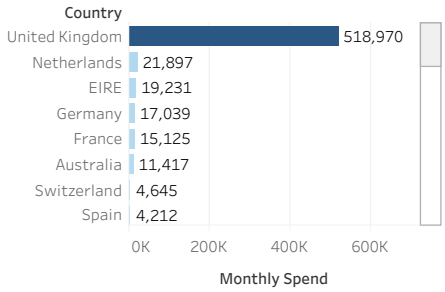
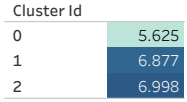
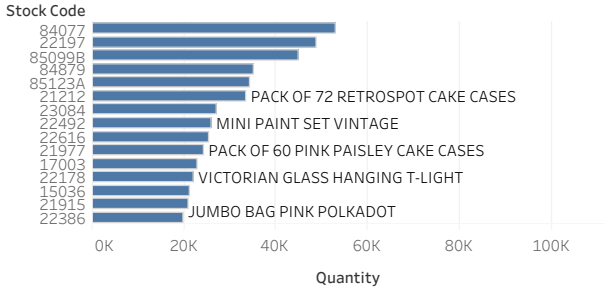
CountryWise Monthly Spend



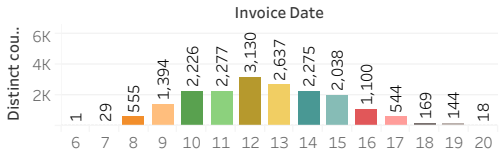
RFM heatmap



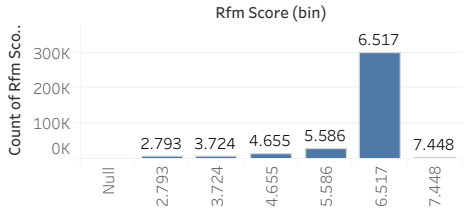
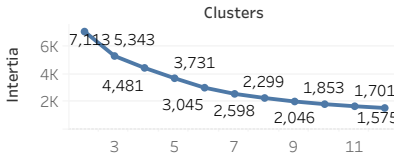
Top 15 Products



NUMBER OR ORDERS PLACED AT DIFFERENT HOURS



RFM SCORE



Error vs no. of clusters