

# 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

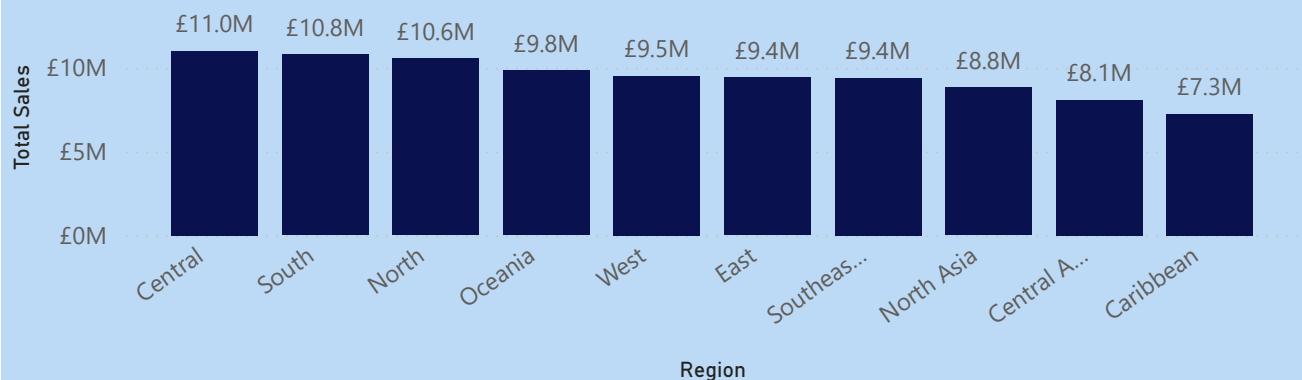
**178K**

Total Quantity

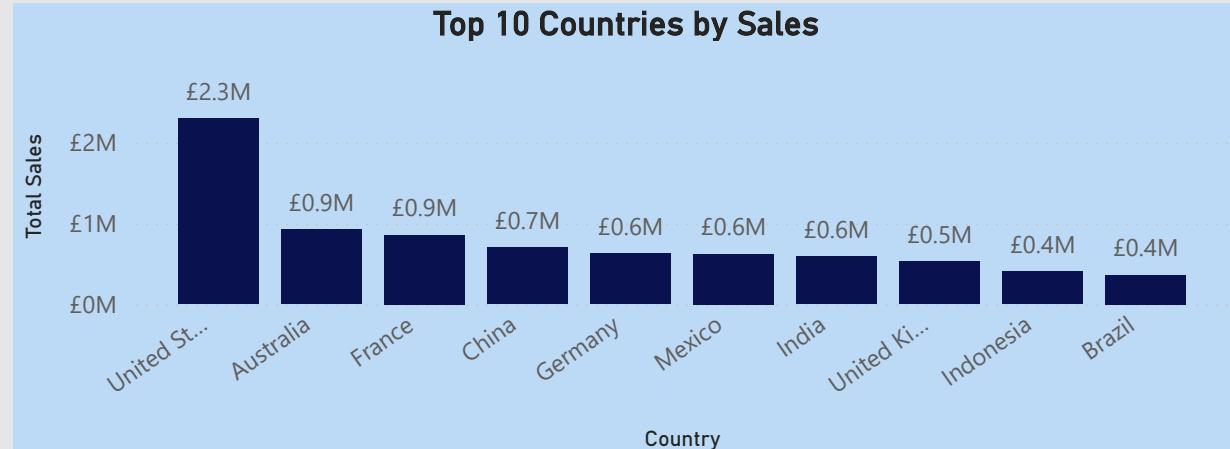
**4**

Avg. Delivery Days

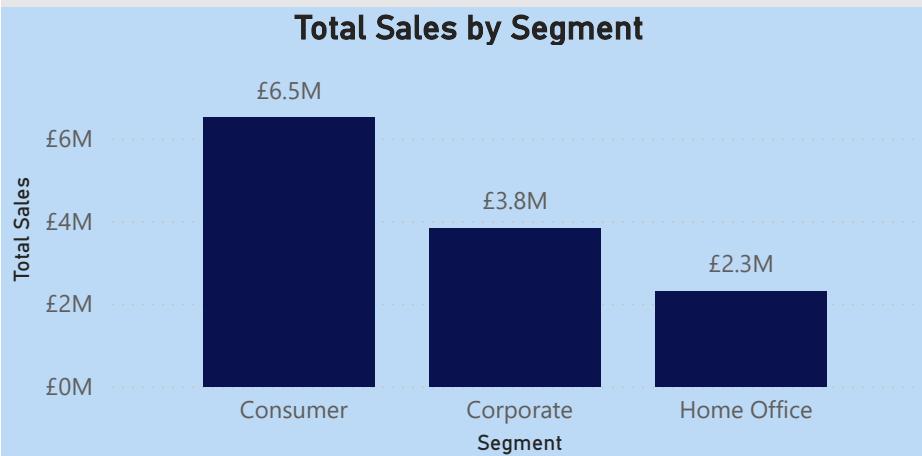
Top 10 Regions by Sales



