Data Visualization - Tableau
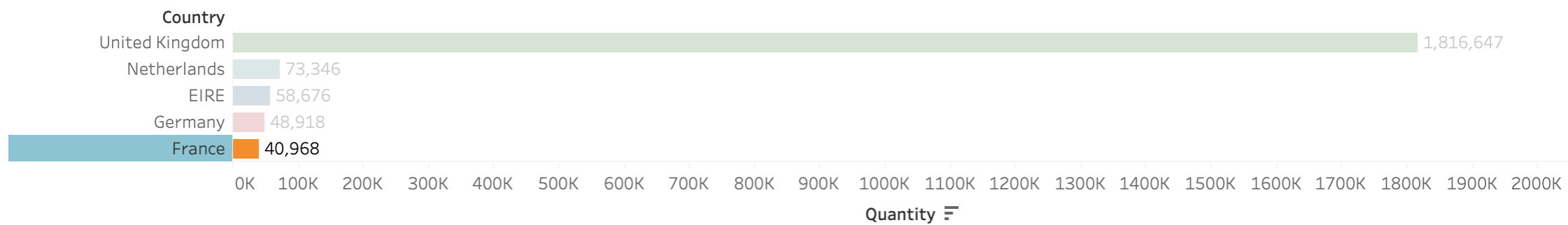
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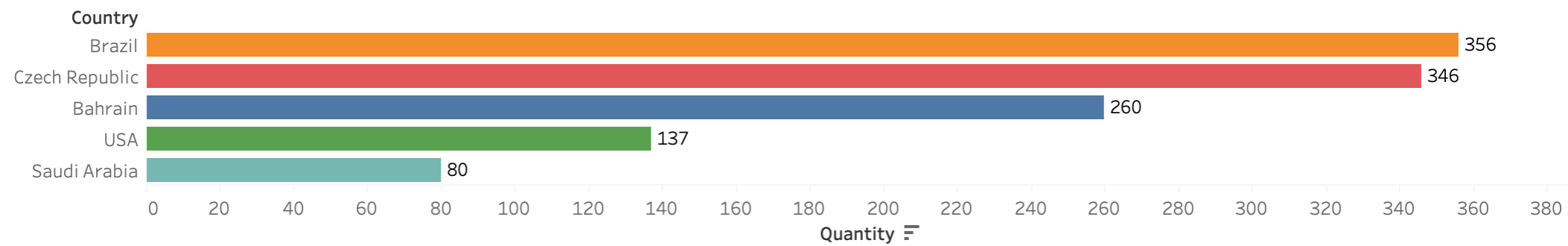
1) Which Countries have good Online Retail Buying Behaviour?

2) Identify Countires Doing good Sales Excluding UK

3) Which Country among EIRE,Germany and Netherland has picked up Sales in last 3 months

4) How Many Times are the Customers buying from me ?

5) What is the Customer Purchase latency between 1st purchase and 2nd purse ? & What % Of Customers Purchased more on 2nd Pur..

Which Countries have good Online Retail Penetration ?

Top 5 Countries by Quantities Sold online

Country

United Kingdom	1,816,647
Netherlands	73,346
EIRE	58,676
Germany	48,918
France	40,968

