

Online Retail Customer Segmentation & Analysis

Australia

Austria

Bahrain

Belgium

2009

2010

2011

Total Revenue

17.74M

Total Customers

5.88K

Avg Order per Customer

137

Total Orders

805.62K

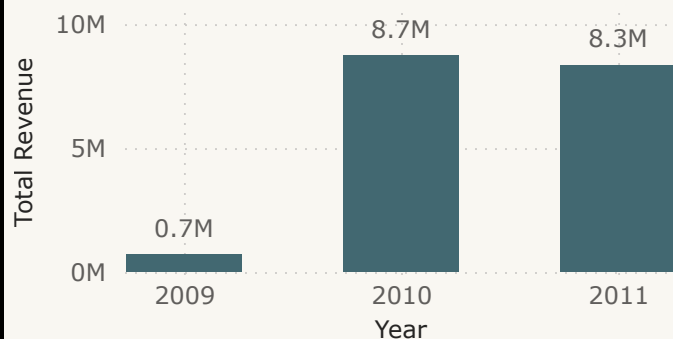
Avg Frequency

6.29

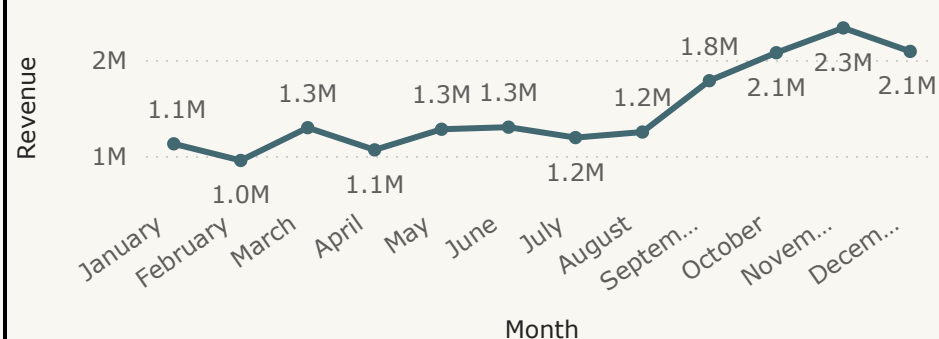
Avg Monetary

3.02K

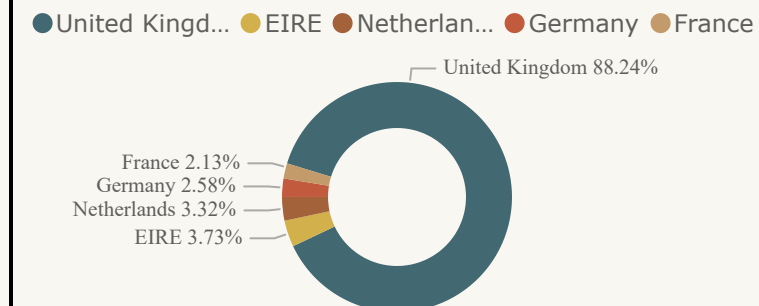
Revenue by Year



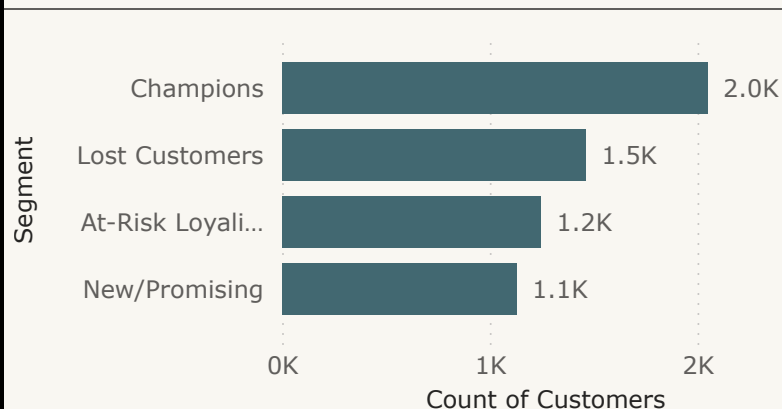
Revenue by Month



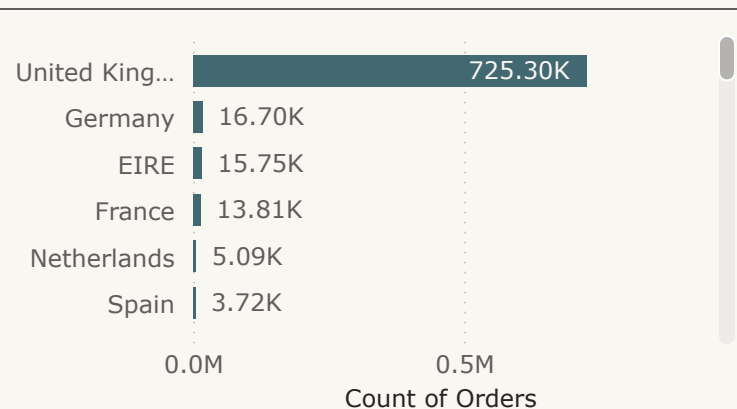
Revenue share of top 5 Countries



Customers by Segment



Countries by Total Orders



Countries by Total Revenue