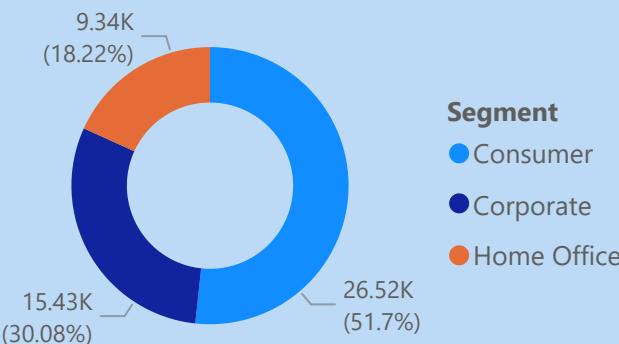
Top 10 Countries by Sales



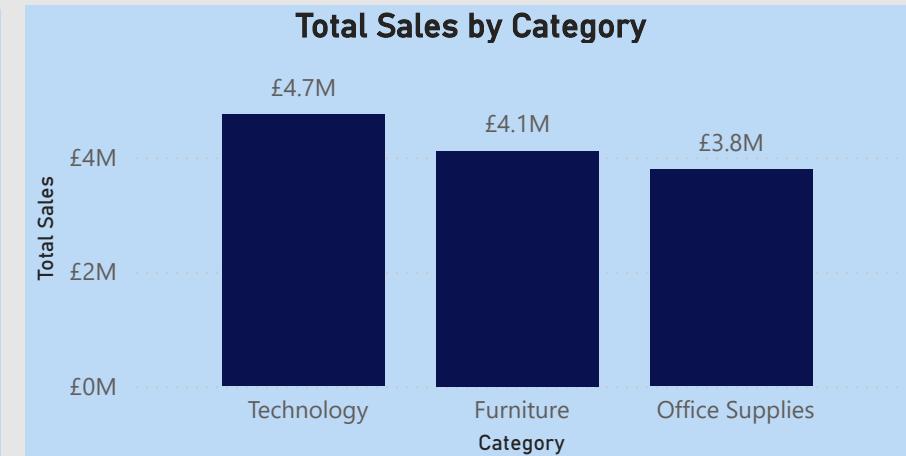
Total Sales by Segment



Segment Distribution



Total Sales by Category



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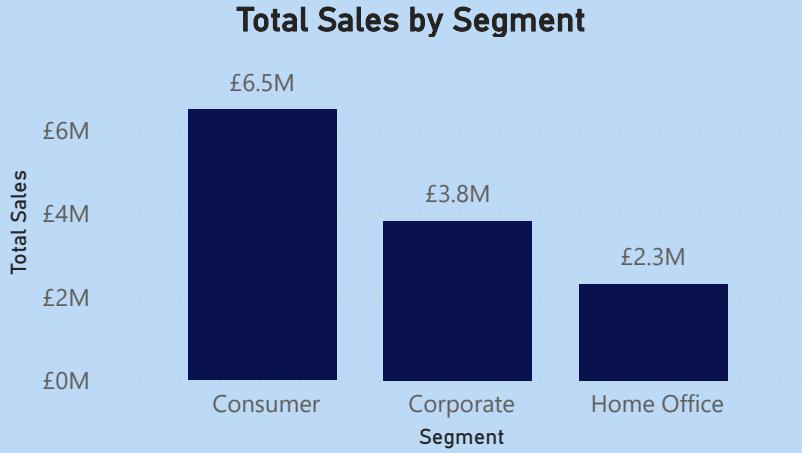
£1.47M

