



# RETAIL TRANSACTION DASHBOARD

Total Transaction amount

812237

Count of customer\_id

124969

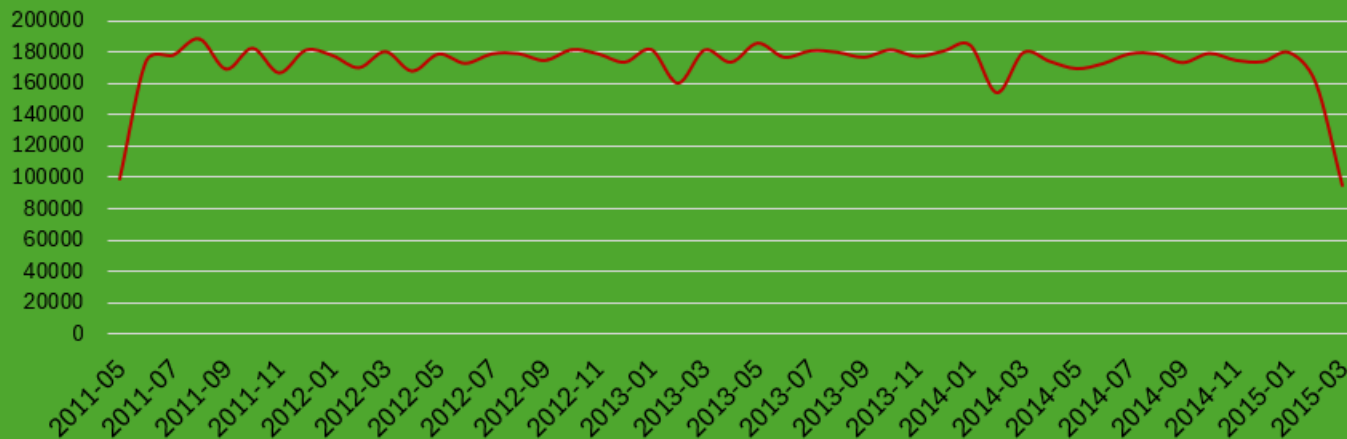
Average Transaction

64.9951428

Customer Response

13842

## Month year vs Transaction amount



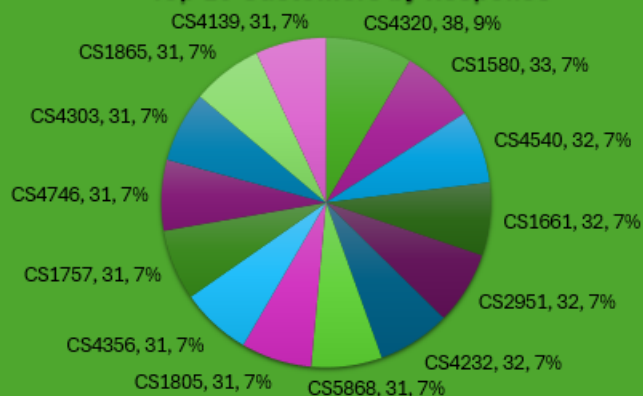
## Month vs Transaction amount



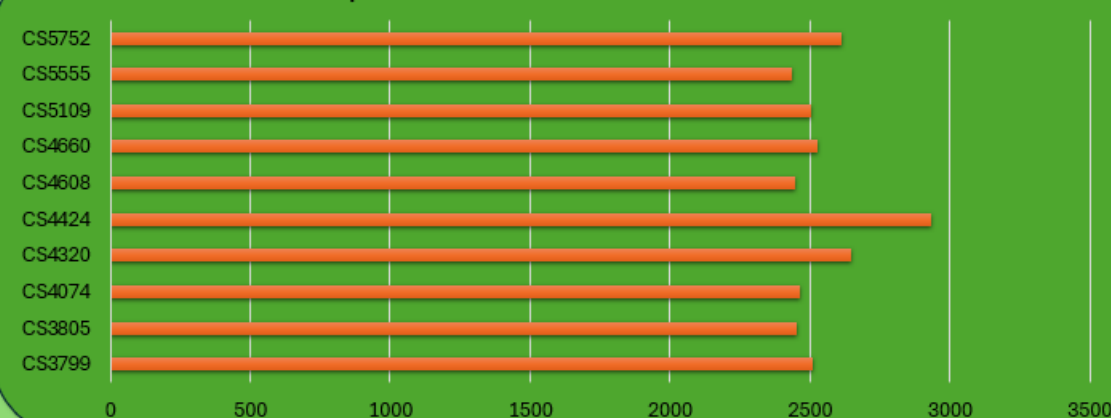
## Top 10 Customer\_id count



## Top 10 Customers by Response

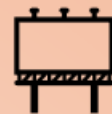


