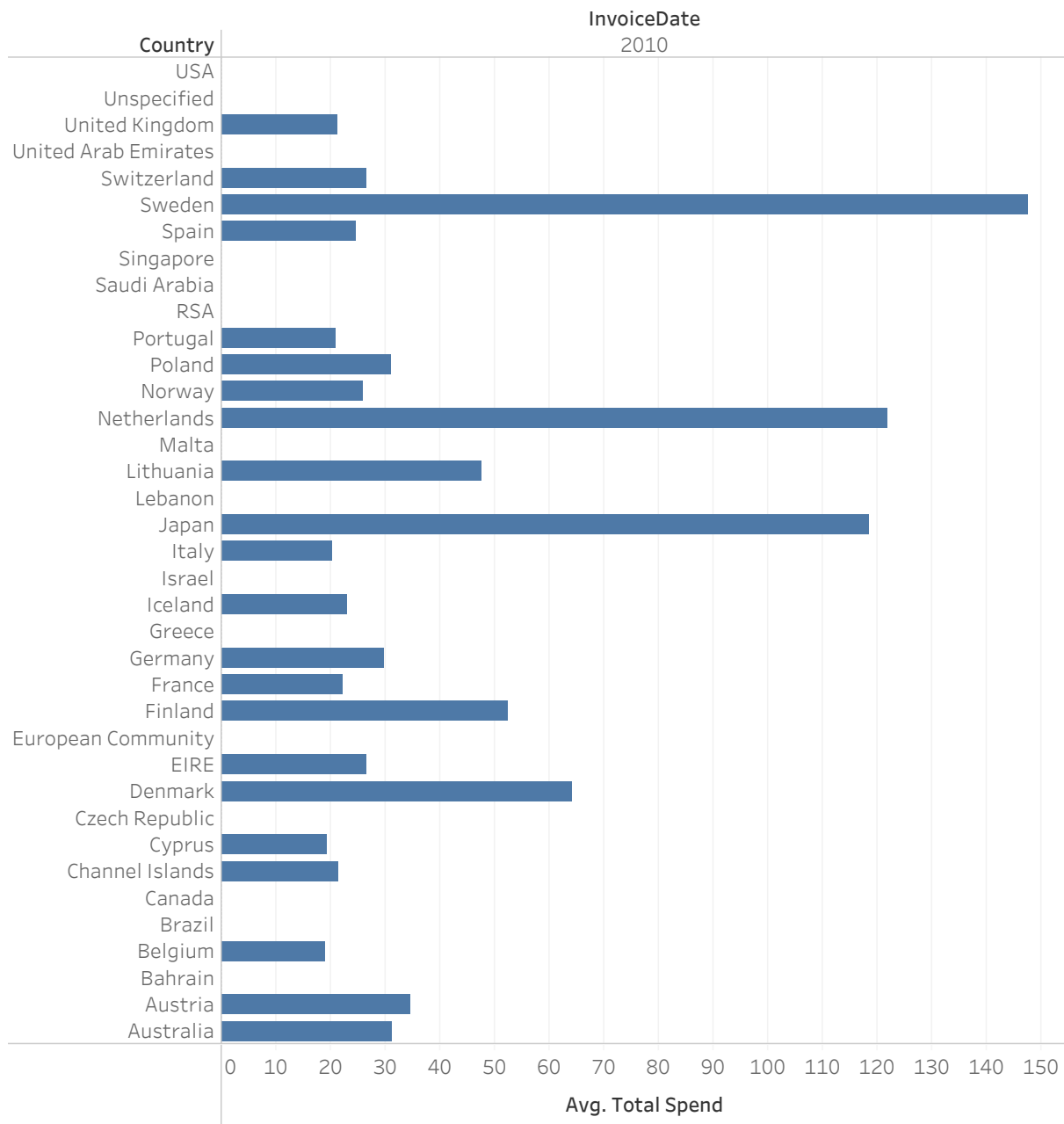
