

INTERNSHIP



STUDIO

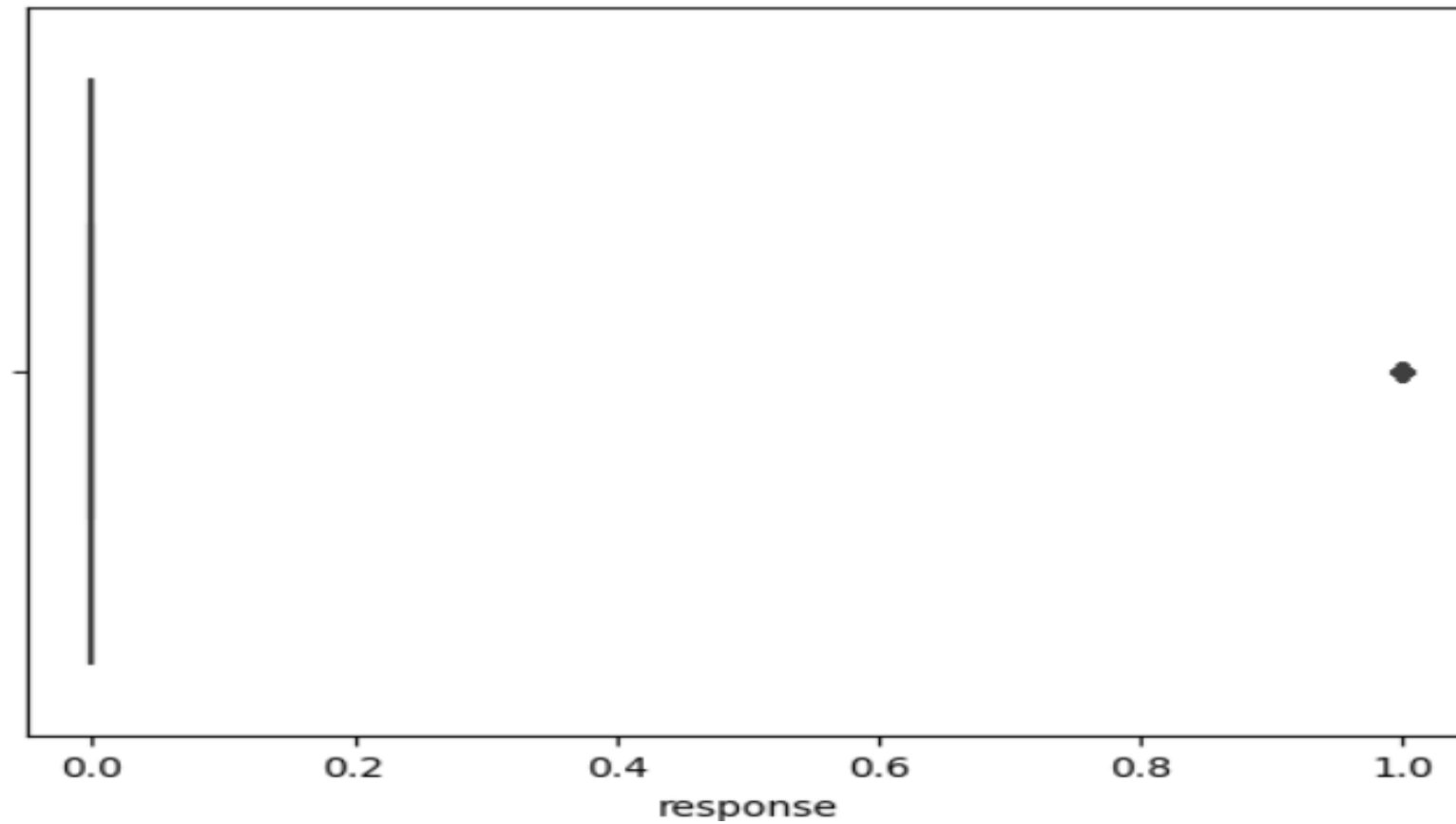
Data Analytics

PROJECT

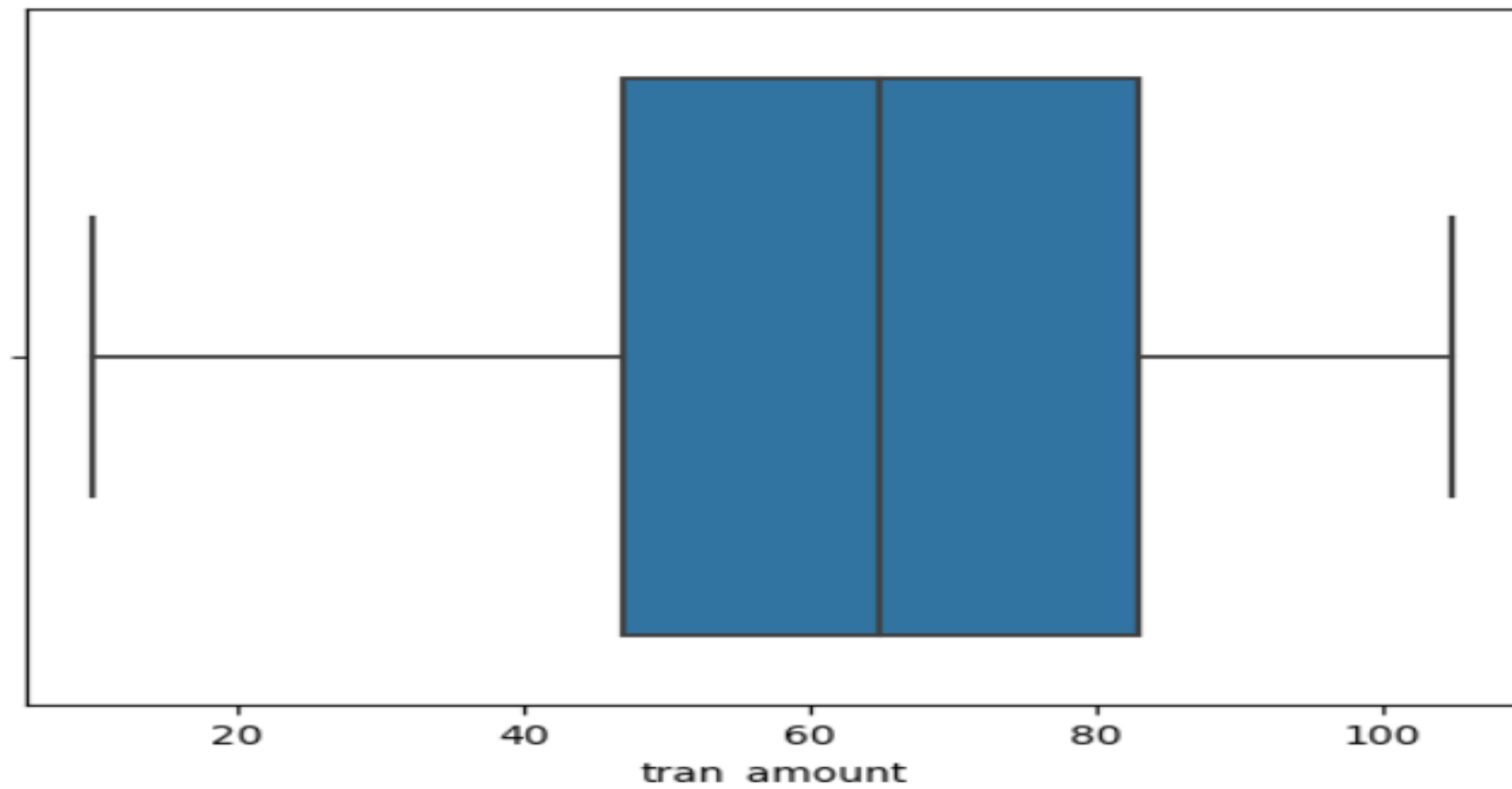