0K 100K 200K 300K 400K 500K 600K 700K 800K 900K 1000K 1100K 1200K 1300K 1400K 1500K 1600K 1700K 1800K 1900K 2000K

Quantity

Bottom 5 Countries by Quantities Sold online

Country

Brazil	356
Czech Republic	346
Bahrain	260
USA	137
Saudi Arabia	80

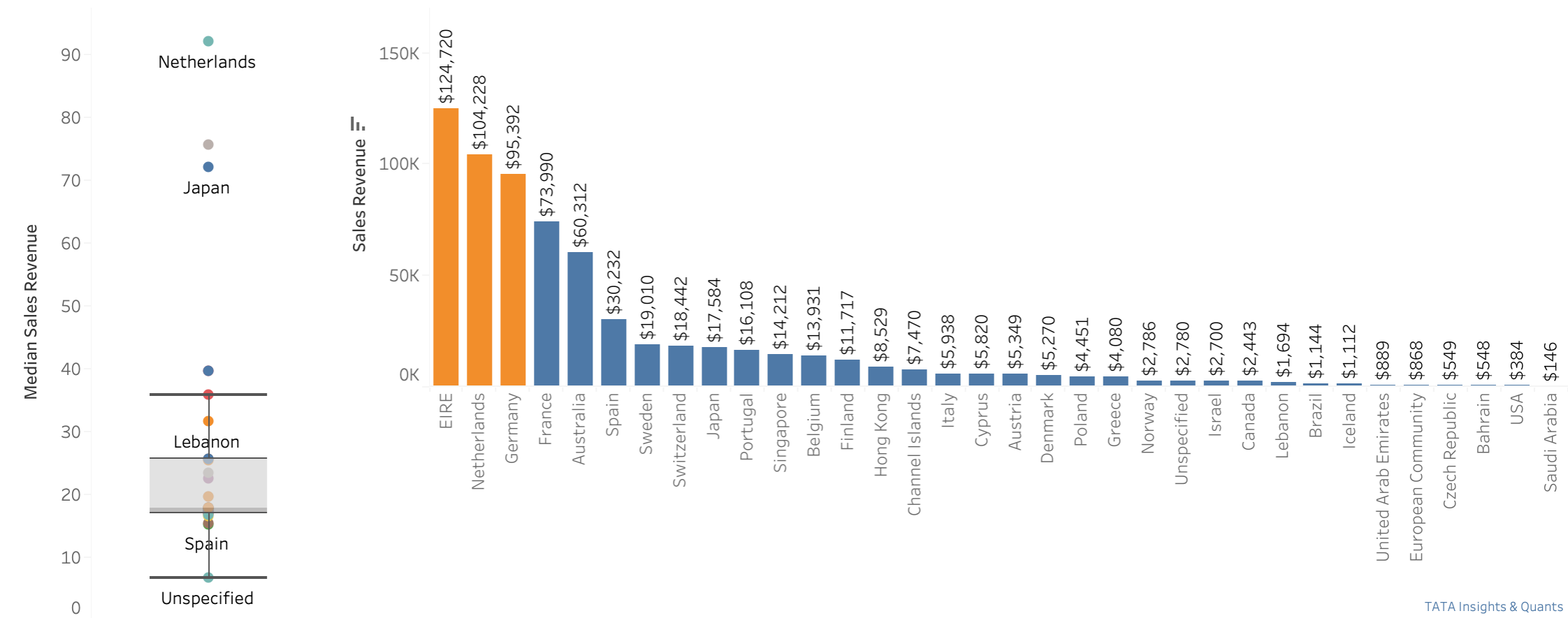0 20 40 60 80 100 120 140 160 180 200 220 240 260 280 300 320 340 360 380

Quantity

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Avg. Sales By Country

Which Countries are Doing Good Sales?

