Country-wise average spend

Country	Avg. Sales price
Netherlands	134.7
Japan	95.9
Finland	38.0
Italy	37.7
Channel Islands	34.1
Brazil	33.9
Poland	29.3
Iceland	28.9
Austria	27.2
Germany	25.9
EIRE	25.8
Sweden	25.3
Australia	24.4
Switzerland	23.4
Portugal	22.3
Greece	20.1
European Community	18.4
Spain	17.7
United Kingdom	17.5
Unspecified	17.4
Belgium	16.2
USA	16.0
France	11.5
Singapore	-24.8
Cyprus	-29.9
Czech Republic	-35.8

Avg. Sales price: -35.8 — 134.7
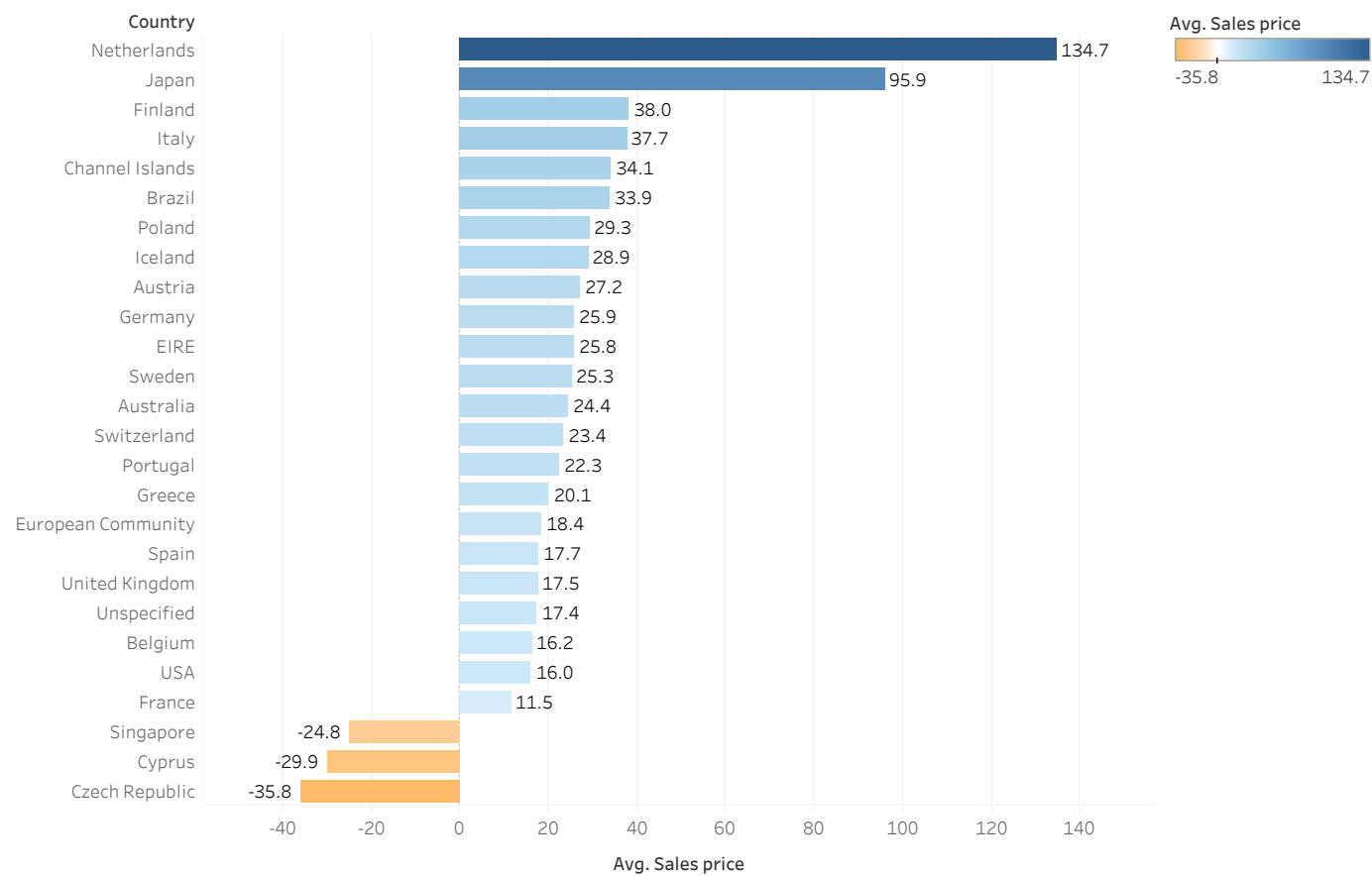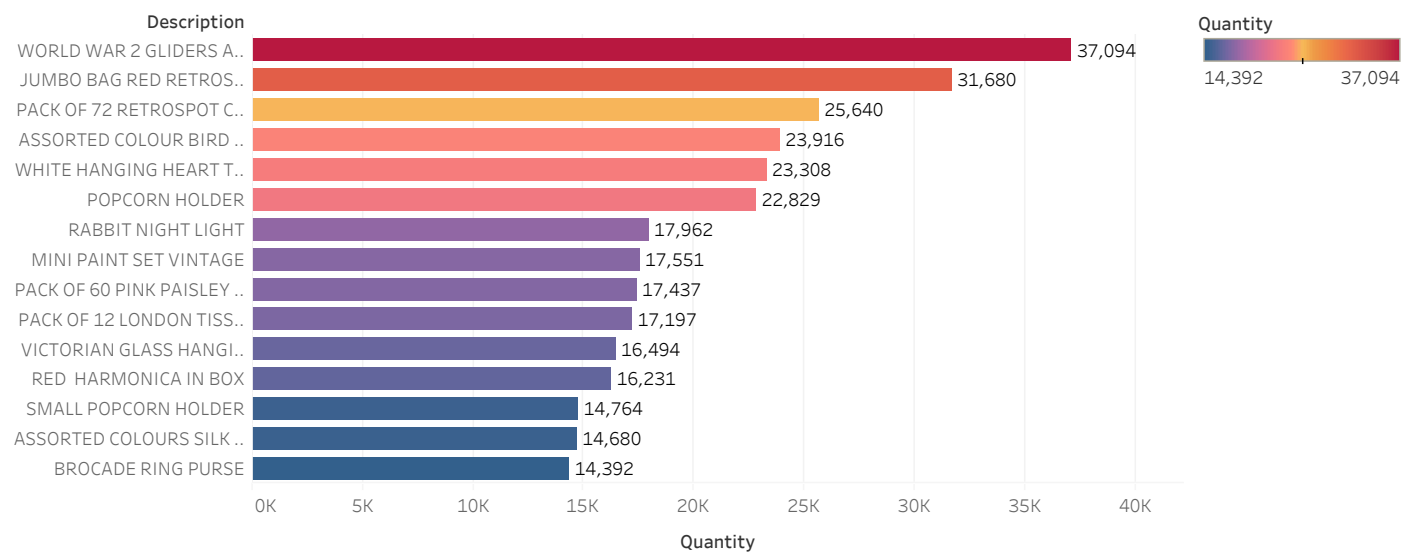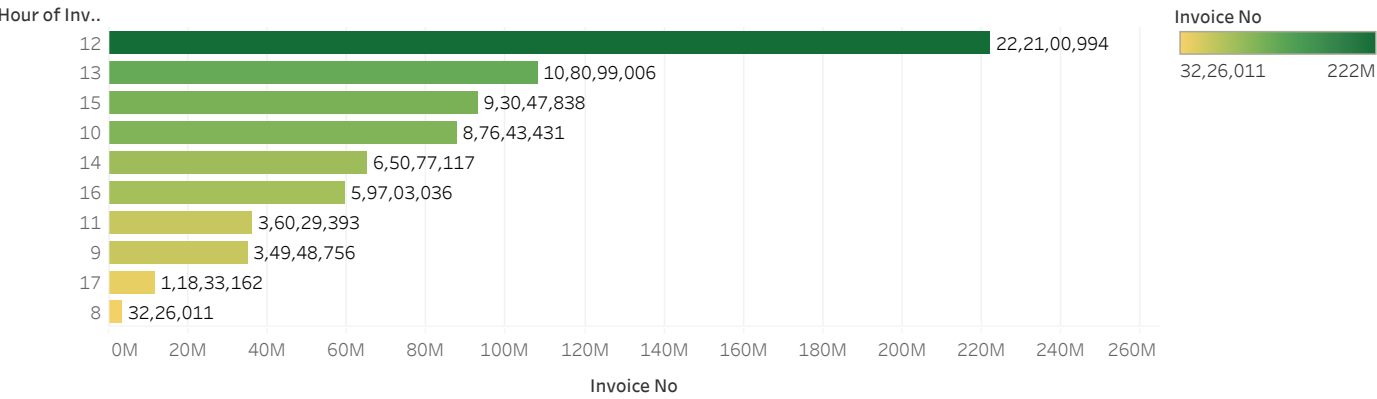
Average of Sales price for each Country. Color shows average of Sales price. The marks are labeled by average of Sales price. The data is filtered on Invoice month Month, which keeps April.