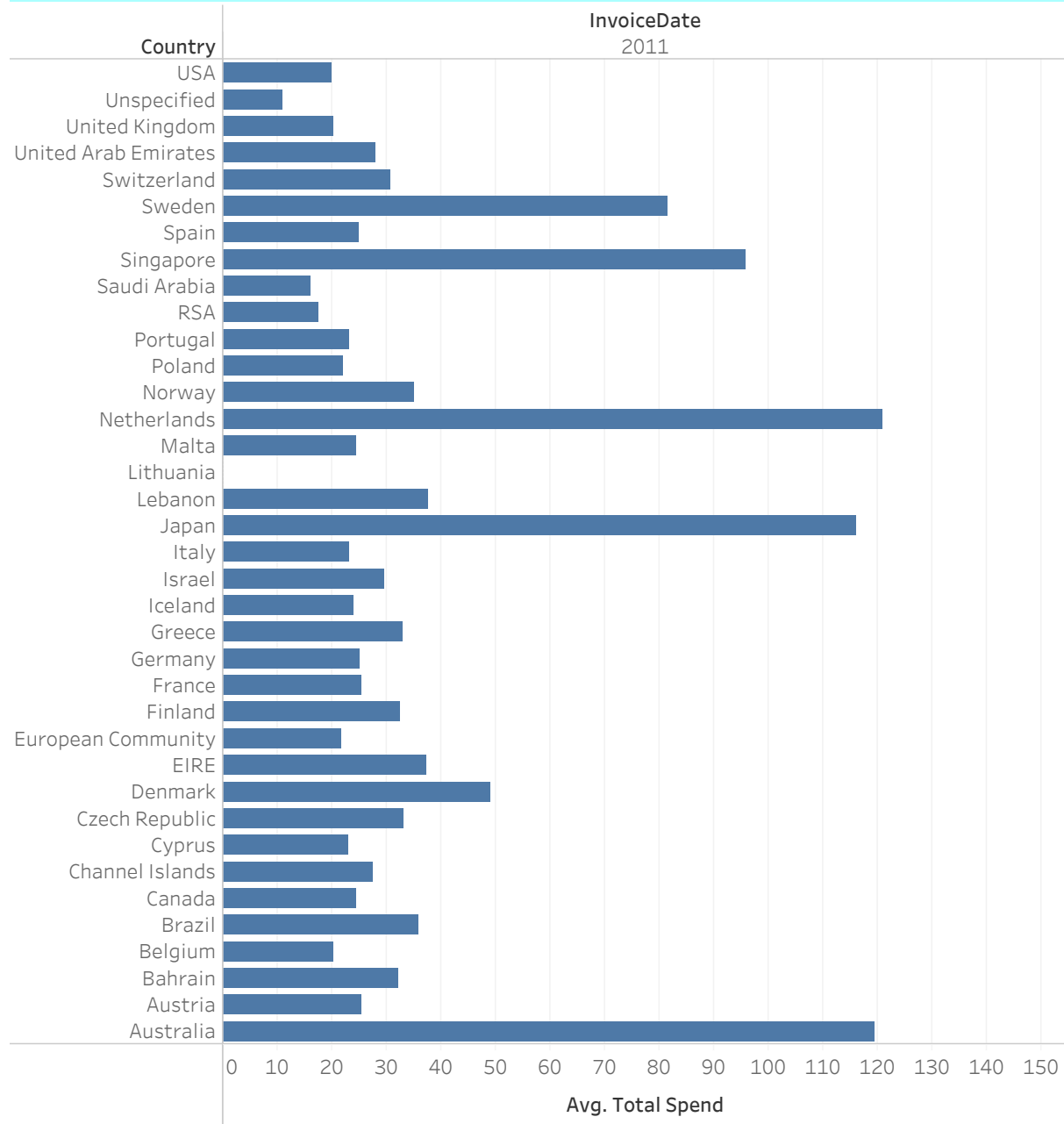


