

Customer Segmentation Analysis

Analysing Customer Segments for Data-driven Marketing Strategies.

£12.64M

Total Sales

25K

Total Orders

£1.5M

Total Profit

£767

Average CLV

1590

Total Customers

178K

Total Quantity

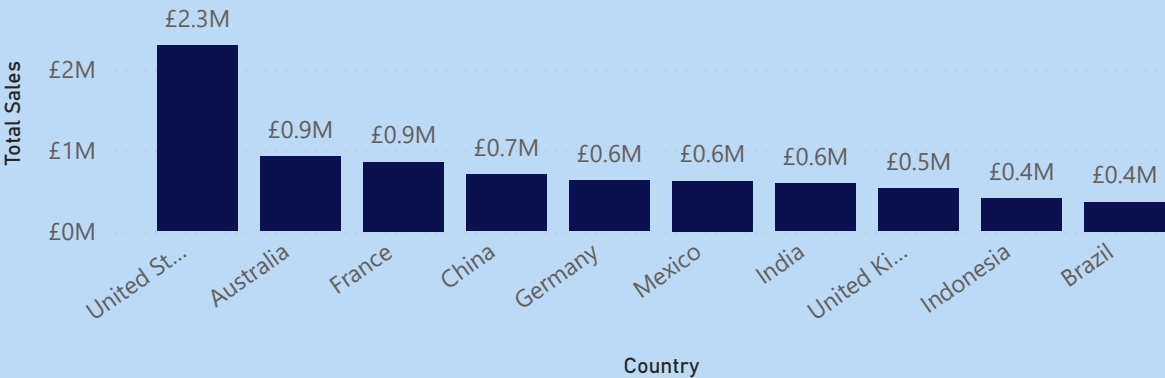
4

Avg. Delivery Days

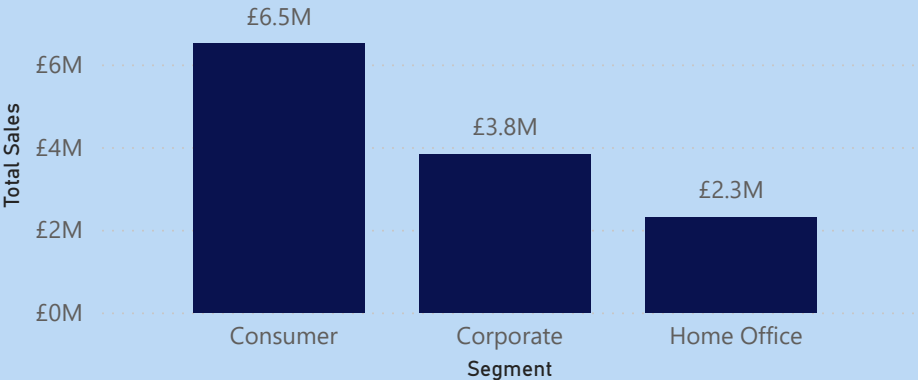
Top 10 Regions by Sales



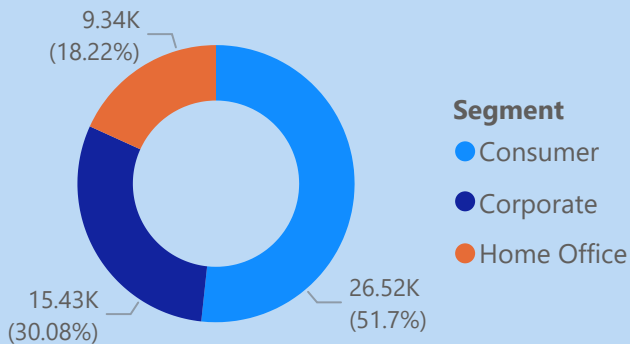
Top 10 Countries by Sales



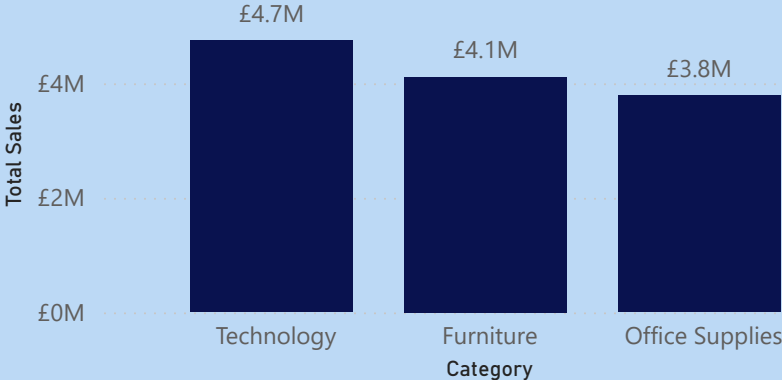
Total Sales by Segment



Segment Distribution



Total Sales by Category



Customer Segmentation Analysis

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£12.64M
Total Sales

25K
Total Orders

£1.47M
Total Profit

178K
Total Quantity

Year

2011

2013

2012

2014

Category

☐ Furniture

☐ Office Su...

