OVERVIEW

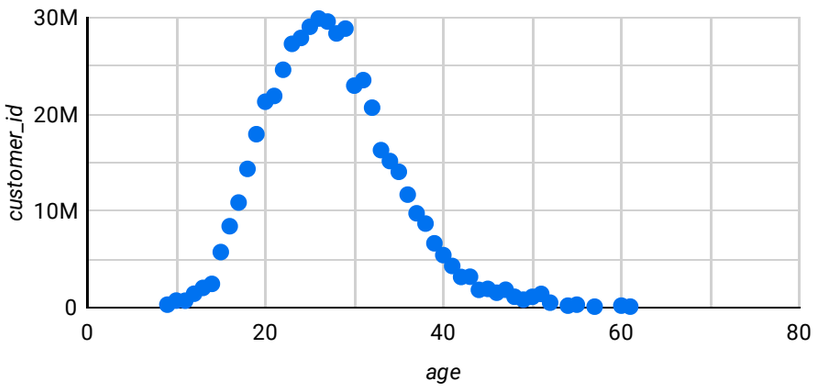
1 Aug 2021 - 31 Jul 2022

From 2016-06-30 to 2022-07-31

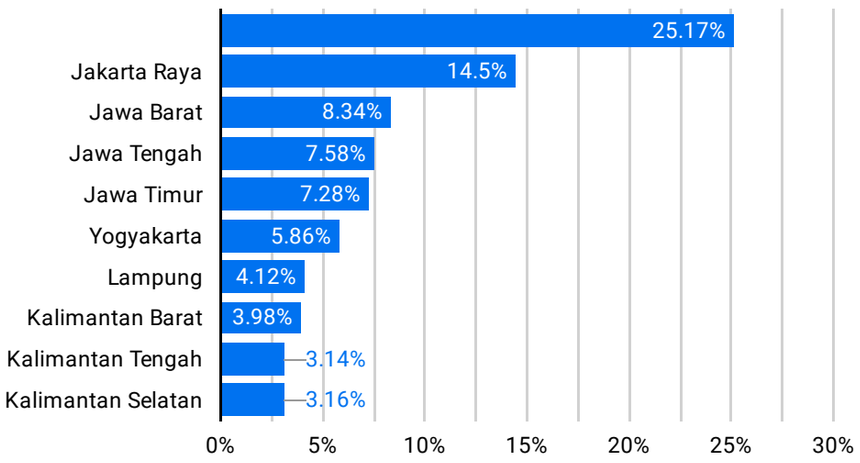
Total customers	AVG customer age	Number of products	Total Revenue	AVG Revenue
1.3K	27.49	44.4K	5.9B	366.8K
▲ 30.4%			▲ 55.5%	▼ -1.3%

