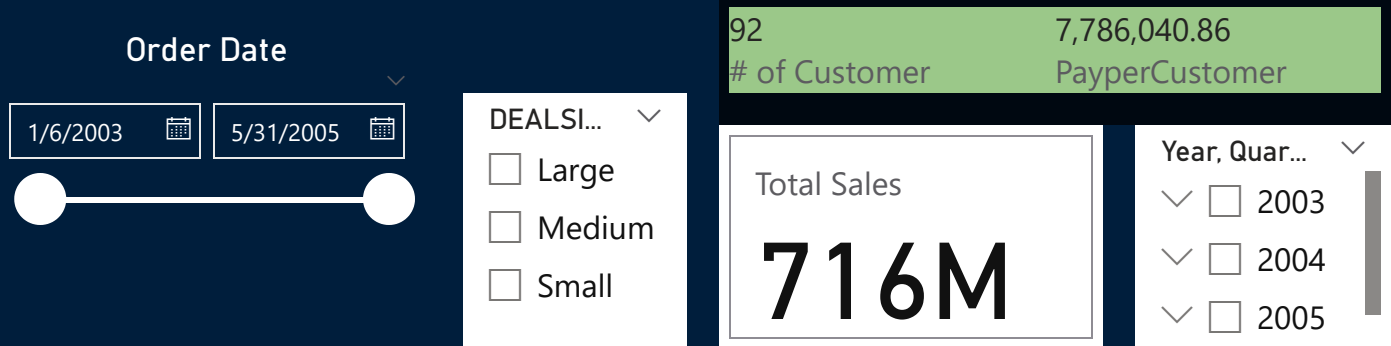


Customer Segmentation of B2B Vehicles Sales Data



of Customer

92

Total Sales

7,786,040.86

PayperCustomer

Total Sales

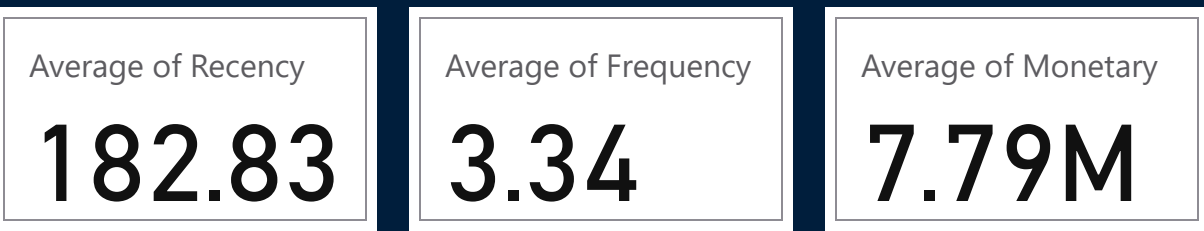
716M

Year, Quar...

