Customer Segmentation

Sales by customer segment

Sum(Sales) axis: 400k, 600k, 800k, 1M, 1.2M

Segment axis: Home Office, Corporate, Consumer
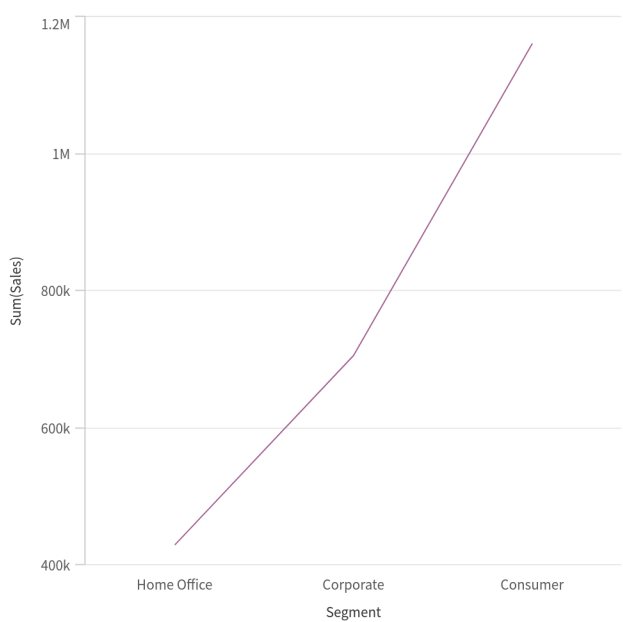
Customer segmentation category wise
Total(Sale)

Segment, Category (y-axis):

Consumer
- Furniture
- Office Supplies
- Technology

Corporate
- Furniture
- Office Supplies
- Technology

Home Office
- Furniture
- Office Supplies
- Technology

Sum(Sales) axis: 0, 200k, 400k, 600k

Sum(Sales)
- ■ 121.93k - < 216.75k
- □ 216.75k - < 311.58k
- ■ 311.
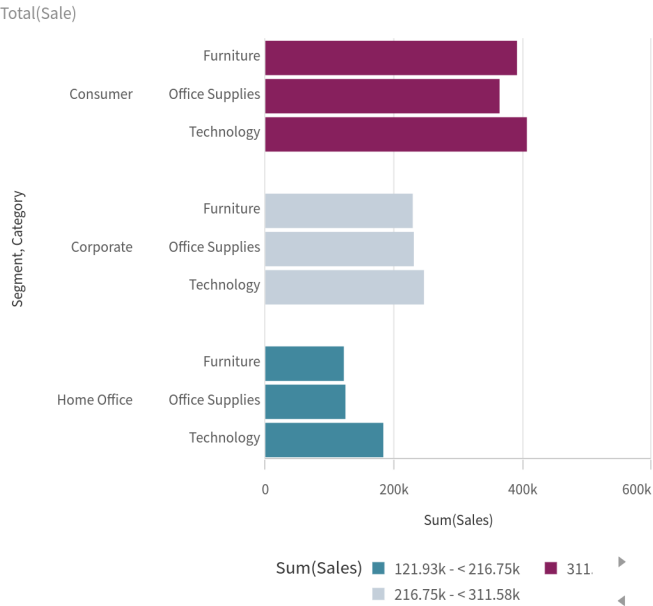
Customer segmentation region wise
Max(Sale)

Max(Sales) axis: 0, 5k, 10k, 15k, 20k, 25k

Region
- ■ West
- ■ East
- ■ Central
- ■ South

Segment, Region axis: Consumer, Corporate, Home Office
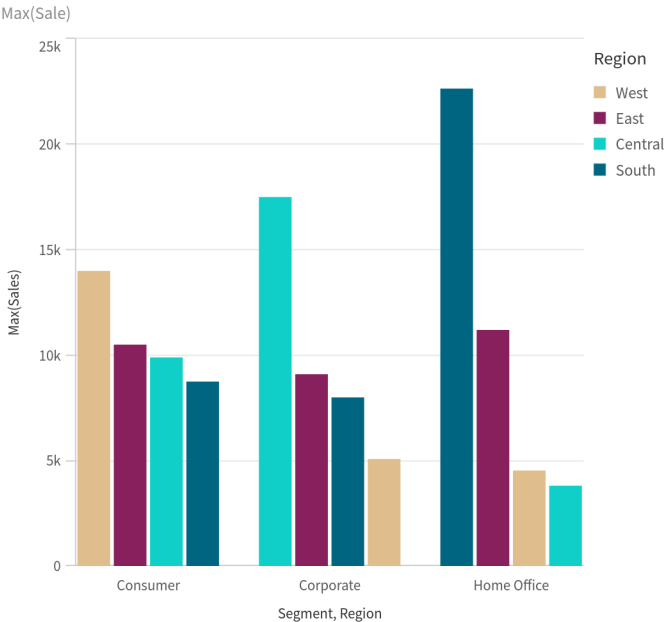
Customer segmentation sub-category wise
Total(Sale)

Consumer
- Chairs 172.86k
- Phones 169.93k
- Binders 118.16k
- Storage 100.49k
- Tables 99.93k
- Accessories 87.11k
- Machines 79.54k
- Copiers 69.82k
- Bookcases 68.63k
- Appliances 52.82k
- Furnishings 49.62k
- Paper 36.32k
- Supplies 25.74k
- Art 14.25k

Corporate
- Chairs 99.14k
- Phones 91.15k
- Storage 79.79k
- Tables 70.87k
- Machines 60.28k
- Binders 51.56k
- Accessories 48.19k
- Copiers 46.83k
- Appliances 36.59k
- Bookcases 34.01k
- Furnishings 25k
- Paper 23.88k
- Supplies 19.44k

Home Office
- Phones 68.92k
- Chairs 56.45k
- Machines 49.42k
- Storage 43.56k
- Tables 36.16k
- Binders 33.69k
- Copiers 32.88k
- Accessories 32.08k
- Paper 18.27k
- Appliances 18.12k
- Furnishings 17.08k