## Country-wise total spend



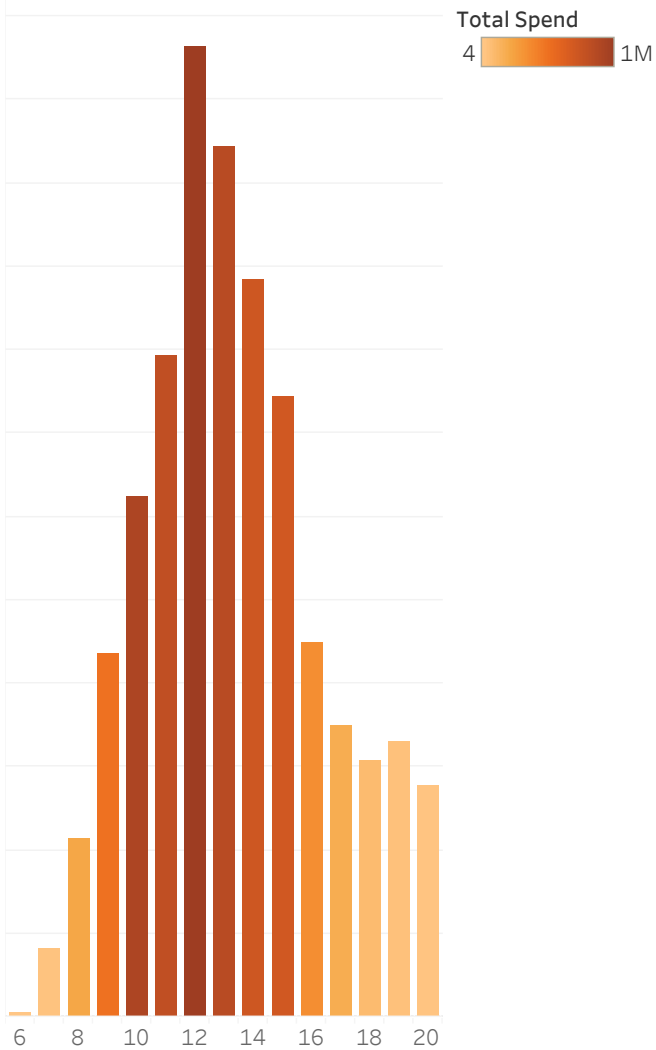
Average of Total Spend for each Country broken down by InvoiceDate Year. The data is filtered on Action (Country), which keeps 37 members.

## Country-wise total spend



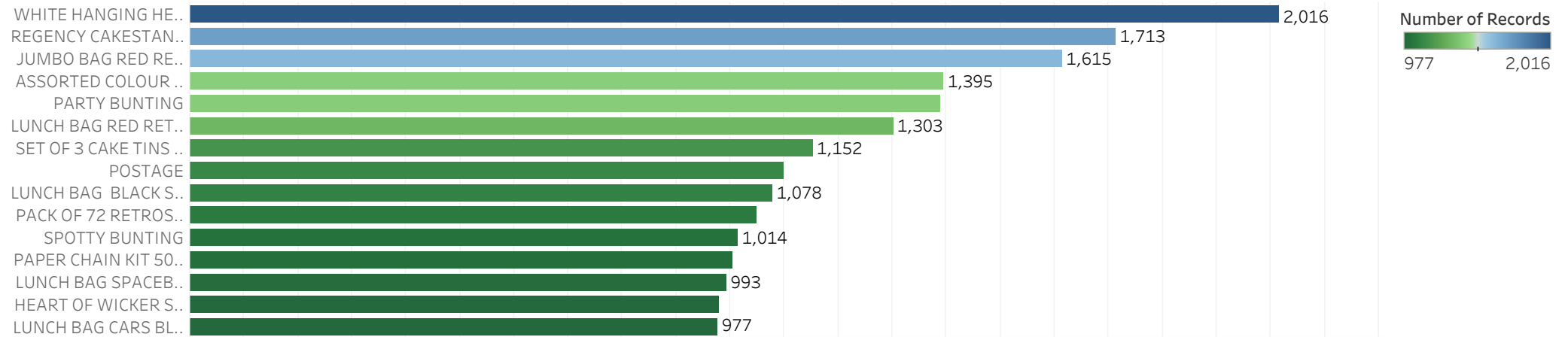
Average of Total Spend for each Country broken down by InvoiceDate Year. The data is filtered on Action (Country), which keeps 37 members.

