

**TOTAL
REVENUE**

3.75K

Total Revenue

**TOTAL
PURCHASE**

14

Total Purchases by Brand

TOTAL VIEWS

19K

Total Views

Conversion Rate

0.00

Conversion Rate

EVENT DATE

event_date

01-10-2019

01-10-2019

BRAND

brand

☐ abtoys

☐ a-case

☐ acer

☐ acme

☐ adamex

☐ adata

☐ adidas

☐ adil

☐ a-elita

☐ aeolus

CATEGORY

category

☐ (Blank)

☐ accessories

☐ audio

☐ bag

☐ bathroom

☐ bedroom

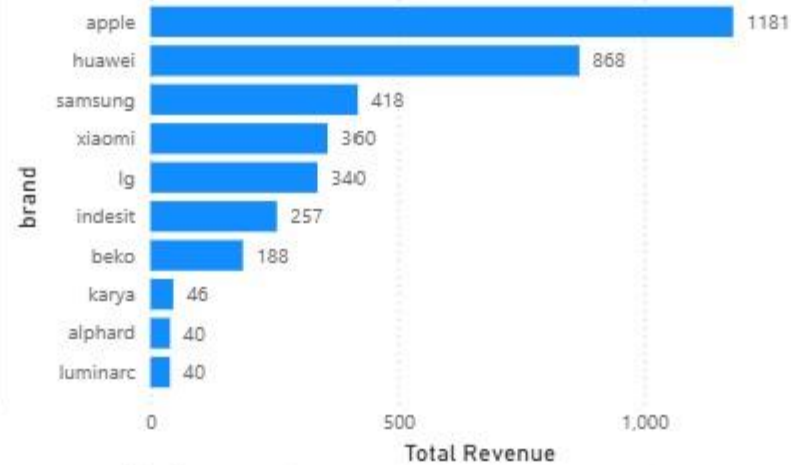
☐ belt

☐ bicycle

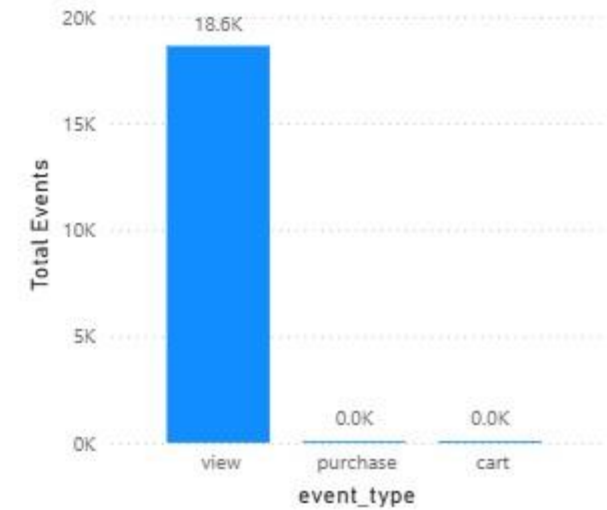
TOTAL REVENUE BY BRAND

brand	Total Revenue	Total Purchases by Brand	AOV
alphard	39.90	1	39.90
apple	1,180.58	2	590.29
beko	187.88	1	187.88
huawei	867.90	2	433.95
indesit	257.15	1	257.15
karya	46.33	1	46.33
lg	339.75	1	339.75
luminarc	39.64	1	39.64
philips	16.13	1	16.13
Total	3,752.96	14	268.07

