

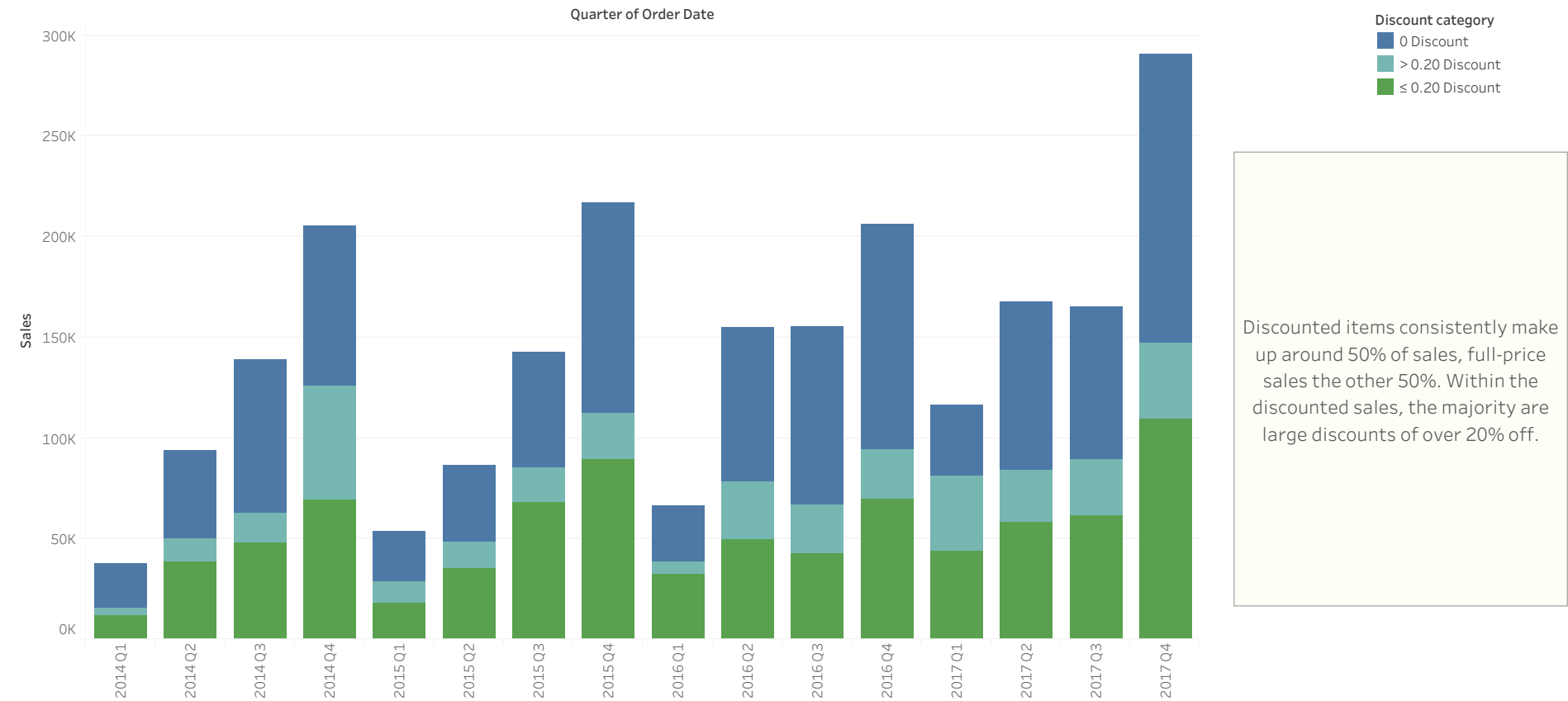
E-Commerce EDA & Clustering

Profit on full-price vs. discounted items	Sales by discount and quarter	Who gets the bargains?	Sales by cluster and quarter	Profit by cluster and subcategory	Margin by cluter and subcategory	Takeaways
