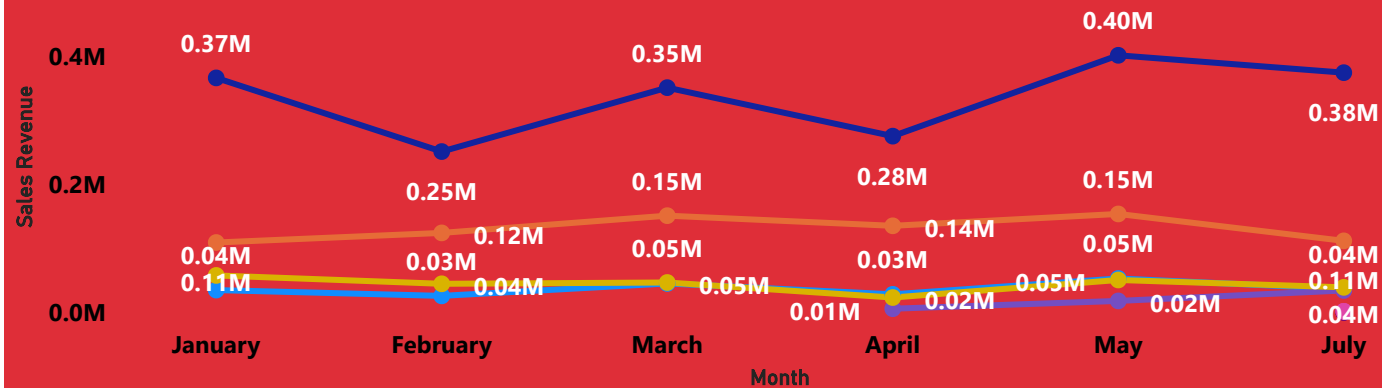




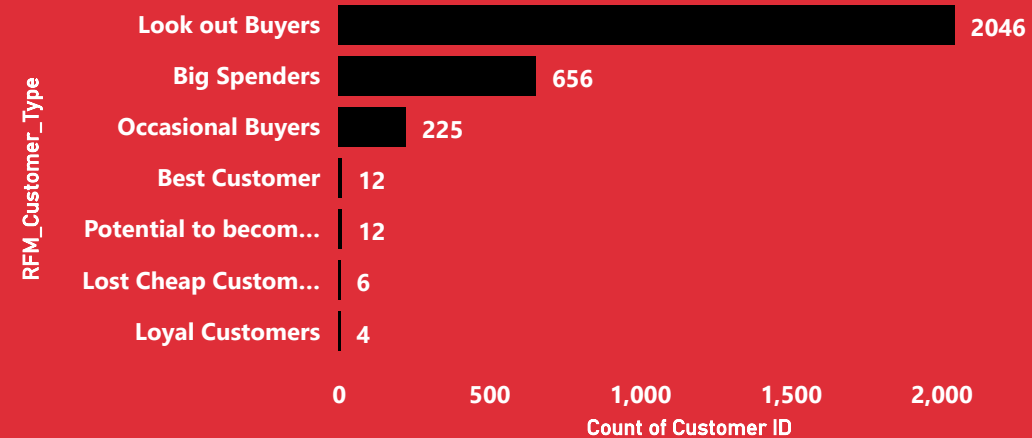
# TATA DATA ANALYTICS DASHBOARD

## Sales Revenue by Month and RFM\_Customer\_Type

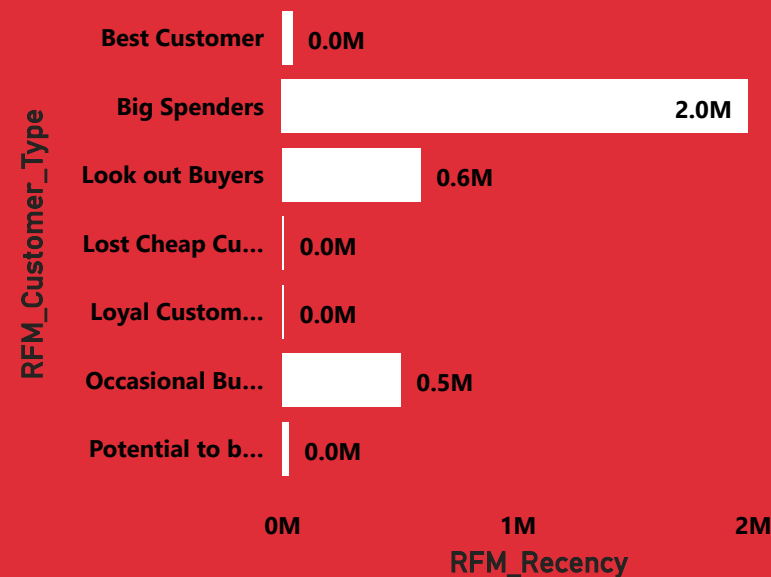
RFM\_Customer\_Type   ● Best Cust...   ● Big Spen...   ● Look out ...   ● Lost Chea...   ● Loyal Cus...   ● Occasio...   ● Potential ...