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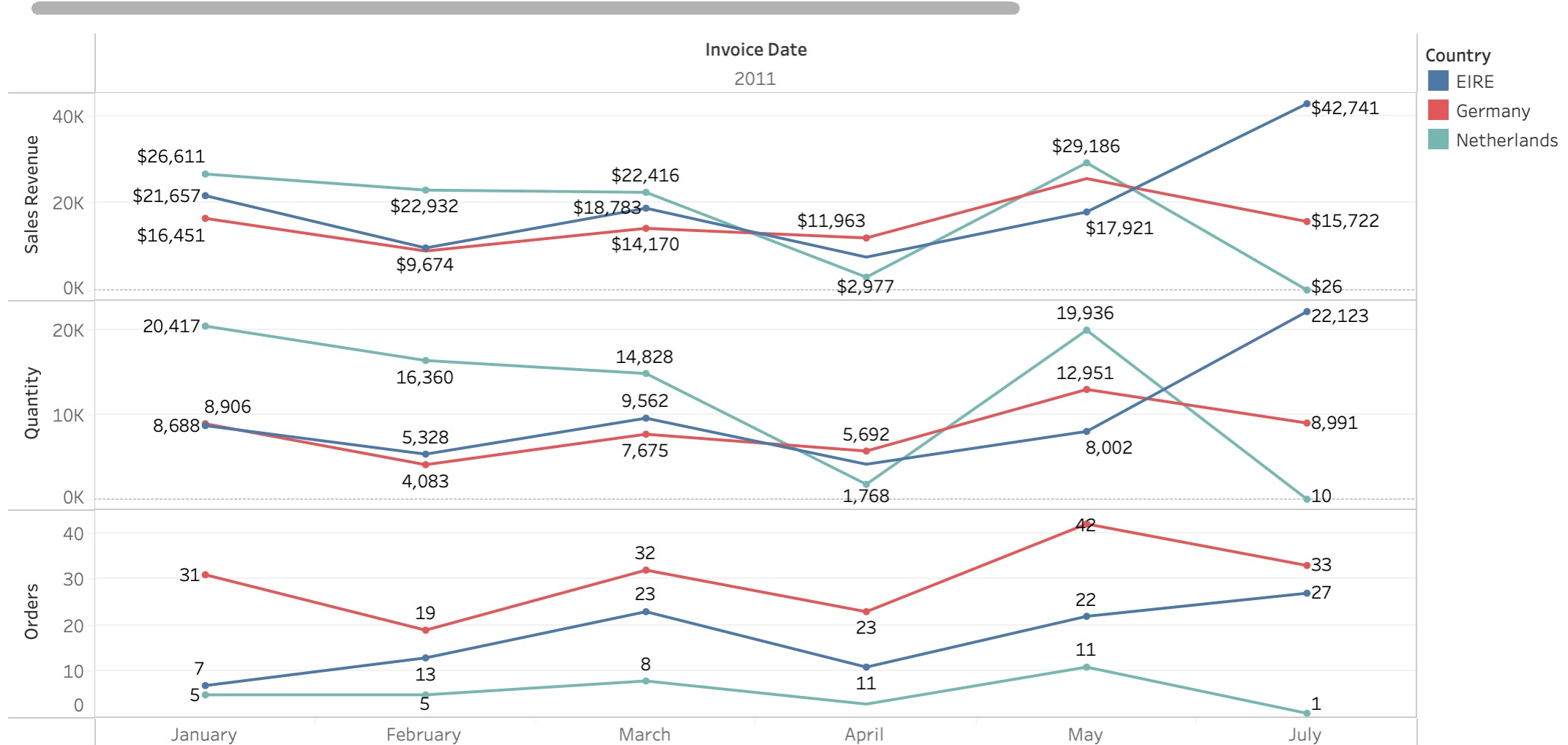
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