top 15 products

Description

Product	Quantity
WORLD WAR 2 GLIDERS A..	37,094
JUMBO BAG RED RETROS..	31,680
PACK OF 72 RETROSPOT C..	25,640
ASSORTED COLOUR BIRD ..	23,916
WHITE HANGING HEART T..	23,308
POPCORN HOLDER	22,829
RABBIT NIGHT LIGHT	17,962
MINI PAINT SET VINTAGE	17,551
PACK OF 60 PINK PAISLEY ..	17,437
PACK OF 12 LONDON TISS..	17,197
VICTORIAN GLASS HANGI..	16,494
RED HARMONICA IN BOX	16,231
SMALL POPCORN HOLDER	14,764
ASSORTED COLOURS SILK ..	14,680
BROCADE RING PURSE	14,392

Quantity: 14,392 — 37,094

Sum of Quantity for each Description. Color shows sum of Quantity. The marks are labeled by sum of Quantity. The view is filtered on Description, which keeps 15 of 3,824 members.

count of orders vs. hours

Hour of Inv..

Hour	Invoice No
12	22,21,00,994
13	10,80,99,006
15	9,30,47,838
10	8,76,43,431
14	6,50,77,117
16	5,97,03,036
11	3,60,29,393
9	3,49,48,756
17	1,18,33,162
8	32,26,011

0M 20M 40M 60M 80M 100M 120M 140M 160M 180M 200M 220M 240M 260M

Invoice No

Invoice No

32,26,011   222M

Sum of Invoice No for each Invoice Date Hour. Color shows sum of Invoice No. The marks are labeled by sum of Invoice No. The data is filtered on Invoice Date (MDY), which keeps December 8, 2010.

error (cost) vs. number of clusters
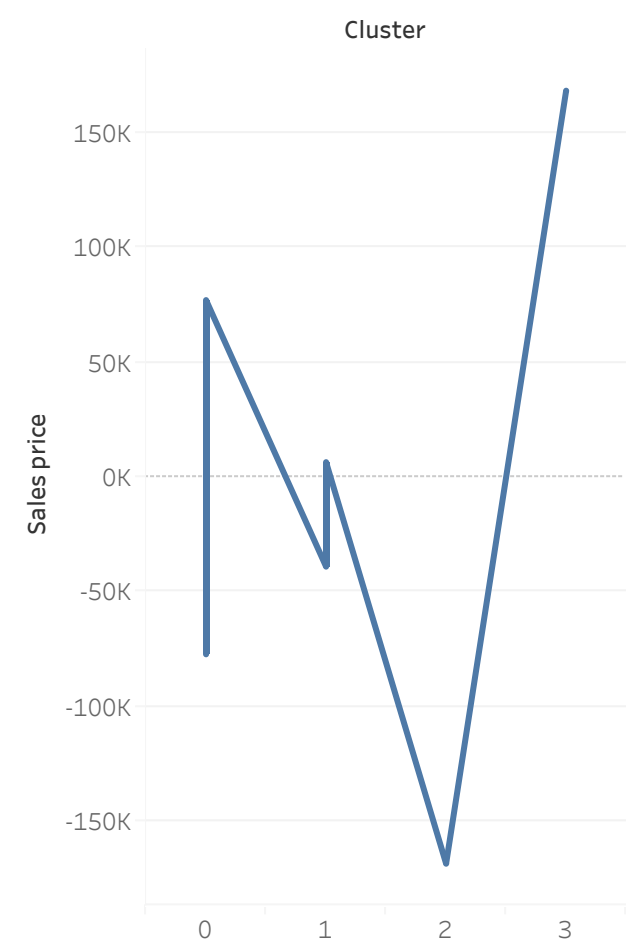
Cluster

