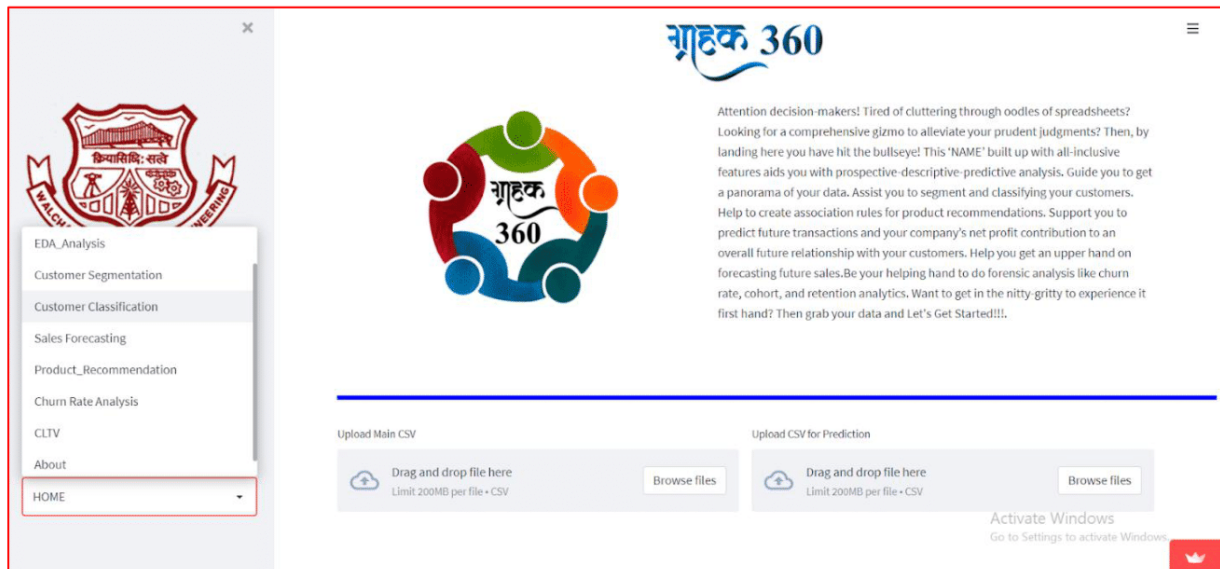


HOME PAGE

A GUIDE TO USER

1.1 Brief Overview Section



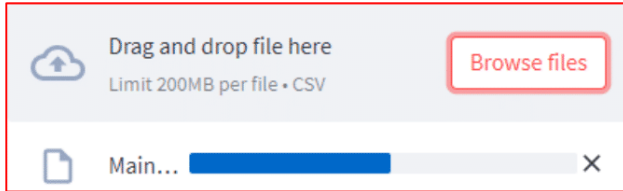
- This is the CRM Interface having options for uploading Main and Prediction Data sets, range of feature activities like EDA Analysis, Customer segmentation, customer classification, sales forecasting, product recommendation, churn rate analysis, CLTV and About.



- Here is the quick-go through video giving a brief idea of the CRM Interface.

1.2 Dataset Upload

- Here is the option for uploading Main data set.



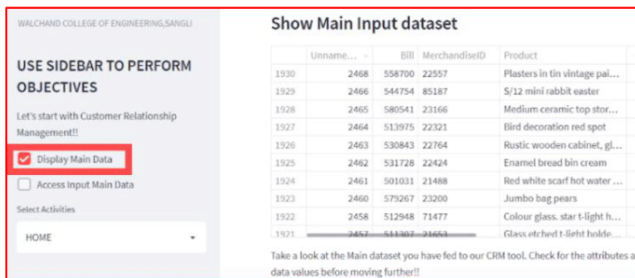
- Upload the **.csv file** of the Main dataset which is supposed to be processed through feature activities.
- This can be done either by 'drag and drop' mode or by just browsing your directory.

This dataset should have at most seven attributes to enrich your analysis, any Identification number of order (Bill/Invoice Number/Order ID), Identification number of product (Merchandise ID/Stock Code/Product ID), short description or label of the product (Product name/Description), time Indicator (Bill/Invoice date in form of MM/DD/YY), pricing details (Amount/Price per product), Total amount of products, Identification number of Customer (Customer ID/User ID) and region details (country/state/city).

- Further you can choose between display main data and access Input main data as per your requirements by clicking the checkbox in the sidebar menu.



- Here is the option for displaying Main data set.



- Here you can get an overview of the main data set.
- To fully view the table, use the expander at right top.
- You can sort the dataset by clicking on the column cells.

- Here is the option for accessing Main data set.

USE SIDEBAR TO PERFORM OBJECTIVES

Let's start with Customer Relationship Management!!

