

21.How many unique customers are there?

Unique Customers
794

22.What is the average order value per customer?

(only highest top 10 customer average displayed)

Customer	Average Sales
Mitch Willingham	\$ 1,751.29
Sean Miller	\$ 1,669.54
Tamara Chand	\$ 1,587.68
Grant Thornton	\$ 1,558.54
Tom Ashbrook	\$ 1,459.56
Hunter Lopez	\$ 1,170.30
Bill Shonely	\$ 1,166.85
Christopher Conant	\$ 1,102.64
Stefanie Holloman	\$ 1,048.20
Christopher Martinez	\$ 895.40
Grand Average	\$ 1,346.63

23.Which customers have placed the most orders?

(top 10)

Name	Orders Placed
William Brown	35
Matt Abelman	34
Paul Prost	34
John Lee	33
Seth Vernon	32
Chloris Kastensmidt	32
Jonathan Doherty	32
Emily Phan	31
Zuschuss Carroll	31
Arthur Pritchep	31

24.What is the average sales per customer by segment?

(top 10 being displayed)

Row Labels	Average of Sales
Mitch Willingham	1751.29
Sean Miller	1669.54
Tamara Chand	1587.68
Grant Thornton	1558.54
Tom Ashbrook	1459.56
Hunter Lopez	1170.30
Bill Shonely	1166.85
Christopher Conant	1102.64
Stefanie Holloman	1048.20
Christopher Martinez	895.40
Grand Total	1346.63

Segment
Consumer
Corporate
Home Office

25.Which customers ordered from multiple categories?

(only few displayed)

Row Labels	In Category
Aaron Bergman	3
Aaron Hawkins	3
Aaron Smayling	3
Adam Bellavance	3
Adam Hart	3
Adam Shillingsburg	3
Adrian Barton	3
Adrian Hane	3
Aimee Bixby	3
Alan Barnes	3
Grand Total	3

customers ordered from multiple categories	770	96.98%
Total customers	794	
Customers who ordered from just 1 category	24	