## Average orders placed per hour



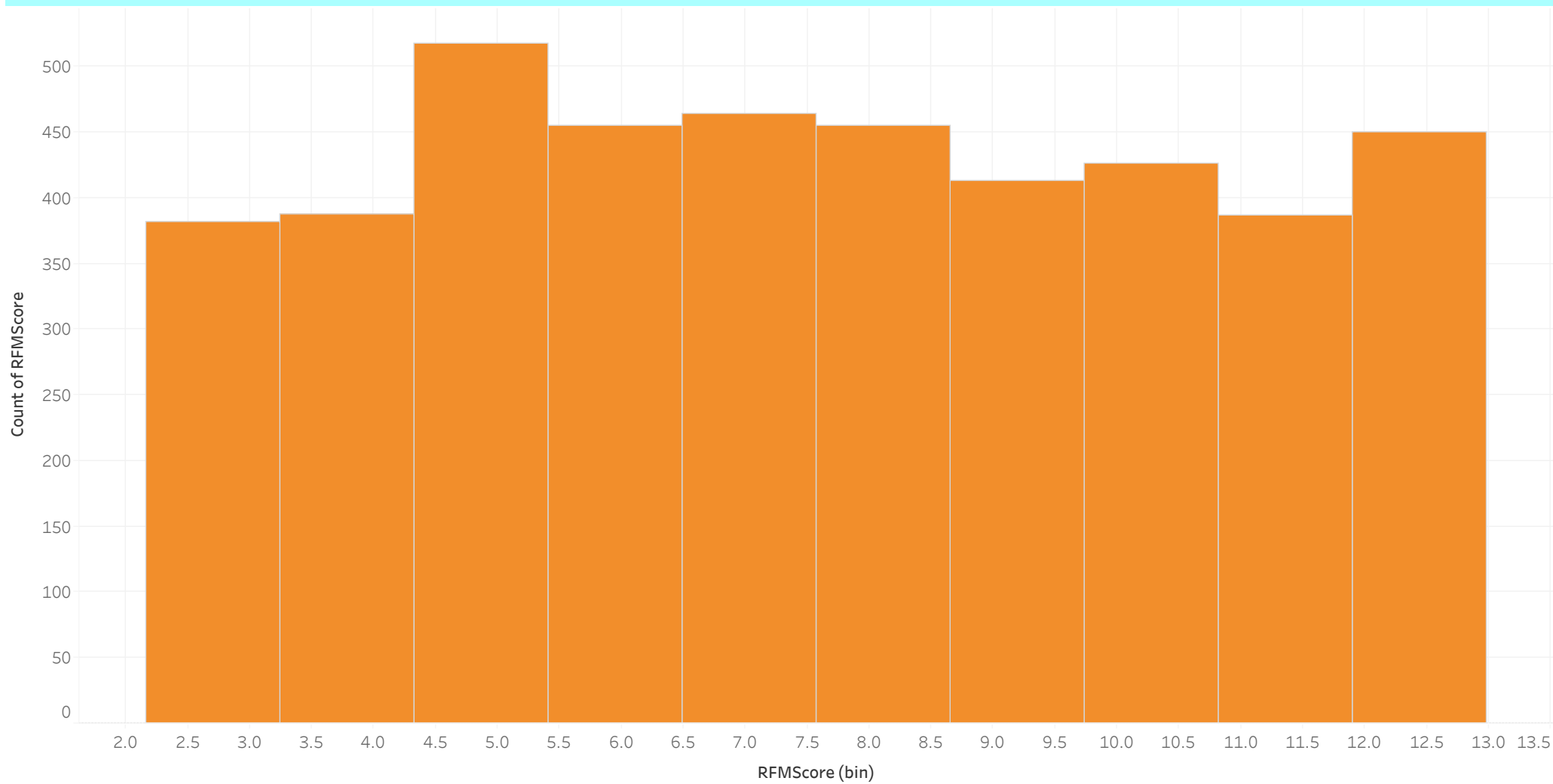
Average of Average for each InvoiceDate Hour. Color shows sum of Total Spend.  
The data is filtered on InvoiceDate Year and InvoiceDate. The InvoiceDate Year filter keeps multiple members. The InvoiceDate filter keeps 17,281 of 17,281 members.

