MarTechX

WEB APPLICATION USER GUIDE

Version 1.0

Prerequisites

CSV Data Table Columns

01

Data Prediction Form

04

Predicting a new Customer Demographics

Side Menu Components

Details of Side Menu Components

02

Merchant Analysis

05

View Merchant Dashboard & Run Sentiment Analysis & Market Basket Analysis

Upload CSV File & Data Tables

How to Upload Data File

03

Customer Dashboard

06

View Customer Dashboard
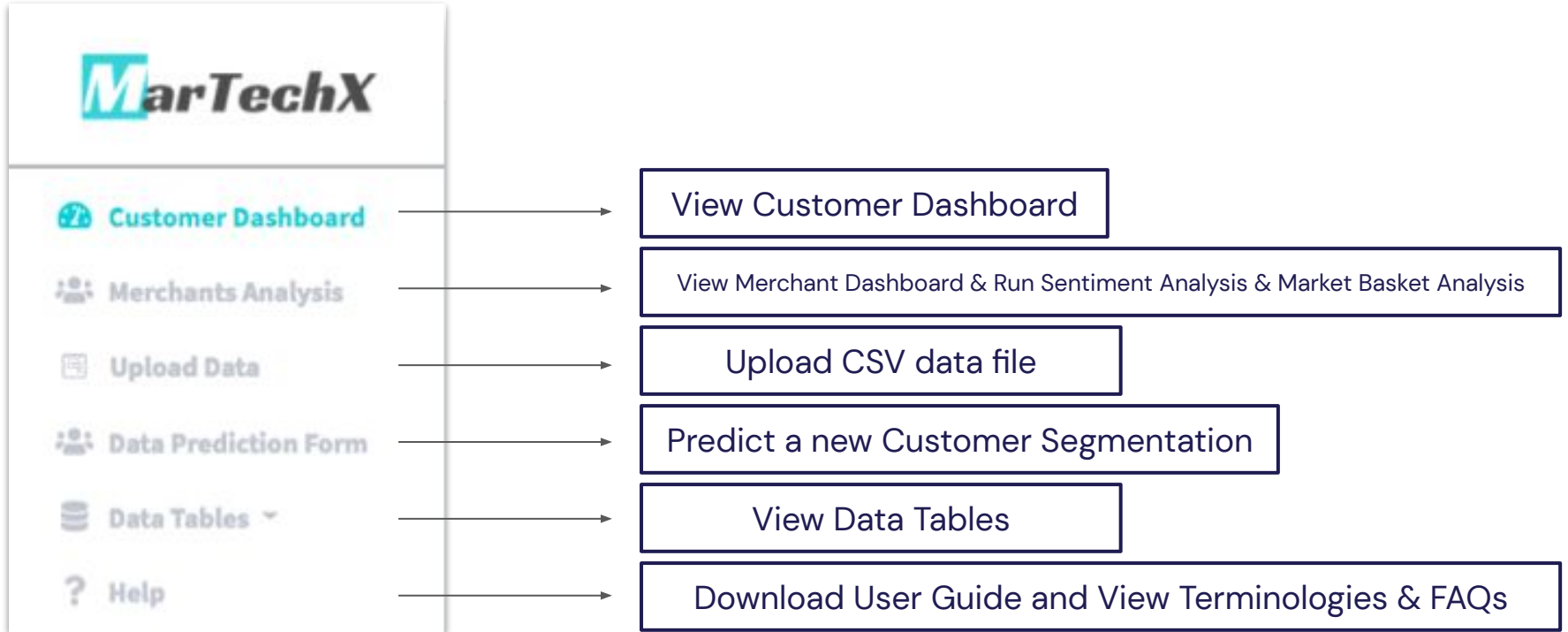
PREREQUISITES

Here you could describe the company's mission. A clear message is a good way to get down to business

SIDE MENU COMPONENTS

MarTechX

- Customer Dashboard → View Customer Dashboard
- Merchants Analysis → View Merchant Dashboard & Run Sentiment Analysis & Market Basket Analysis
- Upload Data → Upload CSV data file
- Data Prediction Form → Predict a new Customer Segmentation
- Data Tables → View Data Tables
- Help → Download User Guide and View Terminologies & FAQs

UPLOAD CSV FILE & DATA TABLES

Upload Data

Home / Upload Data

Upload CSV File

Choose File   Browse

Upload

3. After selecting a file, click Upload button

1. Click to upload file
2. Select a CSV data file

UPLOAD CSV FILE & DATA TABLES (SAMPLE OUTPUT)

