

RFM Analysis

https://public.tableau.com/views/RFM_analysis_17295149064230/RFMAnalysis?:language=en-US&:sid=&:redirect=auth&:display_count=n&:origin=viz_share_link

Market Basket Analysis

https://public.tableau.com/views/MarketBasketAnalysis_17296139263020/MBA?:language=en-US&:sid=&:redirect=auth&:display_count=n&:origin=viz_share_link