

Sales Analysis





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Total Sales(\$)

233K

Customers

3.9K

No. of Items

25

Total Previous Sale

99K

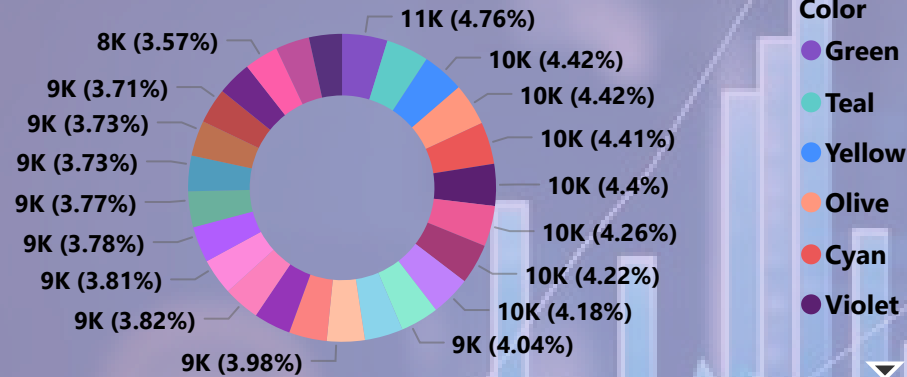
Locations

50

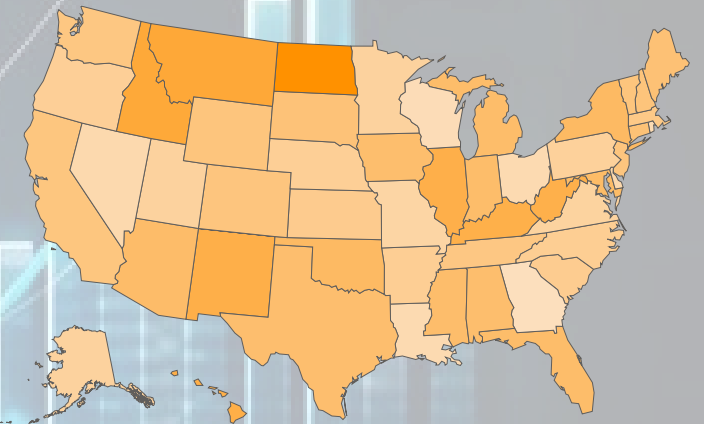
Category wise Total Purchase by Location

Kentu...	337
North...	321
Conn...	306
Alaba...	298
Iowa	281
Florida	258
New ...	255
Mont...	250
South...	249
Hawaii	242
Illinois	219
Oklah...	217
Idaho	216
Maryl...	216
New ...	214
Michi...	210
New ...	205
Indiana	201
Arizona	196
Wyo...	195

Total Purchase Amount (USD)

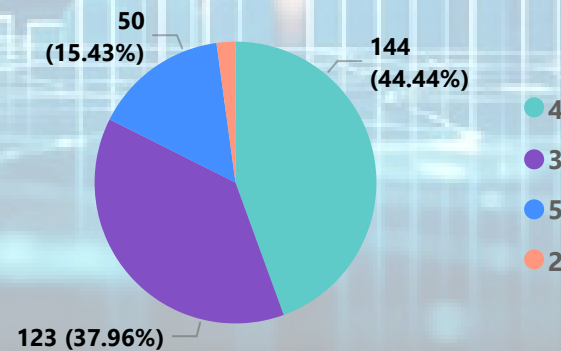


Sales by Location



[Go to Customer Segmentation](#)

Rating by Category



- ☐ Accessories
- ☐ Clothing
- ☐ Footwear
- ☒ Outerwear

- ☒ Color
- ☐ Category
- ☐ Gender
- ☐ Payment Method
- ☐ Promo Code Used
- ☐ Season
- ☐ Shipping Time

Customer Segmentation



<u>Segments</u>	<u>Description</u>	<u>Total Customer</u>	<u>Sales</u>	<u>Recommendations</u>
Champions	Bought recently, buy often, and spend the most	745	45K	Reward them. Can be early adopters of new products. Will promote the brand.
Loyal	Spend good money often, responsive to promotions	732	43K	Up-sell higher products. Ask for reviews. Engage them with updates.
Potential Loyalist	Recent customers, but spent a good amount and bought more than once	775	47K	Offer membership/loyalty program, recommend other products.
Promising	Recent shoppers, but haven't spent much and not often	145	8K	Create brand awareness, offer free trials.
New Customer	Bought most recently, but not often	156	9K	Provide on-boarding support, give them early success, and engage them.
About to Sleep	Below average recency, frequency, and monetary value	132	7K	Share valuable resources, recommend popular products. Reconnect with them.
Hibernating	Made biggest purchases, and often, but haven't returned for a long time	196	12K	Recreate brand value with products and good offers. Offer relevant products.
Need Attention	Last purchase was a long time ago, low spenders, and low number of orders	207	13K	Communicate time-limited promotional campaigns. Recommend new products.
At Risk	Purchase often and spend a big amount but haven't purchased recently	240	14K	Send personalized email to reconnect. Share information on new offerings.
Lost	Spent big money and purchased often but a long time ago	572	34K	Prepare a discount and gift campaign for them. Recommend new products.



THANK YOU