Total Profit

178K

Total Quantity

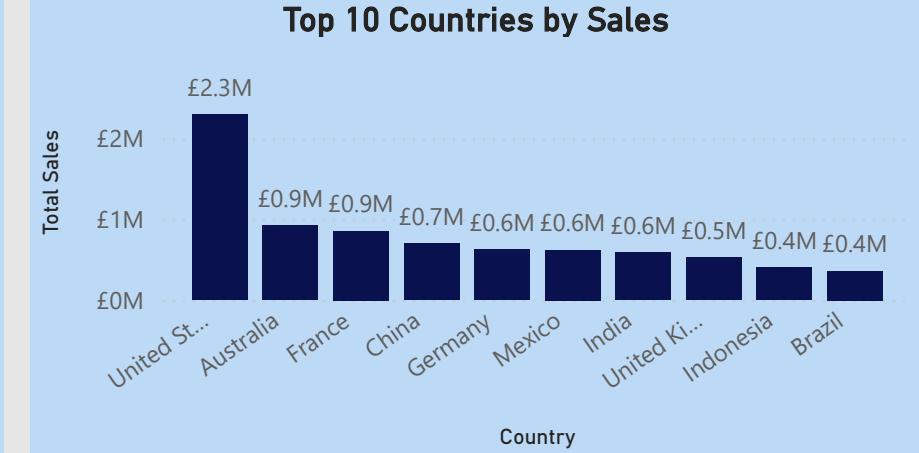
Total Sales by Segment



Total Sales by Year, Month and Segment



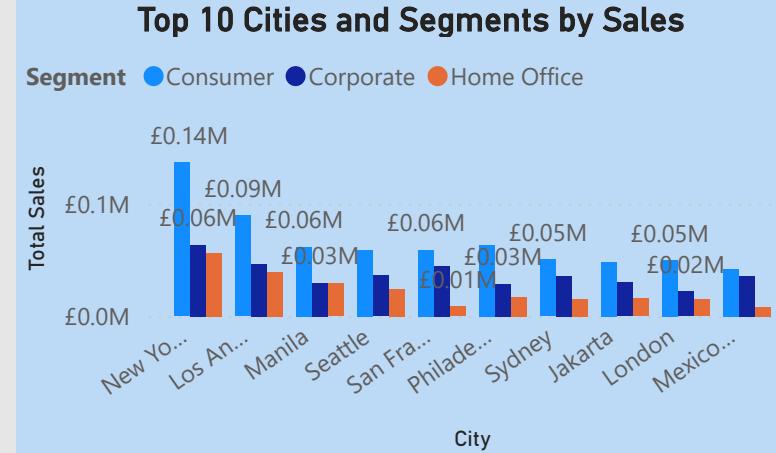
Top 10 Countries by Sales



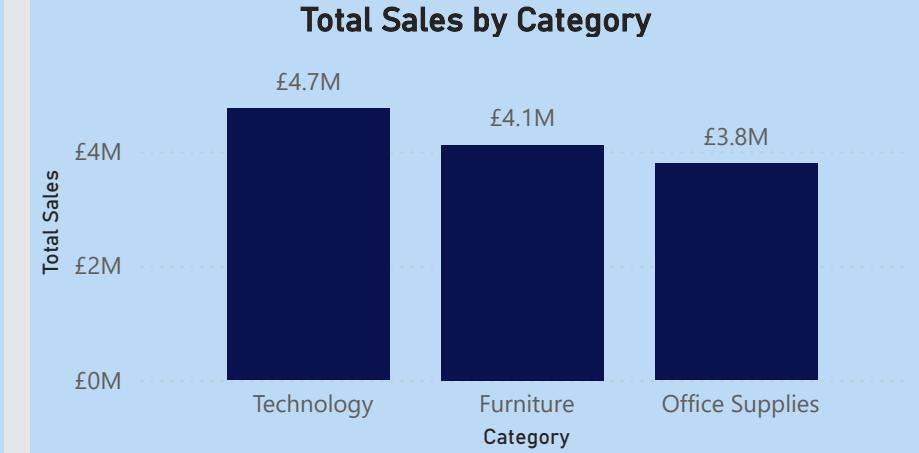
Top 10 Regions by Sales



