

Problems



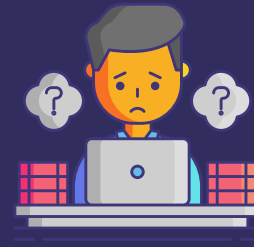
Fragmented
Data



No
Personalization



High
Churn Rate



Inefficient
Marketing



Lack of
Tools



Data Extraction
(Online Retail II Dataset)

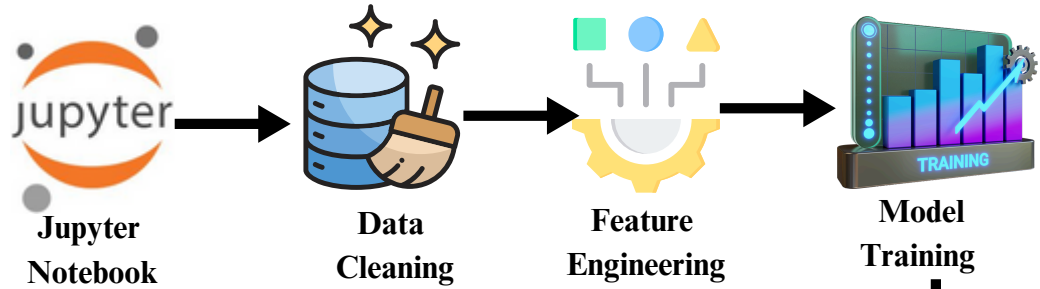


Problem Identification

Learn and Understand



Research



User (Retail Manager) Functions



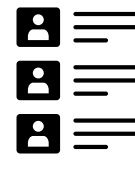
Analyze
Segments



View KPIs



Predict Churn



Download
Customer
Lists



Model
Deployment

Admin (Data Scientist) Functions



Retrain Machine
Learning Model



Manage Data



Monitor Dashboard
Performance



Backend
Integration



Visualization



Frontend / Web
Integration:



Smarter
Decisions



Accurate
Predictions



Increased
Efficiency



Personalized
Experience



Data
Security

Benefits