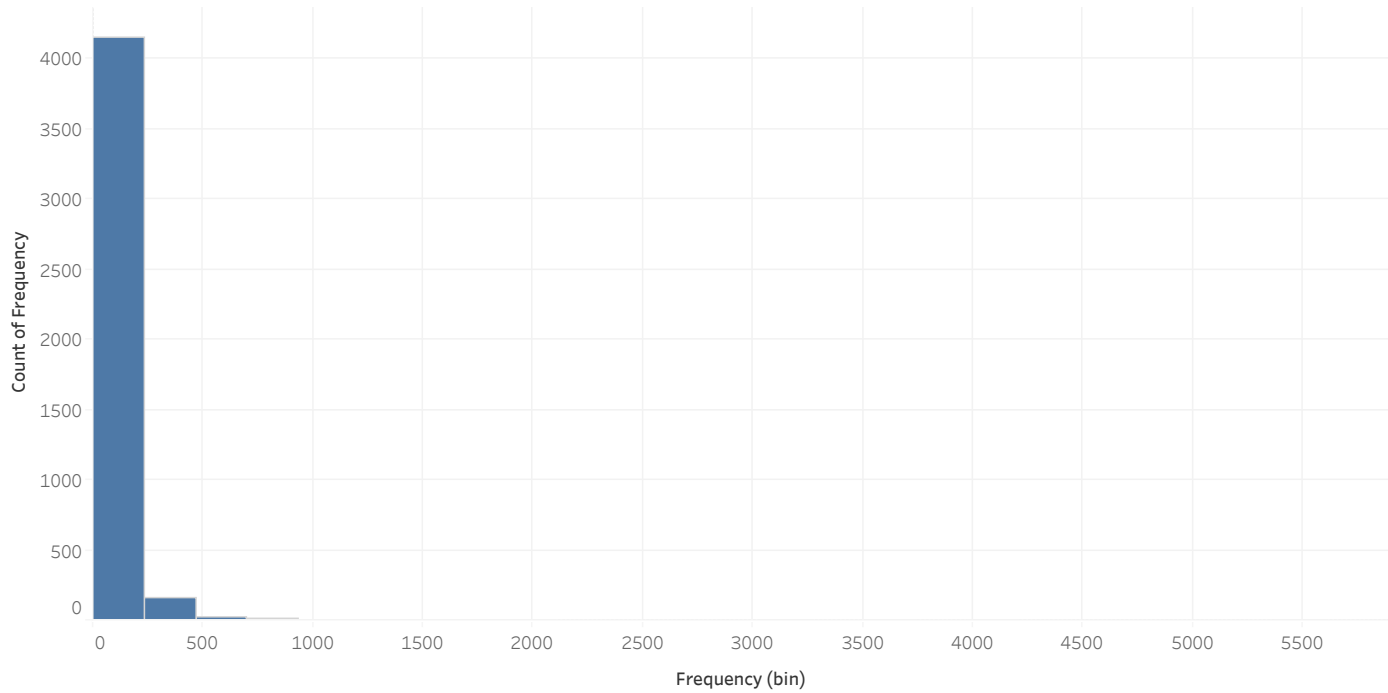
The trend of Sales price for Cluster.