☐ Technolo...

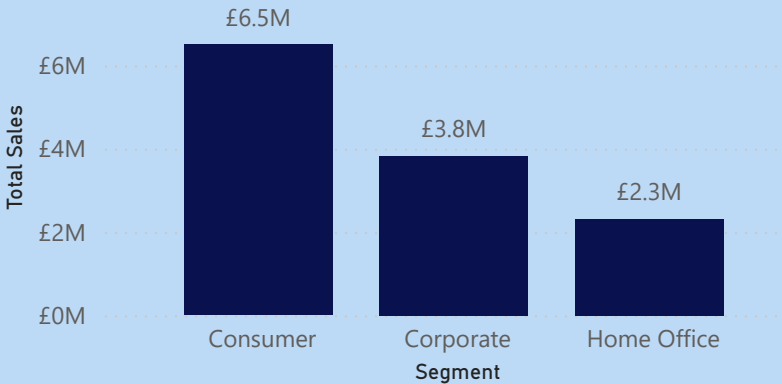
Segment

☐ Consumer

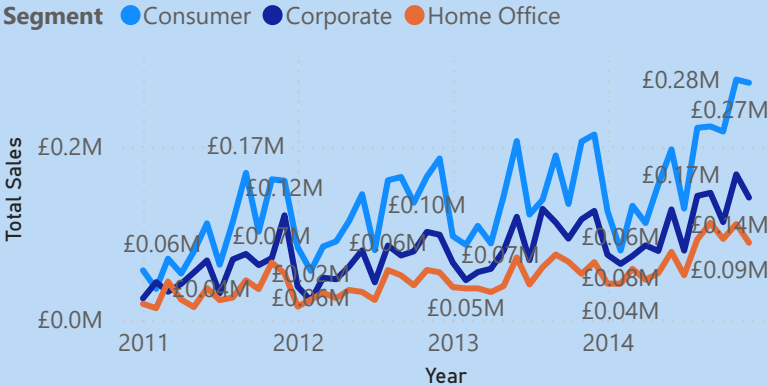
☐ Corporate

☐ Home Of...