☐ 2003

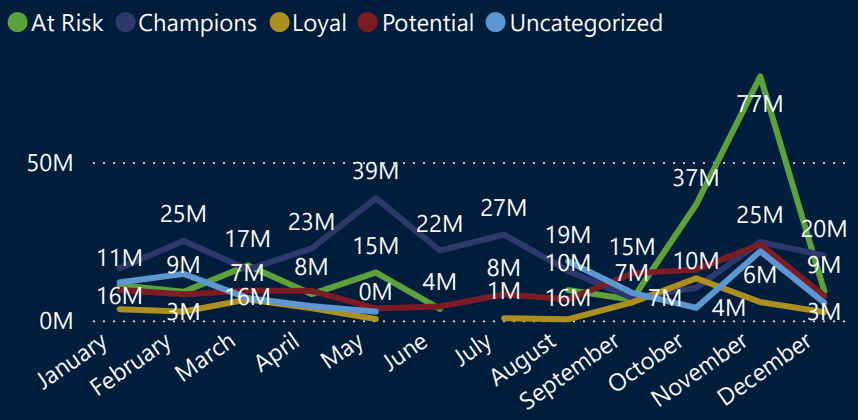
☐ 2004

☐ 2005



Sales Over Time

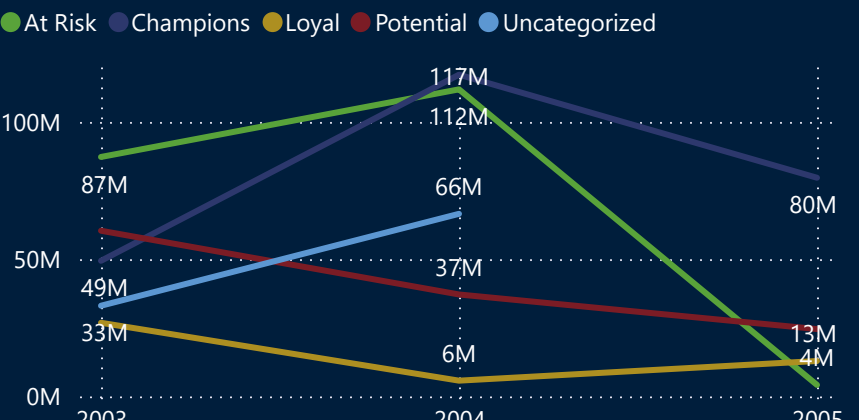
Monthly Transaction



Quarterly Transaction



Yearly Transaction

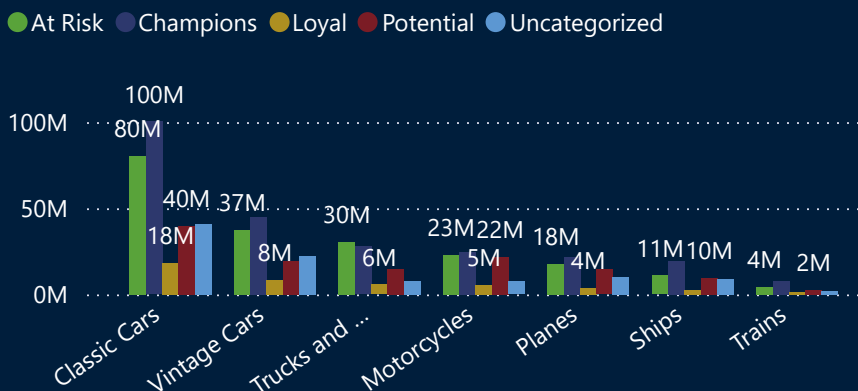


Total SALES by Month and Year



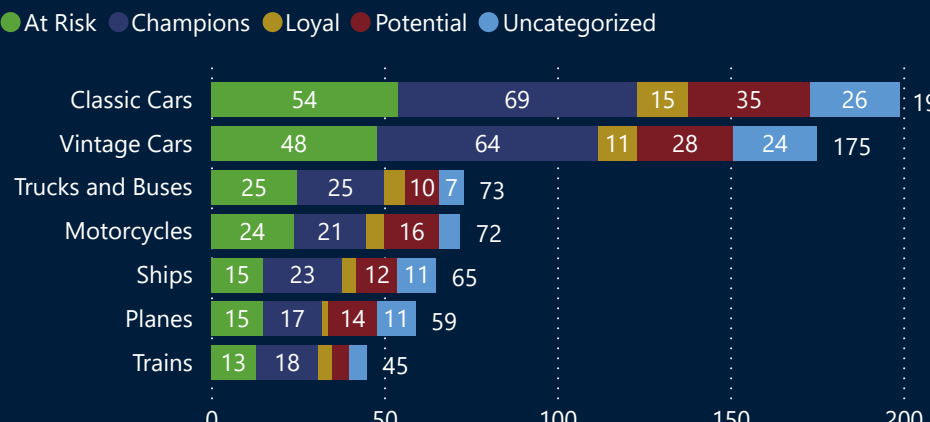
Top Product Lines

RevenueByProductLine



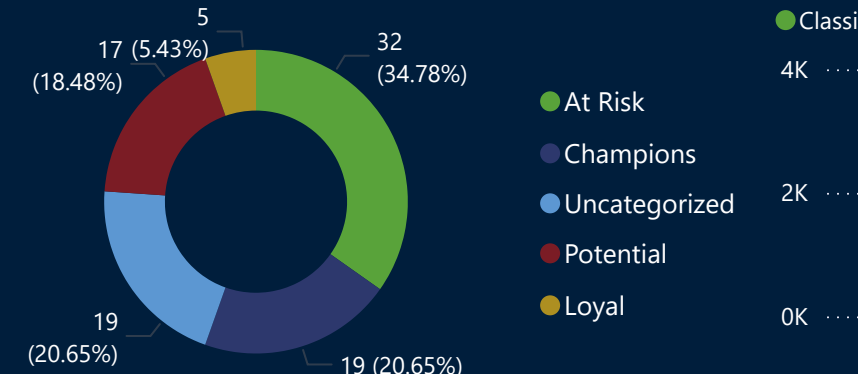
ProductLine Yearly Contribution				
PRODUCTLINE	2003	2004	2005	Total
Classic Cars	107873913	126578910	45047479	279500302
Motorcycles	24647643	42082950	15342490	82073083
Planes	18750163	35247656	13565676	67563495
Ships	16487022	24812813	10040506	51340341
Trains	5794113	8722669	3066332	17583114
Trucks and Buses	35214621	39126359	11891397	86232377
Vintage Cars	47988444	61799101	22235502	132023047
Total	256755919	338370458	121189382	716315759

