

Predictive modelling for Electronic E-Commerce to improve sales and customer loyalty



Customer Analysis

Analyse, enhance the customer interaction, and recommend the products as per their preference

- Customer purchase history
- Customer purchase frequency
- Customer product preference
- Customer categorisation
- Customer lifetime sales



Product Analysis

Systemically access and enhance the product portfolio for better enrichment

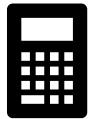
- Top priority products
- Product categories and there cost
- Product type
- Categories the product



Sales Analysis

Optimise the sales process and increase the revenue

- Total sales and revenue
- Time series analysis for growth
- Average values
- Forecast for the sales



Financial and Risk Analysis

Ensure the company's financial stability and implement risk management strategies

- Product lifecycle
- Financial analysis
- Adapt new products
- Agile business process