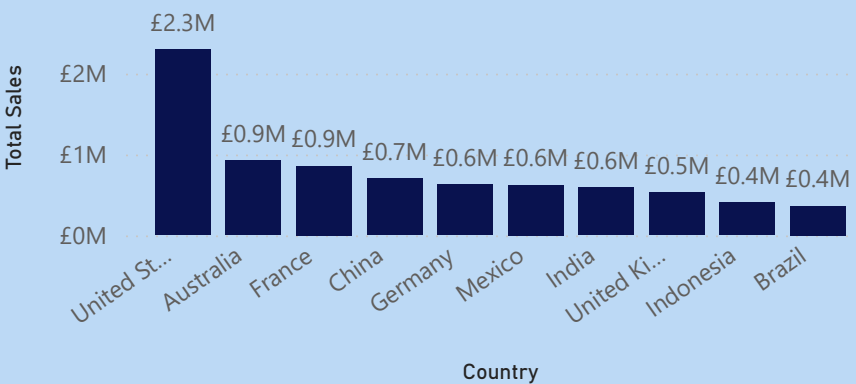
Total Sales by Segment



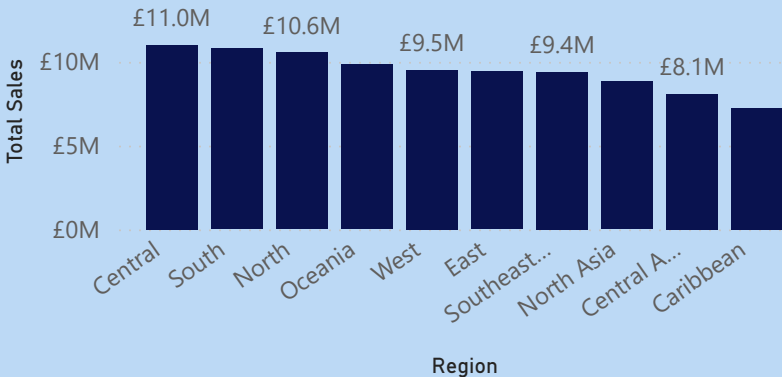
Total Sales by Year, Month and Segment



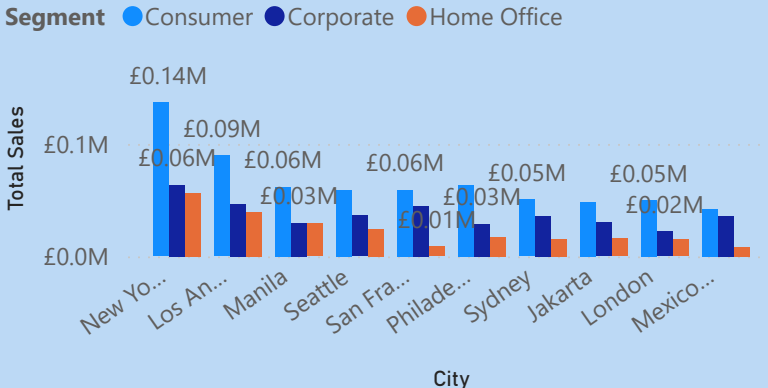
Top 10 Countries by Sales



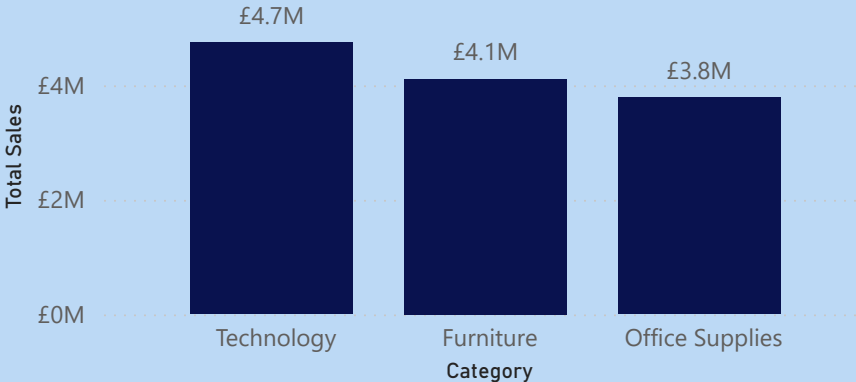
Top 10 Regions by Sales



Top 10 Cities and Segments by Sales



Total Sales by Category



Customer Segmentation Analysis

£12.64M

Total Sales