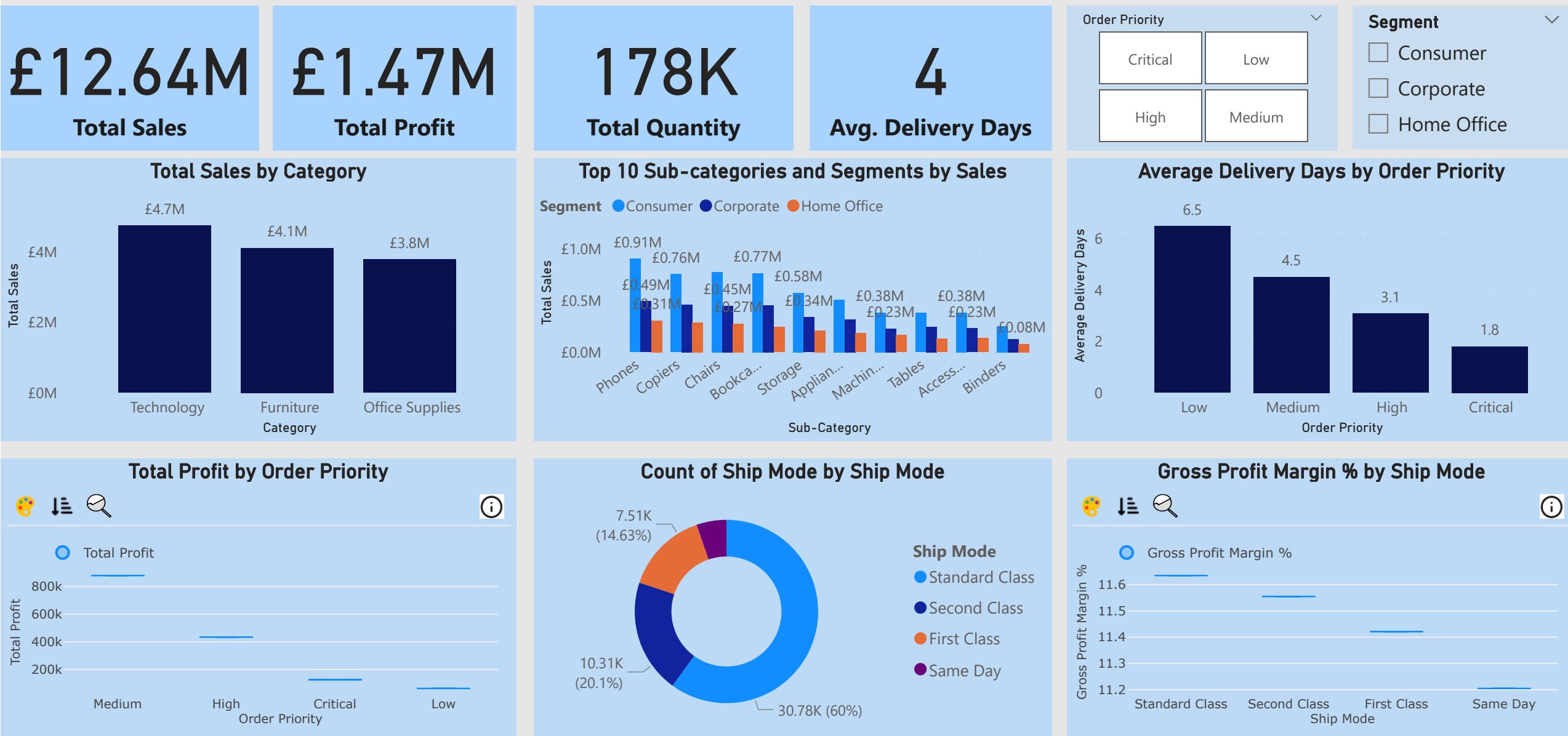
Top 10 Cities and Segments by Sales



Total Sales by Category



# Customer Segmentation Analysis



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**25K**

Total Orders

**£12.64M**

Total Sales

**£1.47M**

Total Profit

