

Quantity

12.17K

Discount Amount

45.79K

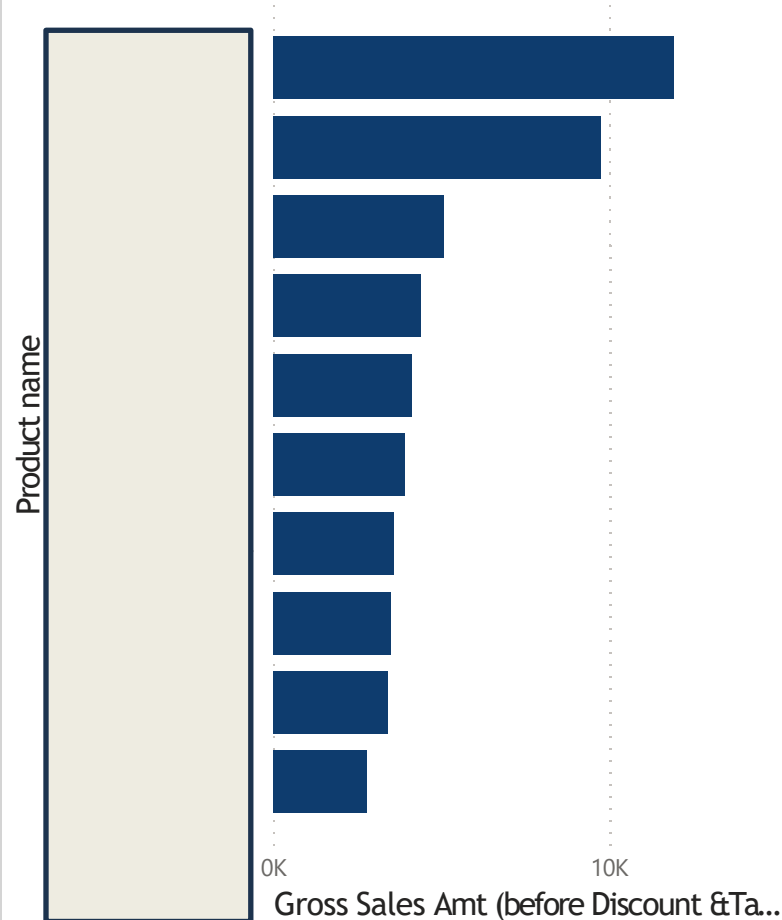
Taxes

42.03K

Discount Code

All

Gross Sales Amt (before Discount &Tax) by Product name



Present

Gross Sale Measure

455.28K

Net Sales

461.07K

Line Item Quantity

12.17K

Shipping Price

9.55K

What-If

Discount rate Change

5

Quantity Change (Units)

0

Shipping Cost Change (%)

-5

Forecast

Scenario Gross Sales

454.14K

Scenario Net Sales

459.91K

Scenario Quantity...

