

RFM Analysis:

[https://public.tableau.com/app/profile/arjun.anil.kumar/viz/MRA\\_Project\\_PartA\\_EDA/Seasonality?publish=yes](https://public.tableau.com/app/profile/arjun.anil.kumar/viz/MRA_Project_PartA_EDA/Seasonality?publish=yes)

Market Basket Analysis:

[https://public.tableau.com/app/profile/arjun.anil.kumar/viz/MRA\\_Project\\_PartB\\_EDA/Yearlysales?publish=yes](https://public.tableau.com/app/profile/arjun.anil.kumar/viz/MRA_Project_PartB_EDA/Yearlysales?publish=yes)