

Customers Dashboard

age_group

▼

All

▼

customer_segment

▼

All

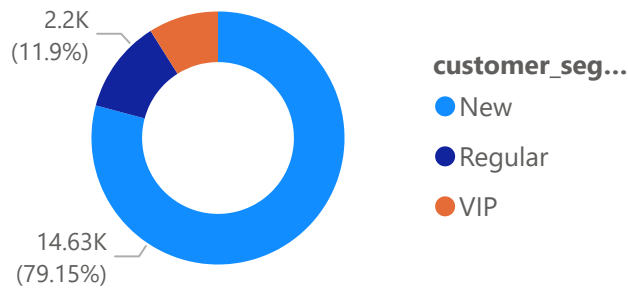
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Total Orders: 27,657

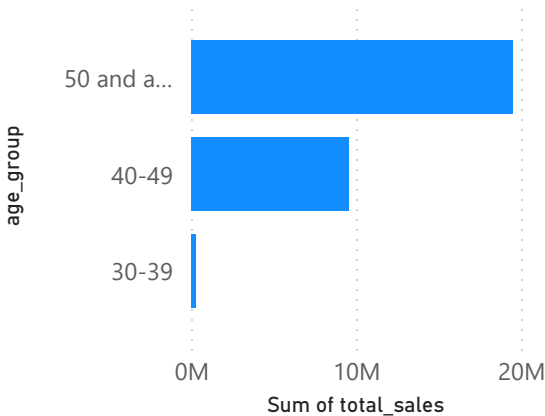
Total Customers: 18482

Average Order Value:
\$911.65

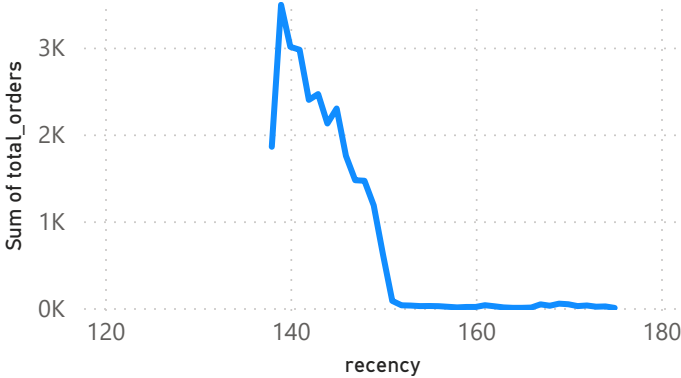
Count of customer_number by customer_segment



Total Sales by Age Group



Sum of total_orders by recency - "Churn risk Insight"



customer_name	customer_segment	age_group	total_orders	total_sales	avg_monthly_spend	avg_order_value
Aaron Adams	New	40-49	1	118	118	11
Aaron Alexander	New	40-49	1	70	70	7
Aaron Allen	New	50 and above	1	3400	3400	340
Aaron Baker	New	40-49	1	1751	1751	175
Aaron Butler	New	40-49	1	15	15	1
Aaron Campbell	New	50 and above	1	1155	1155	115
Aaron Carter	New	40-49	1	40	40	4
Aaron Chen	New	50 and above	1	40	40	4

Product Summary

1.09K

Average of avg_order_rev...