12.17K

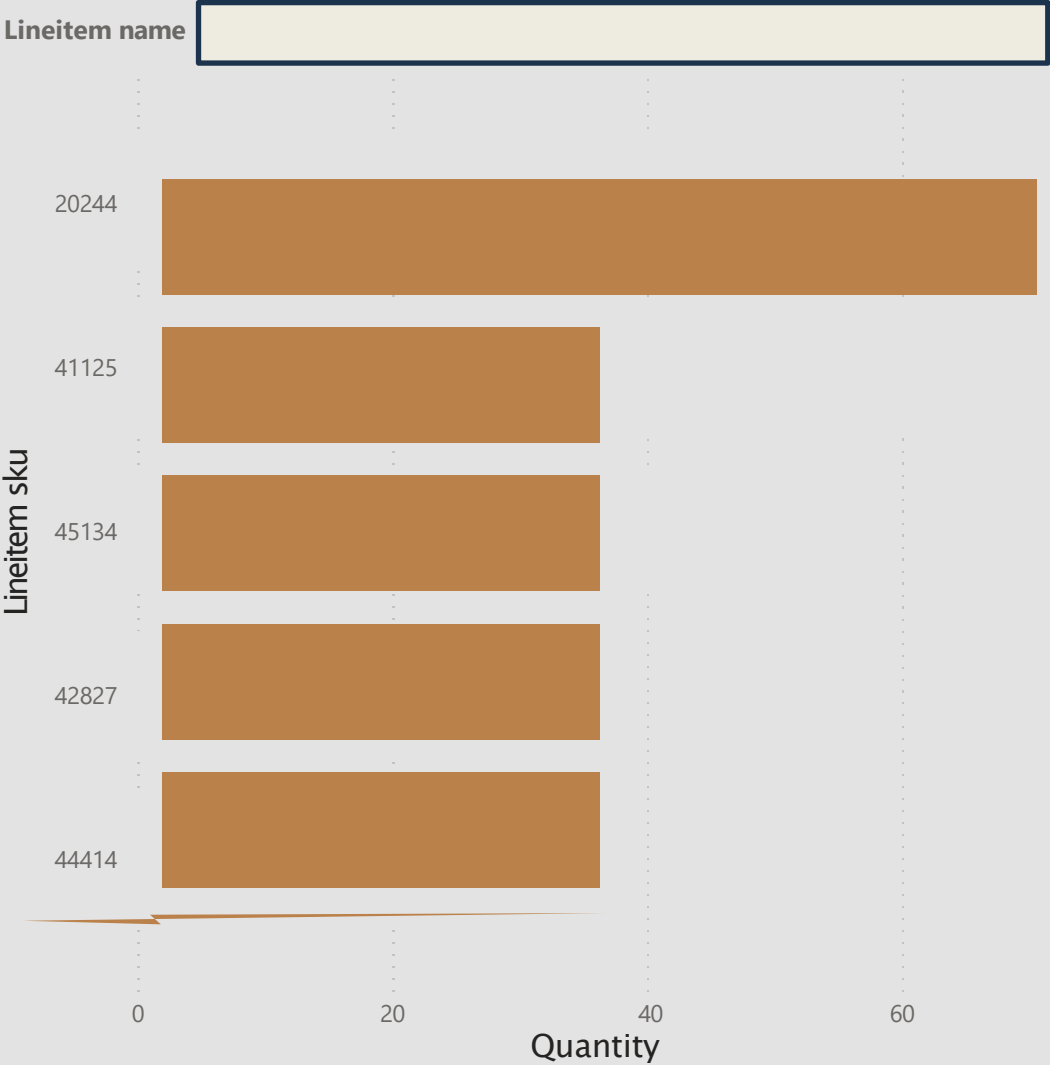
Scenario Shipping...

9.08K

# Market Basket Analysis

Lineitem sku	Lineitem name
40930	
40937	
40940	
40943	
50250	50ml
50249	ml
50241	

## Associated Products



Discount Code

All

Frequency of Discount Code

37

Net Sales

461.07K

Shipping Method

All

Customer Segm...

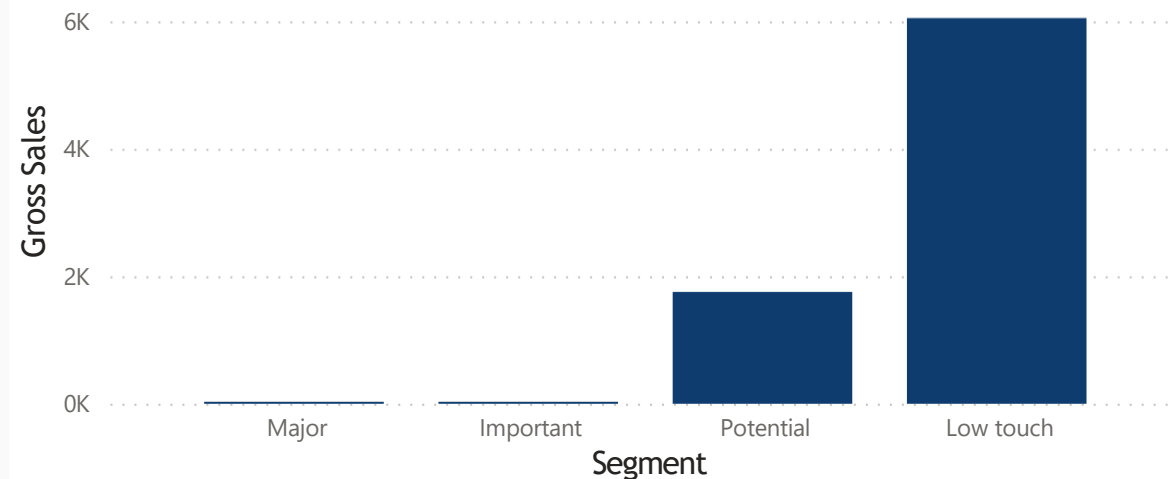
- ☐ Major
- ☐ Important
- ☐ Potential
- ☐ Low touch

Name (clusters)