~ BY PRAMOD KUMAR



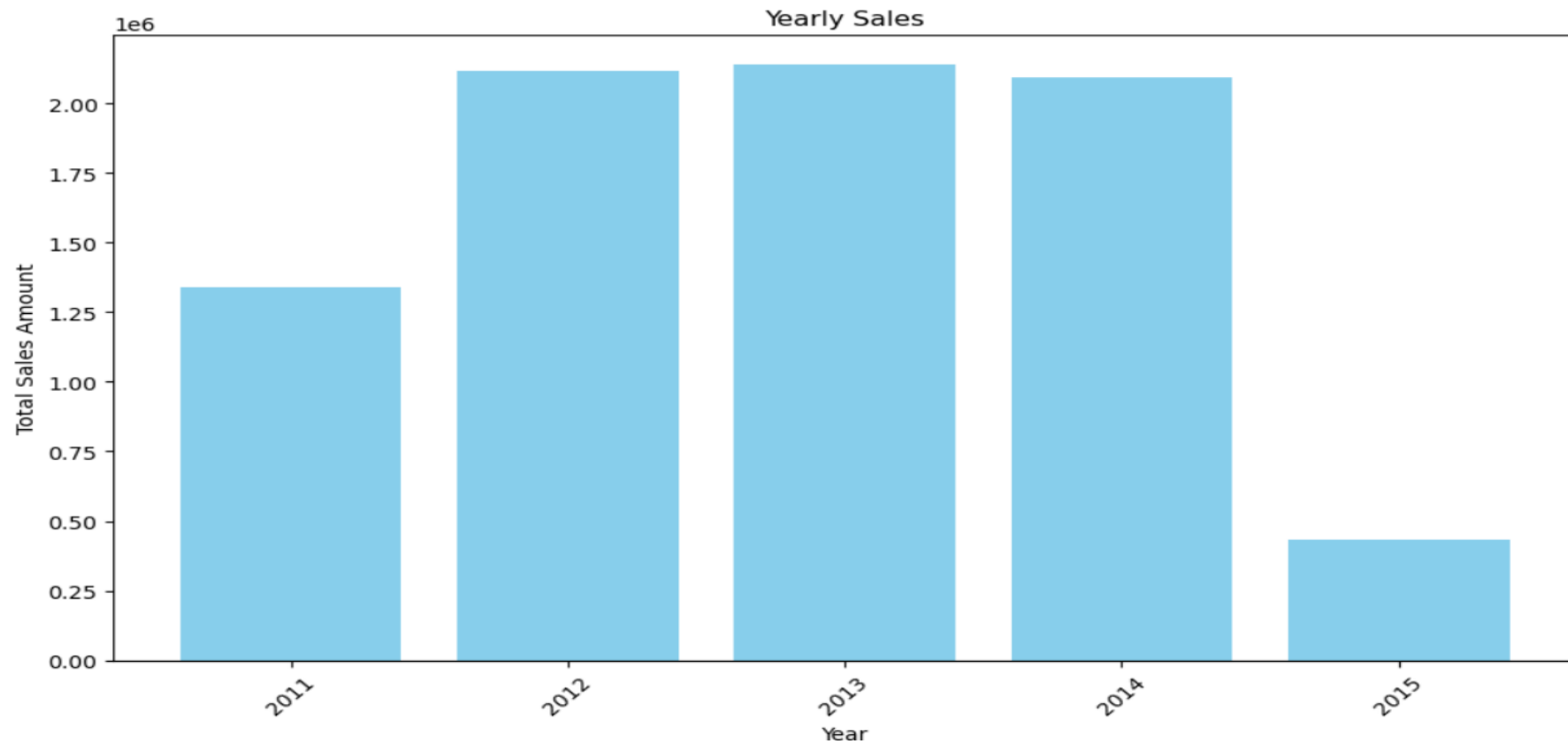
Response Plot



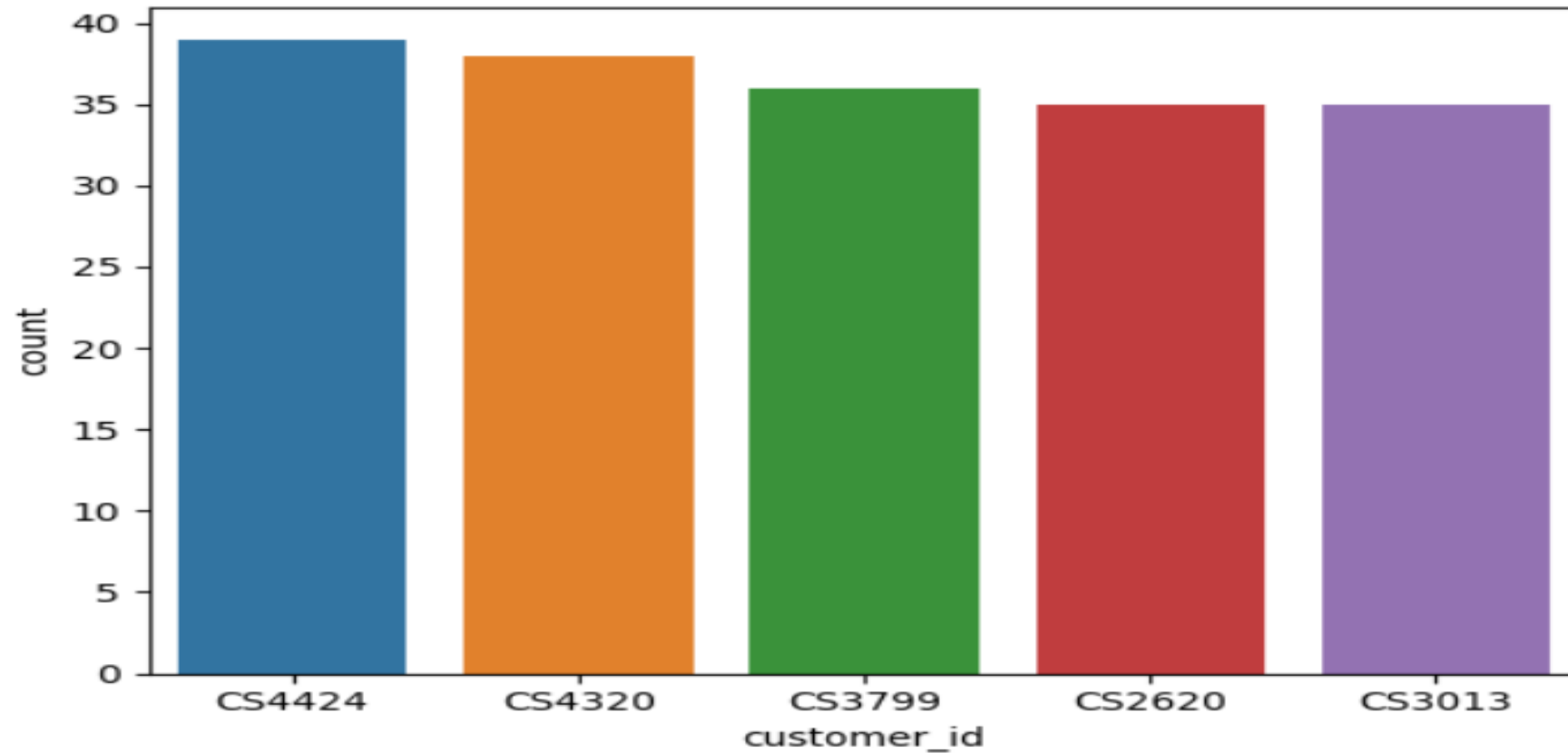
