



CUSTOMER SEGMENTATION ANALYSIS



Decomposition Tree

Drill into any dimension

This is Customer Segmentation dashboard!

You will find in the report three pages to explore analysis or just find the customer you are looking for

Quick Tip

Click on the information icon (top right) to see more info on the features available for that page



Summary View



Customer View



Purchase View



Overall performance



Summary

Customer

Region

116M

Total Income

2240

Total Customer

25K

Revenue

53

Average of Cus Age

110K

Recency



Marital_Status

All

Education

All

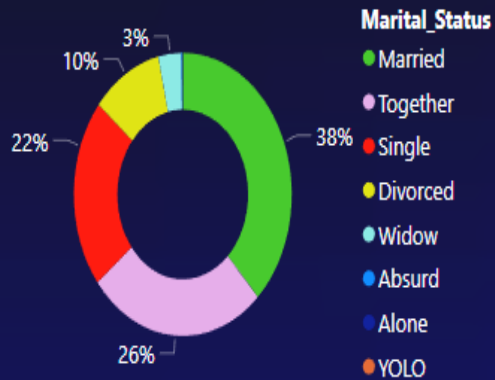
Cus Age

All

year

All

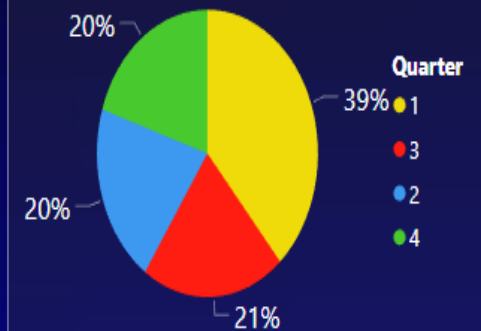
Recency by Marital status



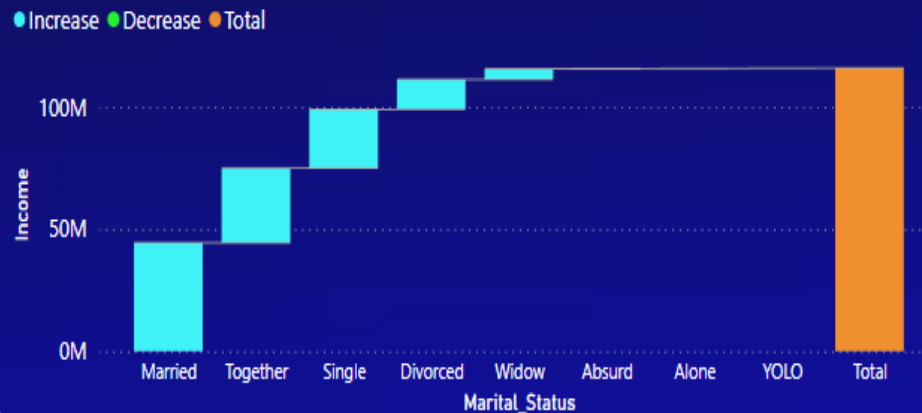
Income by Education



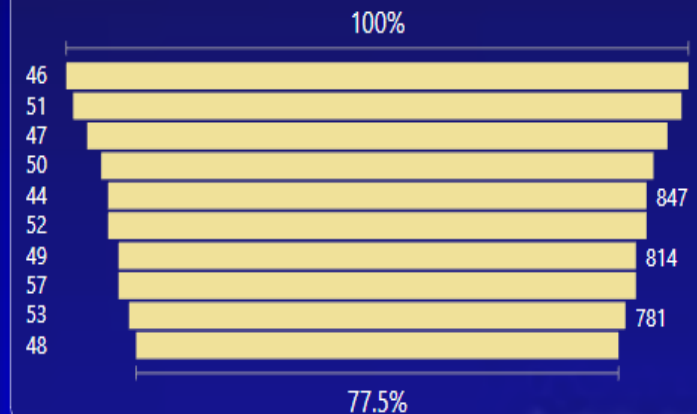
Quarter by Revenue



Income by Marital_Status



Revenue by Cus Age





Customer performance



Summary

Customer

Purchase

ID

0

11191

Marital_Status

All

Education

All

Cus Age

All

year

All

YoY

year	ID	Acp Cmp1	Acp Cmp2	Acp Cmp3	Acp Cmp4	Acp Cmp5	Response
2013	1189	78	15	80	79	86	154
2014	557	42	8	46	44	45	48
2012	494	24	7	37	44	32	132

MoM

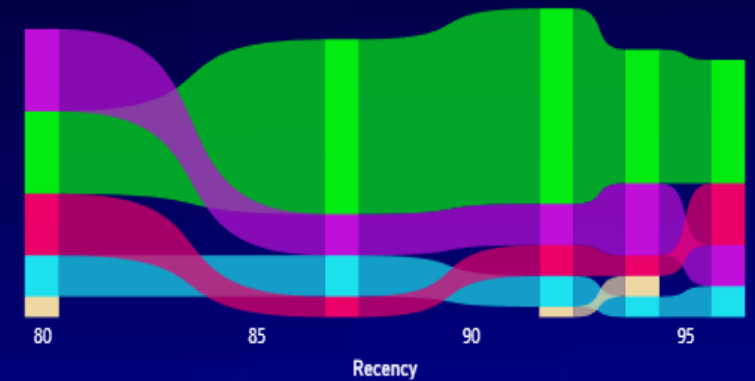
Month	ID	Acp Cmp1	Acp Cmp2	Acp Cmp3	Acp Cmp4	Acp Cmp5	Response
May	216	19	3	16	15	23	24
Mar	211	17	2	14	21	18	26
Aug	222	13	3	16	18	14	46