heatmap
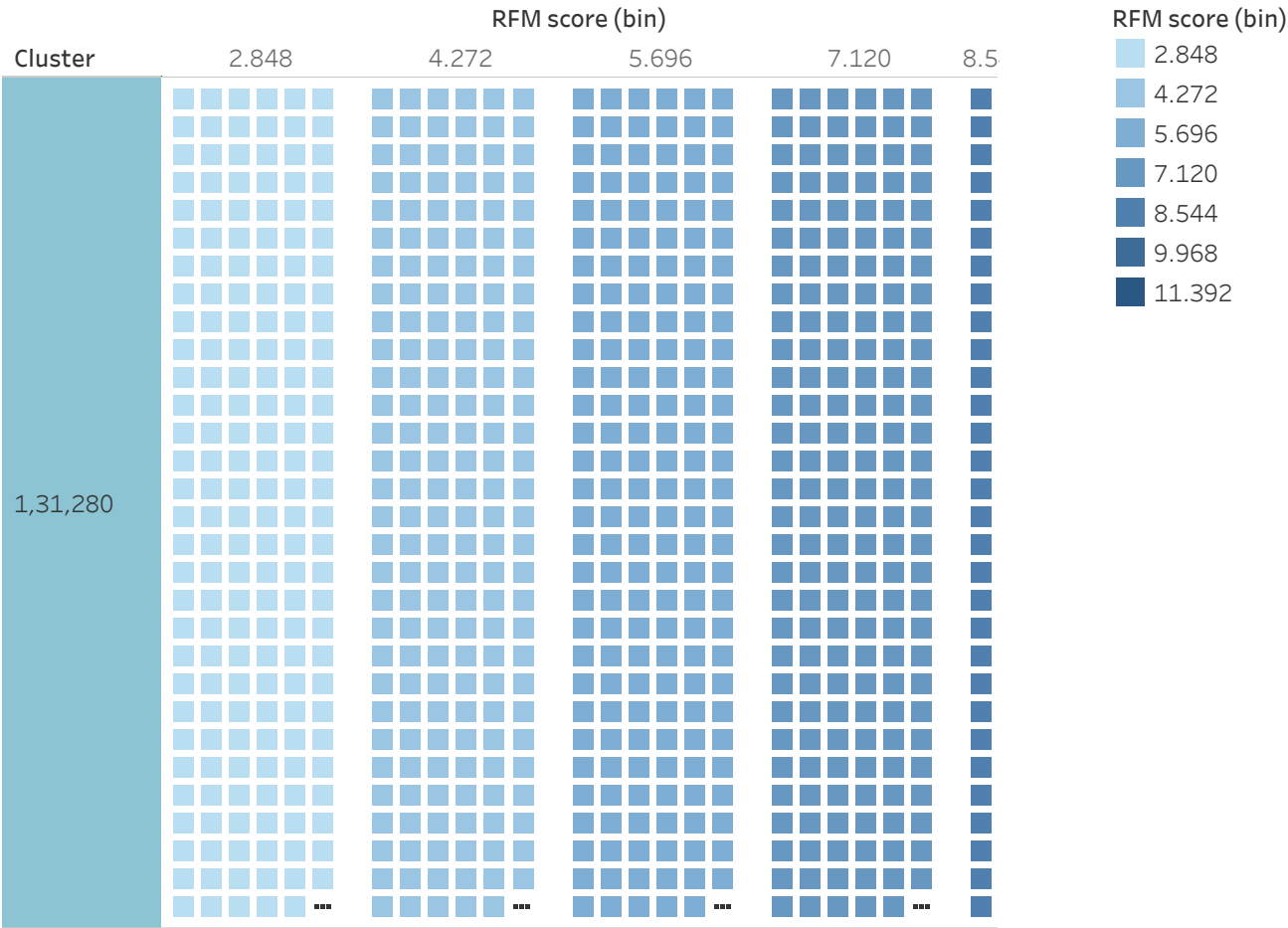
RFM score (bin) (color) broken down by RFM score (bin) vs. Cluster (Sheet1 (df_train (2))).
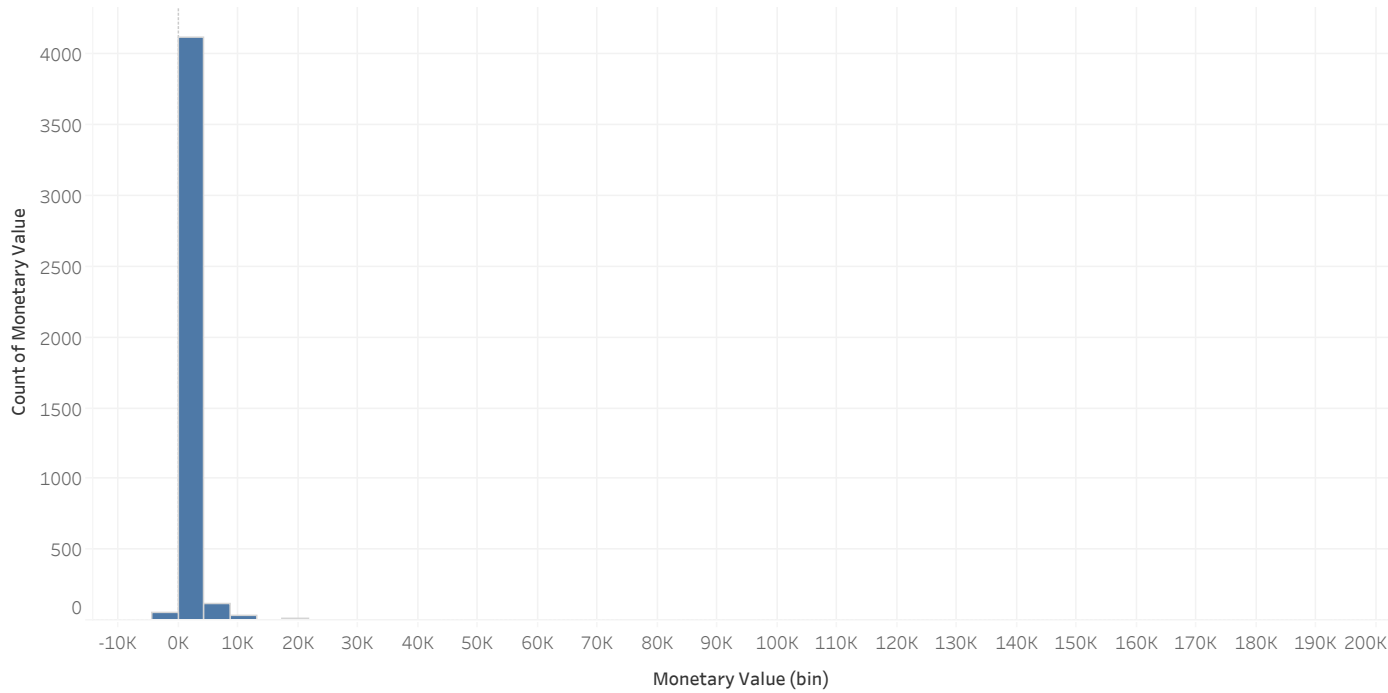
