

LAB 07

CUSTOMER SEGMENTATION DASHBOARD

ALL CUSTOMERS:

Customer Segmentation Dashboard

All Customers

Premium

Frequent

Occasional

Inactive

Customer_Id	Customer_Name	TotalOrders	TotalAmount	Segment
1	Contemporary Casuals	8	26125.00	Premium Customer
14	Kaneohe Homes	1	13000.00	Premium Customer
3	Home Furnishings	7	8250.00	Premium Customer
2	Value Furniture	5	6500.00	Premium Customer
9	M and H Casual Furniture	1	6000.00	Premium Customer
4	Eastern Furniture	3	3875.00	Occasional Customer
5	Impressions	3	2500.00	Occasional Customer
8	California Classics	1	1875.00	Inactive Customer
12	Battle Creek Furniture	1	1875.00	Inactive Customer
15	Mountain Scenes	1	1125.00	Inactive Customer
11	American Euro Lifestyles	1	925.00	Inactive Customer
13	Heritage Furnishings	0	0.00	Inactive Customer
6	Furniture Gallery	0	0.00	Inactive Customer
7	Period Furniture	0	0.00	Inactive Customer
10	Seminole Interiors	0	0.00	Inactive Customer

PREMIUM CUSTOMERS:

Customer Segmentation Dashboard

All Customers

Premium

Frequent

Occasional

Inactive

Customer_Id	Customer_Name	TotalOrders	TotalAmount	Segment
1	Contemporary Casuals	8	26125.00	Premium Customer
2	Value Furniture	5	6500.00	Premium Customer
3	Home Furnishings	7	8250.00	Premium Customer
9	M and H Casual Furniture	1	6000.00	Premium Customer
14	Kaneohe Homes	1	13000.00	Premium Customer

FREQUENT CUSTOMERS:

 **Customer Segmentation Dashboard**

[All Customers](#) [Premium](#) [Frequent](#) [Occasional](#) [Inactive](#)

OCCASIONAL CUSTOMERS:

 **Customer Segmentation Dashboard**

[All Customers](#) [Premium](#) [Frequent](#) [Occasional](#) [Inactive](#)

Customer_Id	Customer_Name	TotalOrders	TotalAmount	Segment
4	Eastern Furniture	3	3875.00	Occasional Customer
5	Impressions	3	2500.00	Occasional Customer

INACTIVE CUSTOMERS:

 **Customer Segmentation Dashboard**

[All Customers](#) [Premium](#) [Frequent](#) [Occasional](#) [Inactive](#)

Customer_Id	Customer_Name	TotalOrders	TotalAmount	Segment
6	Furniture Gallery	0	0.00	Inactive Customer
7	Period Furniture	0	0.00	Inactive Customer
8	California Classics	1	1875.00	Inactive Customer
10	Seminole Interiors	0	0.00	Inactive Customer
11	American Euro Lifestyles	1	925.00	Inactive Customer
12	Battle Creek Furniture	1	1875.00	Inactive Customer
13	Heritage Furnishings	0	0.00	Inactive Customer
15	Mountain Scenes	1	1125.00	Inactive Customer