

## SALES FORECASTING

Total Sales

253K

Average Sales Per  
Customer

597.19

Total Profit

12K

Profit Margin

5%

Home

Products

Tables

Q-A

2014

2017

Central

East

South

West

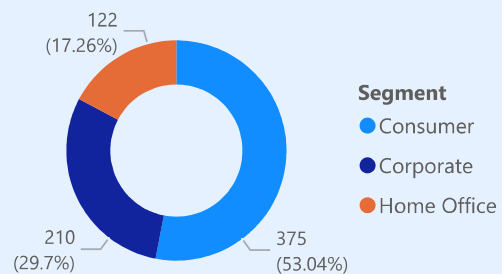
Sales Forecast



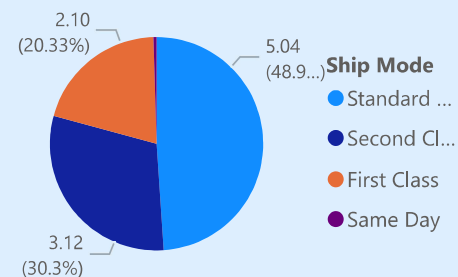
Profit Forecast



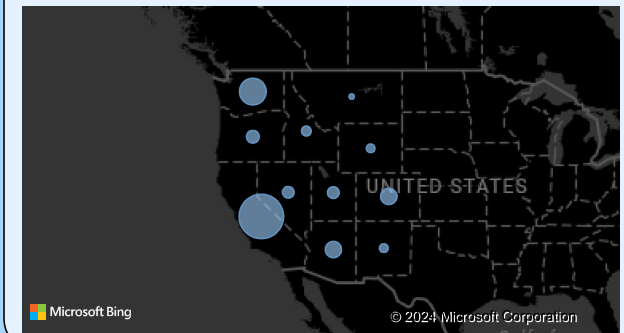
Customers By Segment



Average of Wait\_time by Ship Mode



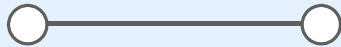
Sum of Sales by State





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2014 2017



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East

South

West

Home

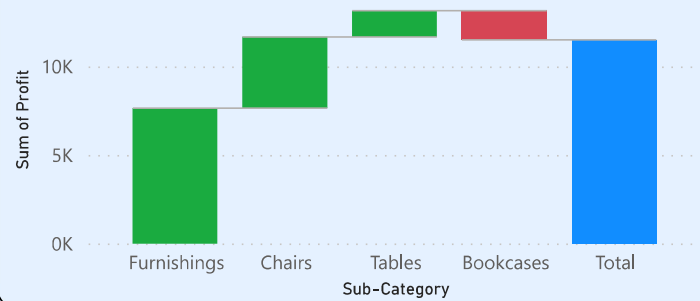
Products

Tables

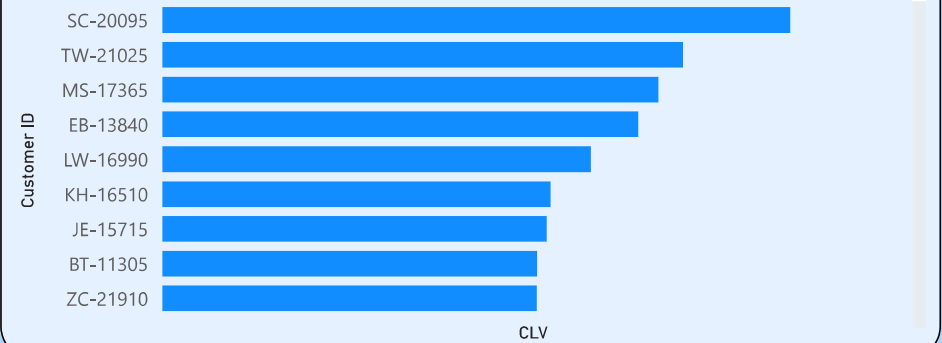
Q-A

### Sum of Profit by Sub-Category

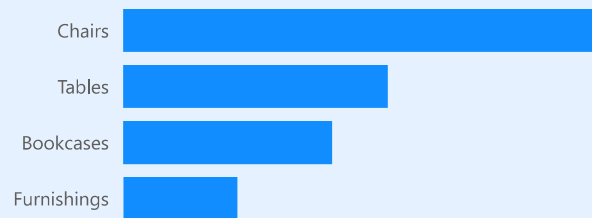
● Increase ● Decrease ● Total



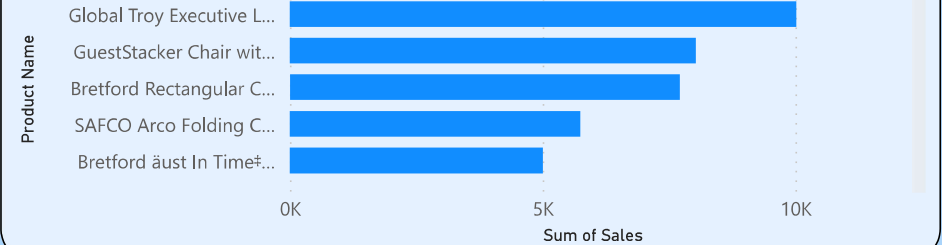
### CLV by Customer ID



### Sum of Discount by Sub-Category



### Sales by Product Name





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Central

East

South

West

Home

Products

Tables

Q-A

## YOY AND PROFIT MARGIN

Region	Sum of Sales	Rank	Sales YoY%	Profit-Margin
Central	1,63,797.16	1	0.12%	-1.75%
<b>Total</b>	<b>1,63,797.16</b>	<b>1</b>	<b>0.12%</b>	<b>-1.75%</b>

## RFM ANALYSIS

Customer ID	Recency	Frequency	Monetary
AA-10375	3390	1	28.40
AA-10480	2820	1	447.84
AA-10645	3103	1	1,323.90
AB-10015	2744	1	341.96
AB-10105	3113	1	64.96
AB-10150	2370	1	15.99
AB-10165	3469	1	37.30
AD-10180	3429	1	600.56
AF-10870	2370	1	233.06
AG-10270	2802	1	1,336.44
AG-10495	3127	1	347.36
AG-10675	2807	2	2,640.27
<b>Total</b>	<b>2331</b>	<b>403</b>	<b>1,63,797.16</b>



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Home

Products

Tables

Q-A



Preparing Q&A