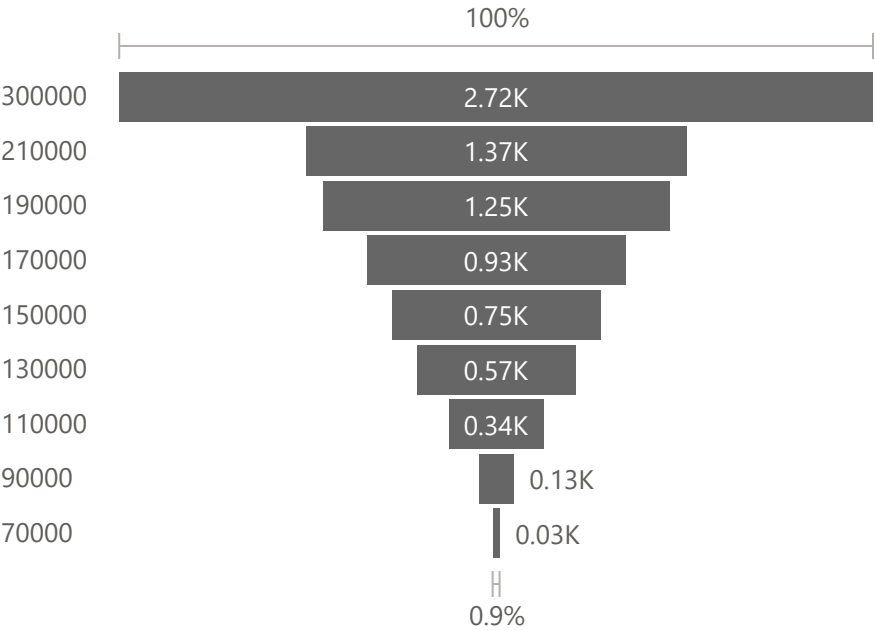
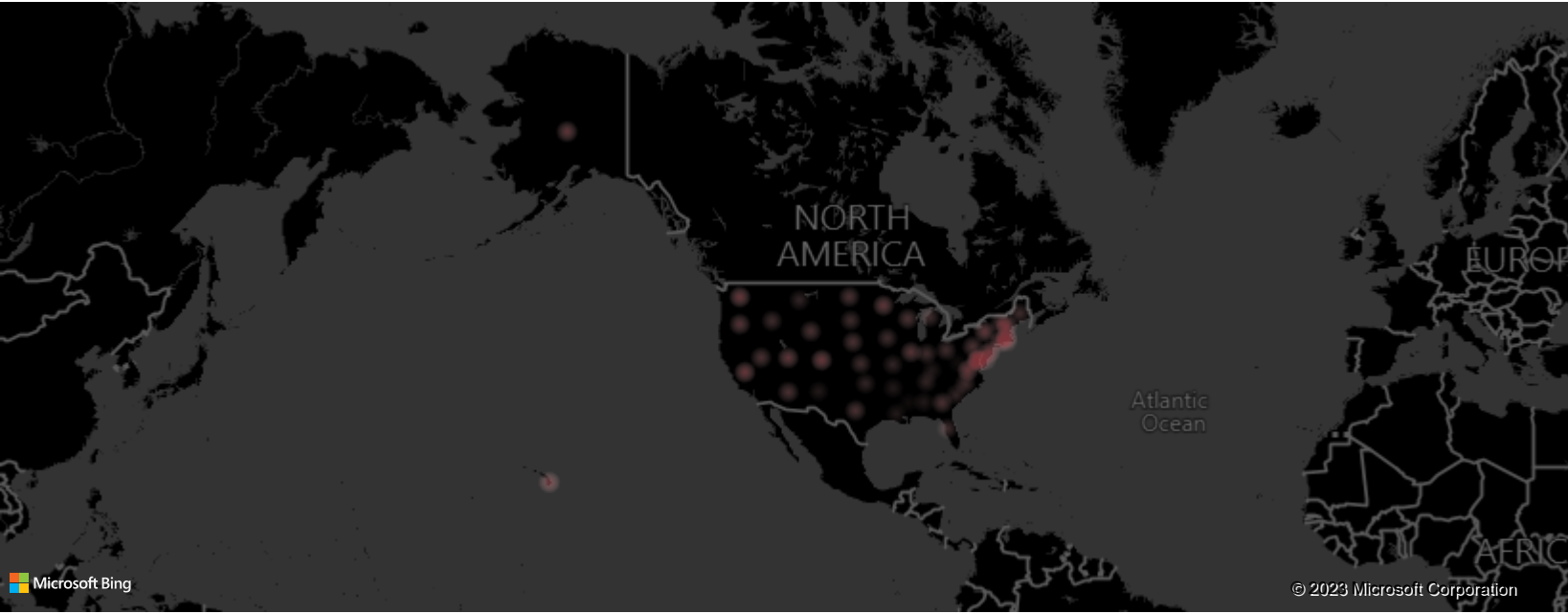


