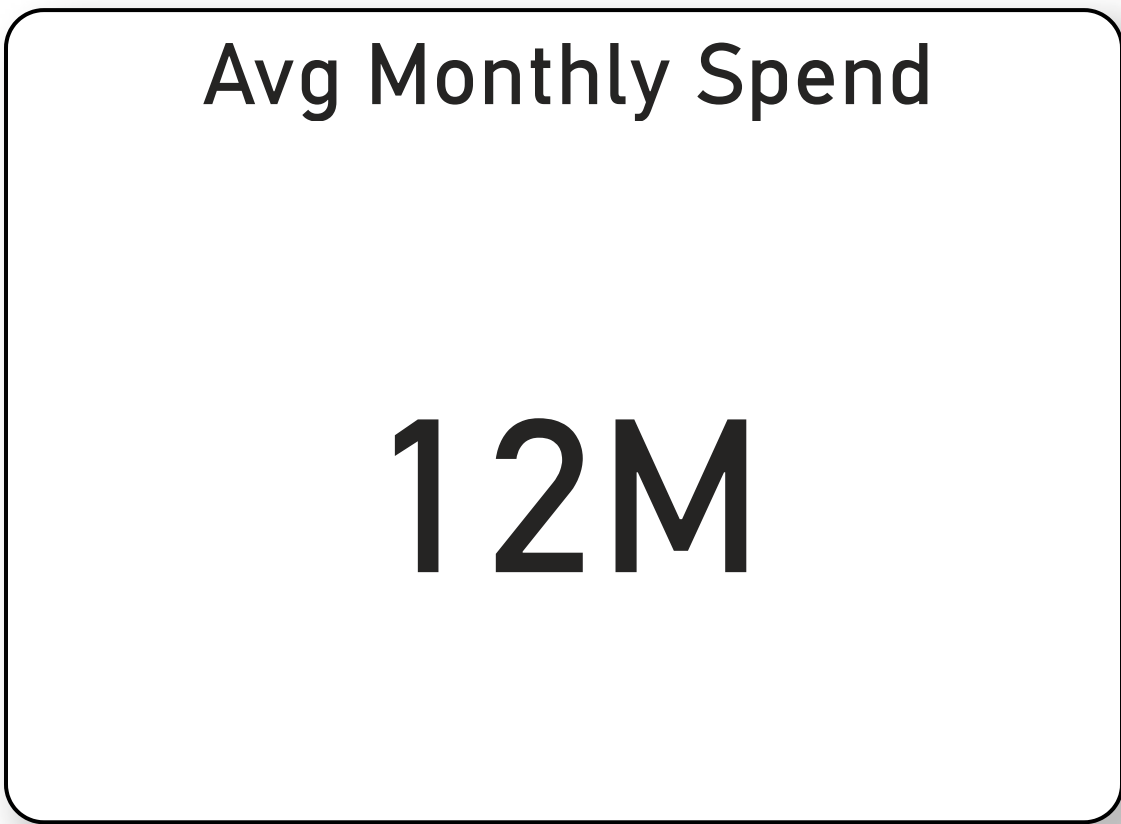
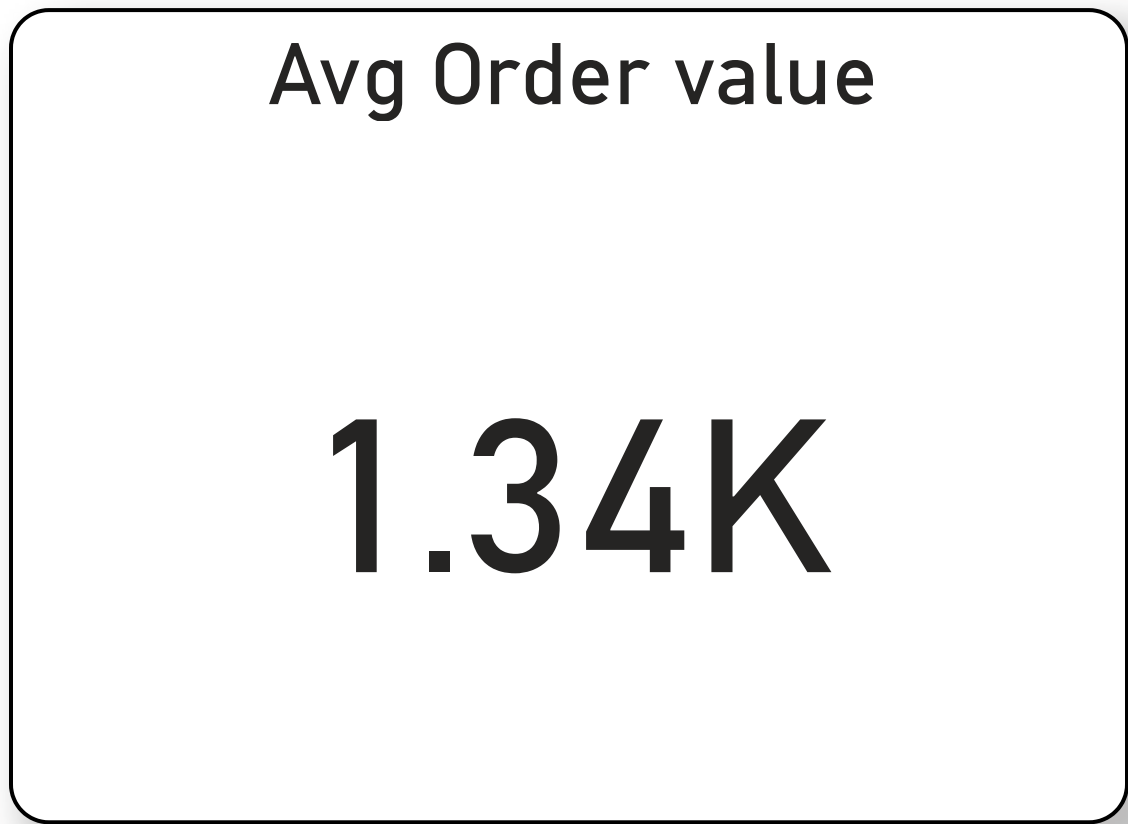