Women	Men
44.77%	25.25%
Value Share	Value Share
42.43%	49.46%

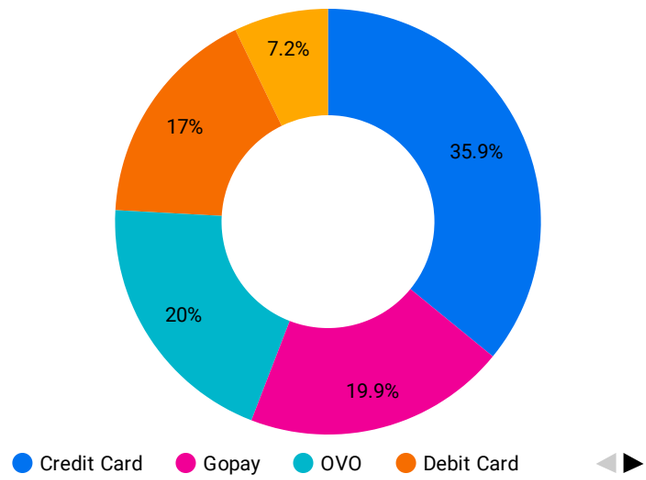
Age Distribution



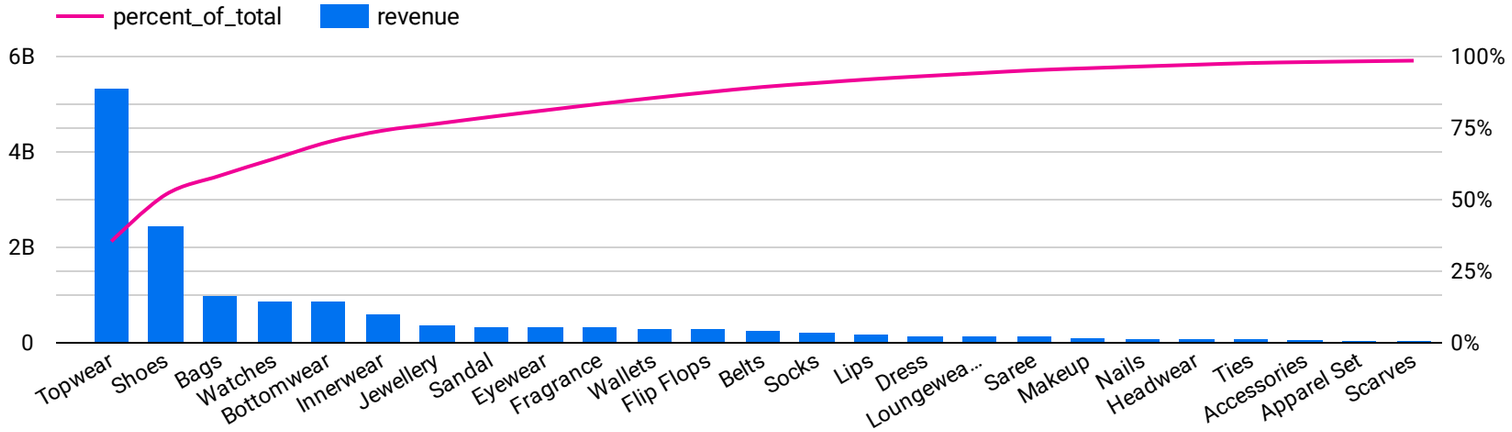
Number of Customers by Cities



Share of Payment Method



Pareto Chart of Product Categories



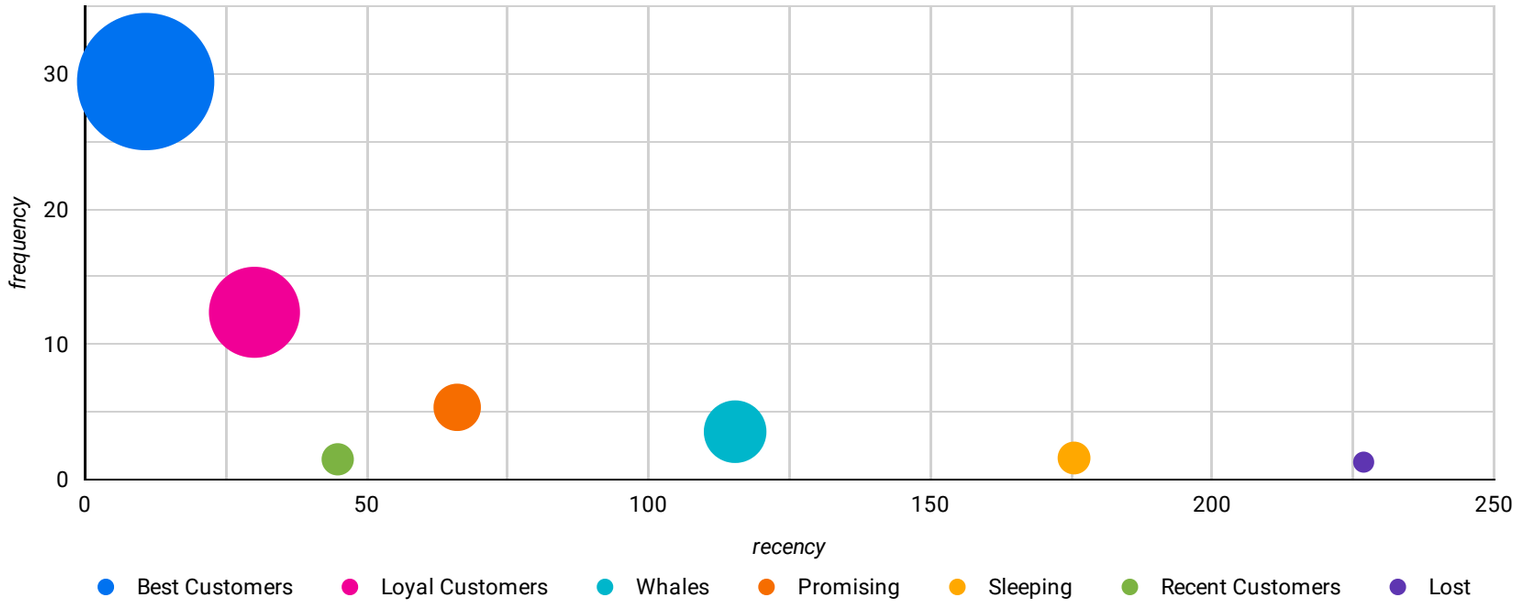
RFM ANALYSIS

AVG Frequency	AVG Recency	AVG Money
9.17	156.7K	3.3M

RFM Segments

	RFM Segment	Total customers	Share of all customers	AVG Recency, days	AVG Frequency	AVG Money
1.	Best Customers	254	14.41%	10.8	29.4	$11.11M
2.	Loyal Customers	375	21.27%	30.1	12.4	$4.89M
3.	Whales	142	8.05%	115.4	3.5	$2.31M
4.	Promising	550	31.2%	66.1	5.3	$1.32M
5.	Sleeping	144	8.17%	175.5	1.6	$632.95K
6.	Recent Customers	16	0.91%	44.9	1.5	$612.07K
7.	Lost	282	16%	226.8	1.3	$261K
	Grand total	**1,763**	**100%**	**88.9**	**9.2**	**$3.34M**

RFM Segment Sizes



Data from '2021-08-01' to '2022-07-31'