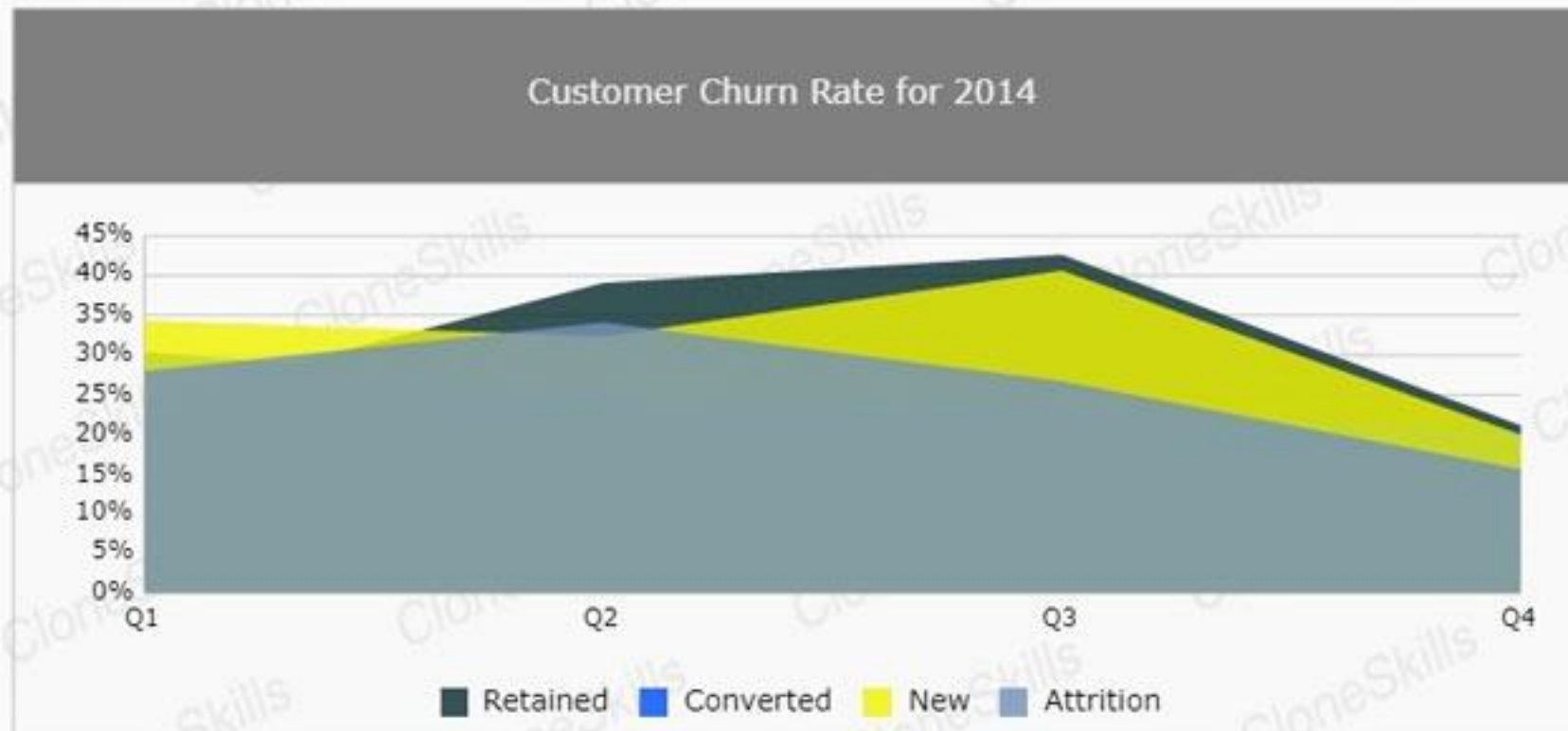


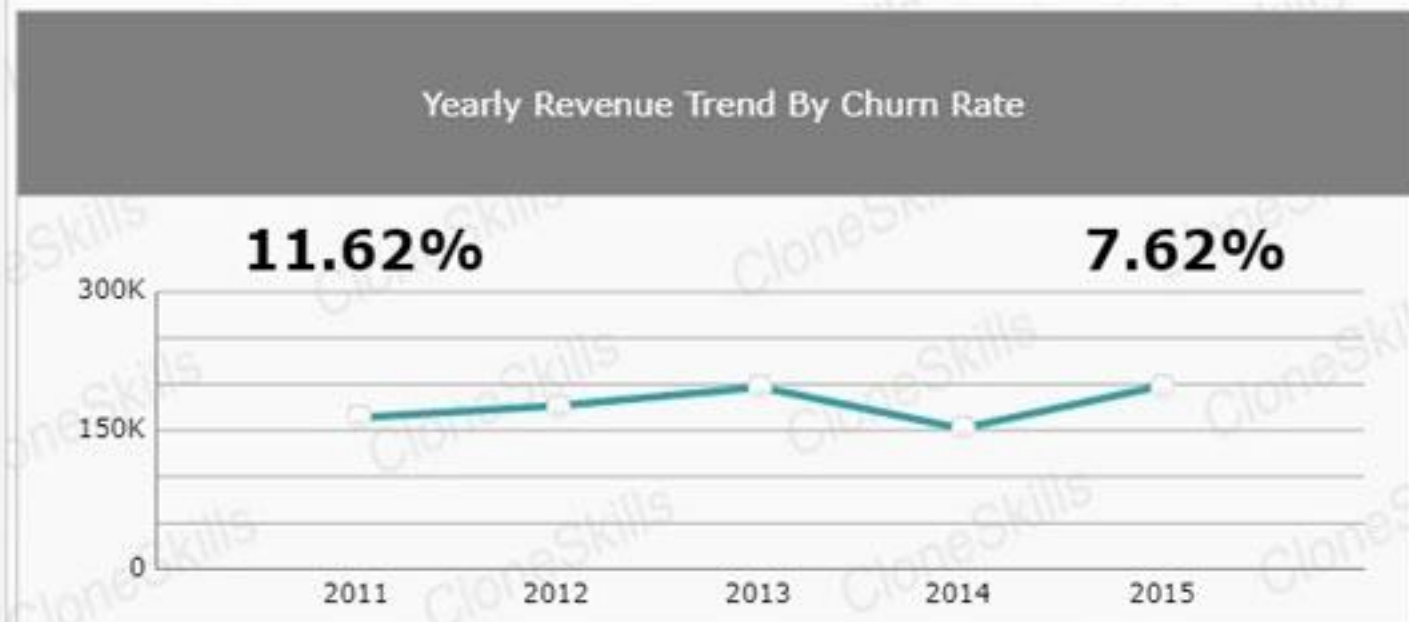
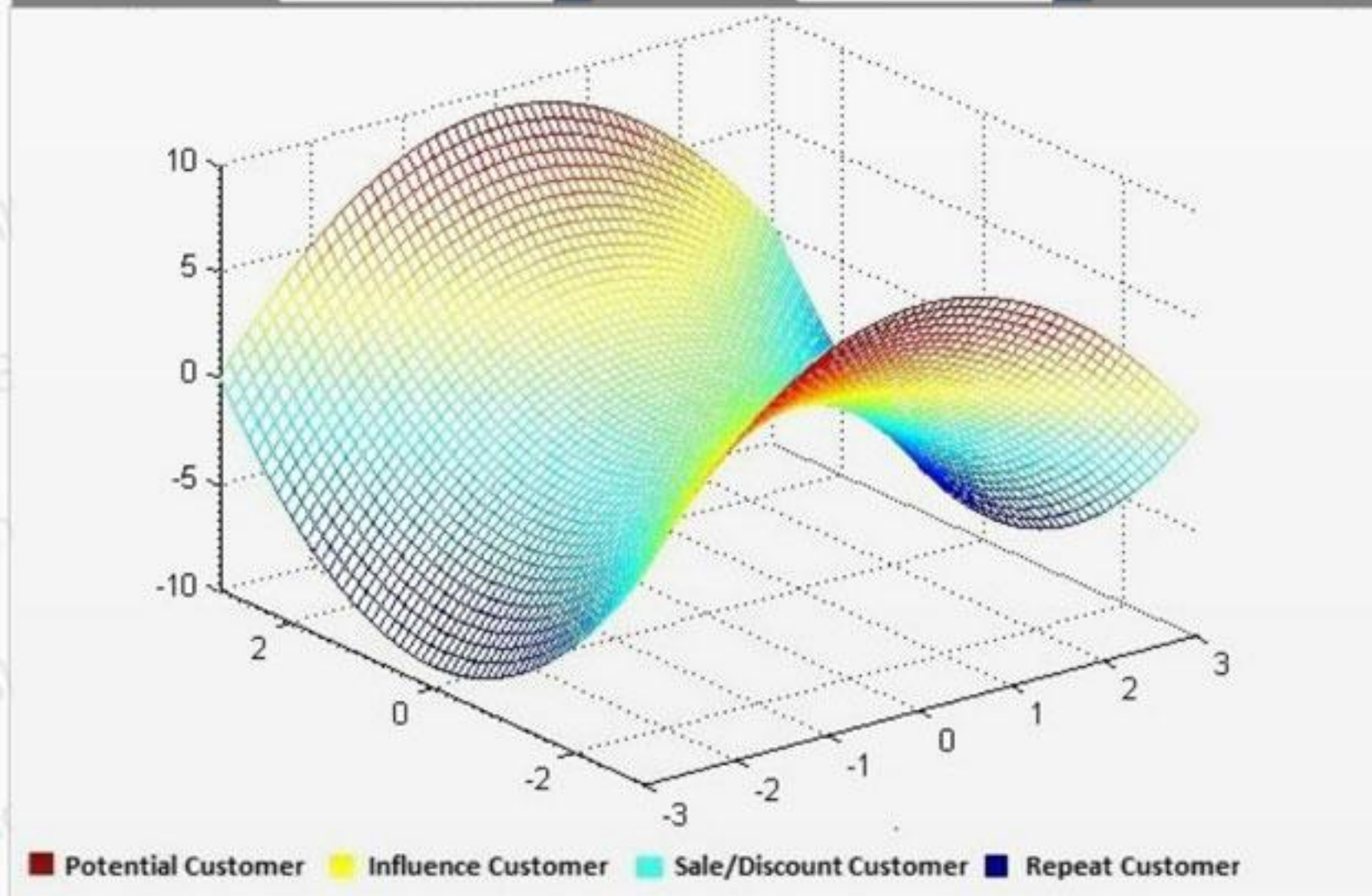
Machine Learning Enables Consistent Customer Experience Across Channels

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

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



Customers Likely to Churn by Region
Region: East
Product: Jeans



Churn Rate % by Customer Type

Year	Product	Customer Type	Customer Count TY	Churned Customer Count	% Churned Customer	Customer Count LY	Churned Customer Cou	Churn Total % LY
2015	Jeans	Potential	2701	285	10%	2686	296	-3%
2015	Summer Clothes	Influence	673	72	10%	670	76	-5%
2015	Winter Clothes	Sale/Discount	2654	290	10%	2701	265	1%
2015	Fall Clothes	Repeat	665	81	12%	673	72	12%