.7 | 5 | 5 | 5 | 555 | 15 | Champions |
| 2131 | Mary Hewitt | 60 | 5 | 5931.96 | 5 | 5 | 5 | 555 | 15 | Champions |
| 1280 | Harold Albright | 84 | 7 | 34389.87 | 5 | 5 | 5 | 555 | 15 | Champions |
| 699 | Jenny Gold | 18 | 17 | 43229.86 | 5 | 5 | 5 | 555 | 15 | Champions |
| 1782 | Lawrence Dennis | 36 | 4 | 10597.04 | 5 | 5 | 5 | 555 | 15 | Champions |
| 1237 | Eva Simpson | 36 | 5 | 9640.24 | 5 | 5 | 5 | 555 | 15 | Champions |
| 1682 | Julie Edwards | 80 | 6 | 14221.68 | 5 | 5 | 5 | 555 | 15 | Champions |
| 3011 | Tammy Raynor | 72 | 6 | 36337.89 | 5 | 5 | 5 | 555 | 15 | Champions |
| 1090 | Seth Davies | 0 | 5 | 4410 | 5 | 5 | 5 | 555 | 15 | Champions |
| 1875 | Martin Kirk | 66 | 5 | 4891.1 | 5 | 5 | 5 | 555 | 15 | Champions |
| 3251 | Peter Brooks | 5 | 10 | 29810.78 | 5 | 5 | 5 | 555 | 15 | Champions |
| 3151 | Glenda Hunter | 60 | 11 | 14578.63 | 5 | 5 | 5 | 555 | 15 | Champions |
| 1850 | Jimmy Boswell | 53 | 5 | 6564.71 | 5 | 5 | 5 | 555 | 15 | Champions |
| 3289 | Emily Britt | 27 | 10 | 11485.6 | 5 | 5 | 5 | 555 | 15 | Champions |

Profitability Buckets by Discount Range

| discount_range | order_count | total_sales | total_profit | profit_margin_pct |
|------------------|-------------|-------------|--------------|-------------------|
| High (11-25%) | 5 | 954.77 | -434.77 | -45.54 |
| Low (0-5%) | 4390 | 4234708.81 | 750549.03 | 17.72 |
| Moderate (6-10%) | 4183 | 3813075.72 | 405370.77 | 10.63 |
| No Discount | 848 | 903110.24 | 156957.37 | 17.38 |