## Top 10 customers vs Transaction amount

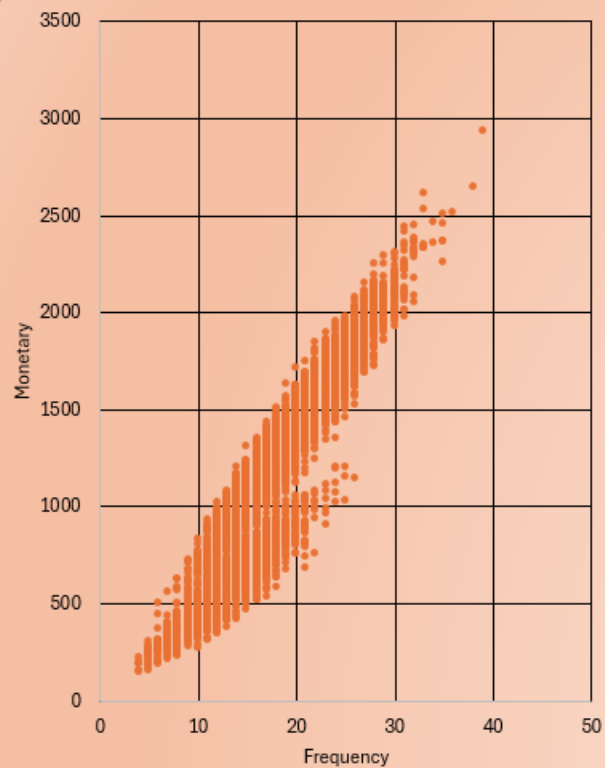




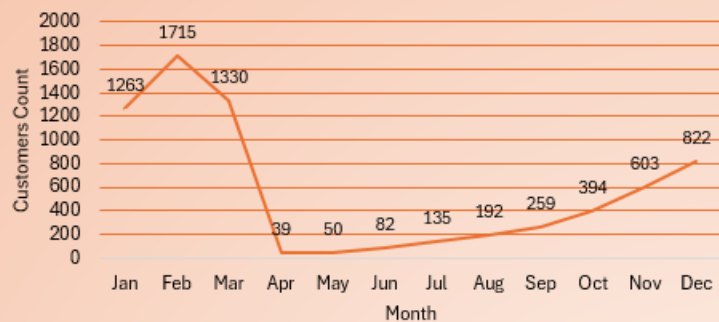
# Additional Analysis



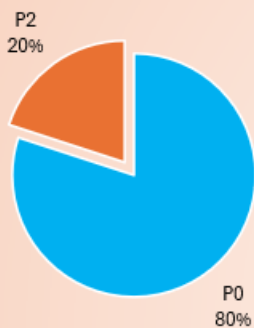
## Frequency vs Monetary



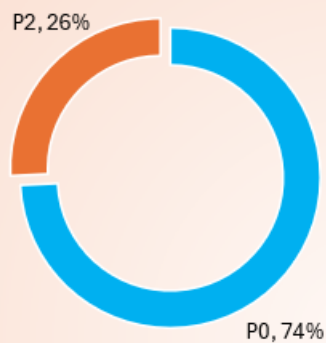
## Customers vs Month



## Segment vs Monetary



## Segment vs Frequency



## Frequency vs Customers