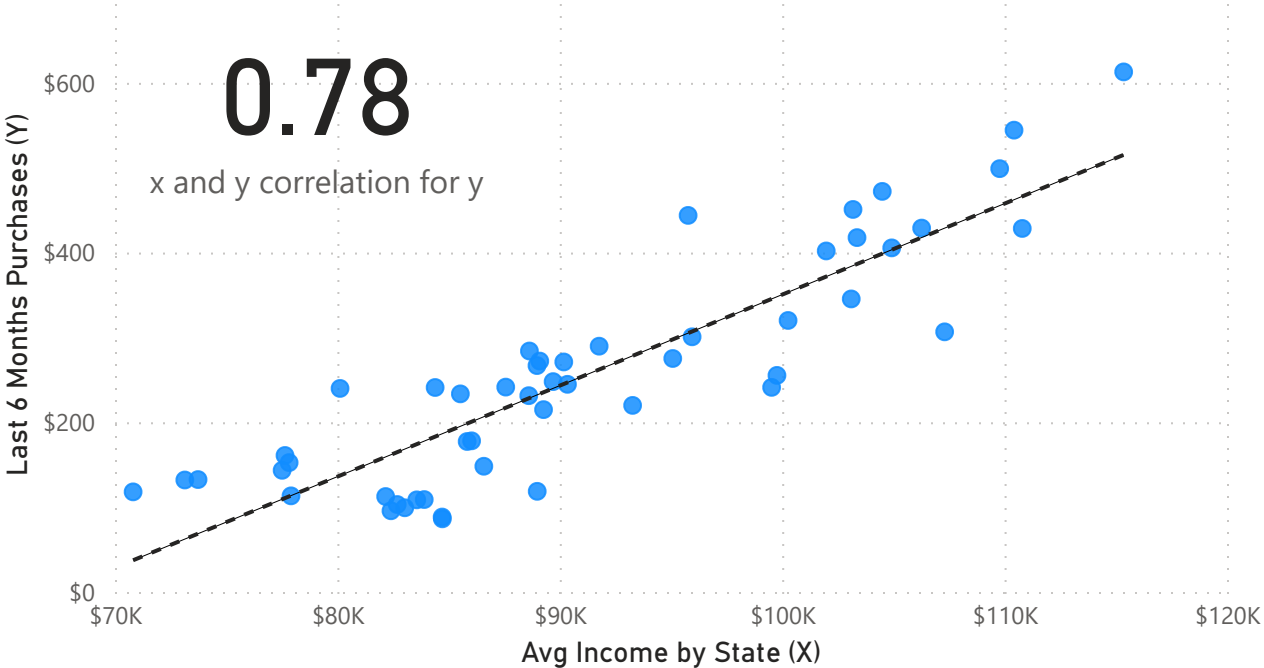
Average of Last 6 Months Purchases by Range Income