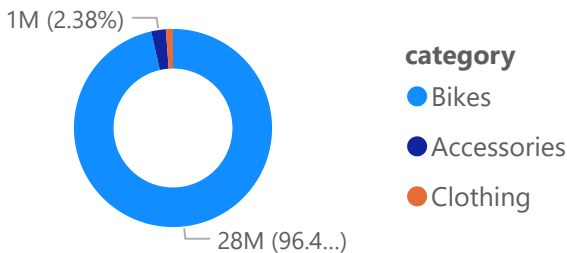
60K

Sum of total_orders

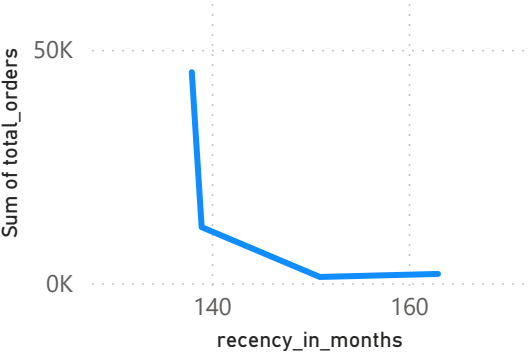
29M

Sum of total_sales

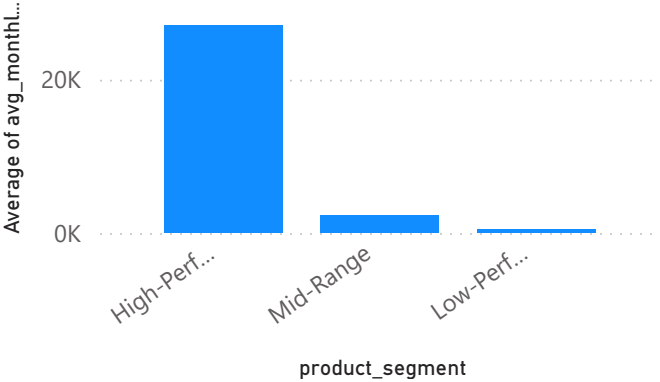
Total_sales by category



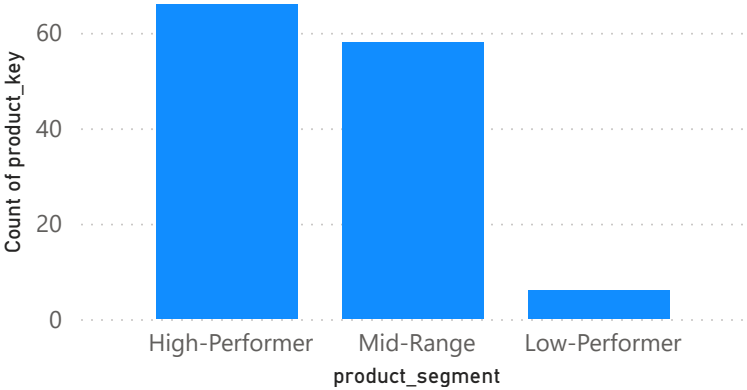
Sum of total_orders by recency_in_months



Average of avg_monthly_revenue by product_segment



Count of product_key by product_segment

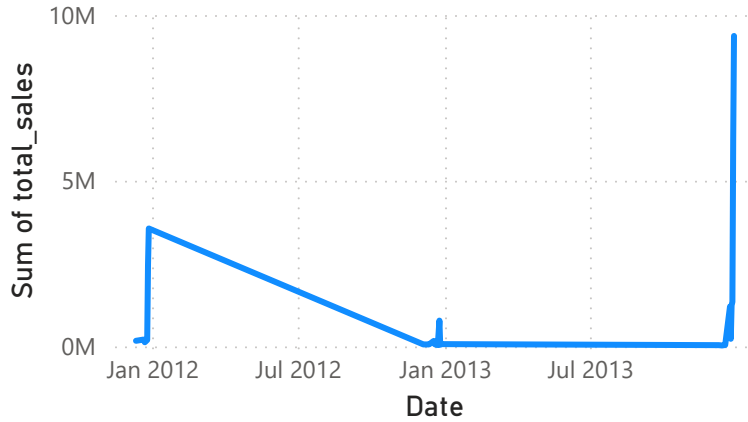


product_name	category	subcategory	Sum of total_sales	Sum of total_quantity	Sum of avg_selling_price	Sum of avg_monthly_revenue	Sum of recency_in_months	product_s
All-Purpose Bike Stand	Accessories	Bike Stands	39591	249	159.00	3045	138	Mid-Rang
AWC Logo Cap	Clothing	Caps	19710	2190	9.00	1516	138	Mid-Rang
Bike Wash - Dissolver	Accessories	Cleaners	7272	909	8.00	606	138	Low-Perf
Classic Vest- L	Clothing	Vests	12480	195	64.00	1040	138	Mid-Rang
Classic Vest- M	Clothing	Vests	12736	199	64.00	1061	138	Mid-Rang
Classic Vest- S	Clothing	Vests	10944	171	64.00	841	138	Mid-Rang
FenderSet- Mountain	Accessories	Fenders	46663	2121	22.00	2580	138	Mid-Rang
Total			29351258	60404	142,331.20	1919274	18520	

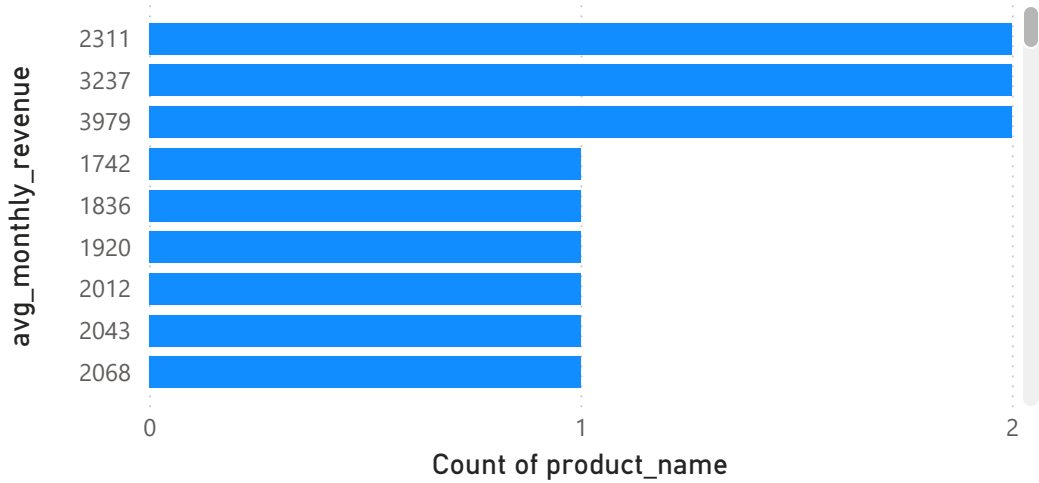
Product Sales Trend & Lifecycle Analysis

Sum of total_sales by Date and category

category ● Bikes



Count of product_name, Earliest last_sale_date and Sum of lifespan by avg_monthly_revenue



category

□ Accessories

■ Bikes

□ Clothing