£1.47M

Total Profit

178K

Total Quantity

4

Avg. Delivery Days

Order Priority

Critical

Low

High

Medium

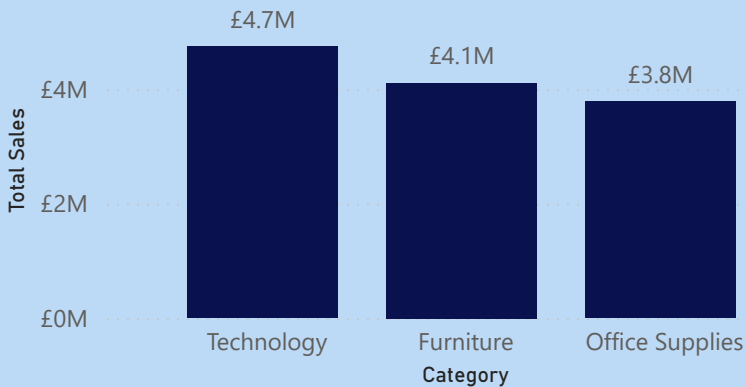
Segment

☐ Consumer

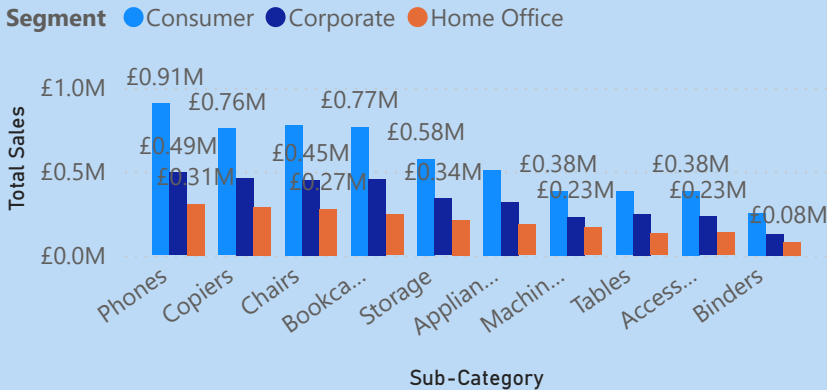
☐ Corporate

☐ Home Office

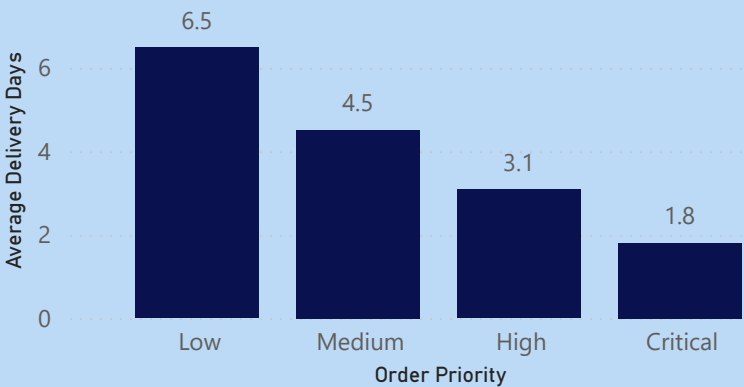
Total Sales by Category



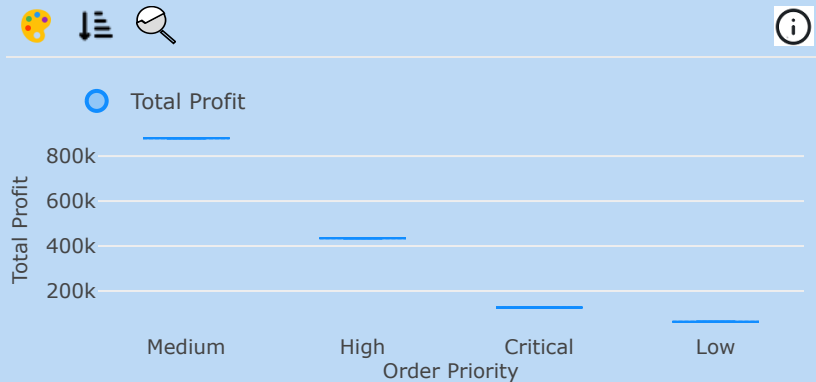
Top 10 Sub-categories and Segments by Sales