## Top 15 products sold



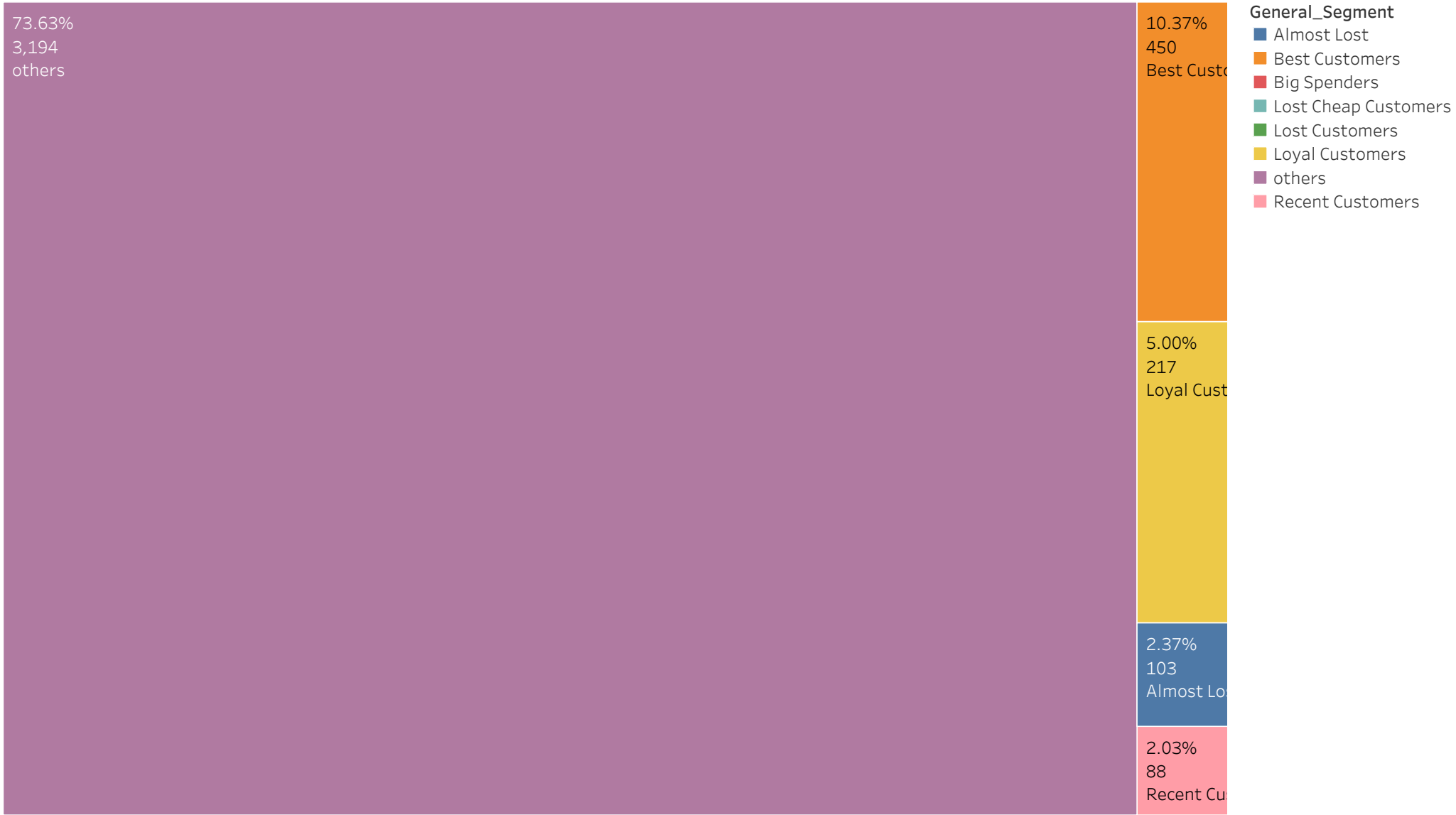
Sum of Number of Records for each Description. Color shows sum of Number of Records. The marks are labeled by sum of Number of Records. The data is filtered on Top 20 and Action (Country). The Top 20 filter ranges from 1 to 15. The Action (Country) filter keeps 37 members. The view is filtered on Description, which keeps 3,867 of 3,867 members.