Transaction Amount Plot



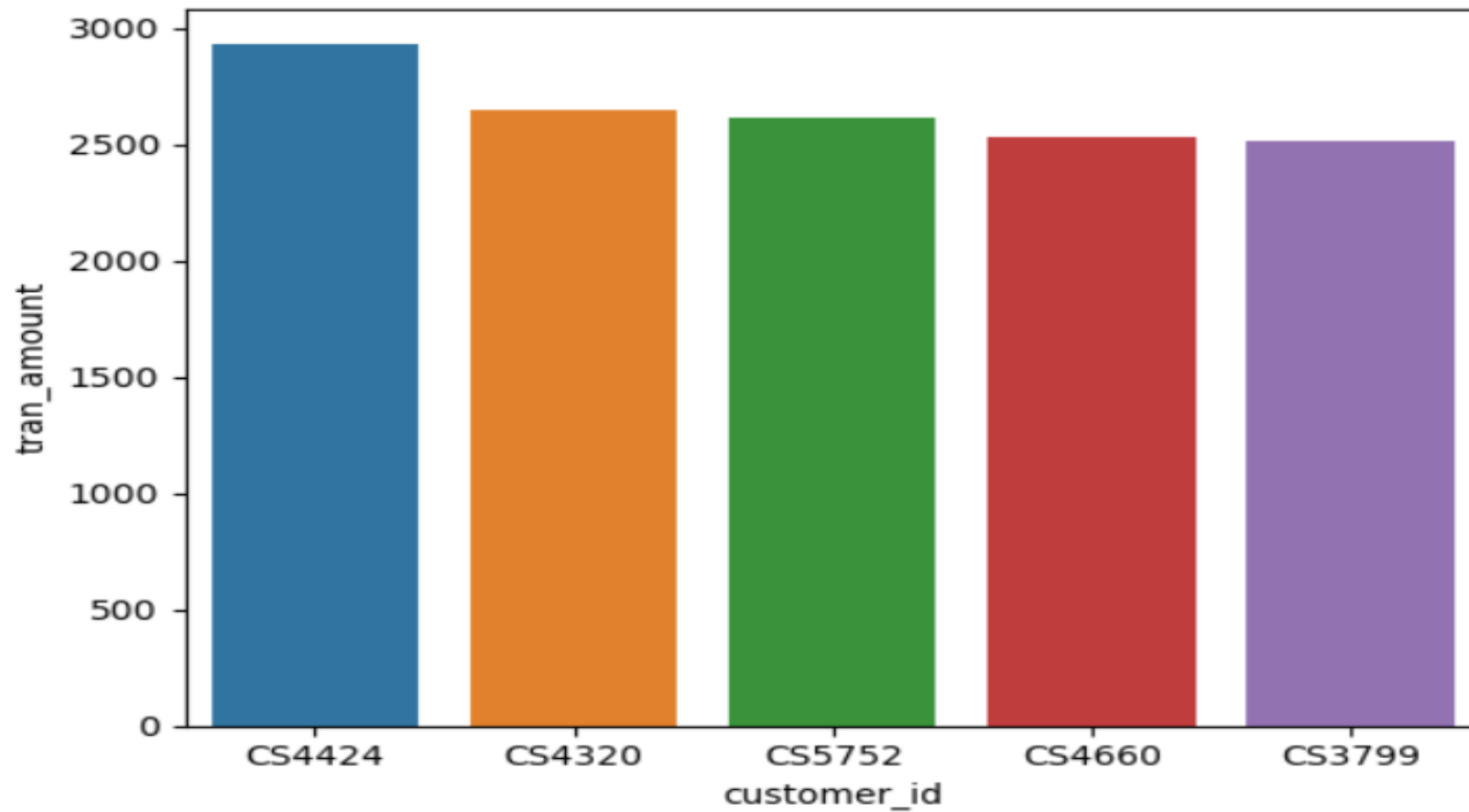
Yearly Sales



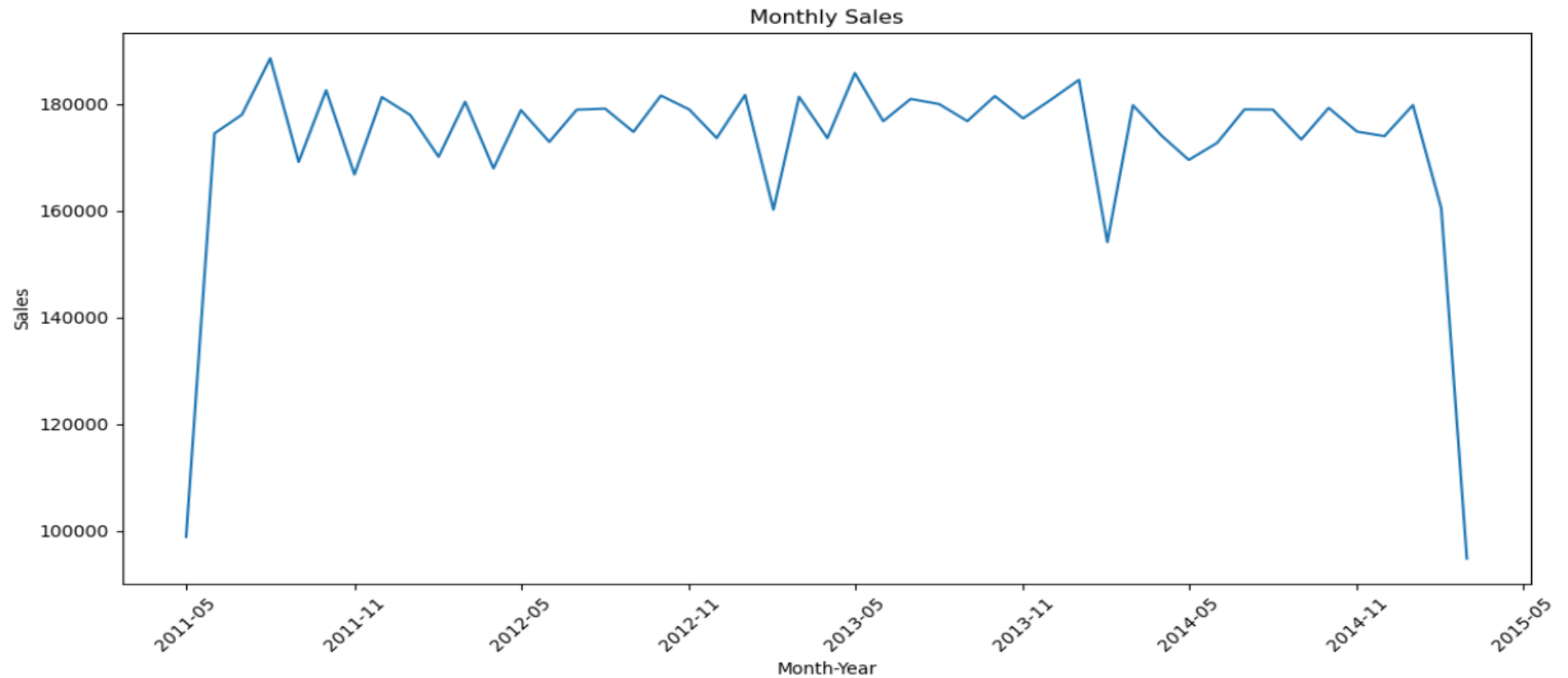
