Customer Demographics & Segmentation
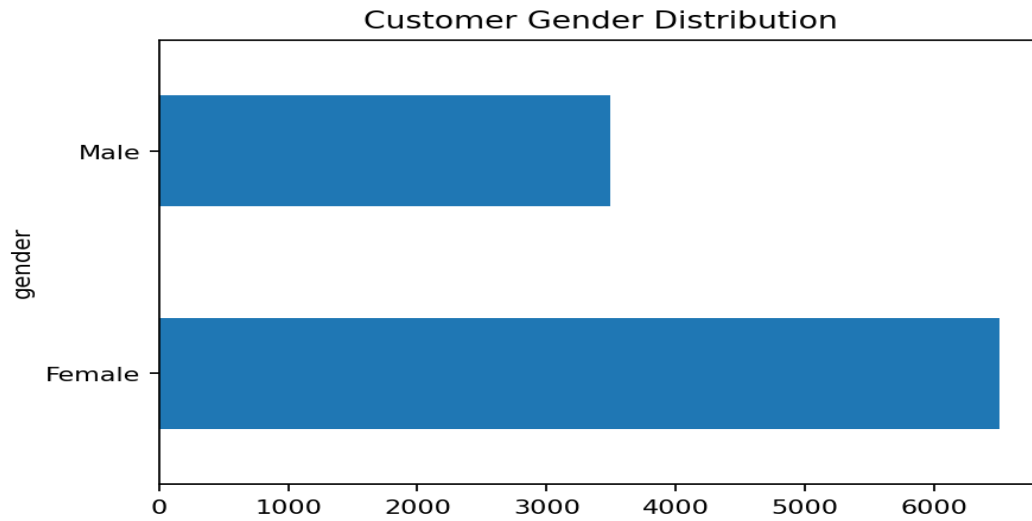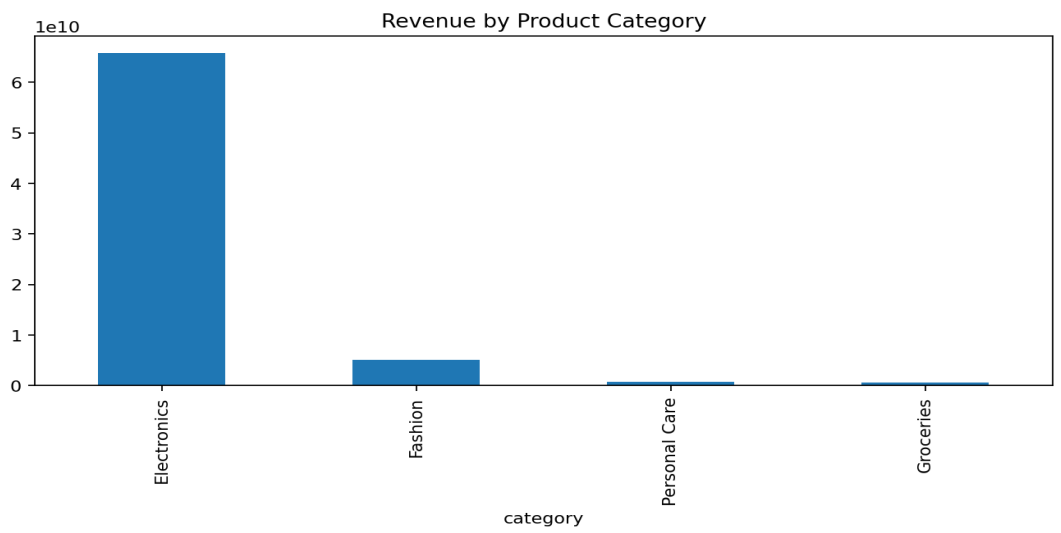
RFM segmentation identifies 237 high-value and 2446 at-risk customers.
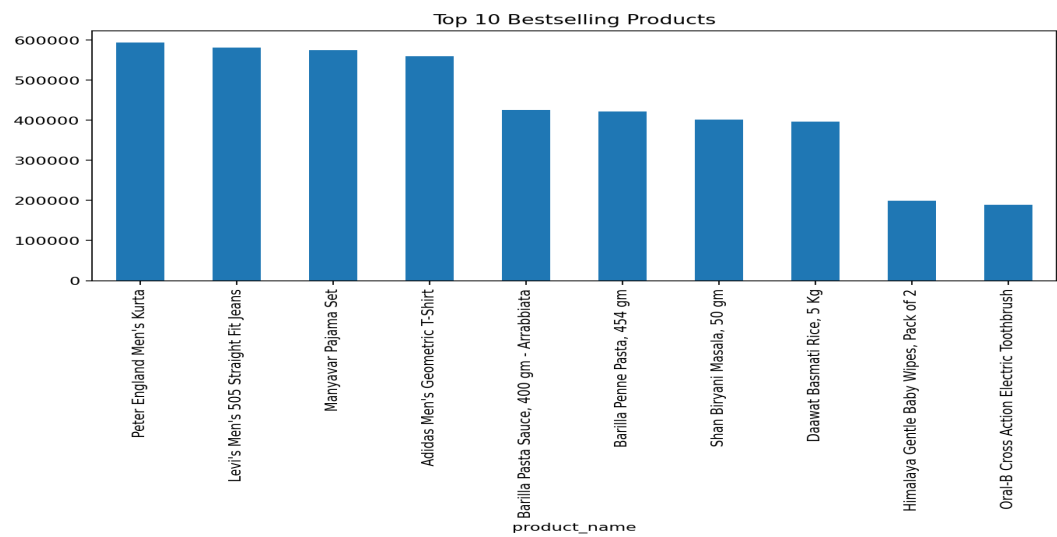
Customer Gender Distribution

Sales Trends & Categories

Revenue by product category and monthly trends shown.

Product Performance

Top 10 bestsellers and bottom 10 slow movers visualized, aggregated by product name.

Top 10 Bestselling Products

Market Basket Analysis

Frequent product bundles and association rules found from a data sample.

Customer Personalization/Recommendation

Generated top product recommendation for each customer persona.

Fraud/Anomaly Detection

5418 potentially fraudulent orders detected.

Geo/Demographic Breakdown

Top 10 high-volume sales cities highlighted.

Order Volume by City