heatmap
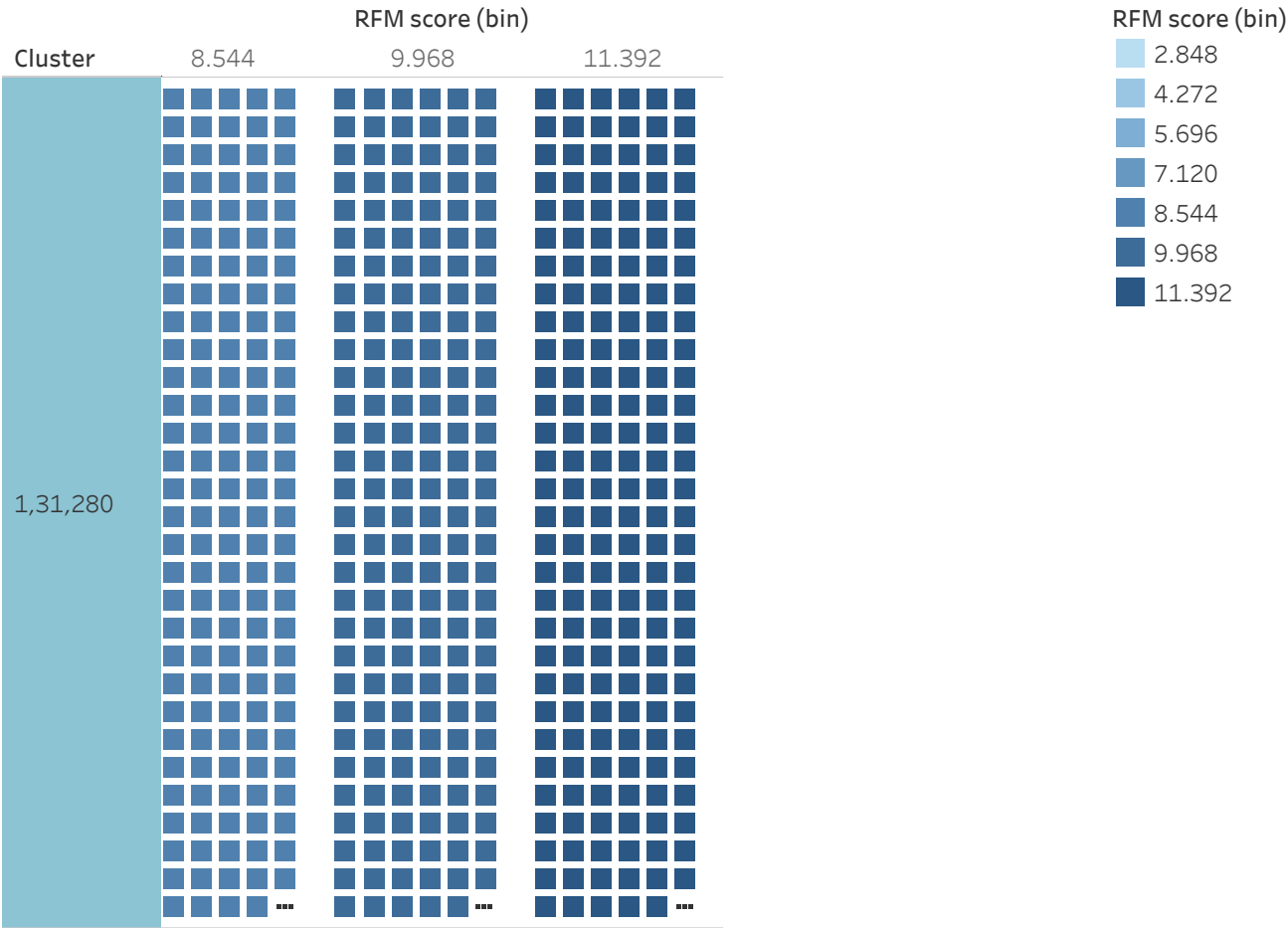
RFM score (bin) (color) broken down by RFM score (bin) vs. Cluster (Sheet1 (df_train (2))).