QoQ

Qtr	ID	Acp Cmp1	Acp Cmp2	Acp Cmp3	Acp Cmp4	Acp Cmp5	Response
1	586	41	7	50	46	50	84
2	564	41	10	32	40	43	62
3	516	27	7	39	37	34	98

Cus ID by Recency and Education

Education ● 2n Cycle ● Basic ● Graduation ● Master ● PhD



Kidhome and Teenhome by Top 10 Cus ID





Purchase performance



Summary

Customer

Purchase

ID

0

11191

Marital_Status

All

Education

All

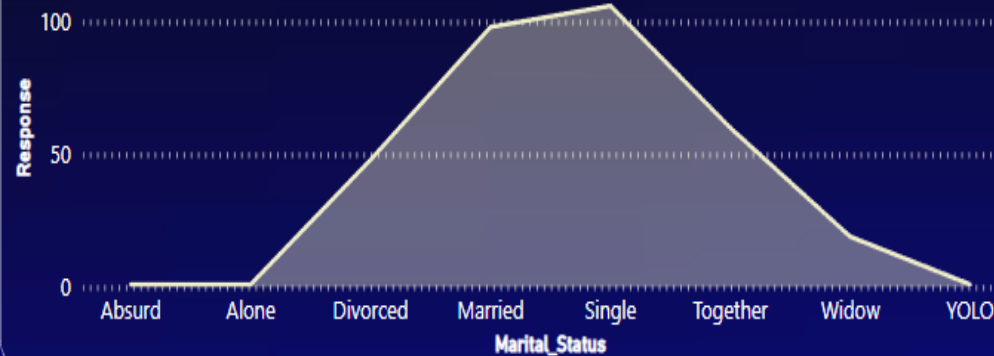
Cus Age

All

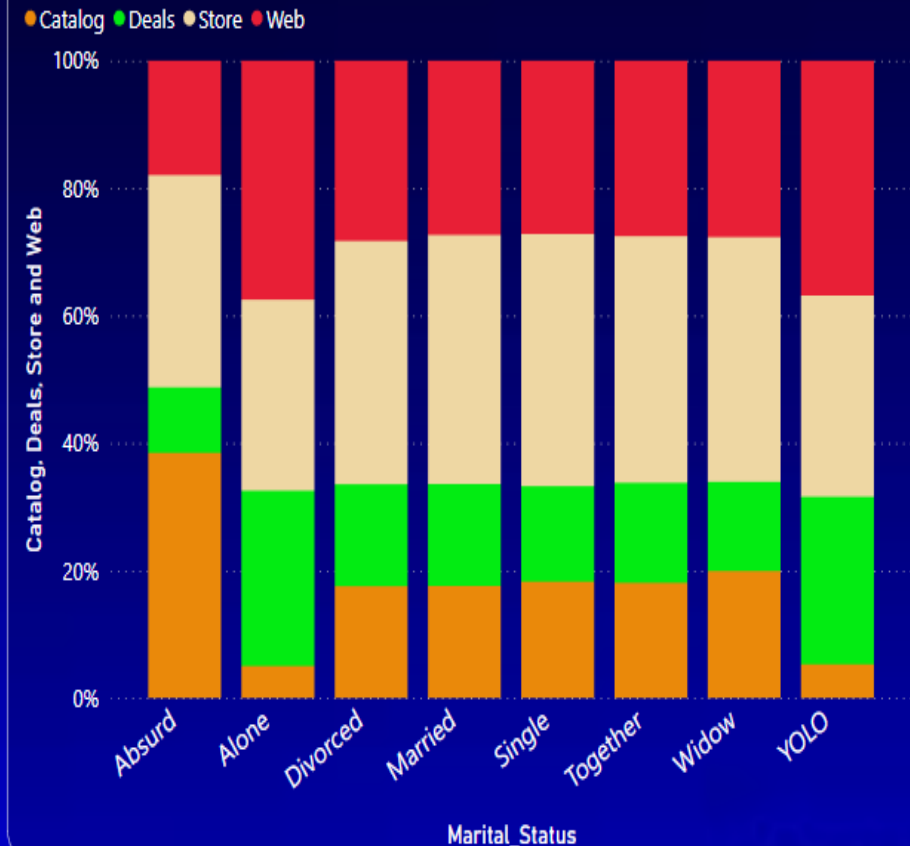
year

All

Response by Marital_status



Num of Purchase made with Catalog, Deals, Store and Web by Marital_Status



Marital Status



Education

Amount spend on various Products

year	Marital_Status	Fish	Meat	Sweet	Gold	Fruits	Wines
2012	Absurd	212	125	61	245	102	471
2012	Divorced	1996	8836	1470	2970	1698	20711
2012	Married	8211	39489	5833	10201	6027	72281
Total		84057	373968	60621	98609	58917	680816