E-COMMERCE SALES PERFORMANCE ANALYSIS

8.74M
Total Sales

4334
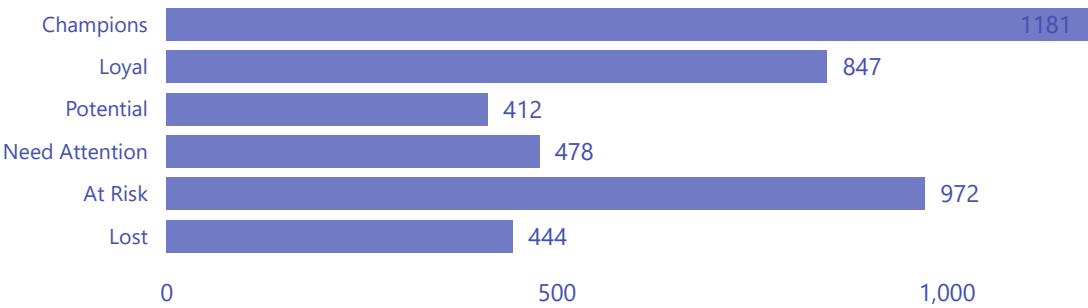Count of CustomerID

18K
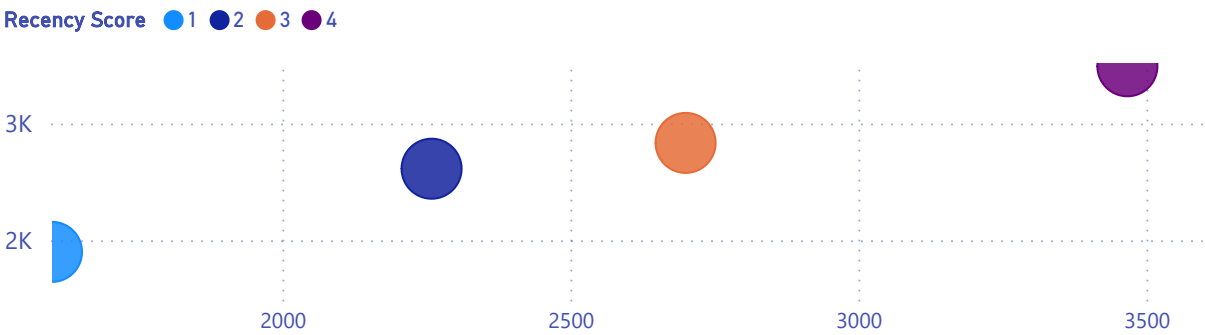Total No. of Orders

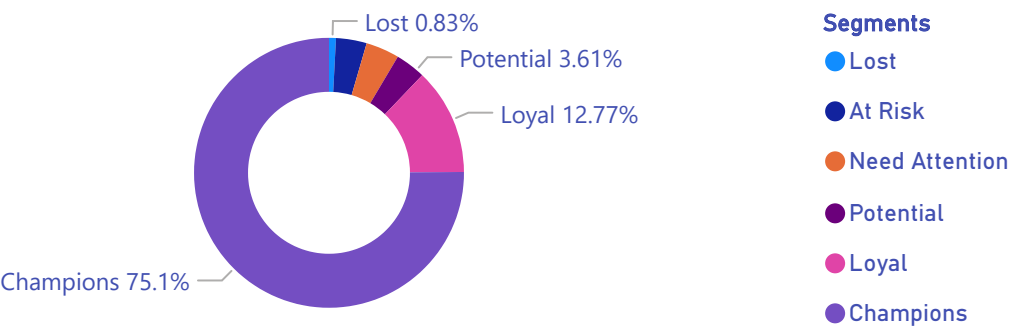**2.02K**
Average of CLV

Count of CustomerID by Segment Label

Segment	Count
Champions	1181
Loyal	847
Potential	412
Need Attention	478
At Risk	972
Lost	444

Sum of Frequency Score and Sum of Monetary Score by Recency Score

Recency Score: ● 1 ● 2 ● 3 ● 4

Sum of Monetary by Segment Label

Lost 0.83%
Potential 3.61%
Loyal 12.77%
Champions 75.1%

Segments
- Lost
- At Risk
- Need Attention
- Potential
- Loyal
- Champions

Sum of Monetary by Country

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Sum of TotalSales by StockCode

StockCode	Value
23843	168K
22423	142K
85123A	101K
85099B	85K
23166	81K
47566	69K
84879	56K
23084	51K
22502	47K
79321	46K