of Order per ProductLine

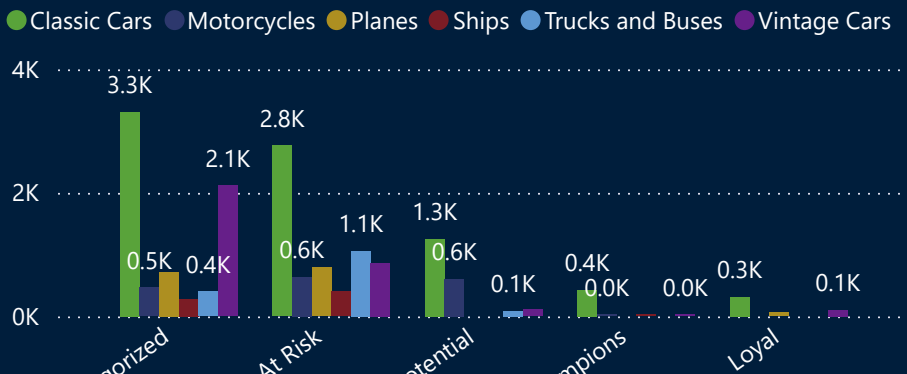


Customer Segmentation - Geographic Insight and Top Product Line

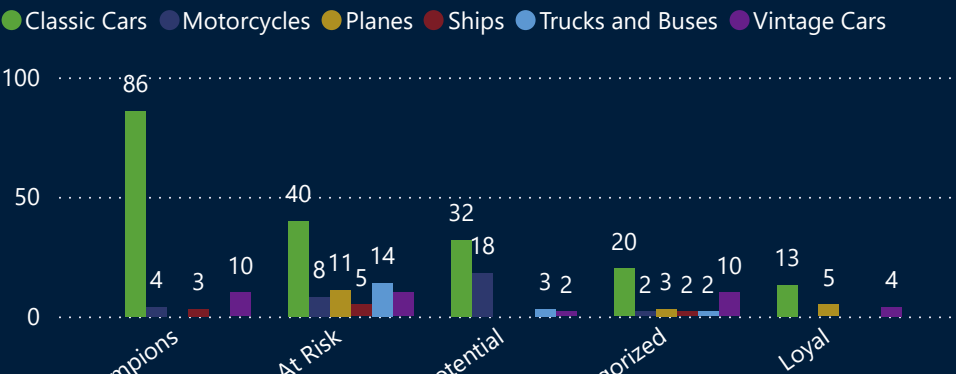
Customer per Segment



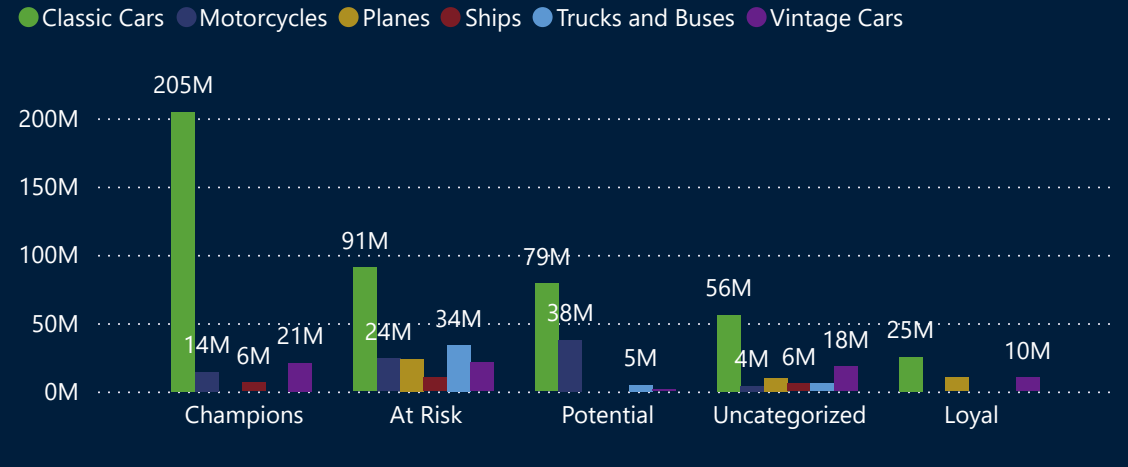
Recency by Segment



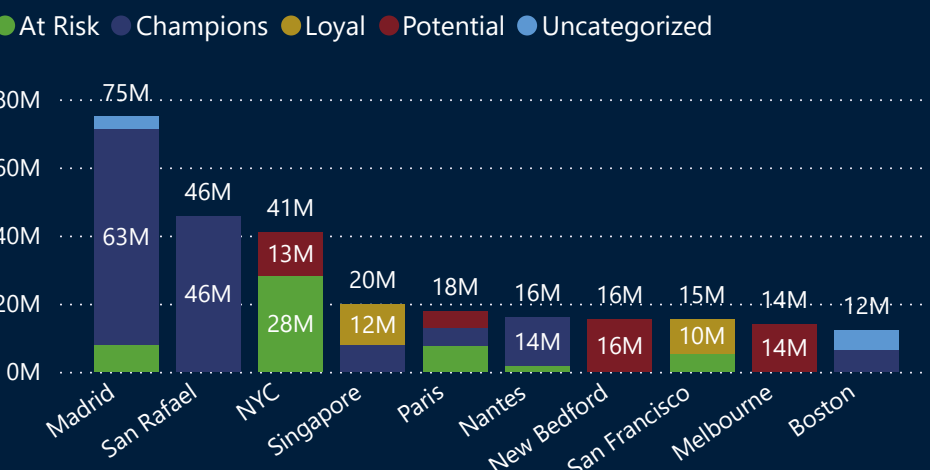