- ☐ Cluster1
- ☐ Cluster2
- ☐ Cluster3
- ☐ Cluster4

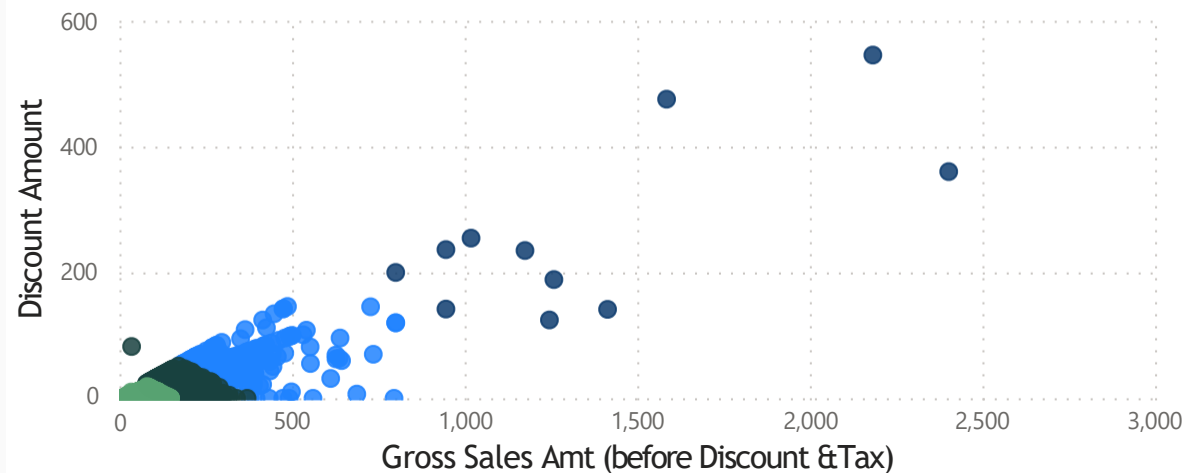
Customer_id	Gross Sales	Customer Segment	Clusters
	176	Potential	Cluster3
	176	Low touch	Cluster3
	73	Low touch	Cluster4
	11	Low touch	Cluster4
	94	Potential	Cluster4
	88	Low touch	Cluster4
	110	Potential	Cluster4
	195	Low touch	Cluster3
	80	Potential	Cluster4
Total	455281		

Customer Segmentation



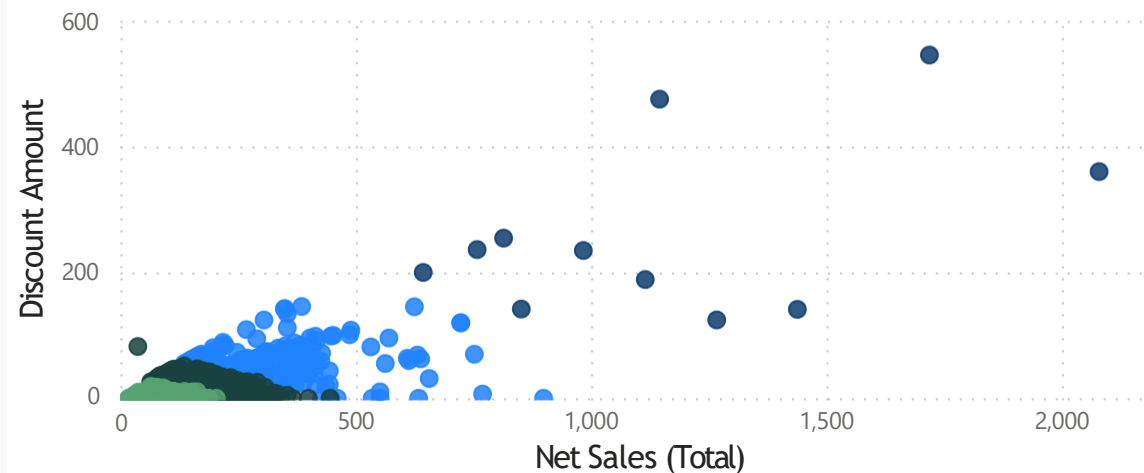
Gross Sales Amt (before Discount & Tax) and Discount Amount by Clusters

Clusters ● Cluster1 ● Cluster2 ● Cluster3 ● Cluster4



Net Sales (Total) and Discount Amount by Clusters

Clusters ● Cluster1 ● Cluster2 ● Cluster3 ● Cluster4



Month Name

All

Discount Code

All

Accepts Marketing

no

yes

Gross Sales

455.28K

Net Sales

461.07K

Discount (\$)