## Histogram



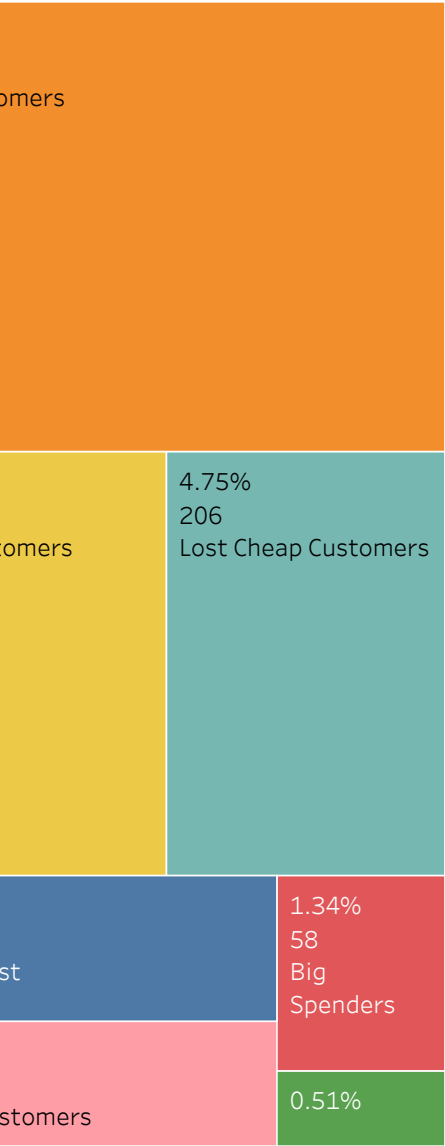
The trend of count of RFMScore for RFMScore (bin).

Heat Map



% of Total Distinct count of CustomerID, Customers # and General\_Segment. Color shows details about General\_Segment. Size shows % of Total Distinct count of CustomerID. The marks are labeled by % of Total Distinct count of CustomerID, Customers # and General\_Segment. The view is filtered on General\_Segment, which keeps 8 of 8 members.