Frequency by Segment



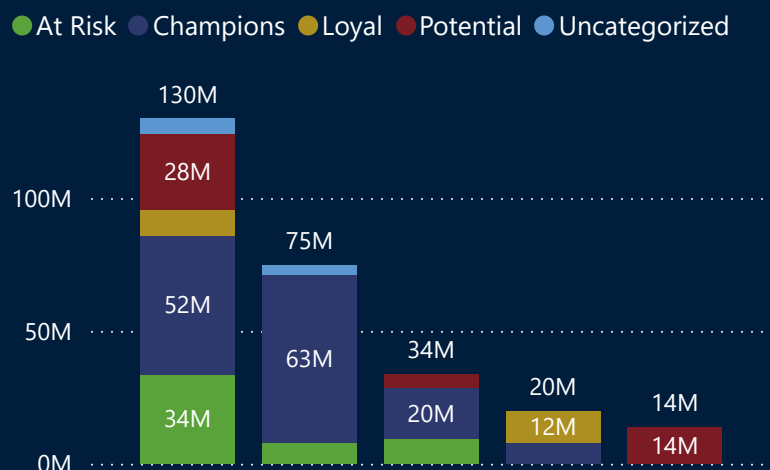
Monetary by Customer Segment



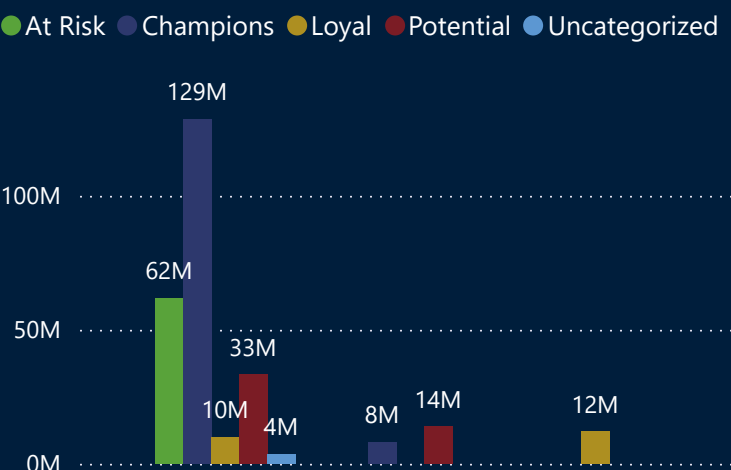
Total Sales by City



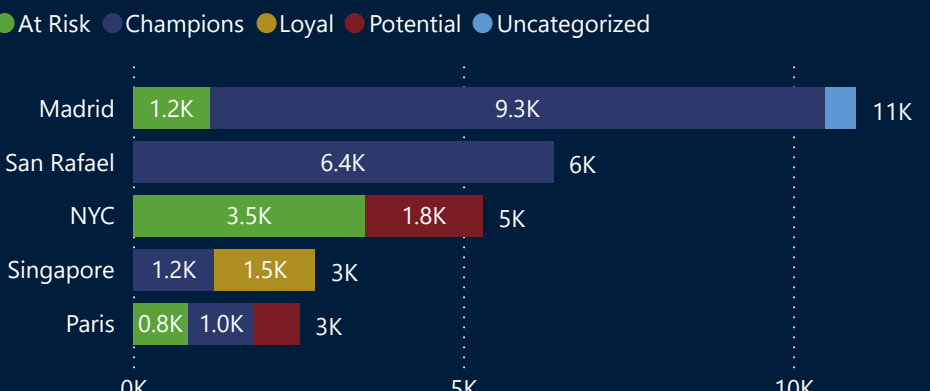
Total Sales by Country



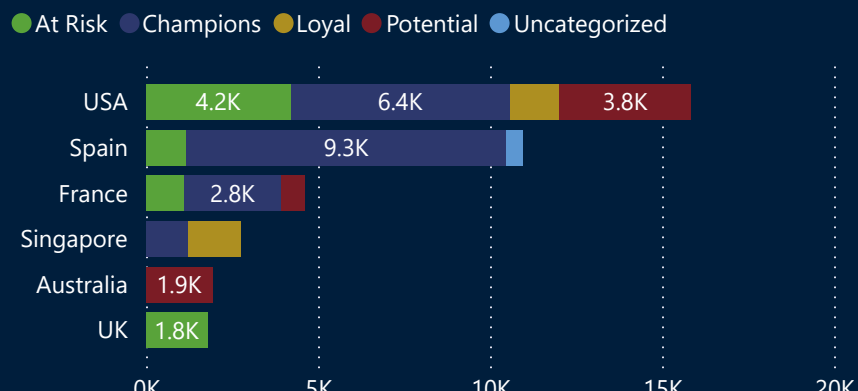
