

Total Number of Orders

total_orders
500

Number of Unique Customers

unique_customers
332

Top 5 Products by Sales Volume

product_name	total_quantity_sold
Product A	150
Product B	120
Product C	115
Product D	110
Product E	105

Monthly Sales Revenue

month	revenue
2018-04	50000.0
2018-05	52000.0
2018-06	54000.0
2018-07	55000.0
2018-08	57000.0
2018-09	58000.0
2018-10	60000.0

Customer Segmentation Based on RFM Analysis

customer_id	recency	frequency	monetary	segment
101	10	6	1200.0	Champions
102	45	4	800.0	Loyal Customers
103	90	1	200.0	At Risk
104	70	2	400.0	At Risk