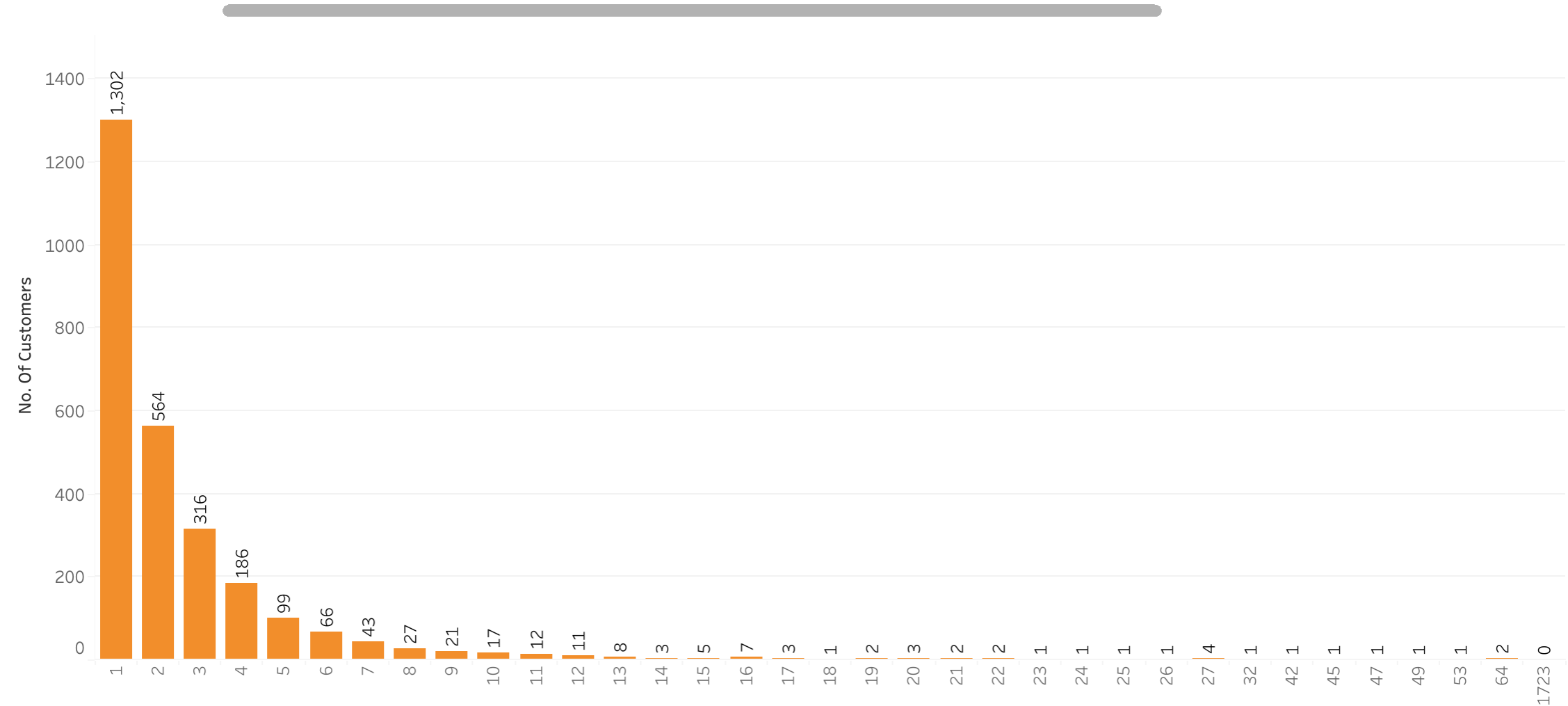**3) Which Country among EIRE,Germany and Netherland has picked up Sales in last 3 months**