Total Sales by Territory



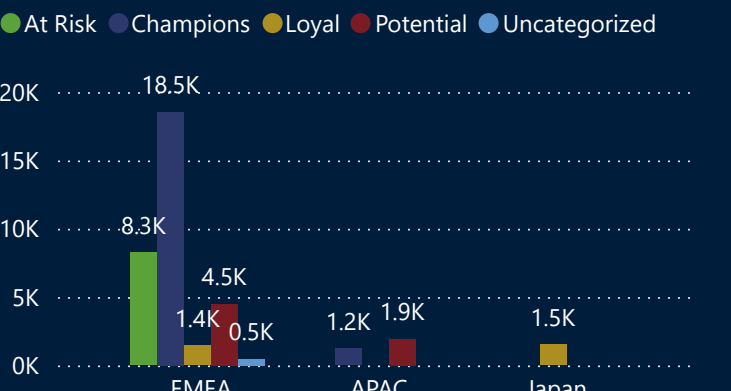
Total Order by City



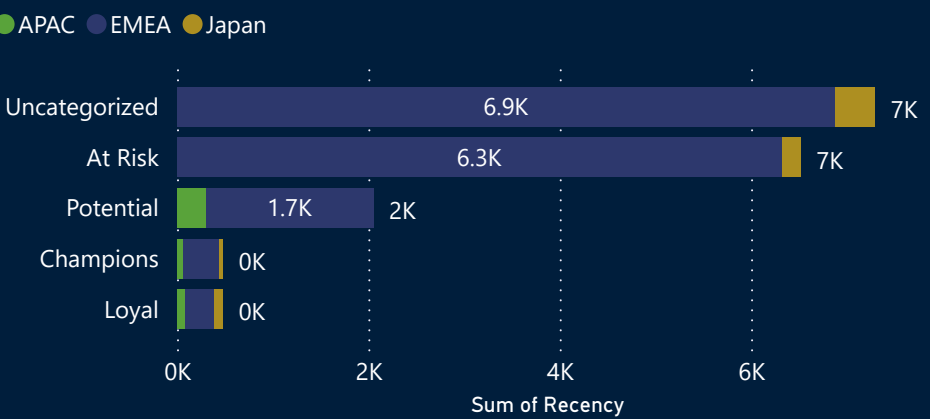
Total Order by Country



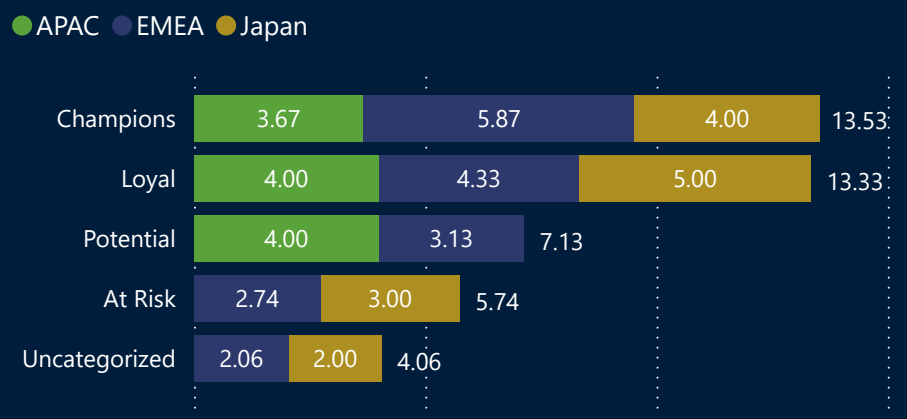
Total Sales by Territory



Recency by Segment



Frequency by Segment



Monetary by Segment

