

Retail Business Performance Analysis

Analysis of revenue trends, customer segments, and product performance (2014–2017)

Executive Overview

\$2.3M

Total Revenue

\$286.4K

Total Profit

5009

Total Orders

793

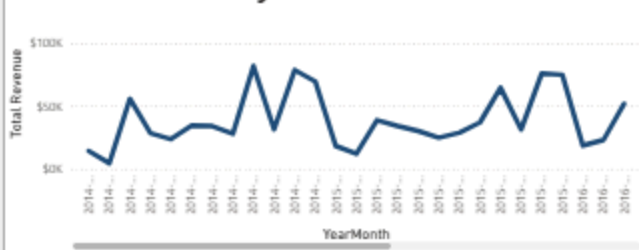
Unique Customers

458.61

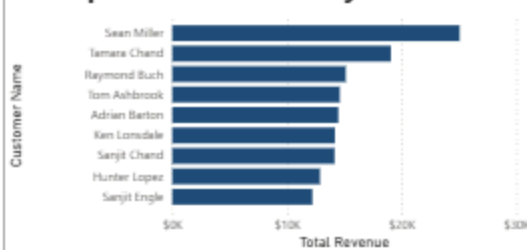
Avg Order Value

Customer Analysis

Monthly Revenue Trend

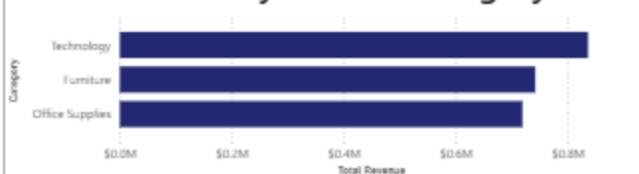


Top 10 Customers by Revenue



Product Performance

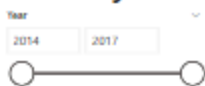
Revenue by Product Category



Revenue by Customer Segment



Filter by Year



Filter by Region

Region: All

Top 10 Revenue %

6.7%

Insight 1 - Revenue Trend :

Revenue has grown steadily from 2014 to 2017, with normal monthly fluctuations. There are small spikes toward the end of some years, suggesting mild seasonal demand.

Insight 2 - Segment Performance :

The Consumer segment generates the highest revenue, clearly outperforming Corporate and Home Office. The business is primarily driven by individual customers.

Insight 3 - Revenue Concentration :

Top 10 customers contribute only 6.7% of total revenue, indicating a diversified customer base with low dependency risk.

Recommendation :

Focus on growing the Consumer segment further while improving engagement in Corporate and Home Office. Introducing bundles or promotions could help increase average order value.