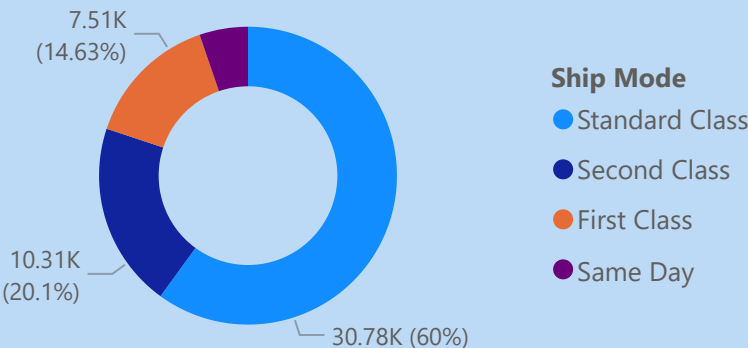
Average Delivery Days by Order Priority



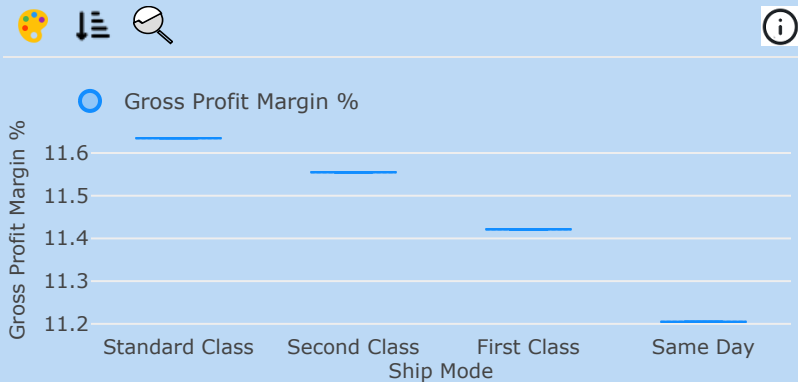
Total Profit by Order Priority



Count of Ship Mode by Ship Mode



Gross Profit Margin % by Ship Mode



Customer Segmentation Analysis

25K

Total Orders

£12.64M

Total Sales

£1.47M

Total Profit

178K

Total Quantity

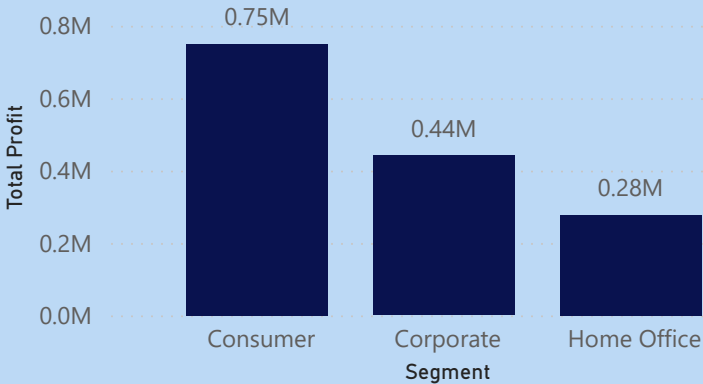
Category

- Furniture
- Office Supplies
- Technology

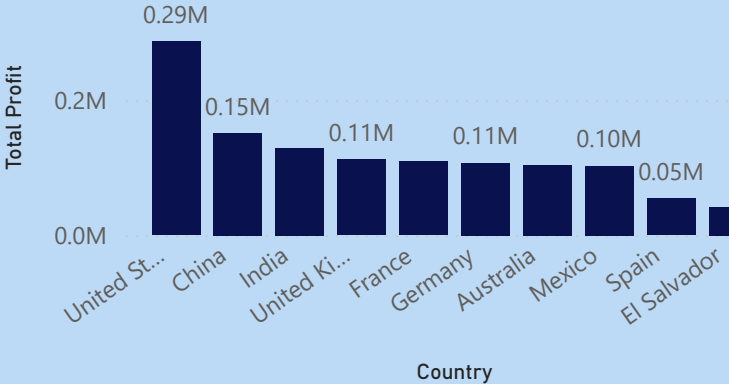
Segment

- Consumer
- Corporate
- Home Office