Top 5 Customers



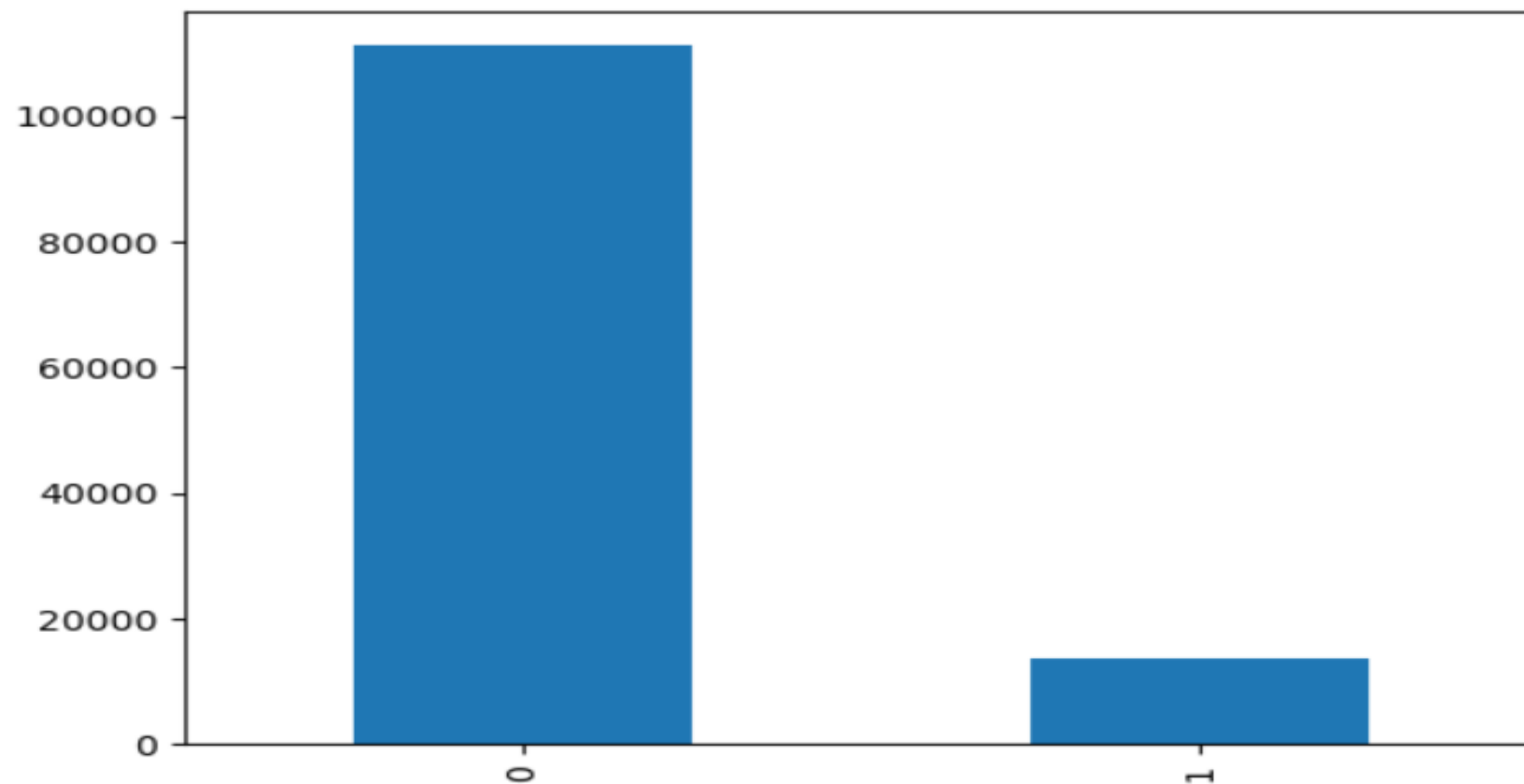
Top 5 sales



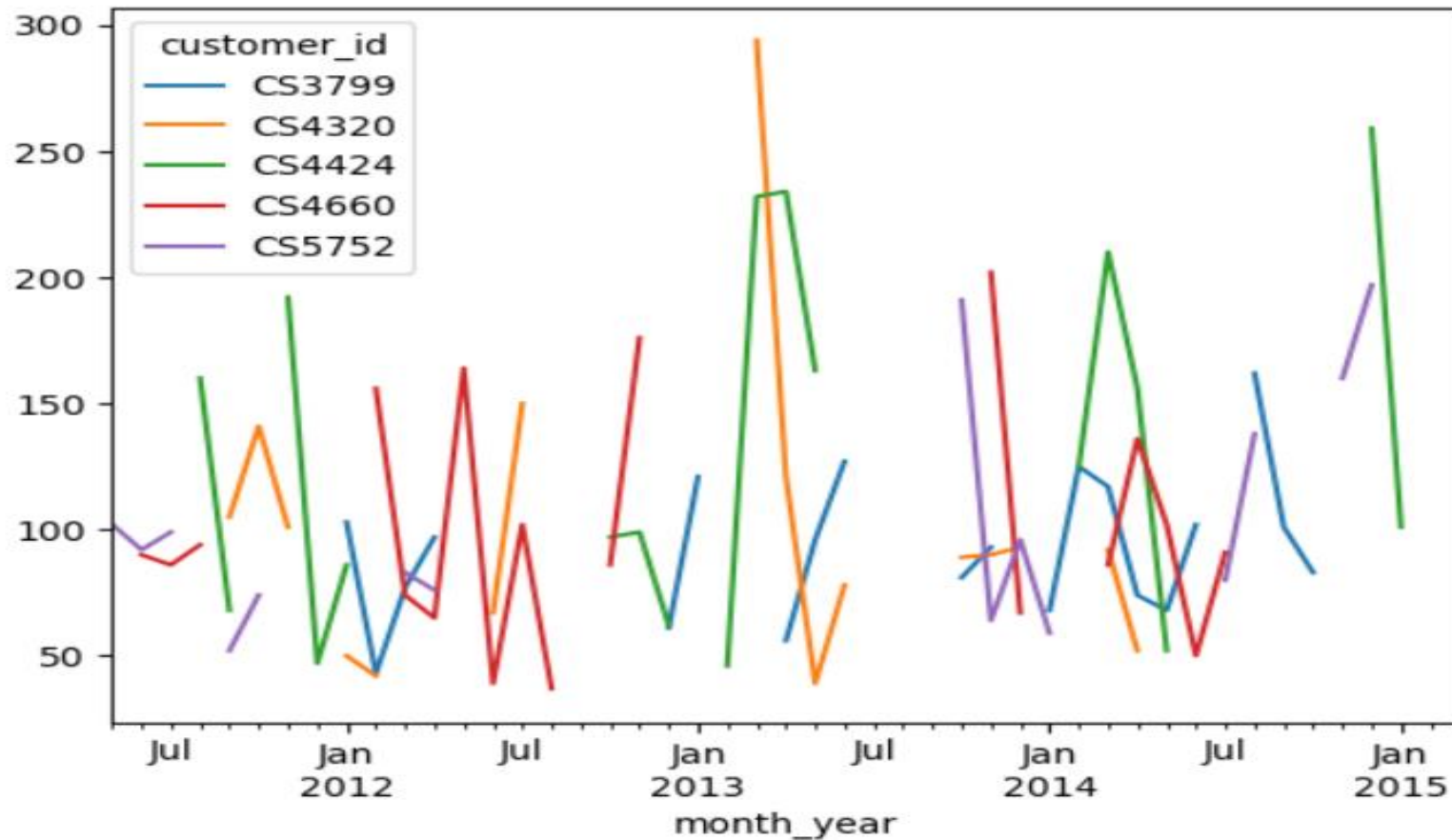