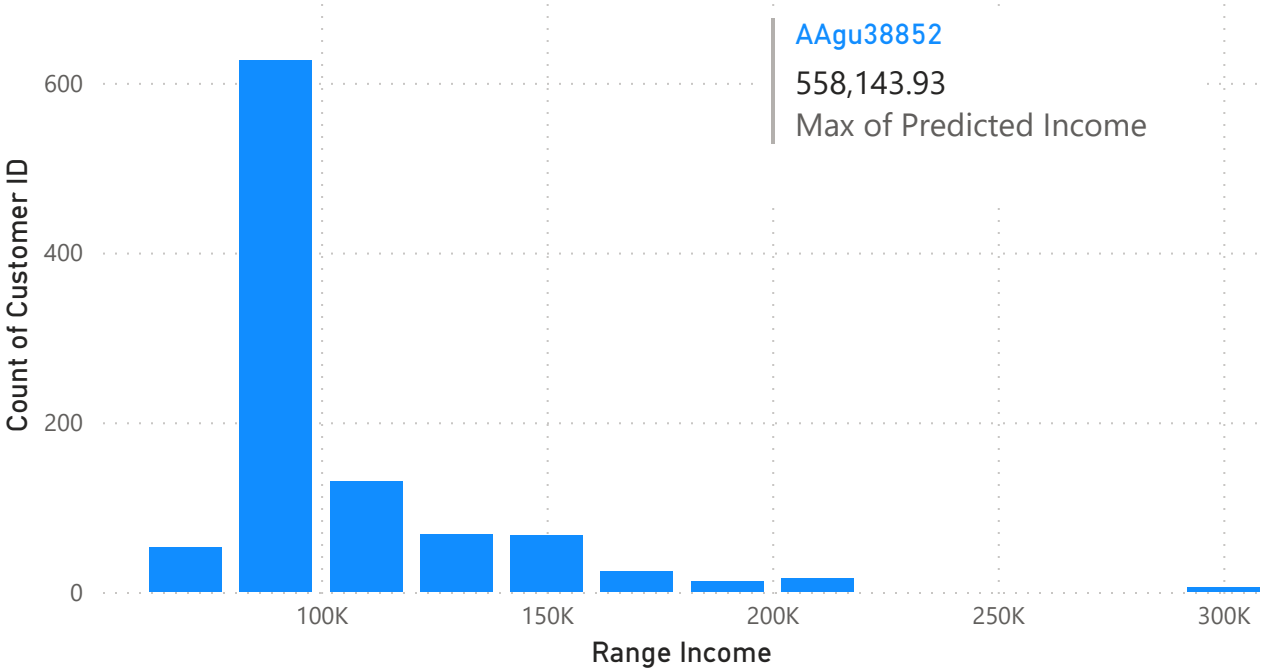
Average Income by State



Avg Income by State (X) and Last 6 Months Purchases (Y)

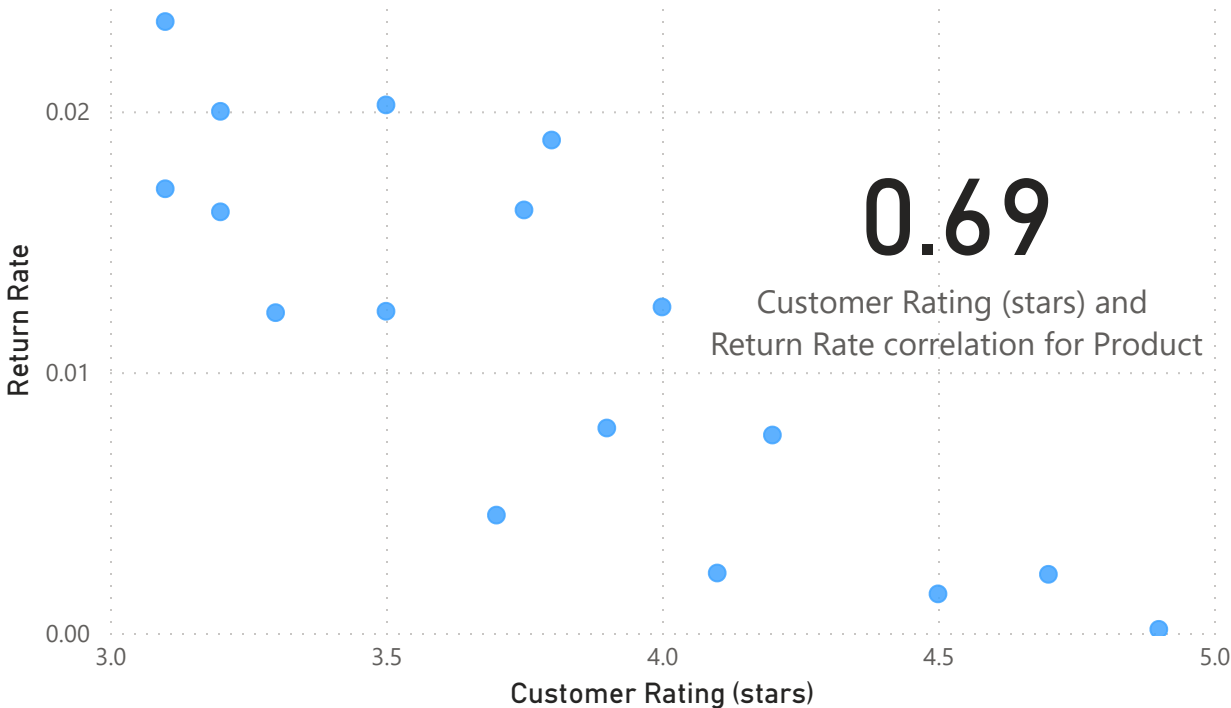


Count of Customer ID by Range Income



Customer Rating (stars) and Return Rate

we can see here there is a clear relationship between customer rating and return rate, whenever the cu...



Key influencers Top segments

What influences Return Rate to ?

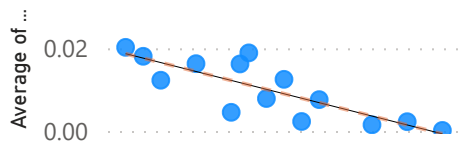
When...

....the average of Return Rate increases by

Customer Rating (stars) goes down 0.54

0.01

← On average when Customer Rating (stars) decreases, Return Rate increases.



Recommended product for each state

Product Recommendation ● FlipFlops ● Leather Bag ● Sweater



FlipFlops had the highest Count of Customer ID at 679, followed by Leather Bag at 163 and Sweater at 158.

FlipFlops accounted for 67.90% of Count of Customer ID.

FlipFlops had the highest total Sum of Predicted Income at 53,316,968.22, followed by Leather Bag at 24,793,469.16 and Sweater at 16,109,730.84.

California in Product Recommendation made up 10.85% of Sum of Predicted

Count of Customer ID and Min of Range Income by Product Recommendation