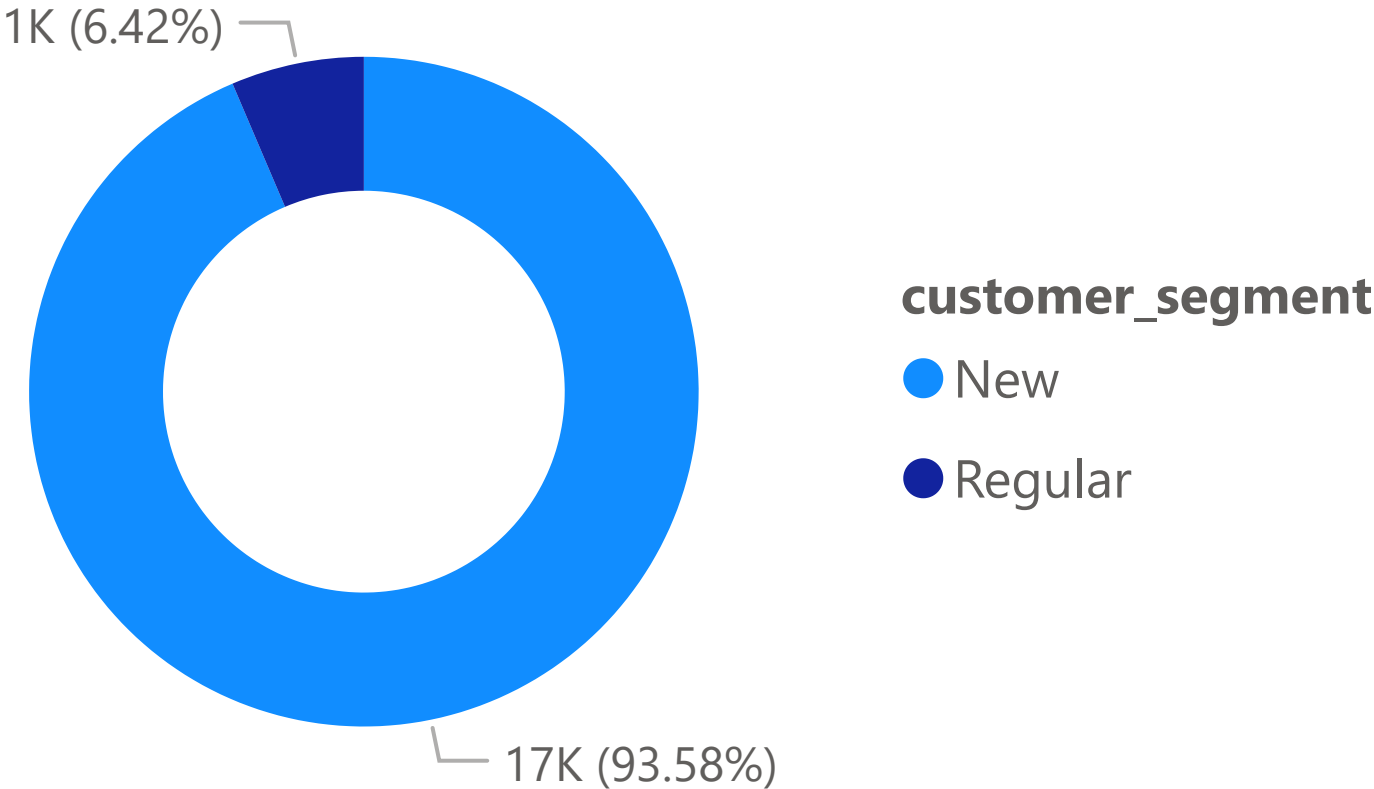


# Top Metrics

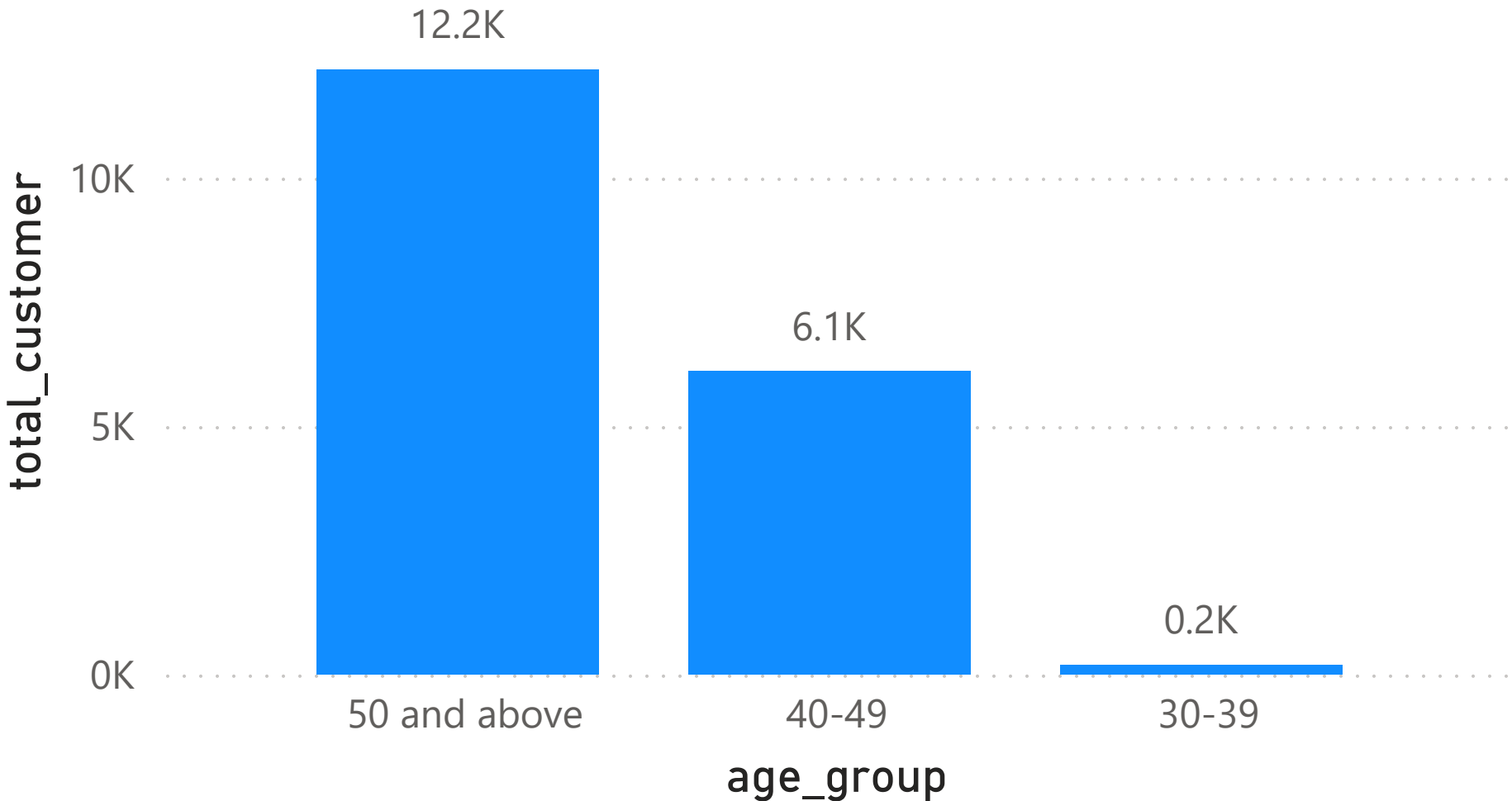


# Customer Segmentation

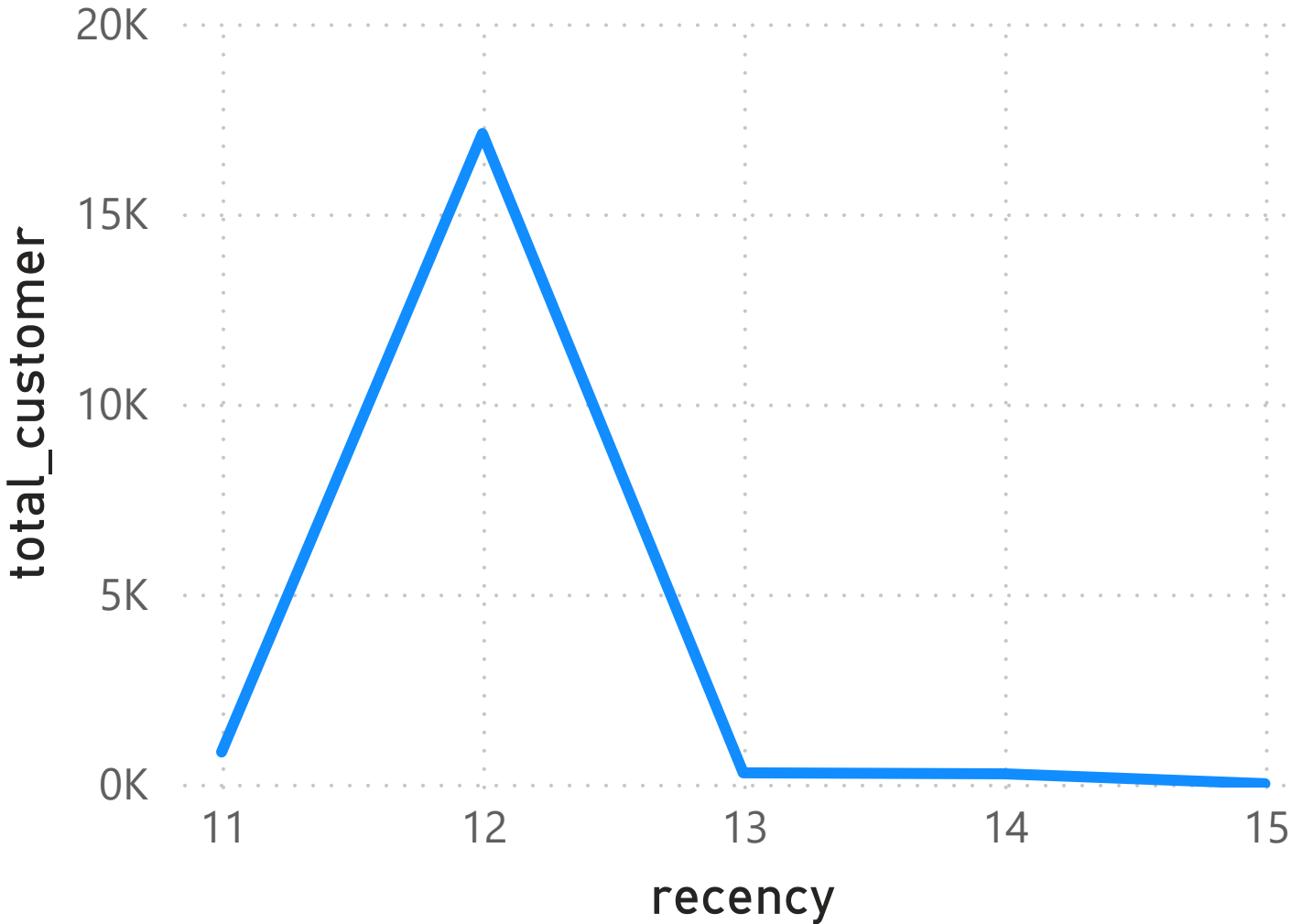
Total\_customer by customer\_segment

