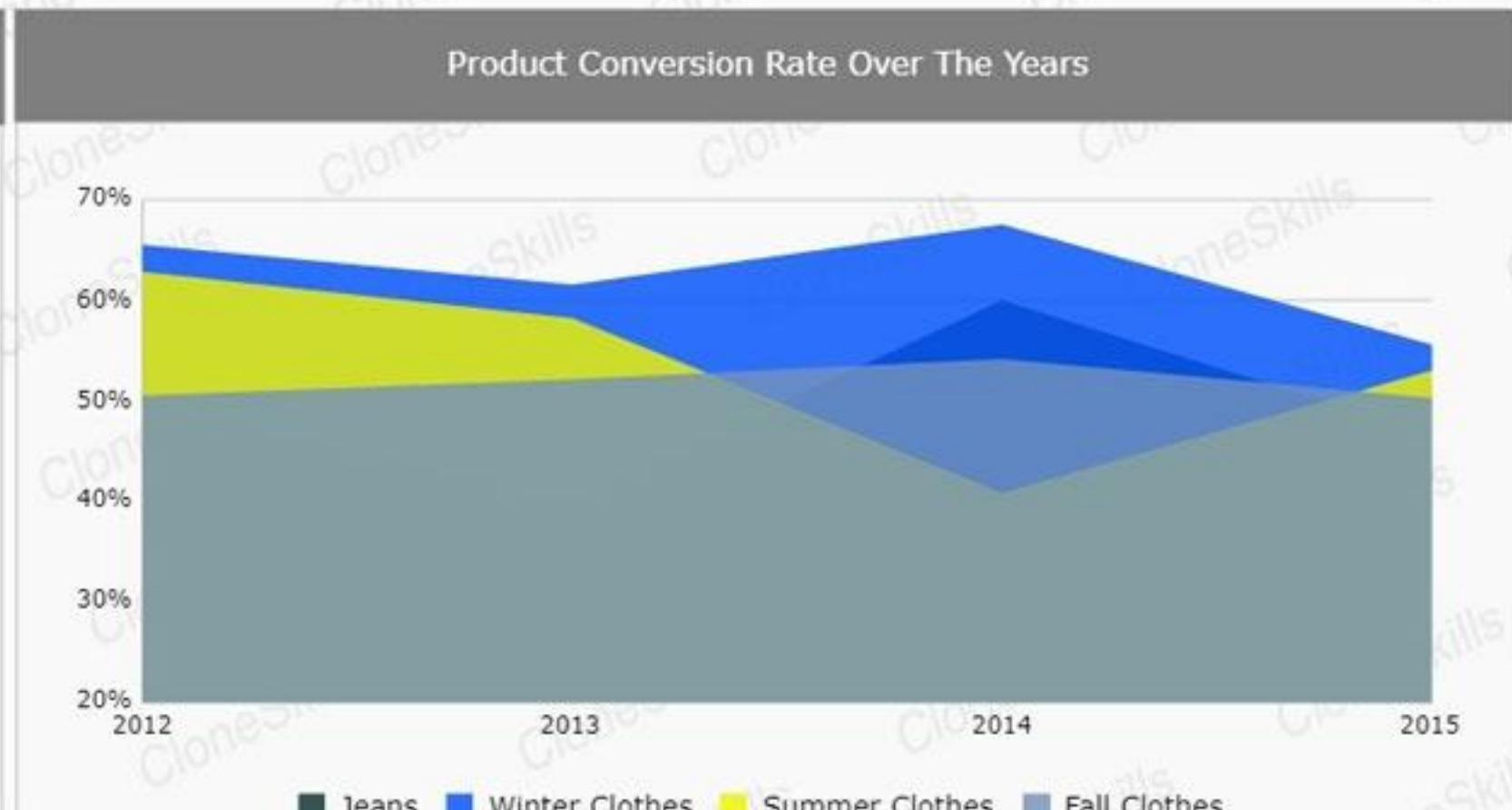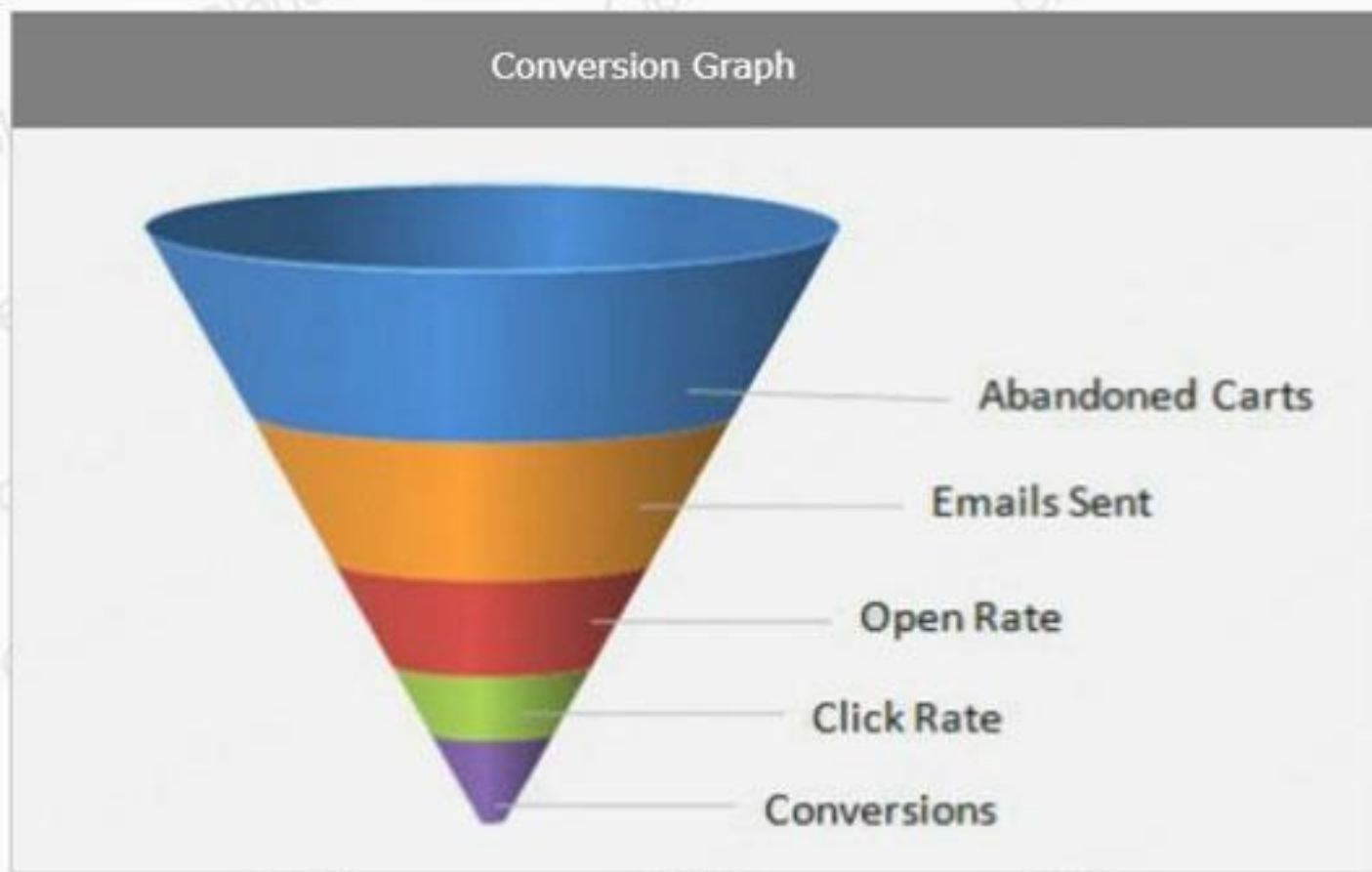# Machine Learning Enables Consistent Customer Experience Across Channels

