



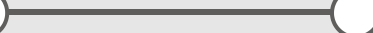
# Customer Trend Analysis

Purchase Date

01-01-2019



31-12-2020

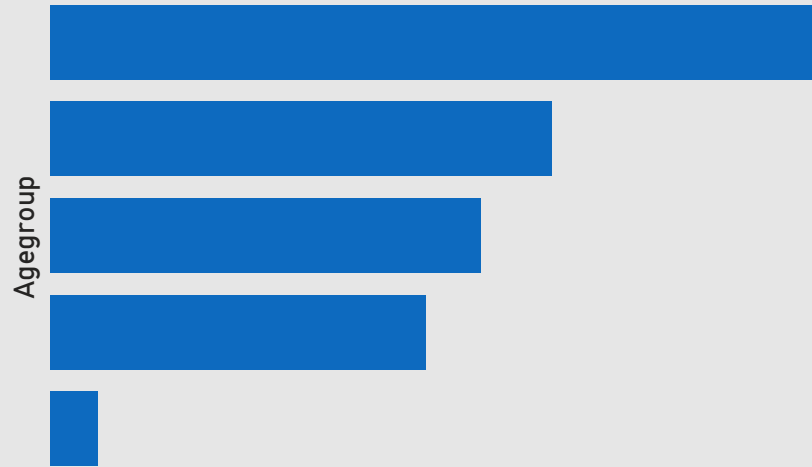


Gender

☐ Female

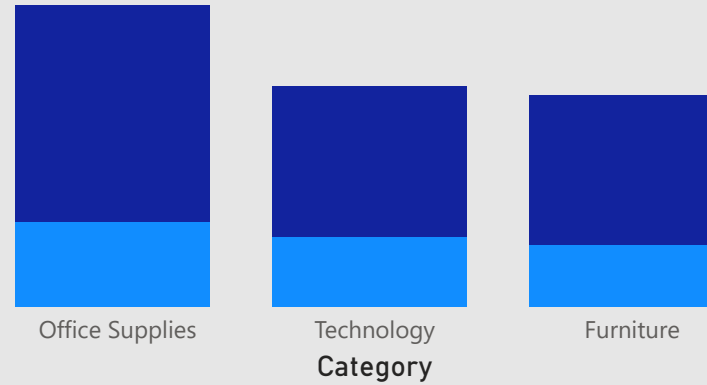
☐ Male

Sum of Sales Amount by Agegroup



Total Sales by Gender with category

Gender ● Female ● Male



Region

☐ Central

☐ East

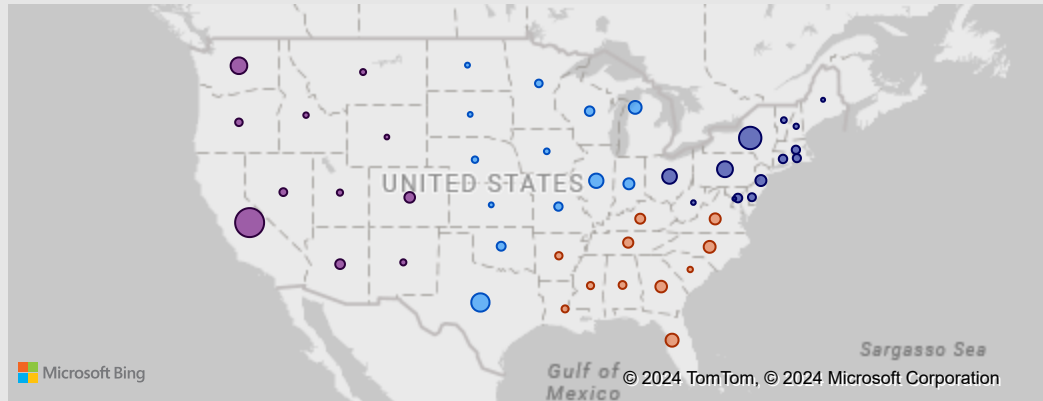
☐ South

☐ West

1. Age group between 18-30 spend most.
2. Highest sales in west region.
3. Male spend most under office supplies category.

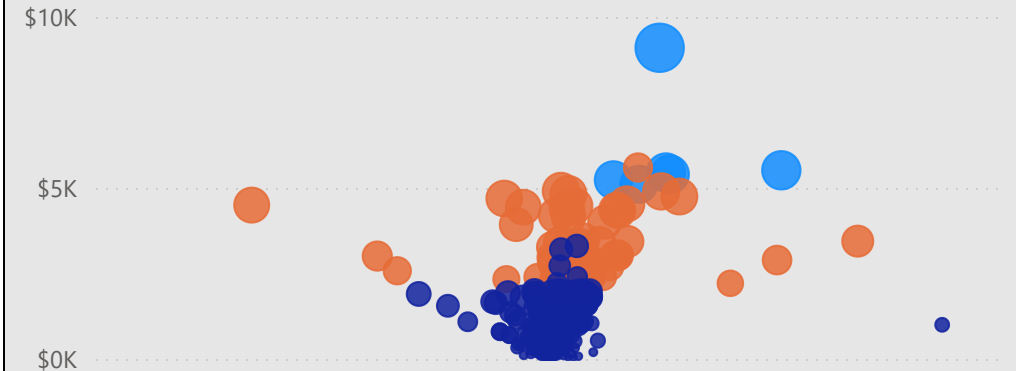
Total Sales by Region

Region ● Central ● East ● South ● West



Profit and Sales by CLV

CLV Level ● High ● Low ● Medium





Category	Sum of Sales Amount	Region	Sum of Profit	Average of CLV
Furniture	\$1,05,505.4532	Central	(\$1,534.788)	1,850.97
Furniture	\$1,17,071.973	East	\$3,621.5039	1,630.53
Furniture	\$72,984.867	South	\$2,562.0203	1,881.05
Furniture	\$1,55,946.352	West	\$5,357.875	1,897.16
Office Supplies	\$1,50,154.353	Central	\$6,477.6297	881.19
Office Supplies	\$1,89,066.821	East	\$23,248.6104	930.45
Office Supplies	\$99,652.14	South	\$11,104.9759	880.32
Office Supplies	\$2,04,834.373	West	\$33,966.0301	902.35
Technology	\$85,347.718	Central	\$22,507.1654	1,748.93
Technology	\$1,44,095.872	East	\$26,530.31	2,301.85
Technology	\$79,484.074	South	\$12,884.7201	2,324.10
Technology	\$1,61,660.327	West	\$28,536.0531	2,276.91
<b>Total</b>	<b>\$15,65,804.3232</b>		<b>\$1,75,262.1059</b>	<b>1,326.73</b>