

Sales Data Analysis for Retention Metrics

Transaction table preview			
transaction_id	customer_id	transaction_date	amount (\$)
1	31	August 31, 2023	\$247.82
2	133	January 4, 2023	\$419.43
3	132	February 16, 2023	\$83.07
4	236	March 29, 2023	\$268.03
5	65	October 17, 2023	\$260.28
6	48	August 10, 2023	\$236.77
7	32	October 21, 2023	\$194.77
8	199	July 27, 2023	\$81.19
9	246	April 1, 2023	\$361.24
10	111	January 6, 2023	\$289.97
11	8	September 18, 2023	\$370.80
12	40	June 27, 2023	\$374.94
13	103	September 23, 2023	\$57.30
14	162	January 6, 2023	\$404.20
15	238	March 13, 2023	\$40.97
16	145	June 5, 2023	\$205.92
17	74	January 18, 2023	\$421.17
18	202	December 3, 2023	\$275.46
19	56	February 8, 2023	\$161.37
20	231	January 19, 2023	\$80.25
21	34	July 5, 2023	\$291.85
22	142	December 15, 2023	\$499.14
23	208	October 29, 2023	\$24.96
24	234	October 8, 2023	\$450.81
25	237	January 13, 2023	\$264.77
26	127	December 5, 2023	\$171.25
27	39	August 16, 2023	\$17.79
28	231	October 24, 2023	\$110.30
29	221	July 12, 2023	\$429.46
30	3	May 24, 2023	\$251.37
31	104	November 3, 2023	\$312.26
32	236	December 15, 2023	\$359.17
33	226	May 17, 2023	\$90.30
34	211	April 15, 2023	\$406.92
35	198	November 4, 2023	\$376.74
36	112	May 21, 2023	\$477.20
37	111	June 29, 2023	\$264.31
38	35	July 16, 2023	\$494.28
39	2	June 6, 2023	\$318.21
40	210	July 12, 2023	\$256.67
41	126	November 8, 2023	\$198.59
42	18	February 25, 2023	\$388.40
43	199	October 18, 2023	\$40.05
44	127	August 27, 2023	\$231.80
45	148	November 29, 2023	\$497.14
46	211	February 20, 2023	\$10.36
47	204	November 23, 2023	\$121.30
48	9	June 20, 2023	\$393.13
49	152	October 10, 2023	\$257.35
50	53	July 14, 2023	\$451.39