Customer Churn	Product Market Basket	Multi Channel Sales	Customer Sentiment	Customer Spend	Product Branding	Product Comparision	Product Market Share	Product Marketing	Inventory

Product	**Data Source**	**Customer Type**	**Time**	**Location**
Jeans ▼	Twitter ▼	Potential ▼	2014 ▼	North Atlantic ▼

Conversion Graph

- Abandoned Carts
- Emails Sent
- Open Rate
- Click Rate
- Conversions

Recovered Revenue

Average Purchase Value - Jeans (Top Product)

⬆ **$54** Compared to $57 Last Month

⬆ **2.503 UPT** Compared to 2.023 UPT Last Month

Product Conversion Rate Over The Years

■ Jeans ■ Winter Clothes ■ Summer Clothes ■ Fall Clothes

Product Basket Profit & Margin

Product	Baskets	Sales	Sales Units	Profit	$ Spent Avg Basket	$ Profit Avg Basket	Margin
Jeans	925	$4,005	3788	$1,548	10.93	1.93	17.64%
Winter Clothes	888	$3,639	4042	$2,542	10.84	1.84	17.80%
Summer Clothes	777	$4,185	2385	$981	23.73	4.79	20.18%
Fall Clothes	703	$3,454	3577	$1,547	2.8	0.86	23.72%