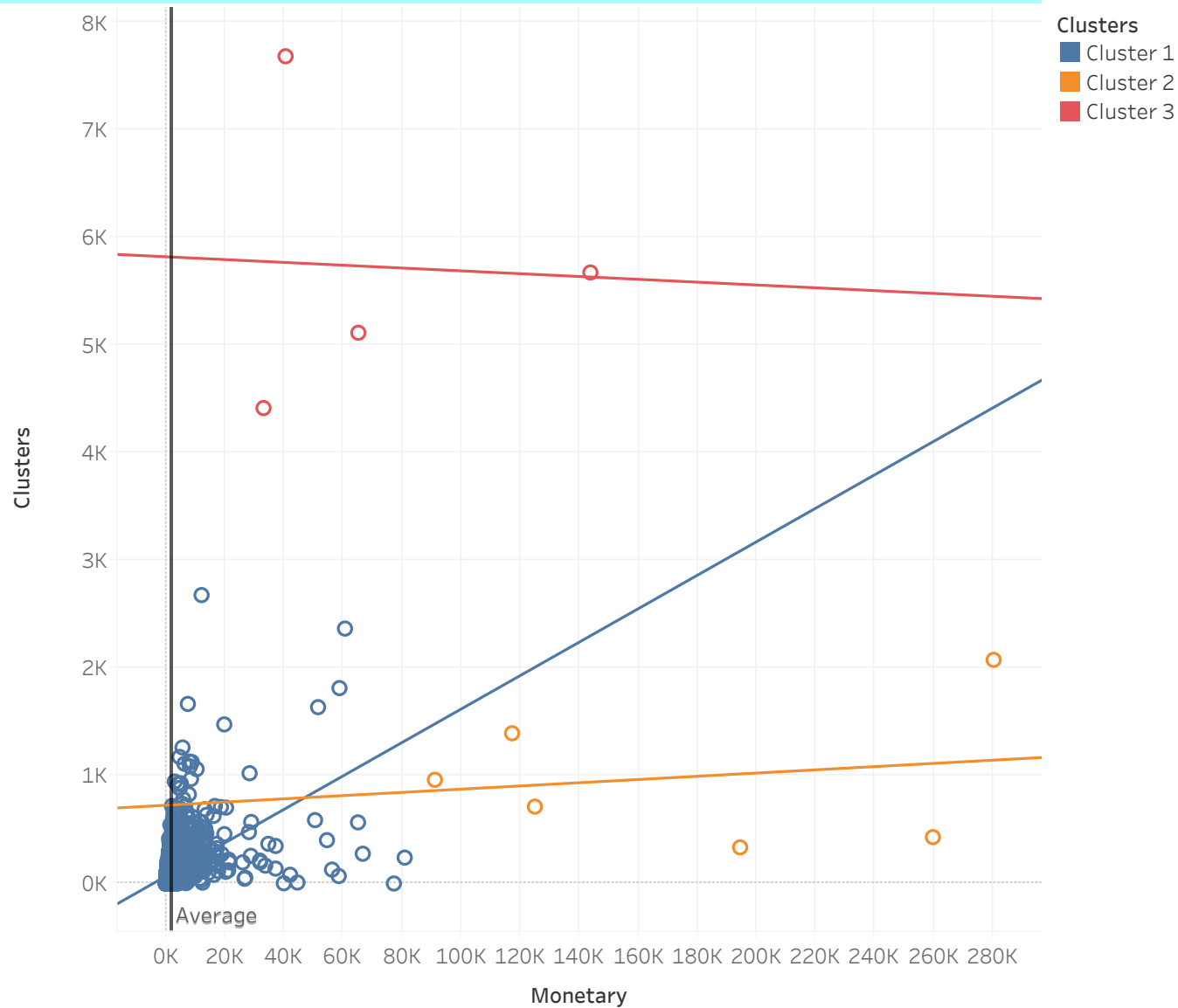
Heat Map



- General\_Segment
- Almost Lost
  - Best Customers
  - Big Spenders
  - Lost Cheap Customers
  - Lost Customers
  - Loyal Customers
  - others
  - Recent Customers

% of Total Distinct count of CustomerID, Customers # and General\_Segment. Color shows details about General\_Segment. Size shows % of Total Distinct count of CustomerID. The marks are labeled by % of Total Distinct count of CustomerID, Customers # and General\_Segment. The view is filtered on General\_Segment, which keeps 8 of 8 members.

## Cost vs No. of Clusters




Sum of Monetary vs. sum of Frequency. Color shows details about Clusters. Details are shown for CustomerID and Labels.