☒ Display Main Data

☒ Access Input Main Data

Select Activities

HOME

Enter a Customer ID

14146

Press Enter to apply

Transaction No. 1

The Bill id of this Customer is 519176, This Customer Belongs to United Kingdom. The Product Purchased is Pack of 72 skull cake cases, its Merchandise id is 21213 and the amount of Product Purchased is 2424 and the Price of each is 2.55. Total Transaction Amount is 61.199999999999996

Looks like this customer has a greater place in your revenue stream. Please find the details of this customer as per the dataset you provided.

- Here you can enter Customer ID to get all the relevant details of the activities of the customer as illustrated here.

- Here is the option for uploading Prediction data set.

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USE SIDEBAR TO PERFORM OBJECTIVES

Let's start with Customer Relationship Management!!

☒ Display Main Data

☐ Access Input Main Data

Select Activities

HOME

Show Main Input dataset

Unname...	Bill	MerchandiseID	Product
1930	2468	558700	22557
1929	2466	544754	85187
1928	2465	580541	23166
1927	2464	513975	22321
1926	2463	530843	22764
1925	2462	531728	22424
1924	2461	501031	21488
1923	2460	579267	23200
1922	2458	512948	71477
1921	2457	611802	21603

Take a look at the Main dataset you have fed to our CRM tool. Check for the attributes and data values before moving further!!

- Upload the .csv file of the Prediction dataset which you are supposed to predict the resultant outputs.
- This can be done either by 'drag and drop' mode or by just browsing your directory.

The structure of prediction dataset is similar to main dataset except it is the dataset that you are looking for getting results by processing it through the feature-activity tools.

- Further you can choose between display prediction data and access Input prediction data as per your requirements by clicking the checkbox in the sidebar menu.

USE SIDEBAR TO PERFORM OBJECTIVES

Let's start with Customer Relationship Management!!

☒ Display Data of for prediction

☐ Access Input Pred Data

Select Activities

HOME

Upload Main CSV

Drag and drop file here

Limit 200MB per file • CSV

Browse files

Upload CSV for Prediction

Drag and drop file here

Limit 200MB per file • CSV

Browse files

pred.csv 8KB

```
{
  "filename": "pred.csv",
  "filetype": "application/vnd.ms-excel",
  "filesize": 769
}
```

- Here is the option for displaying prediction data set.

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USE SIDEBAR TO PERFORM OBJECTIVES

Let's start with Customer Relationship Management!!

☒ Display Data of for prediction

☐ Access Input Pred Data

Select Activities

HOME

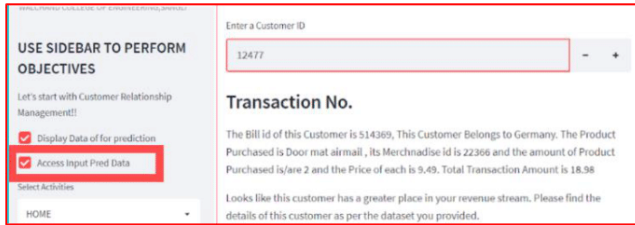
Show Input dataset for prediction

Unnamed: 0	Bill	MerchandiseID	Product	Quota	
0	1	539041	21832	Chocolate calculator	4
1	2	575905	22089	Paper bunting vintage pai...	6
2	3	536804	22988	Soldiers egg cup	72
3	4	546899	20719	Woodland charlotte bag	50
4	5	514369	22366	Door mat airmail	2
5	6	503547	84077	World war 2 gliders asstd ...	48
6	7	575219	22411	Jumbo shopper vintage r...	100
7	8	502829	21687	Silver plate candle bowl L...	2

Take a look at the dataset for prediction you have fed to our CRM tool. Check for the attributes and data values before moving further!!

- Here you can get an overview of the prediction data set.
- To fully view the table, use the expander at right top.
- You can sort the dataset by clicking on the column cells.

- Here is the option for accessing Prediction data set.



The screenshot shows the Grahak 360 CRM interface. On the left is a sidebar with the heading "USE SIDEBAR TO PERFORM OBJECTIVES". Below this, it says "Let's start with Customer Relationship Management!!". There are two checkboxes: "Display Data of for prediction" (checked) and "Access Input Pred Data" (checked and highlighted with a red box). Below the checkboxes is a "Select Activities" section with a "HOME" button. The main content area on the right has a header "Enter a Customer ID" with a text input field containing "12477" and minus/plus buttons. Below this is a section titled "Transaction No." with a paragraph of text: "The Bill id of this Customer is 514369, This Customer Belongs to Germany. The Product Purchased is Door mat airmail , its Merchandise id is 22366 and the amount of Product Purchased is/are 2 and the Price of each is 5.49. Total Transaction Amount is 18.98". At the bottom of this section is another paragraph: "Looks like this customer has a greater place in your revenue stream. Please find the details of this customer as per the dataset you provided."

- Here you can enter Customer ID to get all the relevant details of the activities of the customer as illustrated here.