F-his

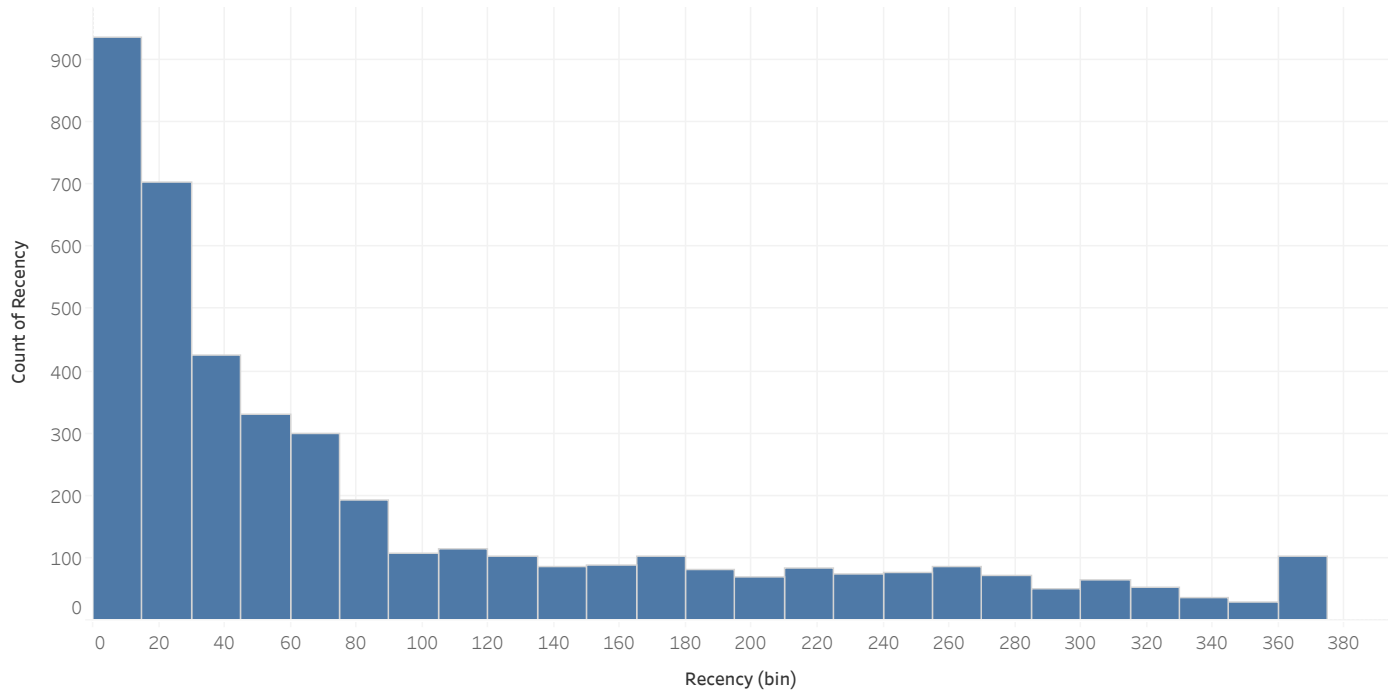The trend of count of Frequency for Frequency (bin).