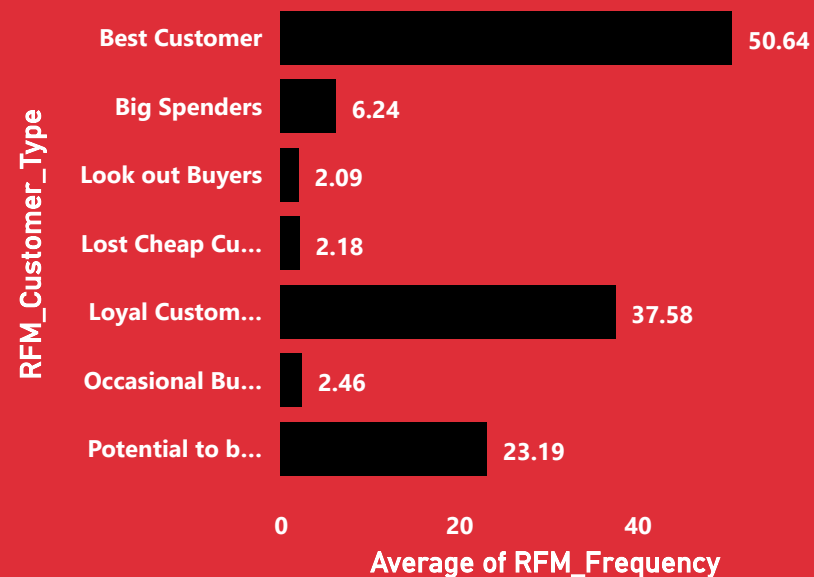
## Count of Customer ID by RFM\_Customer\_Type



## Recency by Customer Type



## Frequency by Customer Type



## Monetary Values by Customer Type



Top 10 Products by Sales Revenue

StockCode	Sales Revenue
22423	83,628.12
23166	78,932.49
DOT	66,417.78
47566	60,262.00
85123A	56,077.45
85099B	39,037.95
M	36,008.26
POST	35,735.35
84879	22,315.49
79321	19,559.67

Bottom 10 Products by Sales Revenue

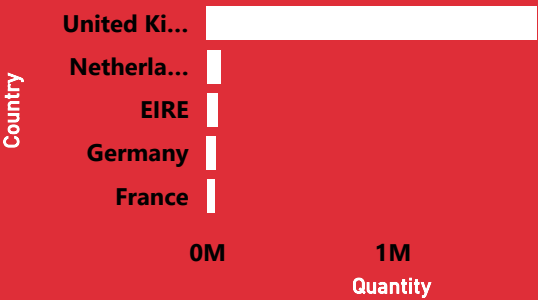
StockCode	Sales Revenue
PADS	0.00
17174	0.42
84227	0.42
84732B	0.78
84732D	0.78
22206	0.83
90214O	0.83
35443	0.85
84534B	0.85
90084	0.85