**178K**

Total Quantity

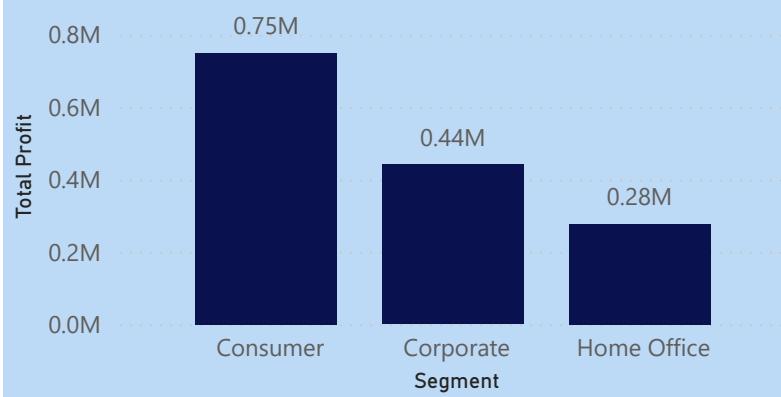
Category

- Furniture
- Office Supplies
- Technology

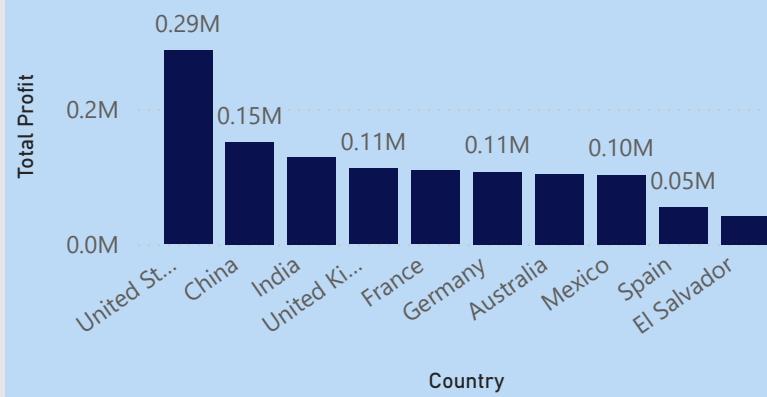
Segment

- Consumer
- Corporate
- Home Office

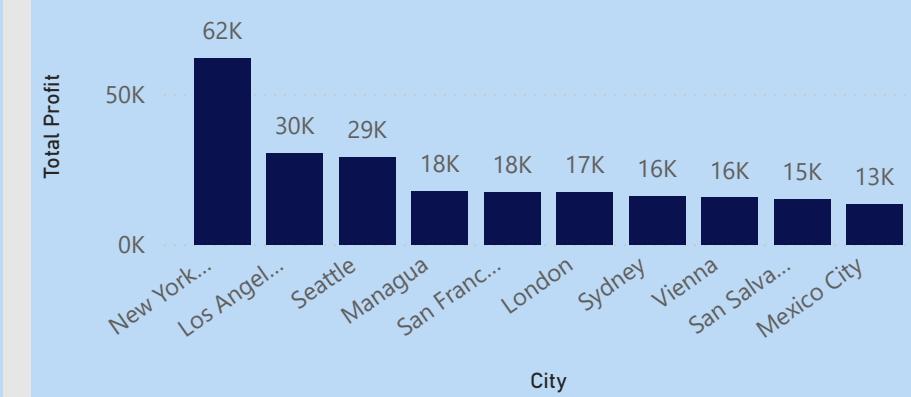
Total Profit by Segment