M-his

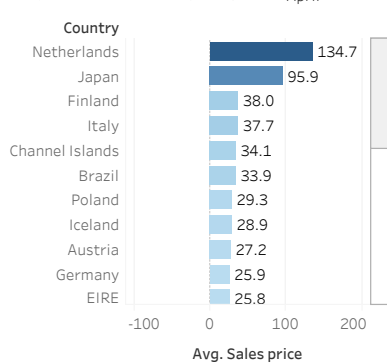The trend of count of Monetary Value for Monetary Value (bin).
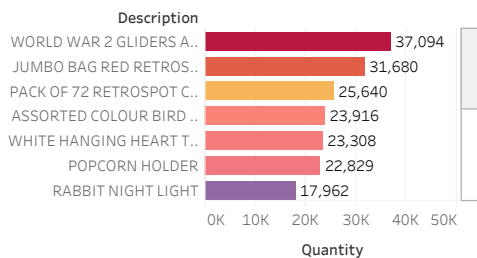
R-his

The trend of count of Recency for Recency (bin).

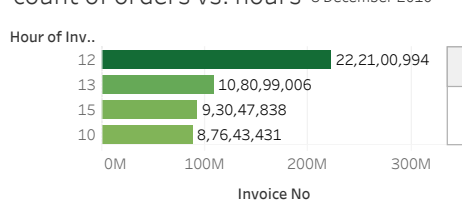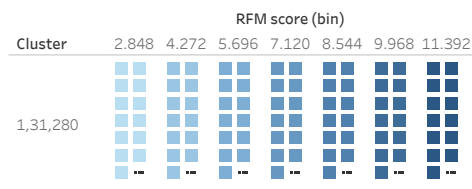## Country-wise average spend
Month of Invoice mo..
April

Country

Country	Avg. Sales price
Netherlands	134.7
Japan	95.9
Finland	38.0
Italy	37.7
Channel Islands	34.1
Brazil	33.9
Poland	29.3
Iceland	28.9
Austria	27.2
Germany	25.9
EIRE	25.8

Avg. Sales price

count of orders vs. hours
Month, Day, Year of Invoic..
8 December 2010

Hour of Inv..

Hour	Invoice No
12	22,21,00,994
13	10,80,99,006
15	9,30,47,838
10	8,76,43,431

Invoice No

R-his

Count of Recen..

Recency (bin)

heatmap

RFM score (bin)

Cluster	2.848	4.272	5.696	7.120	8.544	9.968	11.392
1,31,280							

top 15 products

Description

Description	Quantity
WORLD WAR 2 GLIDERS A..	37,094
JUMBO BAG RED RETROS..	31,680
PACK OF 72 RETROSPOT C..	25,640
ASSORTED COLOUR BIRD ..	23,916
WHITE HANGING HEART T..	23,308
POPCORN HOLDER	22,829
RABBIT NIGHT LIGHT	17,962

Quantity

error (cost) vs. number of clusters

Cluster

Sales price

F-his

Count of Frequency

Frequency (bin)

M-his

Count of Mon..

Monetary Value (bin)