Total Profit by Segment



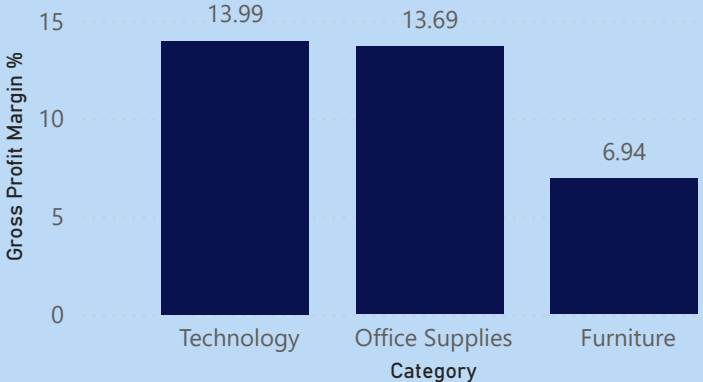
Top 10 Countries by Profit



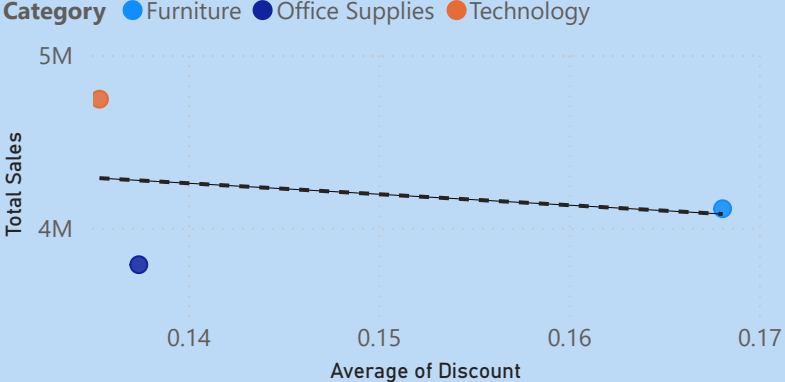
Top 10 Cities by Profit



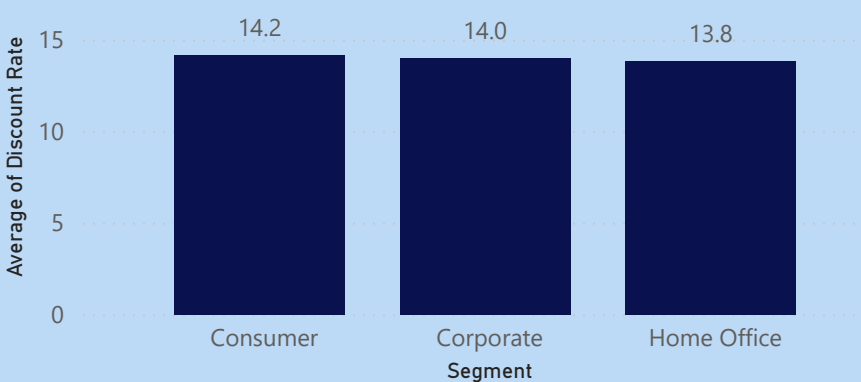
Gross Profit Margin % by Category



Impact of Discount on Total Sales (Category)



Average Discount Rate by Segment



Customer Segmentation Analysis

25K

Total Orders

£26.4

Avg. Shipping Cost

£12.64M

Total Sales

£1.5M

Total Profit

Segment ▾

☐ Consumer

☐ Corporate

☐ Home O...

Category ▾

☐ Furniture

☐ Office S...

☐ Technol...