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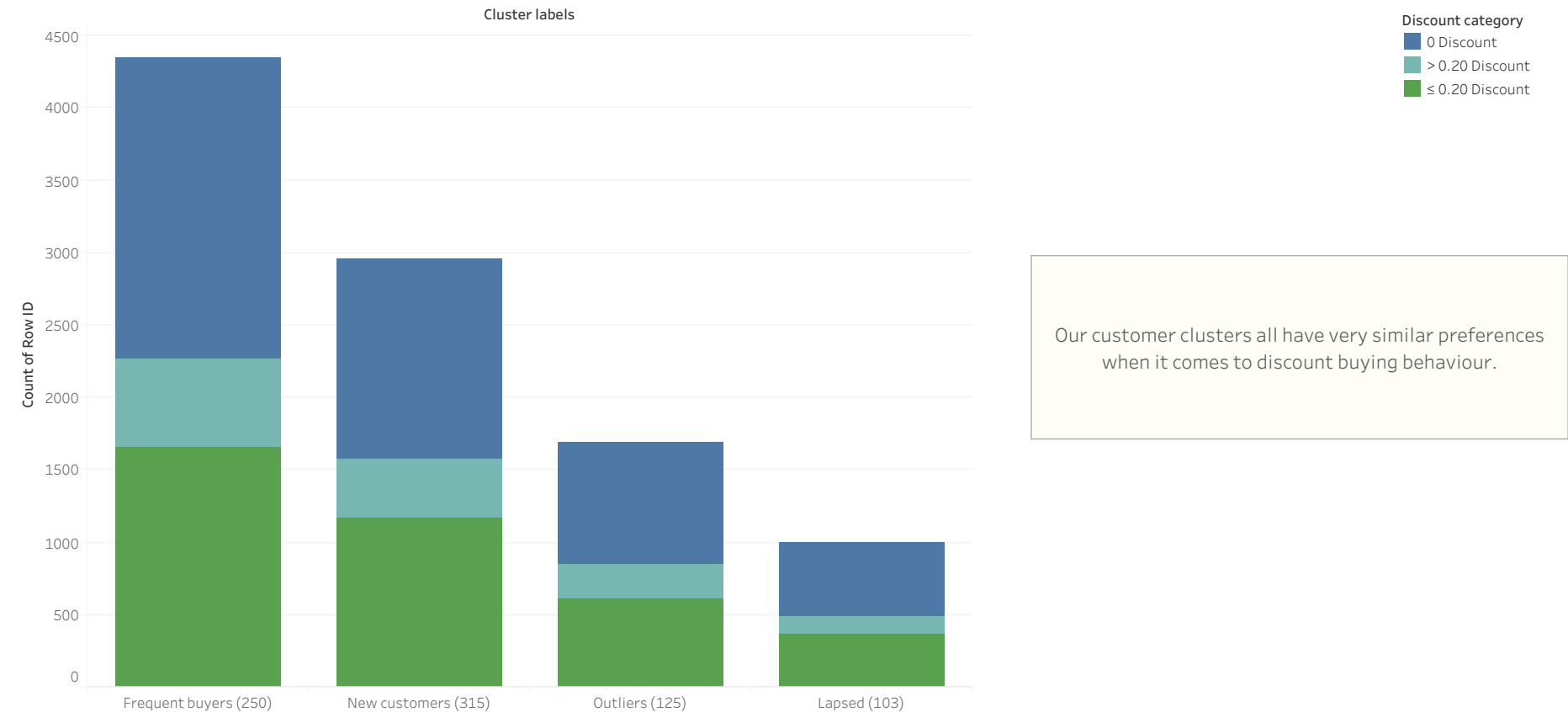
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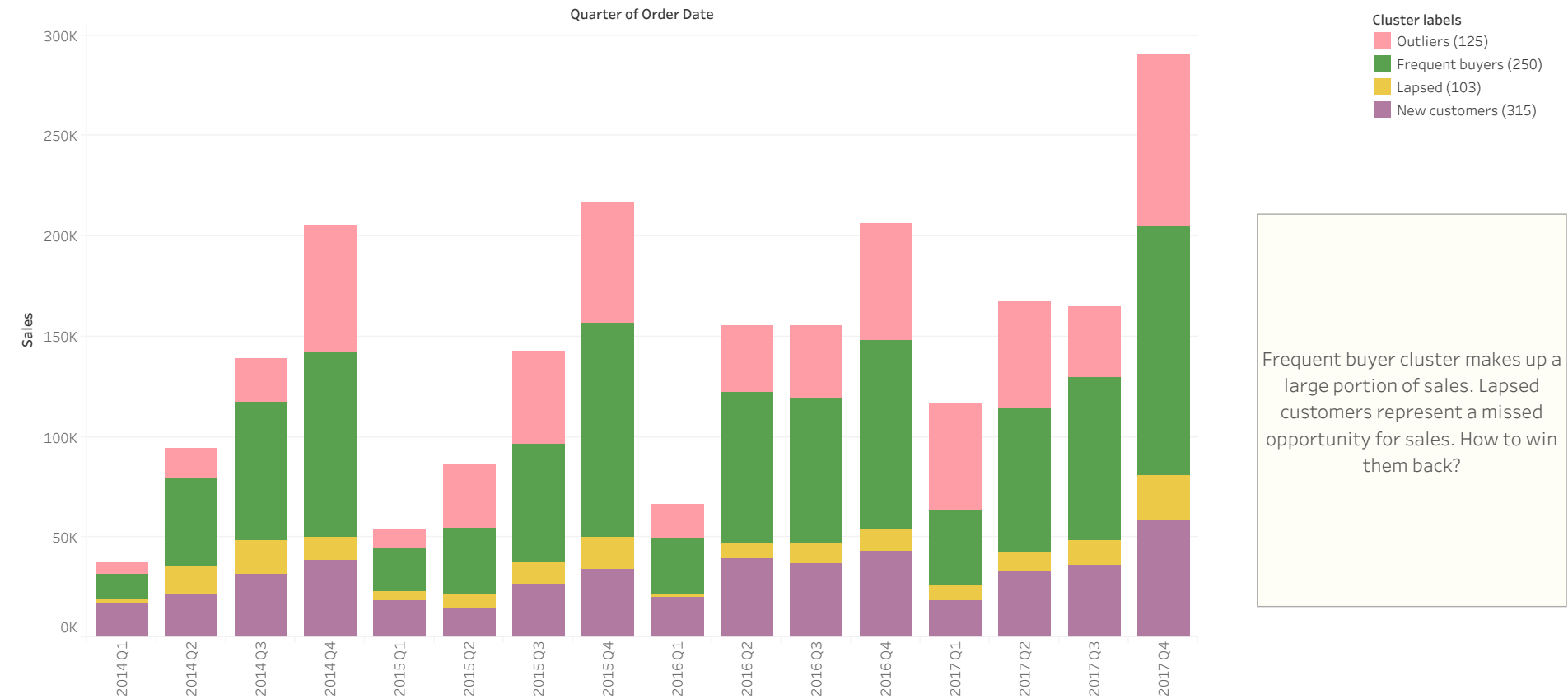
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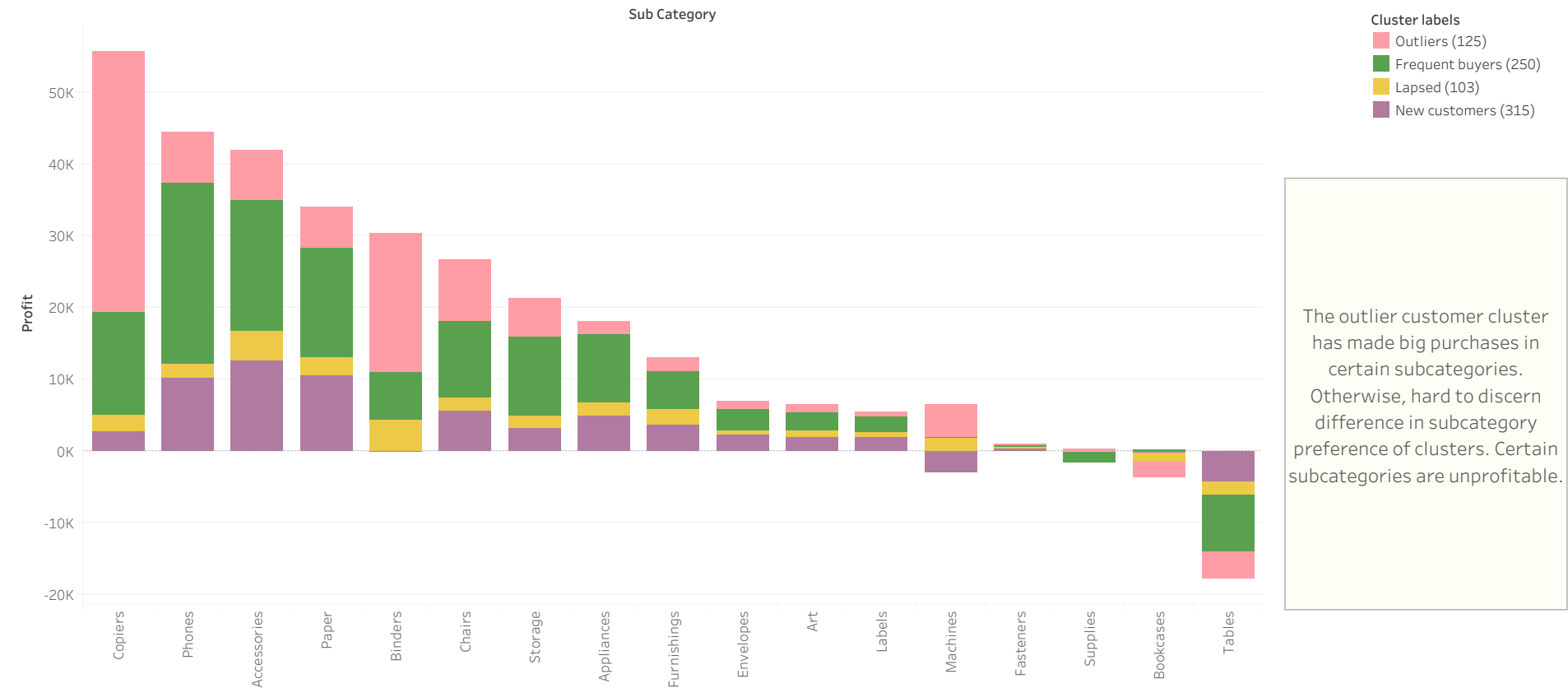
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Key Takeaways:

So far, we haven't identified significant differences in buying behaviour of different customer clusters.

Recommendation: Try another clustering approach trained on different features, then compare again with overall trends.

Aim: Identify marketing measures that will be most effective on each customer cluster.