Sales Revenue by Country



Median of Sales Revenue by Country

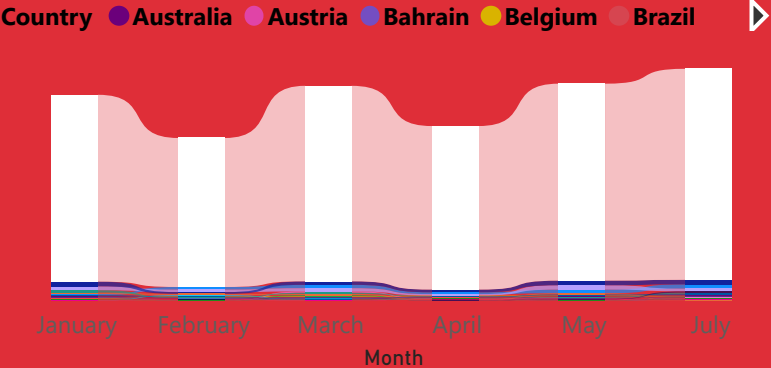
Top 5 Countries by Sales



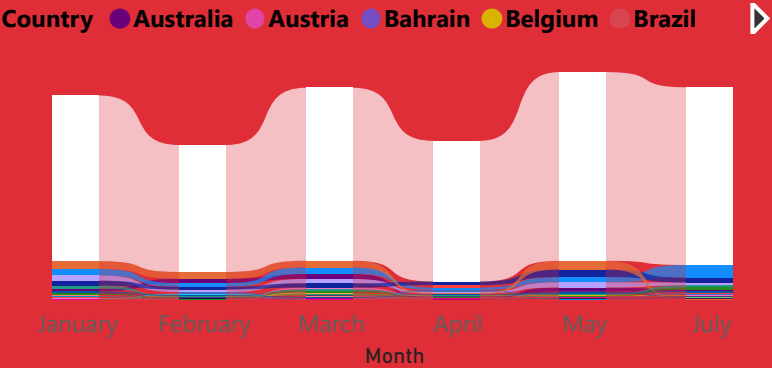
Bottom 5 Countries by Sales



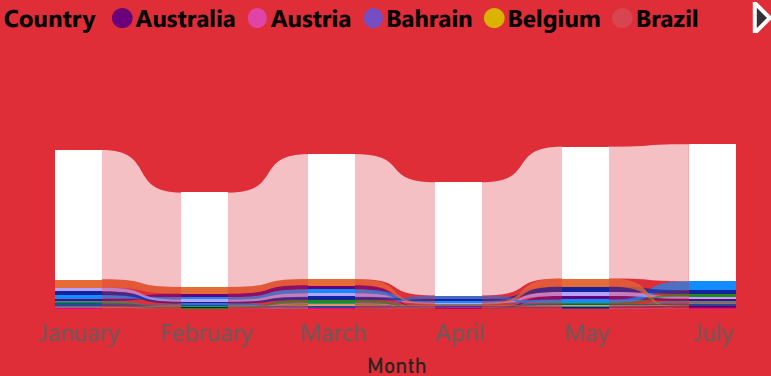
Count of Invoice by Month and Country



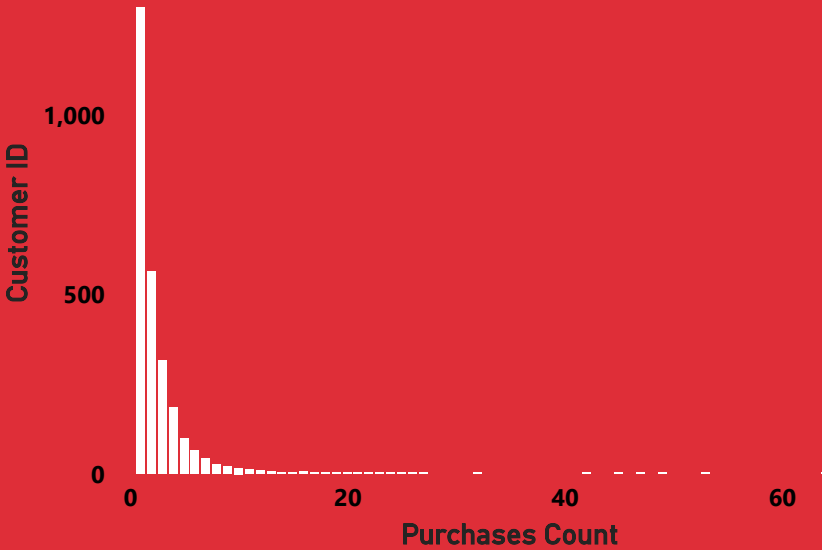
Sales Revenue by Month and Country



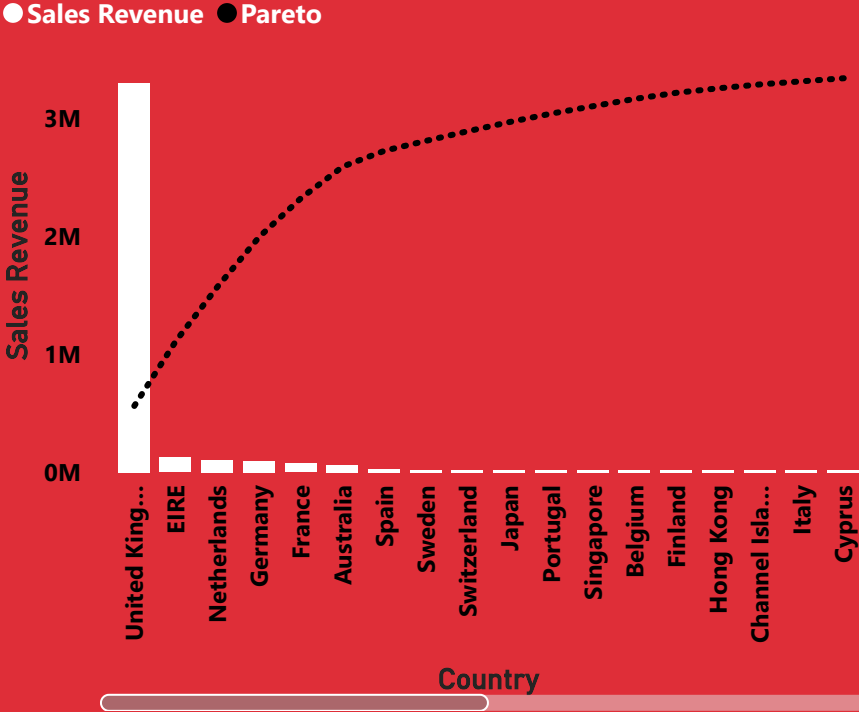
Quantity by Month and Country



Customer ID and Purchases Count by Purchases Count

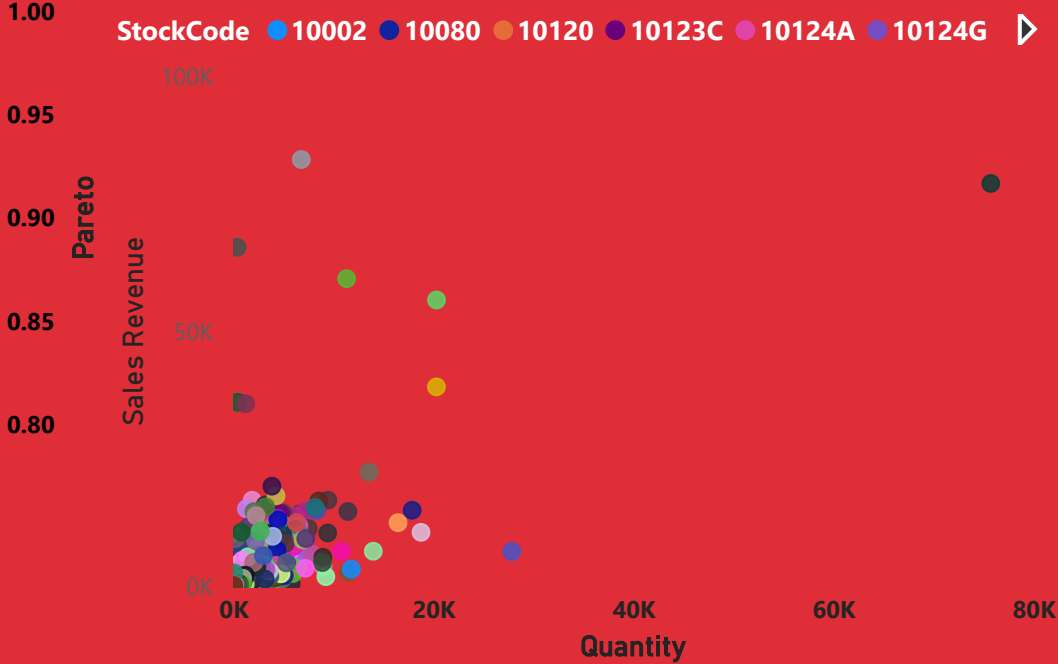


Sales Revenue and Pareto by Country



Month	0	1	2	3	4	5	6
	1						
January	742	153					
February	496	151	263				
March	539	202	291	145			
April	361	171	305	120	71		
May	319	281	369	221	94	54	
July	260	226		431	119	80	36
Total	2717	688	649	714	274	134	24

Quantity and Sales Revenue by StockCode



StockCode	Quantity	Sales Revenue	TATA
22423	6798	83,628.12	
23166	75747	78,932.49	
DOT	379	66,417.78	
47566	11333	60,262.00	
85123A	20323	56,077.45	
85099B	20313	39,037.95	
M	454	36,008.26	
POST	1229	35,735.35	
84879	13565	22,315.49	
79321	3863	19,559.67	
22960	4273	17,667.93	
20725	9461	16,815.74	
21621	1892	16,801.21	
22386	8548	16,659.24	
22720	3198	15,881.89	
23298	3230	15,494.02	
85099F	8173	15,408.58	
22501	1309	15,138.38	
22197	17887	14,842.49	
22469	8334	14,805.26	
21175	7192	14,714.38	
22178	11461	14,600.40	
48185	2062	14,572.38	
22084	4942	14,296.46	
22090	4685	14,159.57	
21108	6616	14,115.63	
82484	2282	13,782.61	
21931	6234	13,723.39	
20685	2026	13,517.85	
22470	4382	13,266.60	
22457	4327	13,055.41	