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

Customer Purchase Latency

Months To Repeat Purchase

Month of 1st 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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8) Understand the customer Spend by Segmenting them into 2 Cluster 9) Understand the overall customer purchasing behaviour in terms of RFM

10) Identify Products that are Selling High but generating lesser Sales Revenue and Selling Less but generating Highier Sales Revenue ?
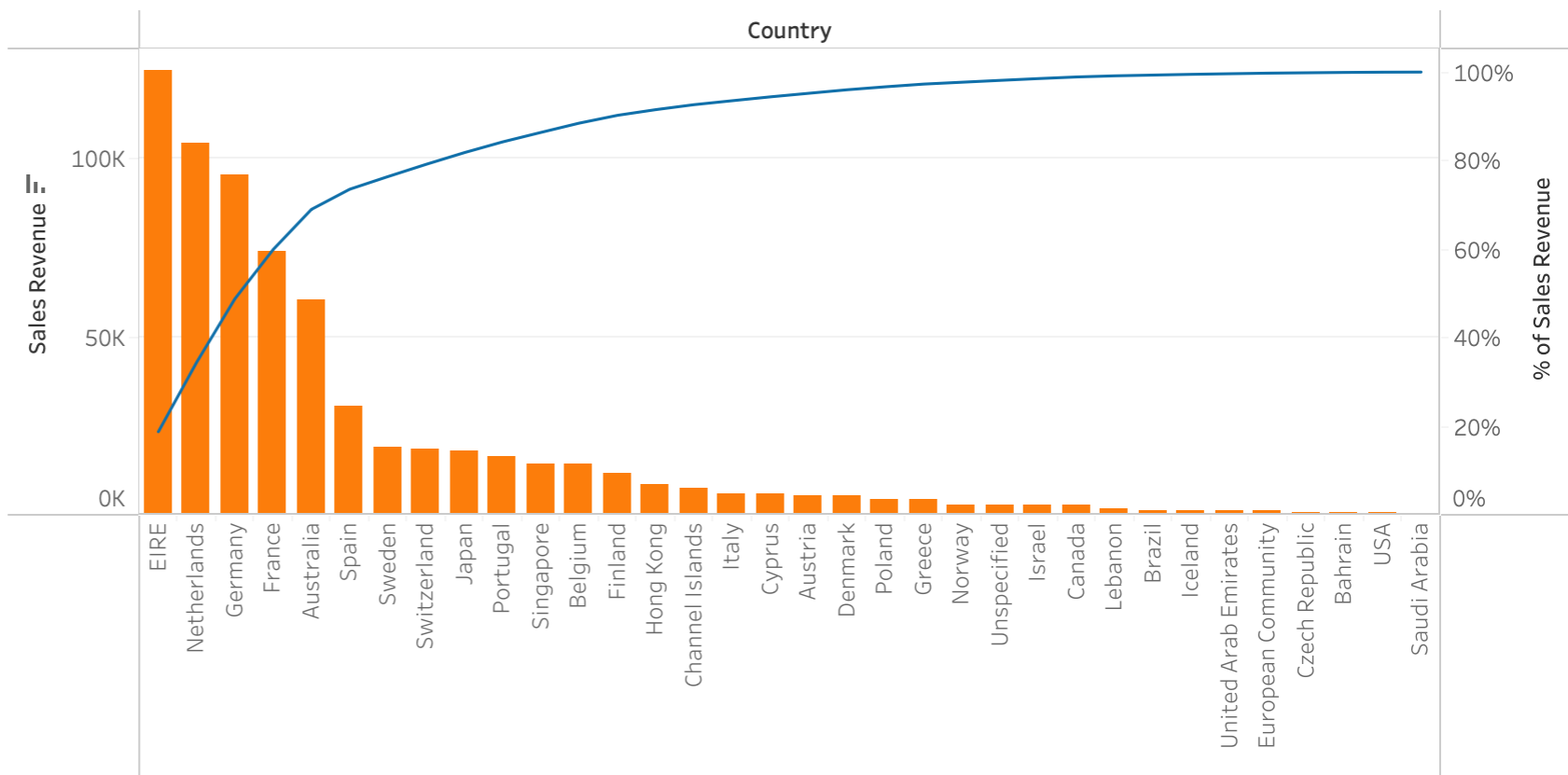
Top 10 Selling Product