Monthly Sales



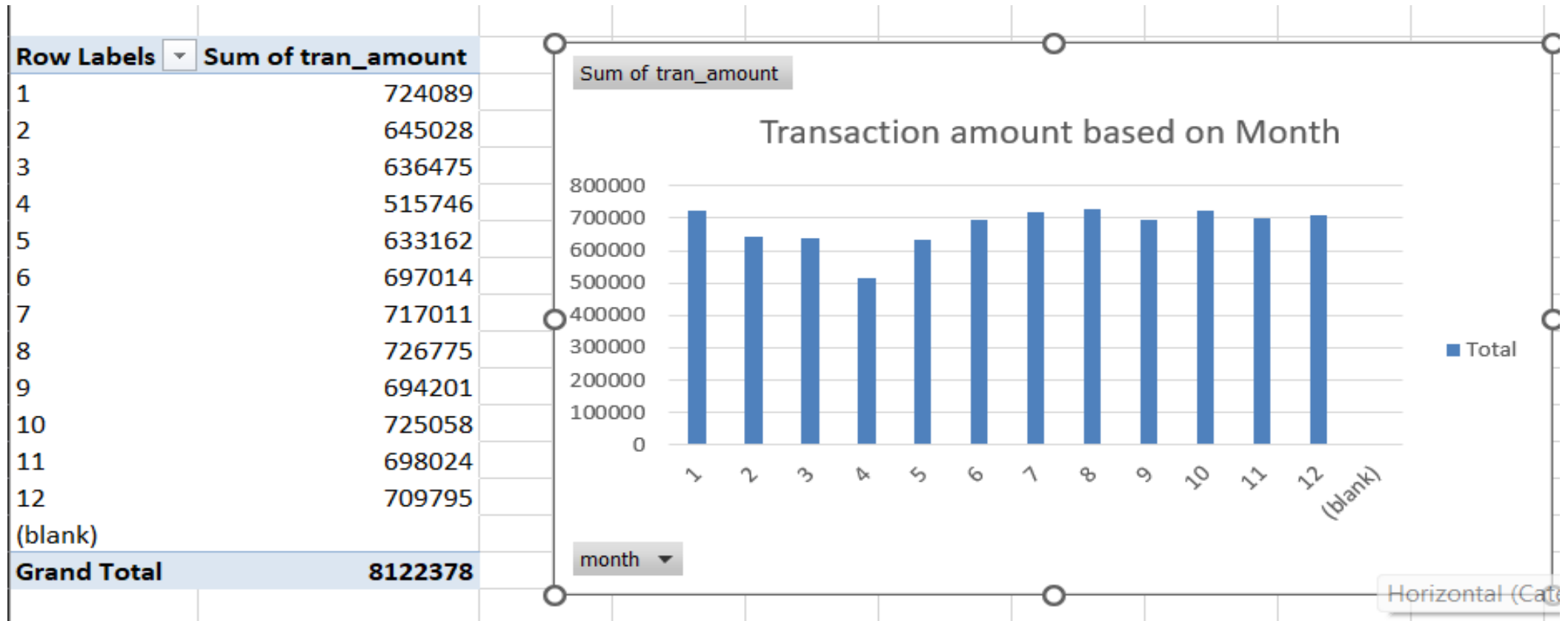
Churn Count



Analysis of Top Customers

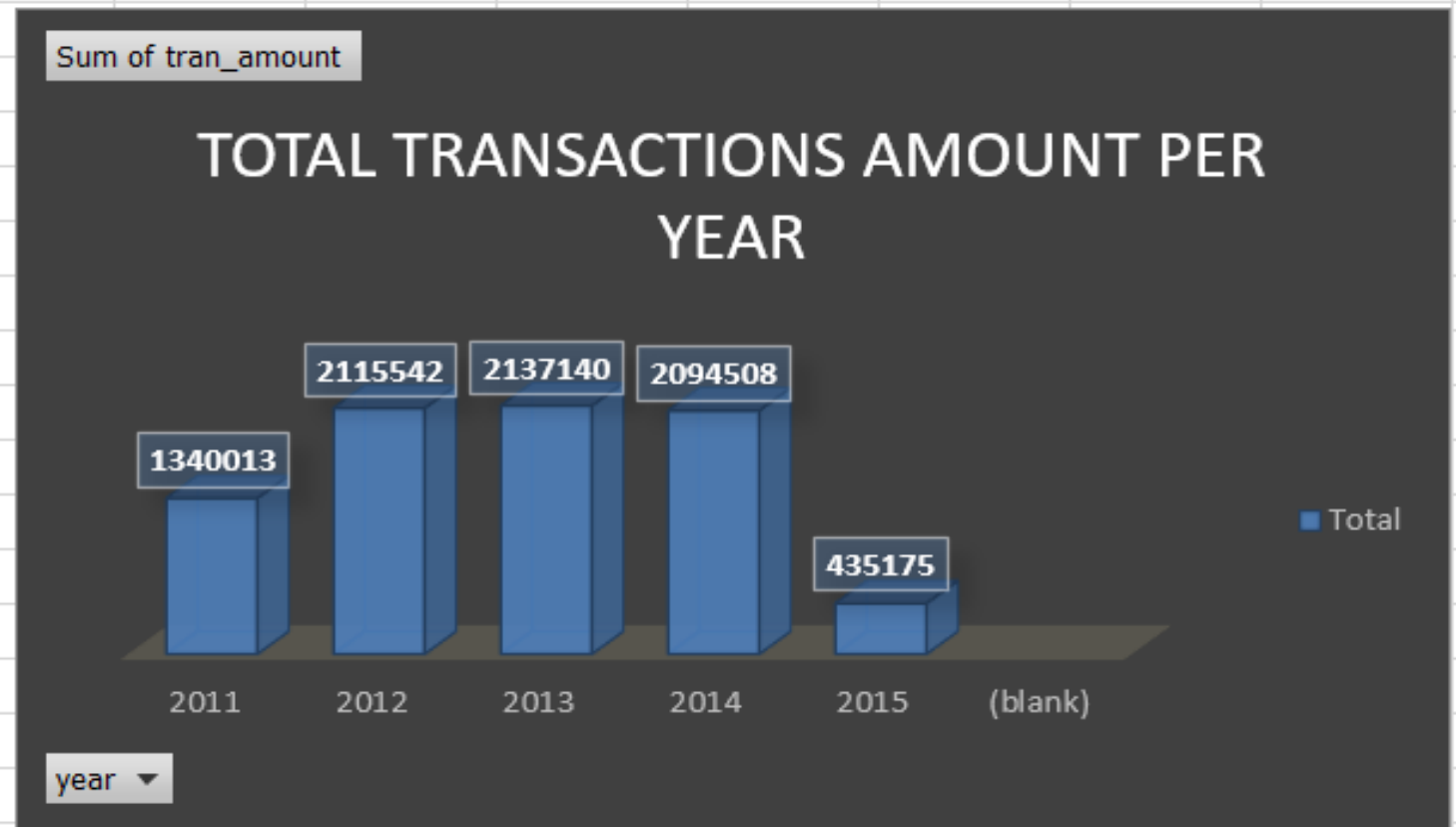


Transactions based on Month



Total Transactions Per Year

Row Labels	Sum of tran_amount
2011	1340013
2012	2115542
2013	2137140
2014	2094508
2015	435175
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Grand Total	8122378