Quarter ▾

☐ Qtr 1

☐ Qtr 2

☐ Qtr 3

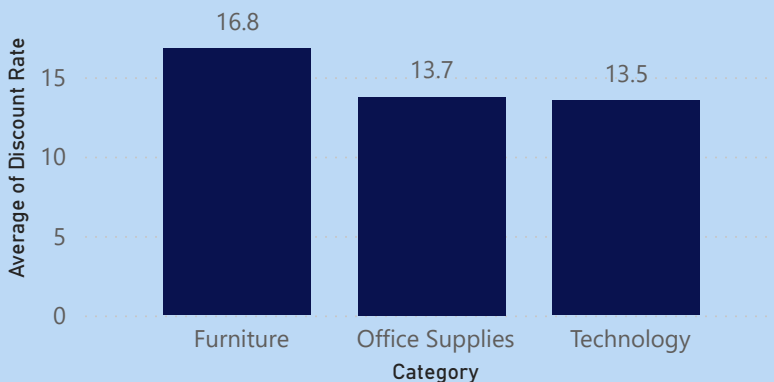
Year ▾

☐ 2011

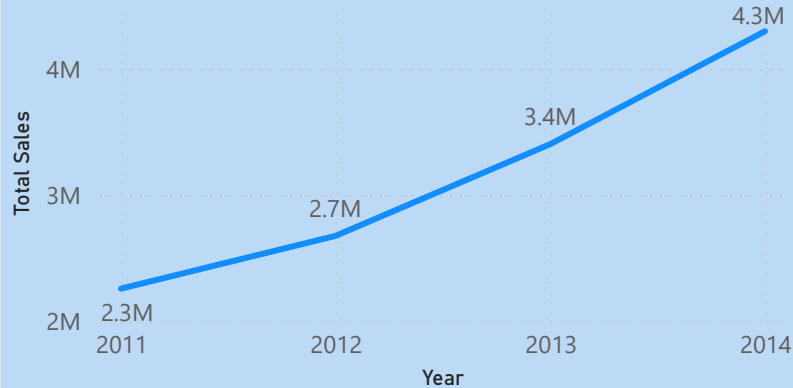
☐ 2012

☐ 2013

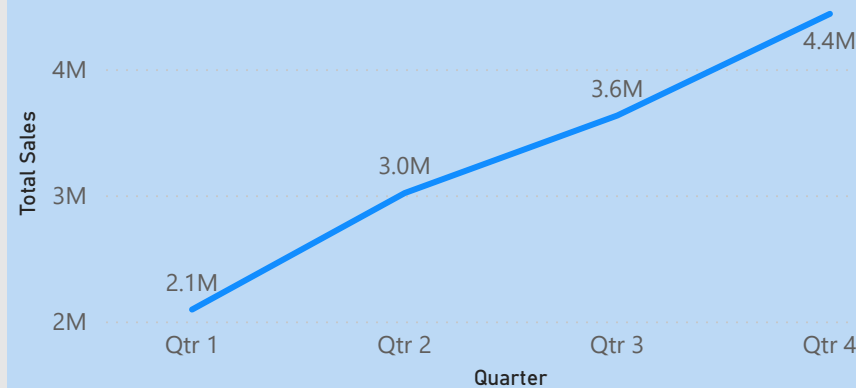
Average Discount Rate by Category



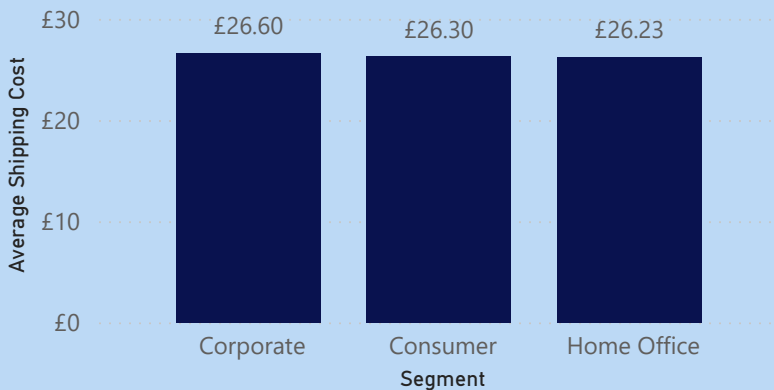
Yearly Sales Trend



Quarterly Sales Trend



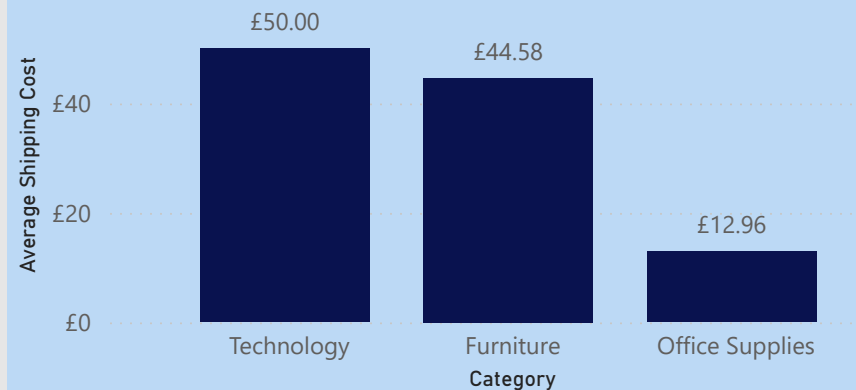
Average Shipping Cost by Segment



Average Shipping Cost by Region



Average Shipping Cost by Category



Customer Segmentation Analysis

£12.64M

Total Sales

£767

Average CLV

£1.47M

Total Profit

Segment

- ☐ Consumer
- ☐ Corporate
- ☐ Home Office

Category

- ☐ Furniture
- ☐ Office Supplies
- ☐ Technology

Quarter

- ☐ Qtr 1
- ☐ Qtr 2
- ☐ Qtr 3

Year

- ☐ 2011
- ☐ 2012
- ☐ 2013

Average Shipping Cost

Profit

£349.07