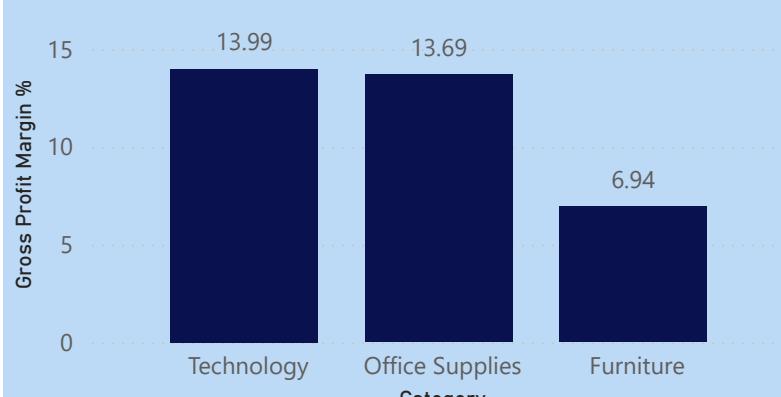
Top 10 Countries by Profit



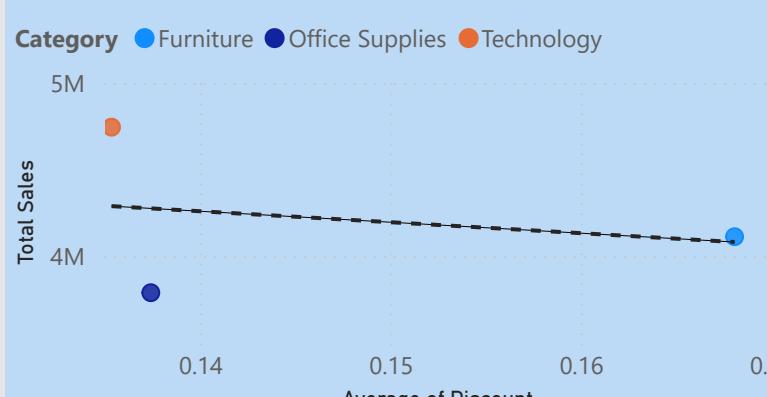
Top 10 Cities by Profit



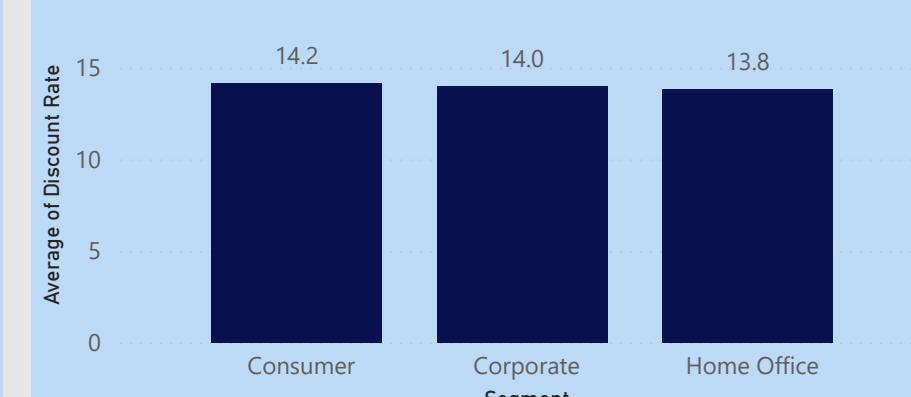
Gross Profit Margin % by Category



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...