Search for Specific Text

CSV File Uploaded DateTime

Last Updated: 14/11/2020, 17:03:25

Search: [   ]

Customer ID ↑↓	Age Group ↑↓	Annual Income ↑↓	Beverage ↑↓	Beverage Average ↑↓	Beverage Recency ↑↓	Bin Beverage Average	Bin Clothing Average	Bin Electronic Average	Bin FFFC Average	Bin Grocery Average ↑↓	Bin HBA Average	Bin Household Average	Bin Restaurant Average	Bin Sports Average
0	< 20 years old	I am a Student		0		0	0 to 100	1 to 100	0 to 50	0 to 100	0	0	100 to 200	50 to
1	21-30 years old	I am a Student	Gongcha, Koi and R&B	5	< 2 weeks ago	1 to 20	0 to 100	0	0 to 50	0 to 100	0	0	0 to 100	0
2	21-30 years old	$20,001 - $44,999	Coffee bean, starbucks	55	< 3 days ago	40 to 60	0 to 100	0	50 to 100	0 to 100	50 to 100	0	0 to 100	0
3	21-30 years old	$20,001 - $44,999	koi, boost, coffeebean	50	< 3 days ago	40 to 60	0 to 100	0	50 to 100	0 to 100	50 to 100	0	0 to 100	0

Showing 1 to 10 of 249 entries

Previous | 1 | 2 | 3 | 4 | 5 | … | 25 | Next

DATA PREDICTION FORM

Age

| Select Age | ⌄ |

Gender

○ **Male** ○ **Female**

Region

| Select Region | ⌄ |

Industry

| Select Industry | ⌄ |

Annual Income

| Select Annual Income | ⌄ |

Education

| Select Education | ⌄ |

[Submit Form] [Reset Fields]

1. Select Age

2. Select Gender

3. Select Region

4. Select Industry

5. Select Annual Income

6. Select Education

7. Submit Form or Reset Fields

DATA PREDICTION FORM (SAMPLE OUTPUT)

Predicted Category	Predicted RFM Segment	Top Merchant in Predicted Category	Associated Merchants
fffc	Big spenders	kfc	mcdonalds
grocery	Big spenders	giant	ntuc

Showing 1 to 2 of 2 entries
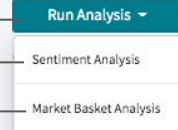
Previous | 1 | Next