8,399.98

£20.00

6,719.98

£363.19

5,039.99

£498.70

4,946.37

£655.61

4,630.48

£778.32

3,979.08

£45.98

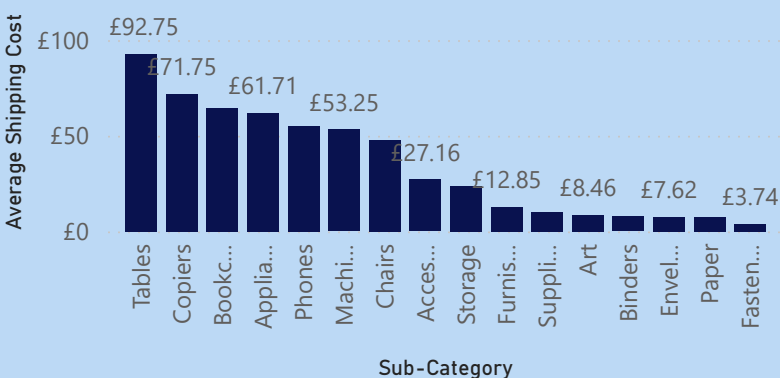
3,919.99

£581.12

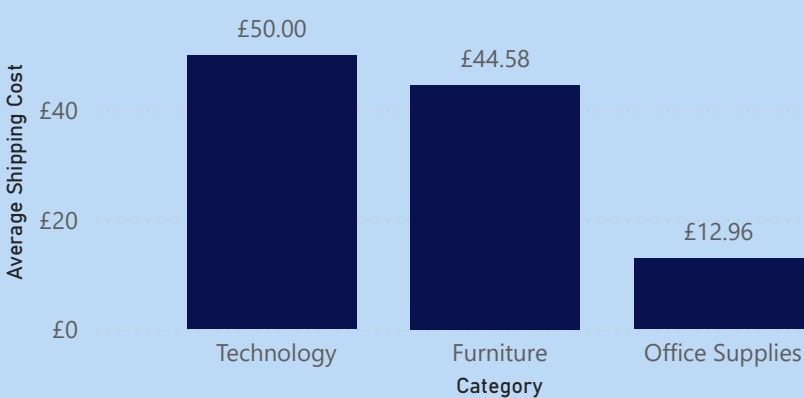
3,177.48

£26.38

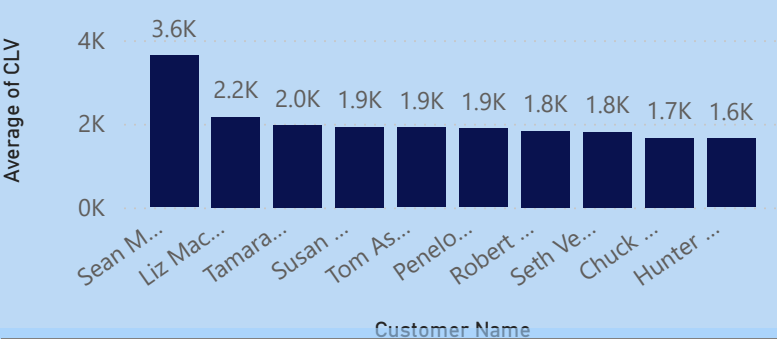
Average Shipping Cost by Sub-Category



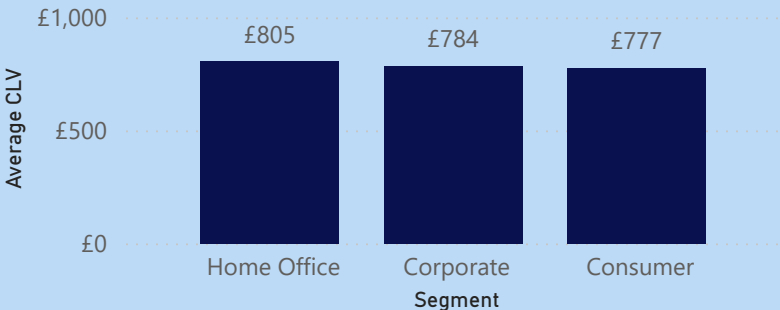
Average Shipping Cost by Category



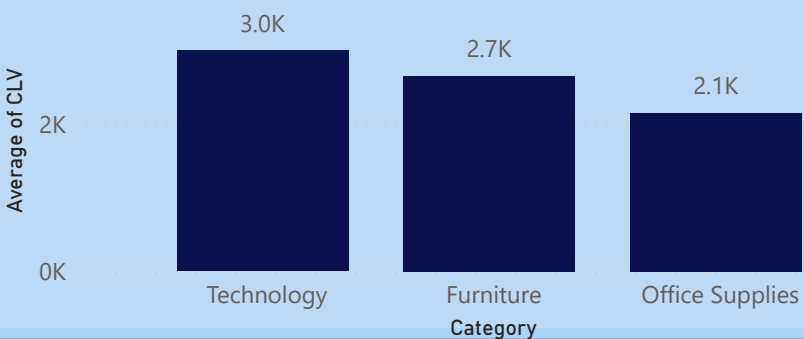
Top 10 Customers by CLV



Average CLV by Segment



Average CLV by Category



Customer Segmentation Analysis

£12.64M

Total Sales

4

Avg Delivery days

Segment

Consumer

Corporate

Home Office

Category

Furniture

Office Supplies

Technology

Region

Africa

Canada

Caribbean

Average Delivery Days by Order Priority



Top 10 Regions and Segments by Sales