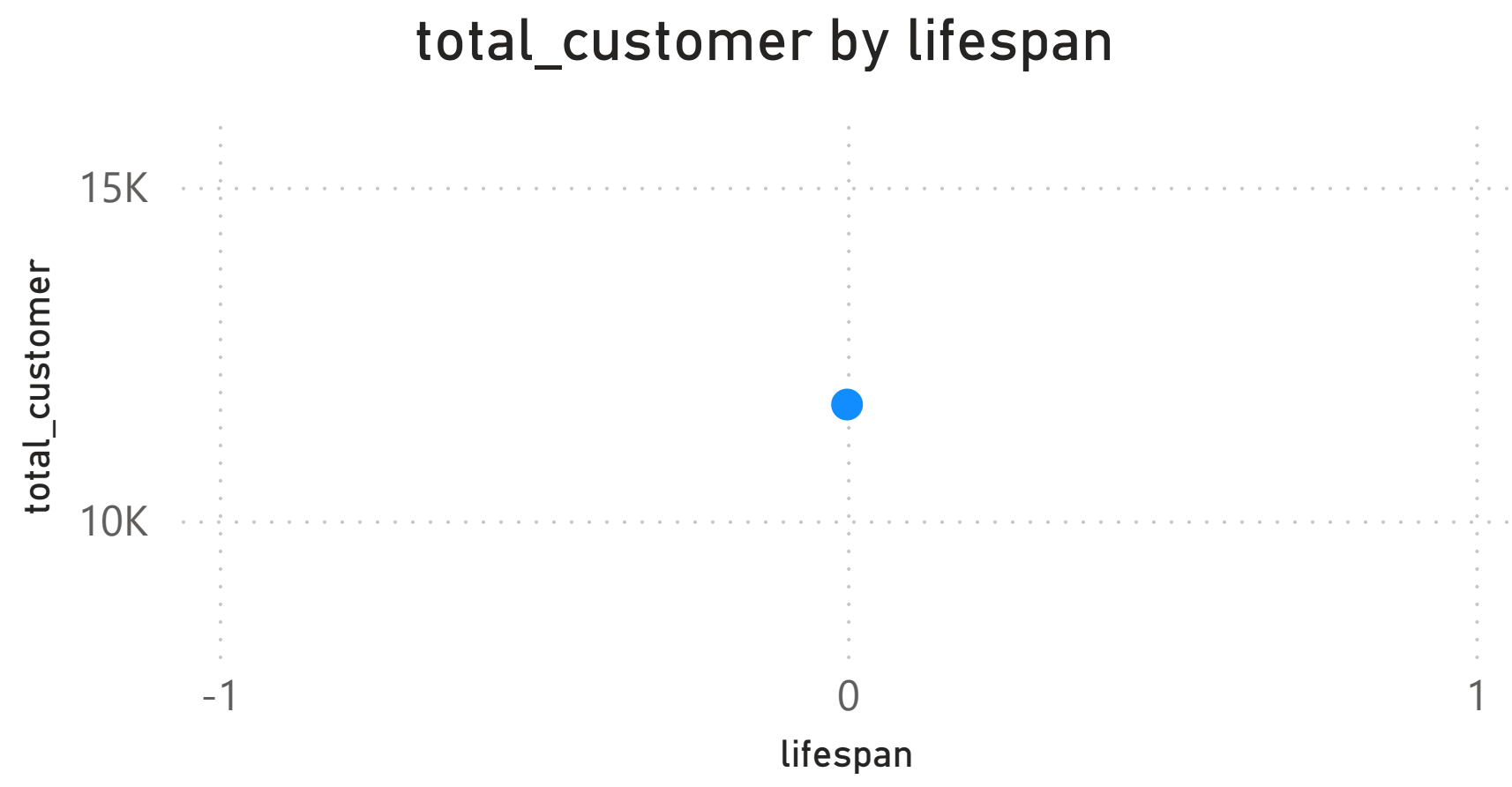


Total\_customer by age\_group



Total\_customer by recency





- Lifespan Bucket
- One-Time Buyers
  - 7-12 Months
  - 1-6 Months
  - 12+ Months
  - (Blank)

- age\_group
- 30-39
  - 40-49
  - 50 and above

- customer\_segment
- New

# Customer Insights

customer_name	Total sales	Total_order
Abigail Simmons	6567	2
Abigail Diaz	5394	2
Colin Ye	5203	1
Tonya Nath	5189	1
Angelica Washington	5178	1
Hunter Lopez	5178	1
Corey Pal	5168	1
Vanessa Butler	5155	1
David Jackson	5141	1
Jason Patterson	5141	1
Kaitlyn Hughes	5141	1
Seth Harris	5141	1
Dalton Bell	5110	1
Sara Cook	5092	1
Kristine Alvarez	5084	1
Brad Chande	5082	1
Total	9665119	11858

