

# E-Commerce Intelligence Dashboard

## Product Recommendation

Enter Product Code (e.g., 84029E)

71053

Get Recommendations

### Top 5 Similar Products:

1. RED RETROSPOT SUGAR JAM BOWL

(Product Code: 21531 )

2. RED RETROSPOT SMALL MILK JUG

(Product Code: 21535 )

\*\*3. BLACK MINI TAPE MEASURE \*\*

(Product Code: 20735 )

4. StockCode 23437 50'S CHRISTMAS GIFT BAG LARGE 23437 GIFT BAG LARGE 50'S CHRISTMAS Name: Description, dtype: object

(Product Code: 23437 )

\*\*5. FANCY FONT BIRTHDAY CARD, \*\*

(Product Code: 21506 )

## Customer Segmentation

Recency (in days)

1

-

+

Frequency (number of purchases)

2

-

+

Monetary (total spend)

1.00

- +

Predict Cluster