

Data Visualisation: Empowering Business with Effective Insights

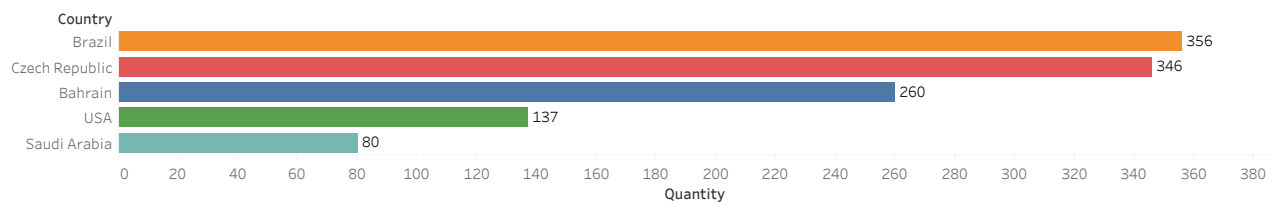
- 1) Which Countries have good Online Retail Buying Behaviour?
- 2) Identify Countiures Doing good Sales Excluding UK
- 3) Which Country among EIRE,Germany and Netherland has picked up Sales in last 3 months
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Which Countries have good Online Retail Penetration ?

Top 5 Countries by Quantities Sold online



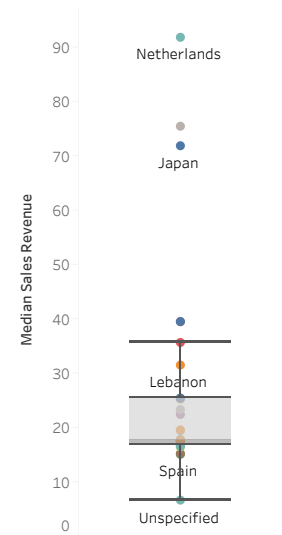
Bottom 5 Countries by Quantities Sold online



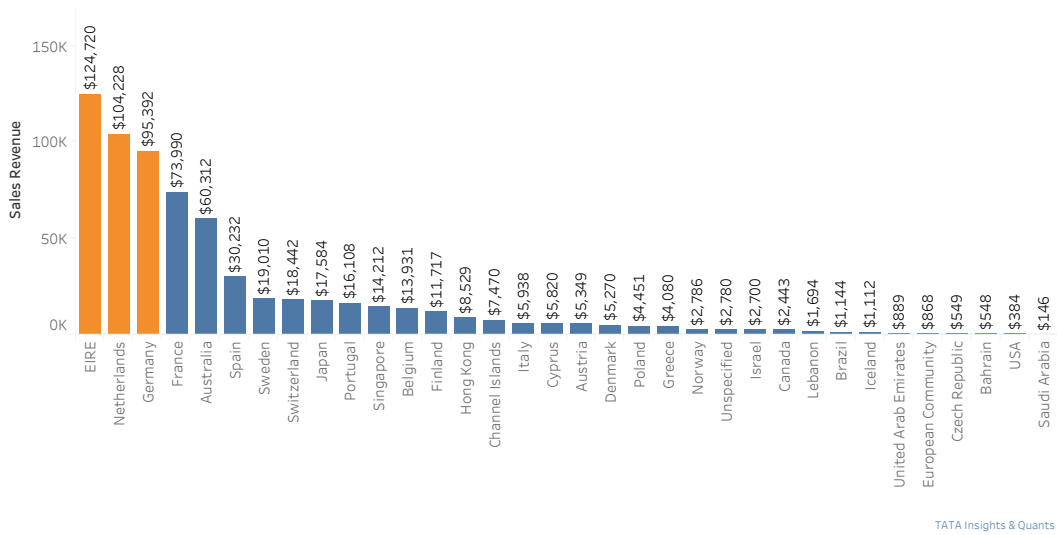
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Avg. Sales By Country