Total Revenue by brand



Total Events by event_type

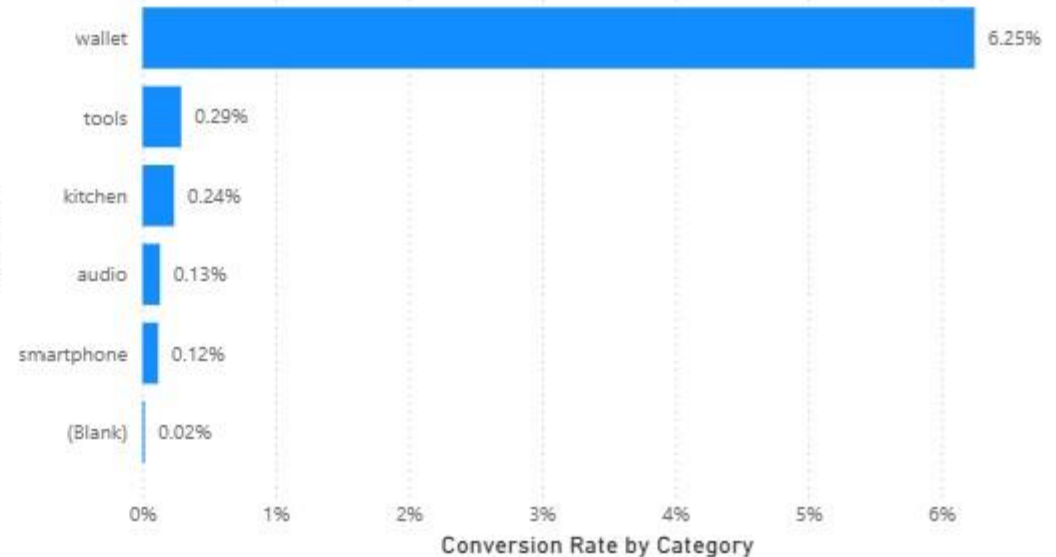


... Conversion Rate by Category by category

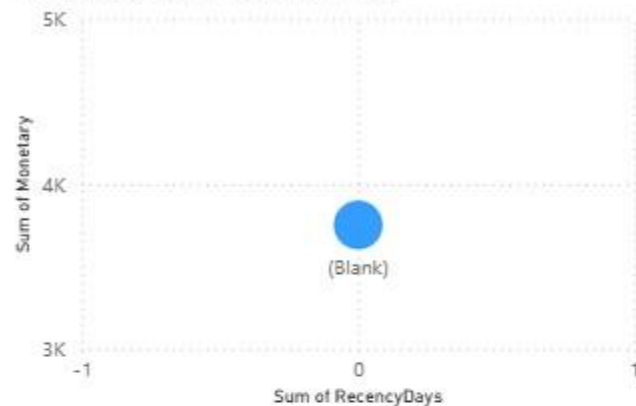
Total Views

Total Events	Total Views	Total Carts	Total Purchases
19K	19K	--	14

category



Sum of RecencyDays, Sum of Monetary, Sum of Frequency and Sum of user_id



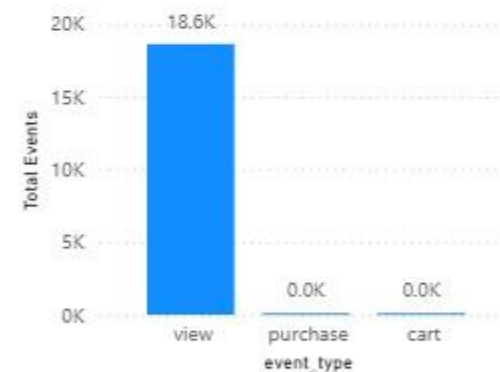
Total Events by event_type



Sum of user_id	Sum of RFM_Score	RFM_Segment	LastPurchaseDate	Sum of Frequency	Sum of Monetary
7393664457	7165	Champion	01-10-2019 00:00:00	14	3,752
7393664457	7165			14	3,752

Sum of Frequency	Sum of Monetary	Sum of RecencyDays	Sum of user_id	Sum of RFM_Score
14	3,752.96	0	7393664457	7165

Event Distribution Overview



event_date

01-10-2019

01-10-2019

brand

☐ abtoys

☐ a-case

☐ acer

☐ acme

☐ adamex

☐ adata

☐ adidas

☐ adil

☐ a-elita

☐ aeolus

☐ aero

☐ aerocool

☐ aeroforce

☐ agl

☐ agness

☐ aimoto

☐ air-cool

☐ aivengo

☐ akom

☐ akpo

☐alcon

☐



category

☐ (Blank)

☐ accessories

☐ audio

☐ bag

☐ camera

☐ clocks

☐ kitchen

☐ notebook

☐ peripherals

☐ personal

☐ skates

☐ smartphone

☐ tablet

☐ toys

☐ umbrella

☐ video

event_type

☐ purchase

☐ view