45.79K

Quantity

12.17K

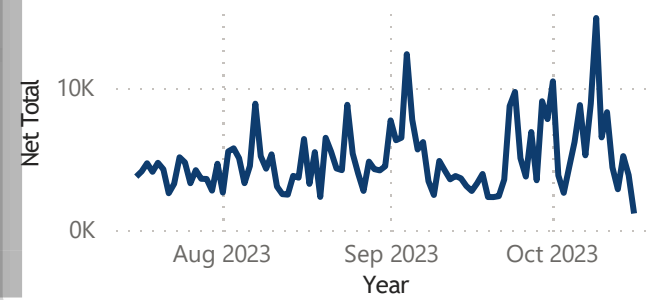
Taxes

42.03K

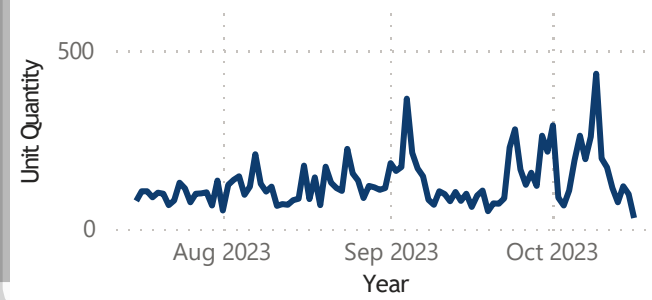
Shipping

9.55K

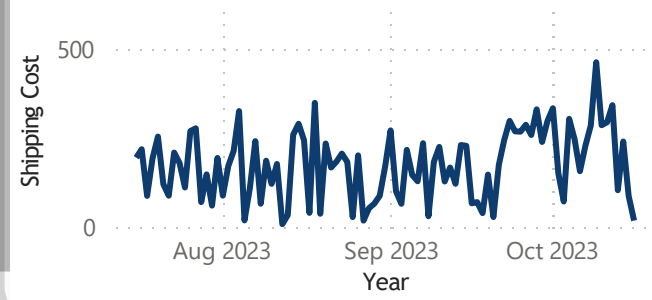
Net Total by Year, Month and Day



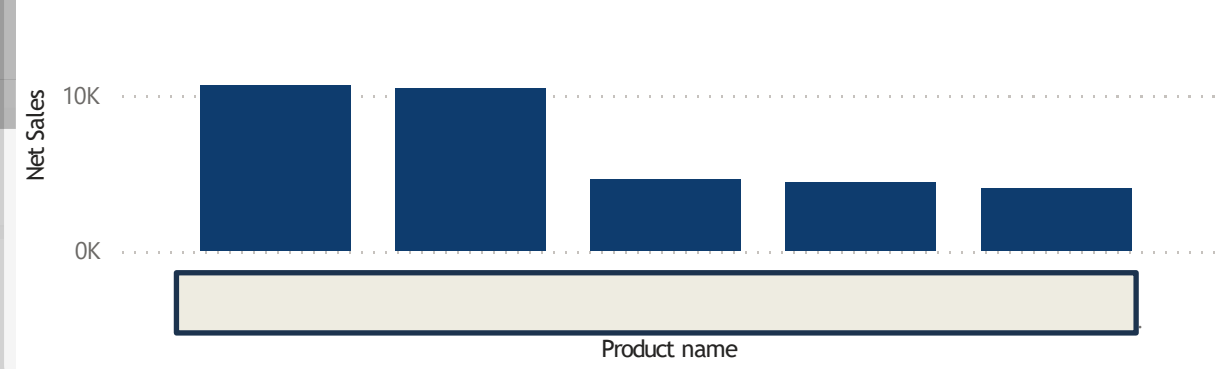
Unit Quantity by Year, Month and Day



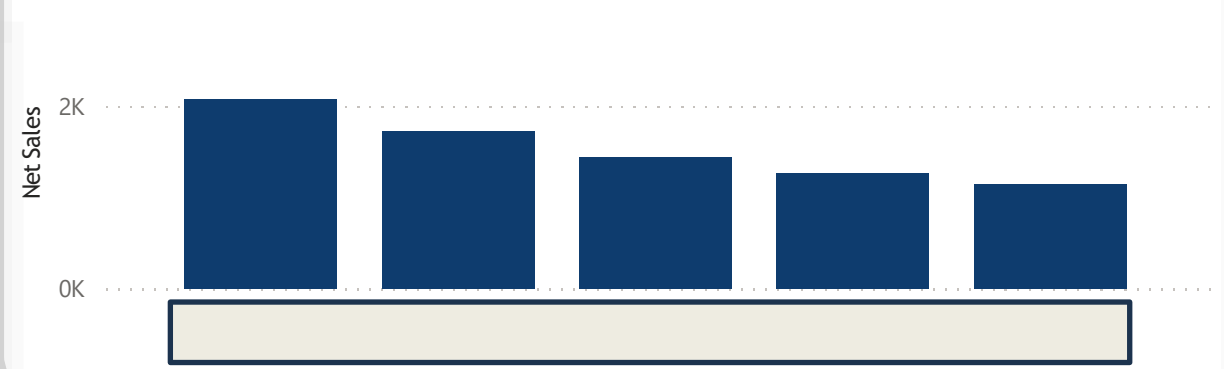
Shipping Cost by Year, Month and Day



Net Sales by Product name



Net Sales by Customer\_id



Net Sales by Shipping City