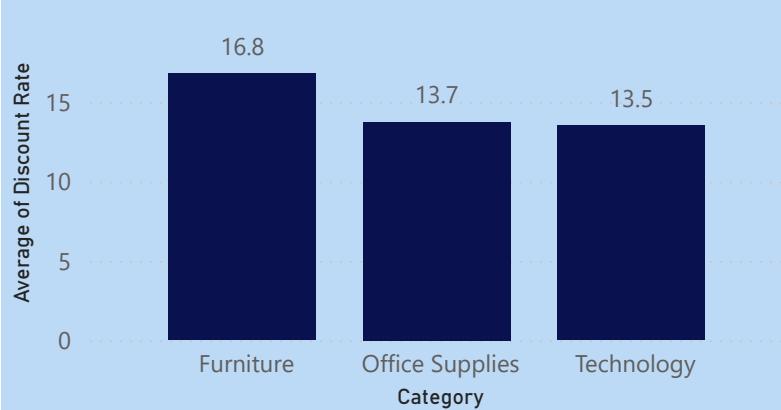
Quarter

- Qtr 1
- Qtr 2
- Qtr 3

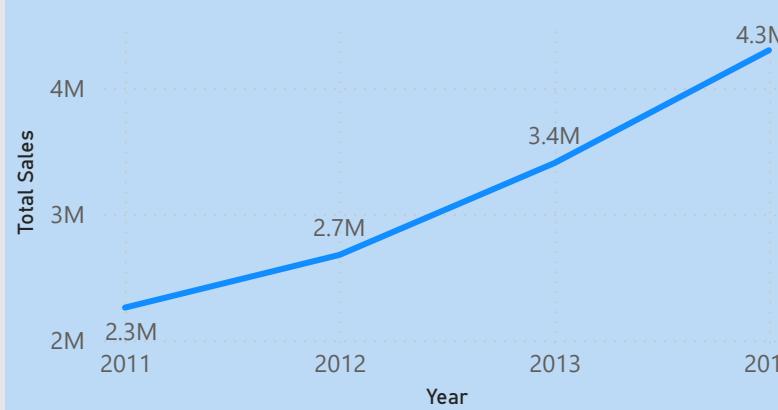
Year

- 2011
- 2012
- 2013

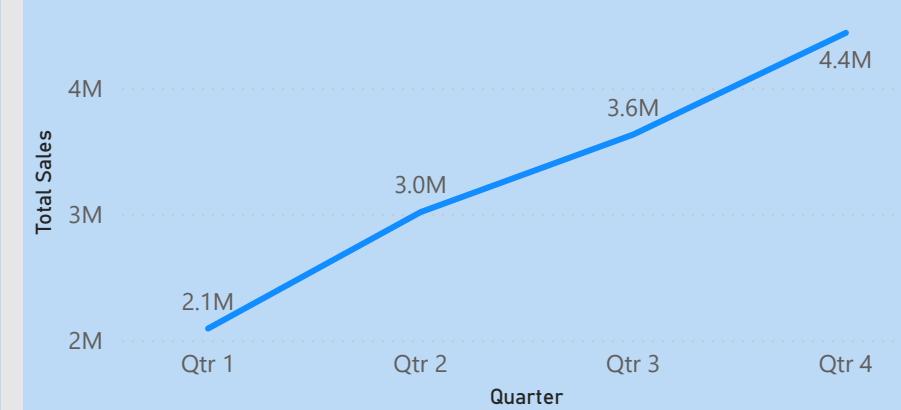
Average Discount Rate by Category



Yearly Sales Trend



Quarterly Sales Trend