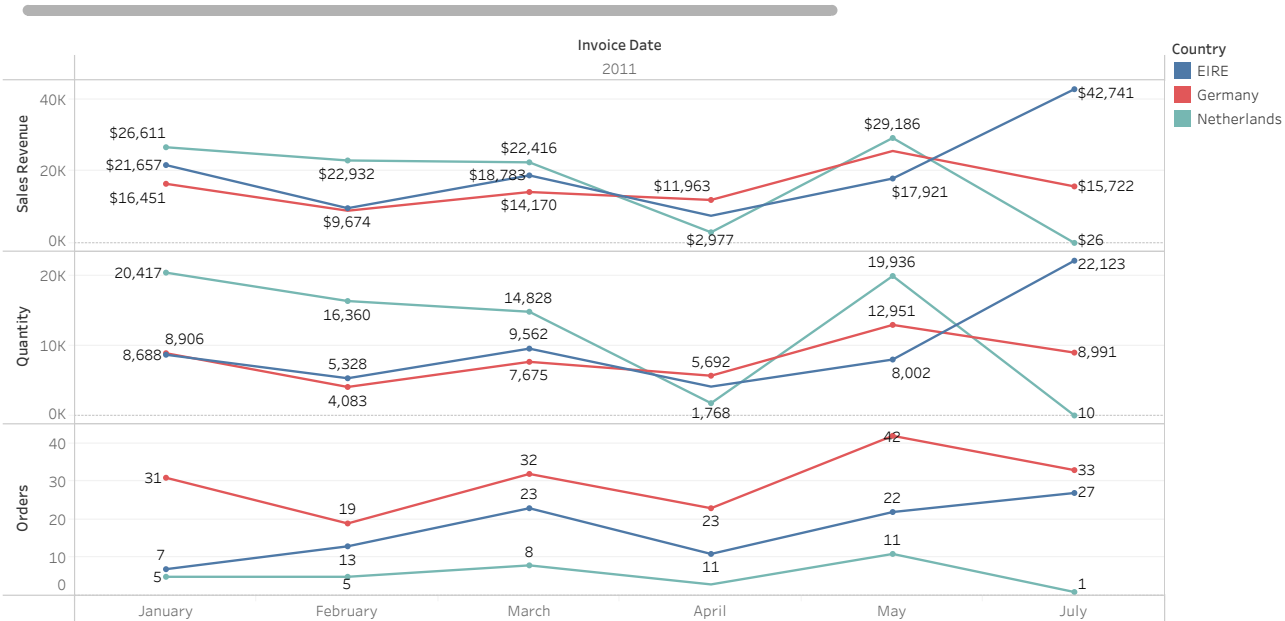
Which Countries are Doing Good Sales?



TATA Insights & Quants

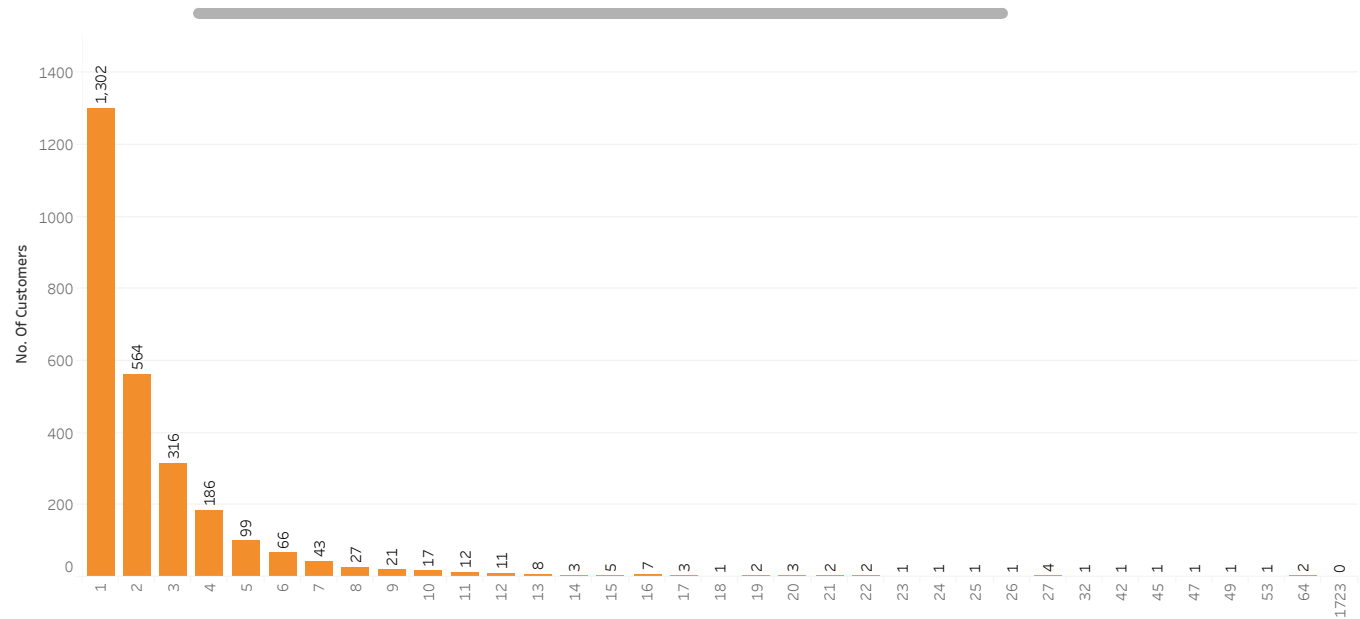
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9) Understand the overall customer purchasing behaviour in terms of RFM