CUSTOMER DASHBOARD

MERCHANTS ANALYSIS

1. Click Run Analysis to select the analysis to run

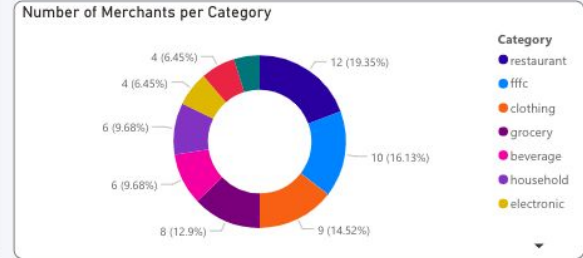2. Click Sentiment Analysis to run

3. Click Market Basket Analysis to run
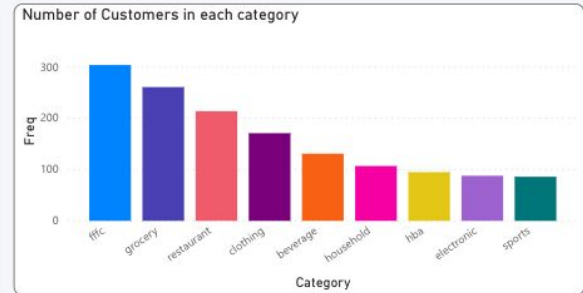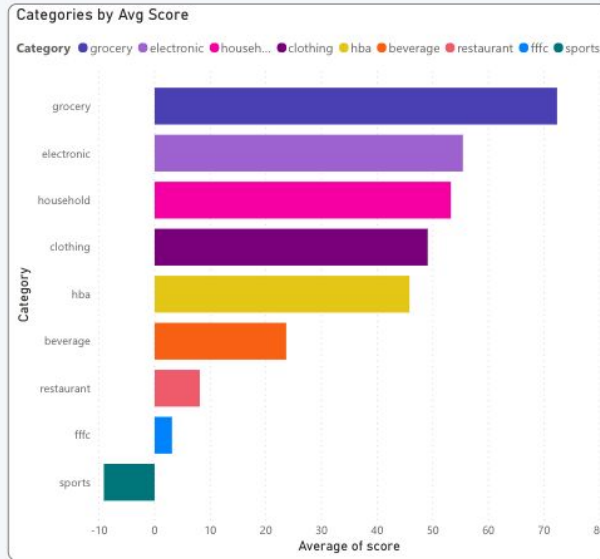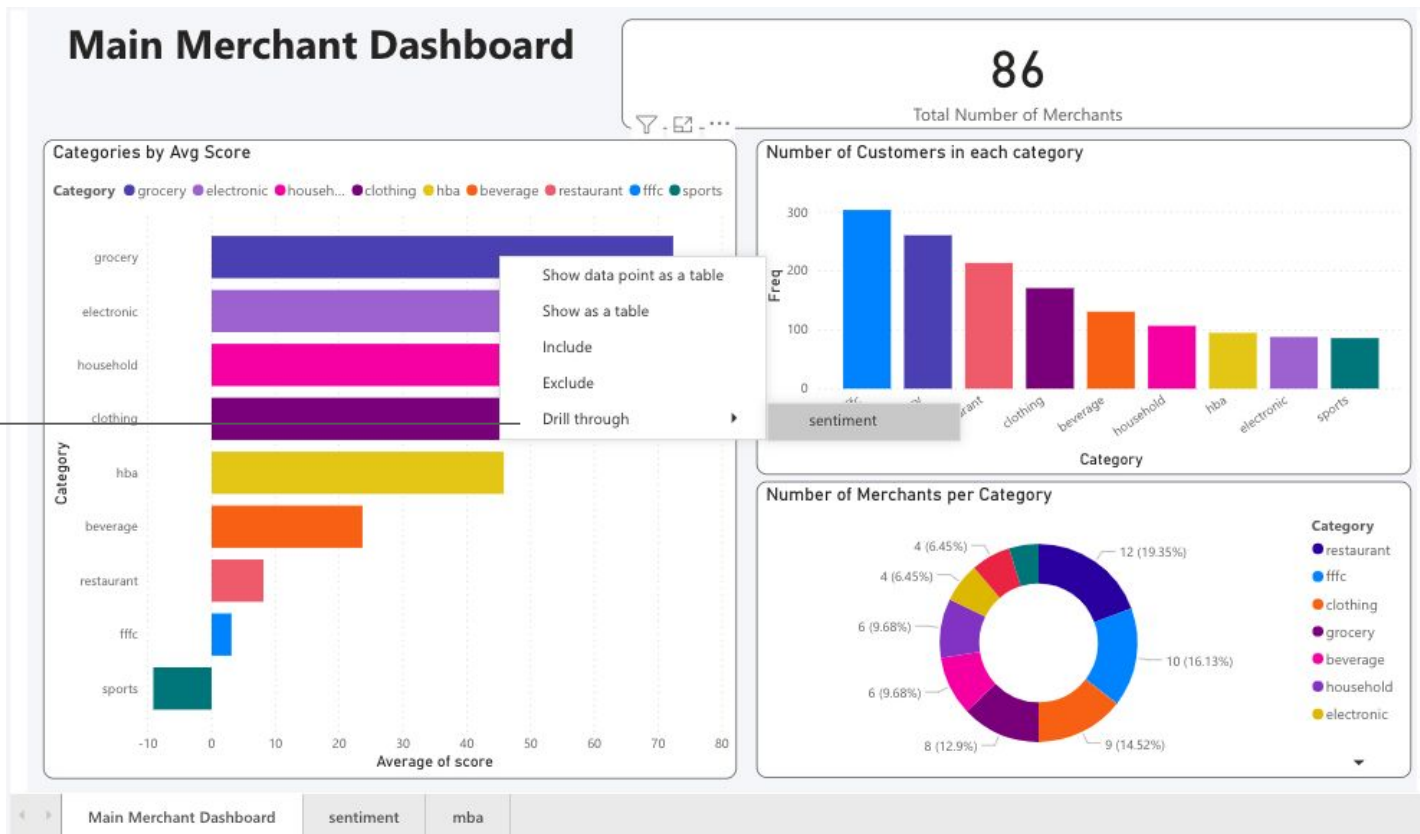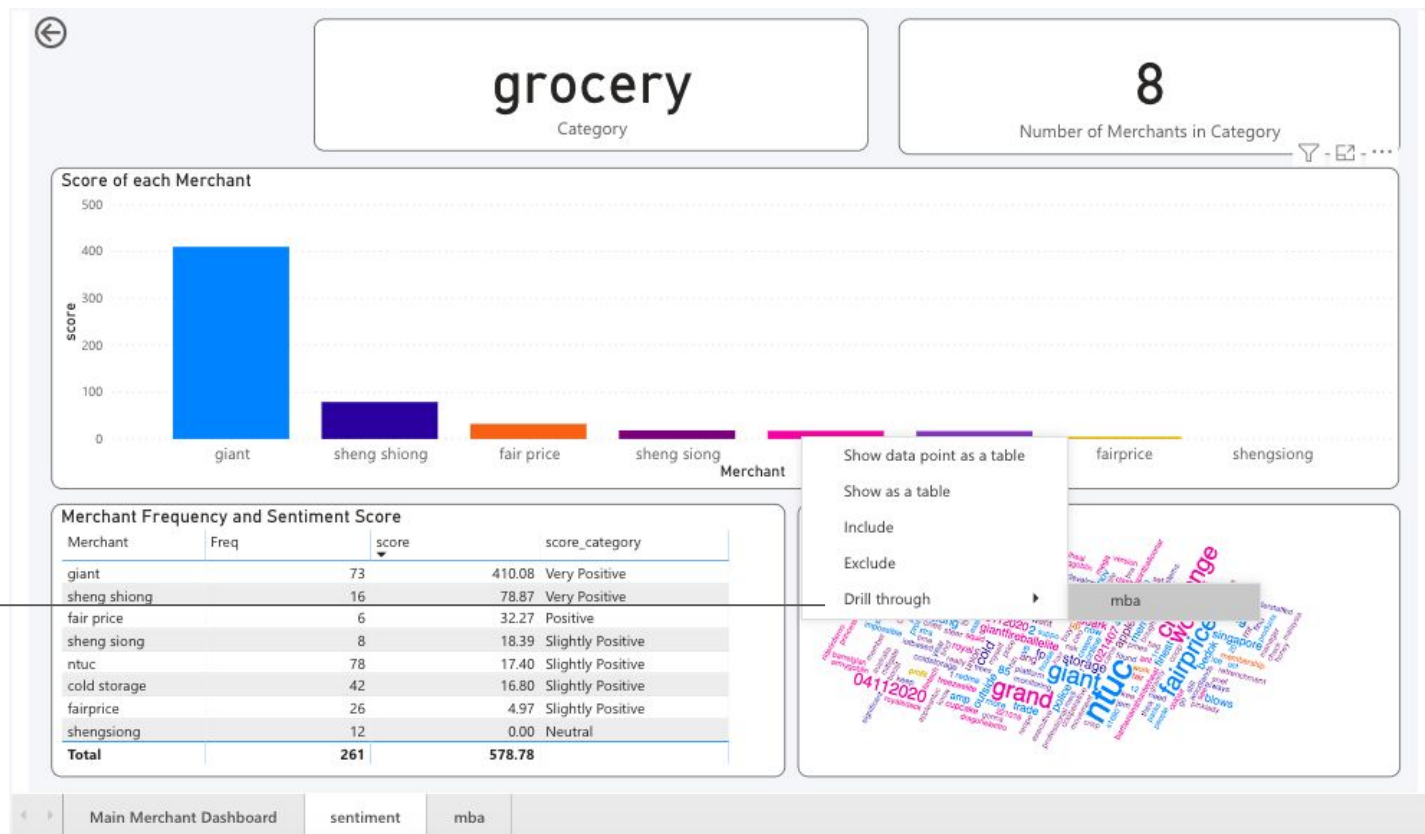
CSV File Uploaded DateTime

MERCHANTS ANALYSIS (SAMPLE OUTPUT)

1. Right click on any of the Segments to Drill Through to see the Sentiment Analysis

MERCHANTS ANALYSIS (SAMPLE OUTPUT)

1. Right click on any of the Segments to Drill Through to see the Market Basket Analysis

HELP PAGE

1. Download User Guide

2. View Terminologies

3. Click to View FAQs

Download User Guide

Terminologies

No.	Term	Definition
1	FFFC	Fast Food/ Food Courts
2	HBA	Health, Beauty & Accessories
3	Top Merchant	Merchant that scored the highest sentiment on social media
4	Associated Merchants	Return Merchant that has the highest lift value with Top Merchant
5	Champions	Champions are considered top-tier bank customers who transact on a frequent basis and in large amounts

FAQs