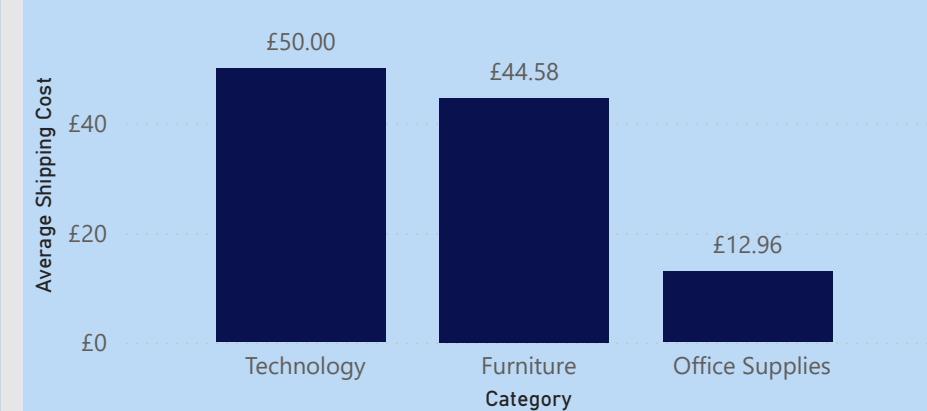
Average Shipping Cost by Segment



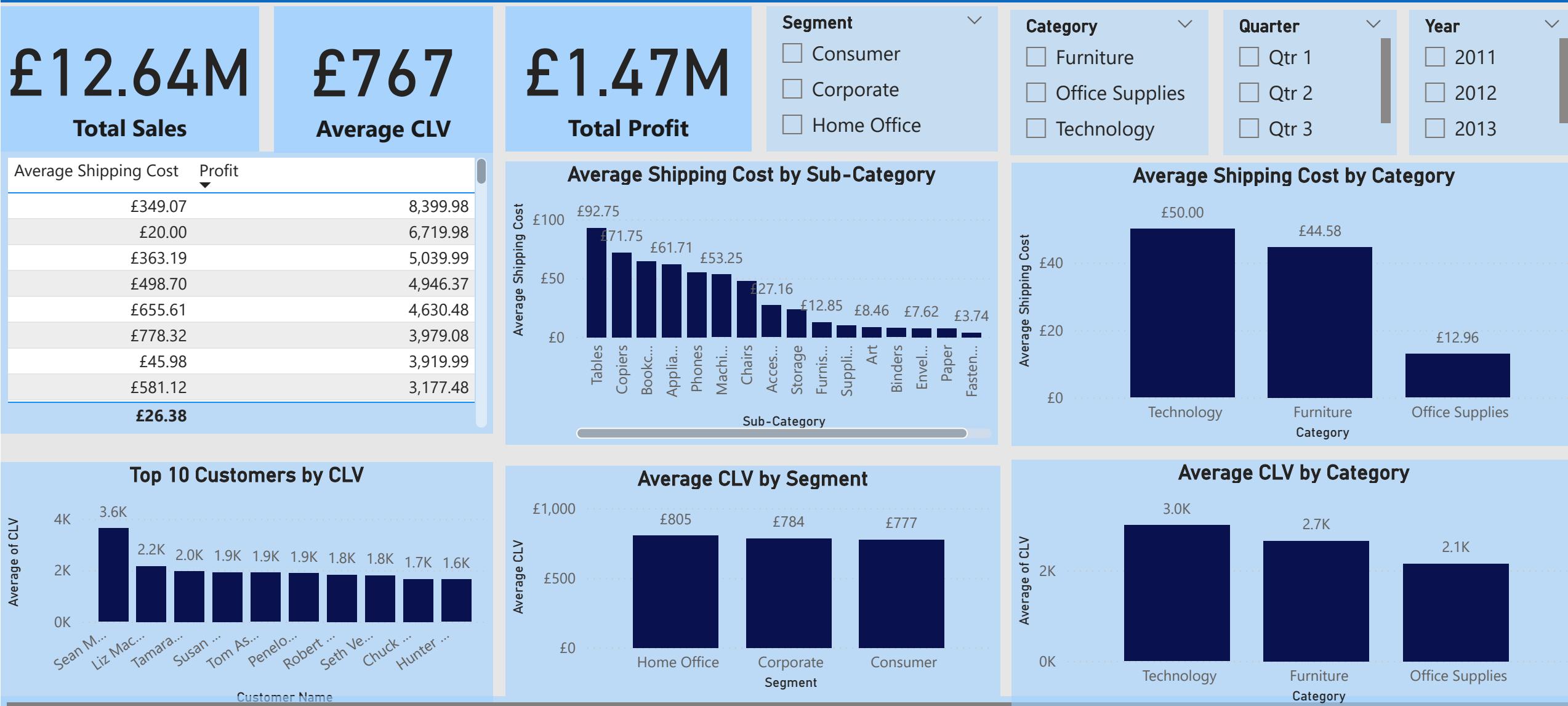
Average Shipping Cost by Region



Average Shipping Cost by Category



# Customer Segmentation Analysis



# 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