% of Customers Who Purchased More on 2nd Order : 19%

Customer Purchase Latency

Month of 1st Purchase	Months To Repeat Purchase							
	One Time Purchase	0	1	2	3	4	5	6
January	19%	28%	23%	14%	8%	6%		3%
February	32%	16%	24%	13%	10%		6%	
March	48%	14%	16%	14%		8%		
April	52%	20%	19%		9%			
May	70%	18%		12%				
July	88%	12%						

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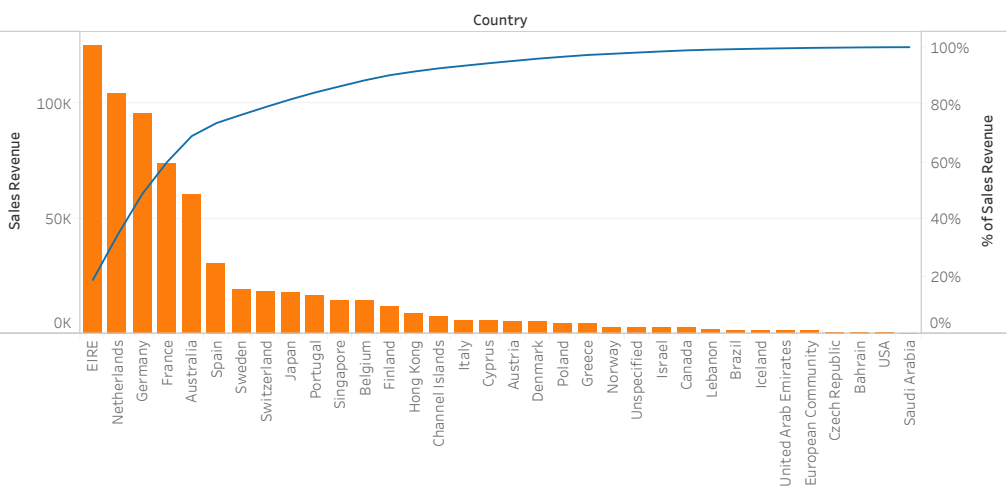
Top 10 Selling Product

Stock Code	
POST	\$27,204
22423	\$14,783
22960	\$4,952
85099B	\$2,833
47566	\$2,738
84879	\$2,246
85123A	\$1,934
79321	\$600
21621	\$170

Least Selling Products

Stock Code	
85071A	\$46
22941	\$9
M	\$19,492

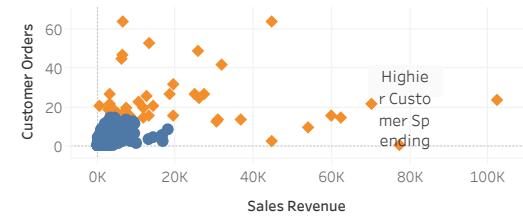
Country Sales Pareto



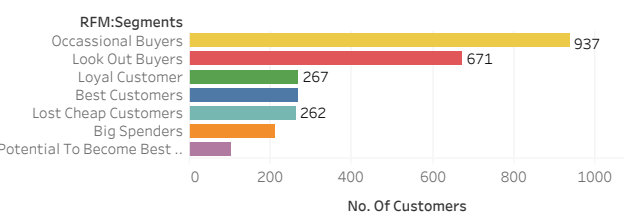
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Customer Cluster By Sales & Orders



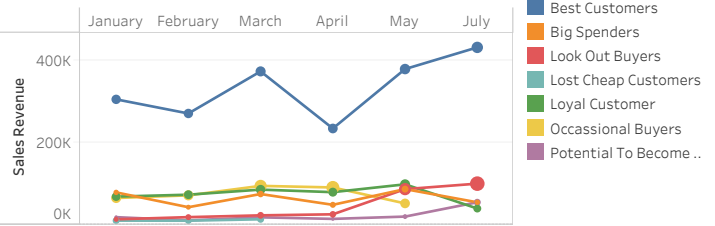
RFM Customer Segments



RFM - Segment Details

RFM:Segments			
Best Customers	8	16	\$7,447.33
Big Spenders	78	2	\$1,823.99
Look Out Buyers	35	2	\$386.75
Lost Cheap Customers	166	1	\$117.15
Loyal Customer	53	5	\$1,666.74
Occasional Buyers	124	1	\$397.98
Potential To Become B..	8	3	\$1,364.52
Recency [Avg. Days]		Frequency [Avg. Ord..	Monetary [Avg. Spen..

RFM - Segment Sales Over Time



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