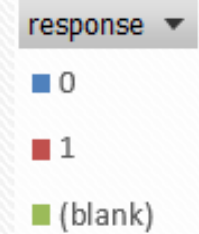
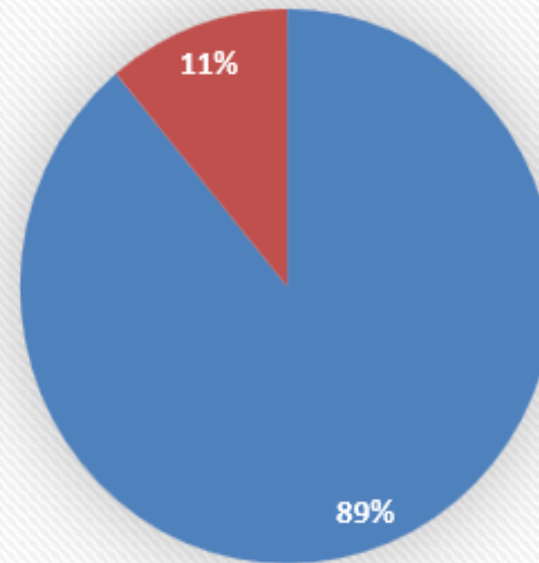


Customer Response

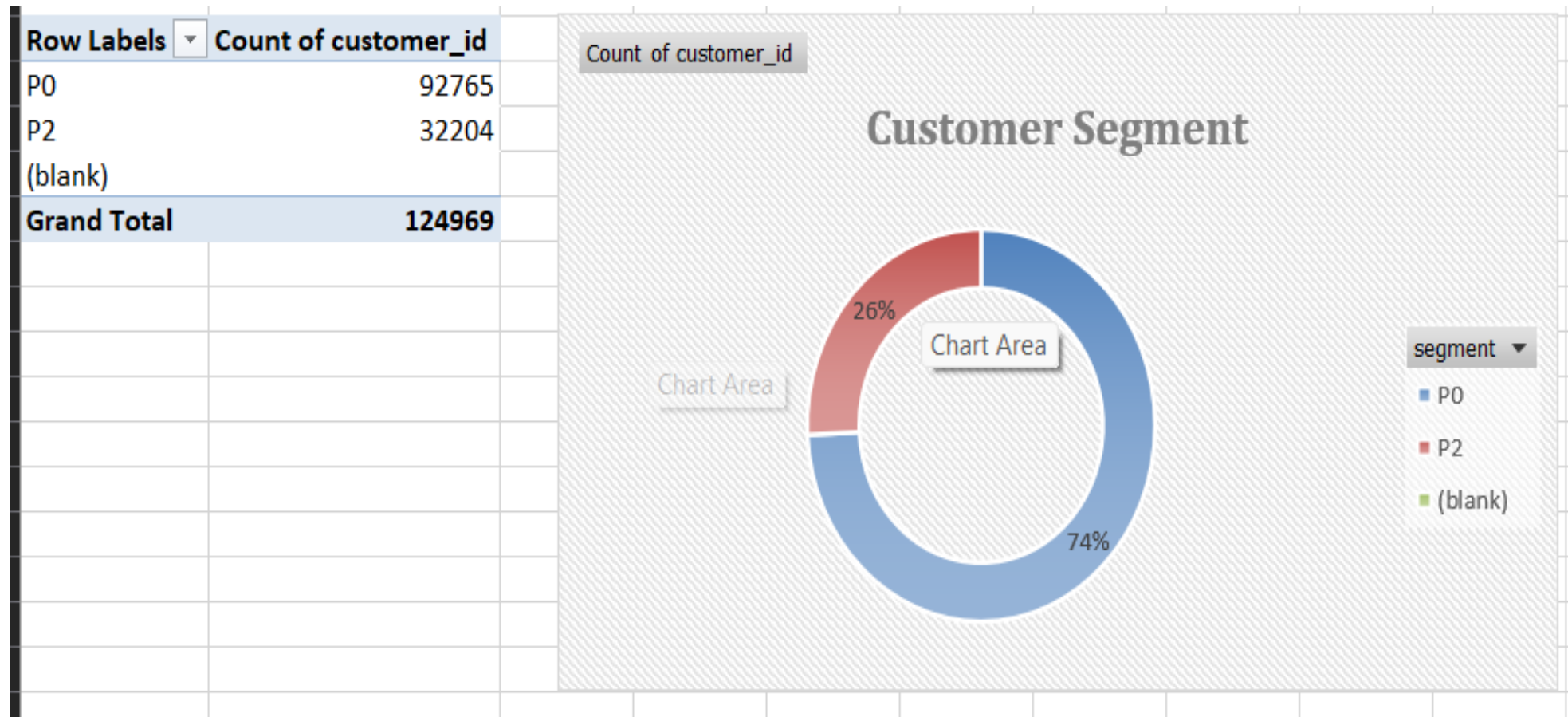
Row Labels	Count of customer_id
0	111127
1	13842
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Grand Total	124969

Count of customer_id

Customer Response



Customer Segment



Customer Frequency