## Retail

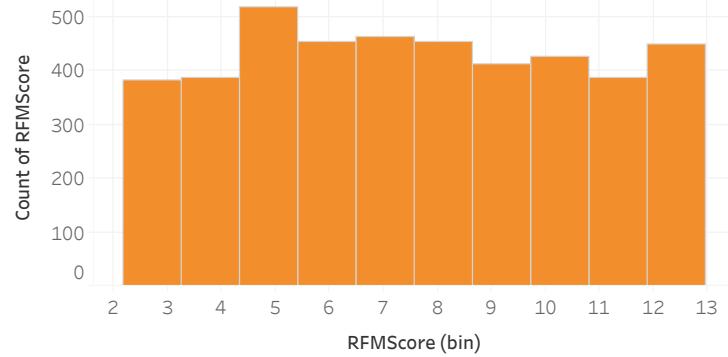
Year of InvoiceDate

- ☒ 2010
- ☒ 2011

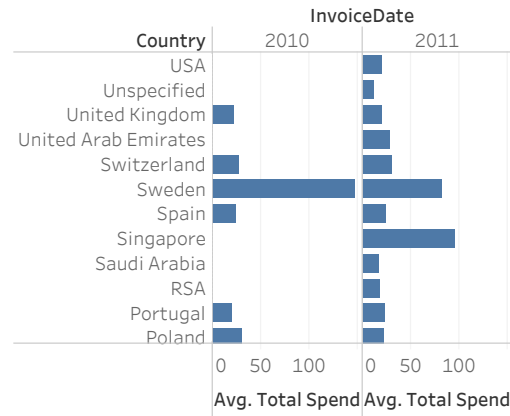
Total Spend  
4  1M

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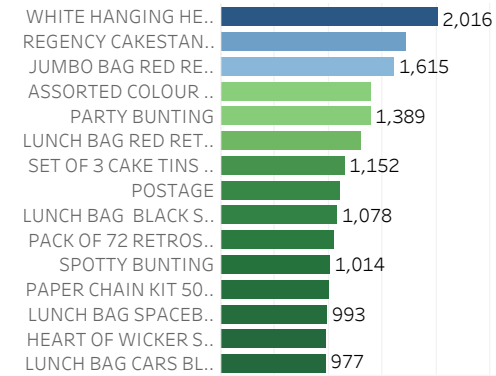
### Histogram



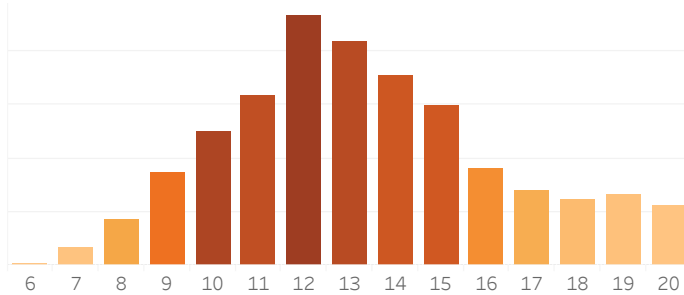
### Country-wise total spend



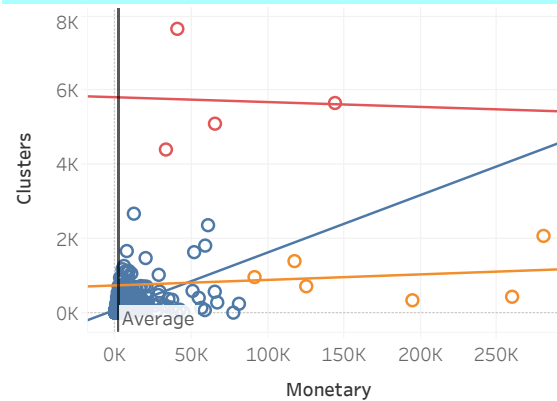
### Top 15 products sold



### Average orders placed per hour



### Cost vs No. of Clusters



### Heat Map