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

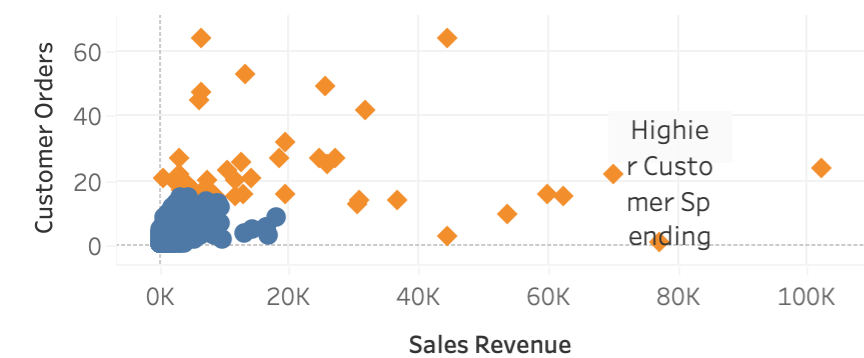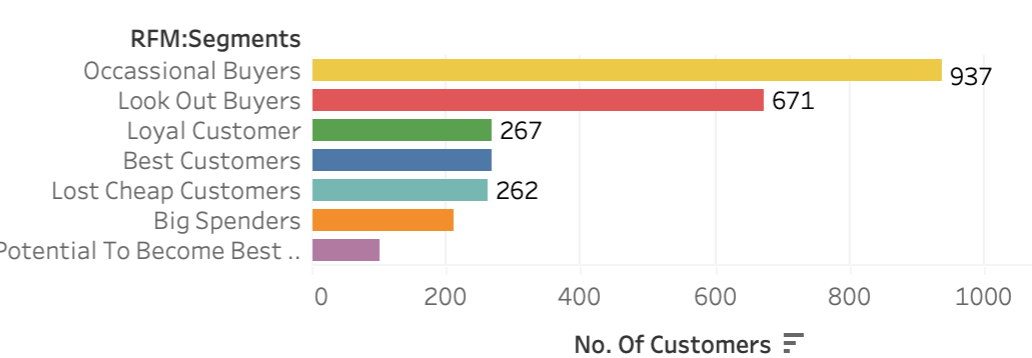| Stock Code	
85071A	$46
22941	$9
M	$19,492

Country Sales Pareto

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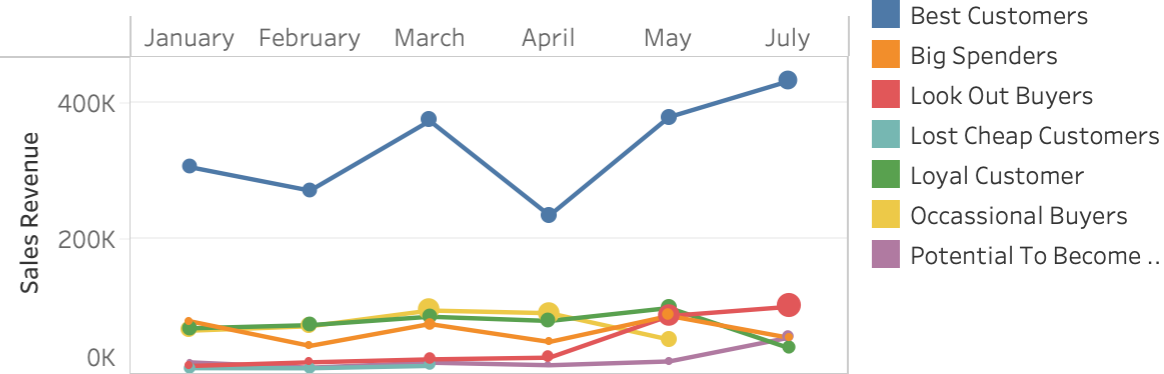
Customer Cluster By Sales & Orders

Highier Customer Spending

RFM Customer Segments

RFM:Segments

Segment	No. Of Customers
Occassional Buyers	937
Look Out Buyers	671
Loyal Customer	267
Best Customers	
Lost Cheap Customers	262
Big Spenders	
Potential To Become Best ..	

RFM - Segment Details

RFM:Segments

	Recency [Avg. Days]	Frequency [Avg. Ord..	Monetary [Avg. Spen..
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
Occassional Buyers	124	1	$397.98
Potential To Become B..	8	3	$1,364.52

RFM - Segment Sales Over TIme

RFM:Segments
- Best Customers
- Big Spenders
- Look Out Buyers
- Lost Cheap Customers
- Loyal Customer
- Occassional Buyers
- Potential To Become ..

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