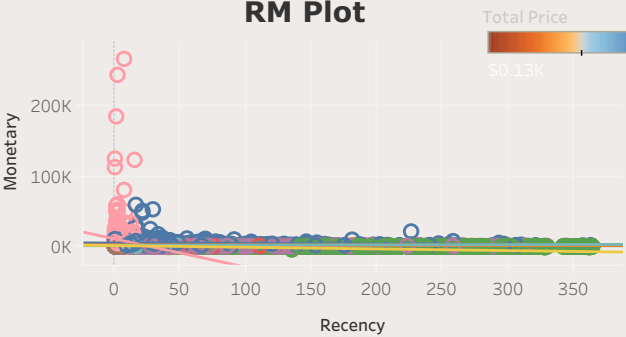


RETAIL STORY

RFM Analysis for retail
Process(Page 1)

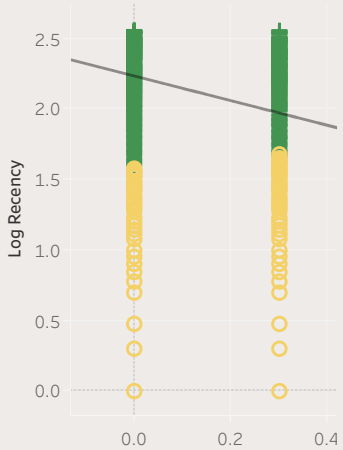
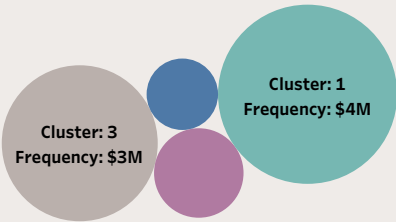
Retail analysis-
customer and sales d..

RM Plot

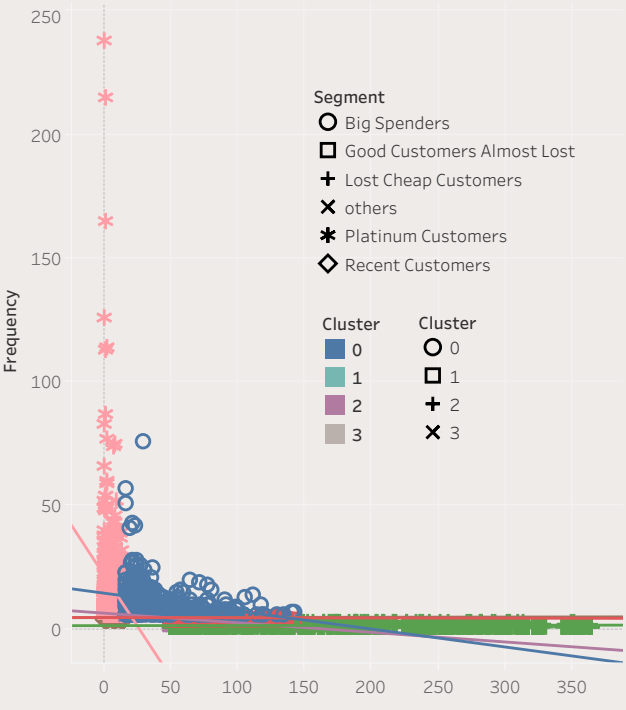


RFM DASHBOARD

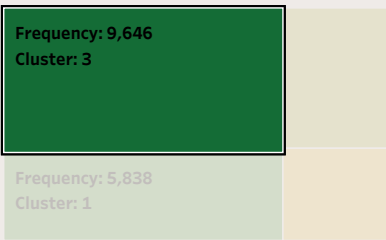
Cost vs Cluster



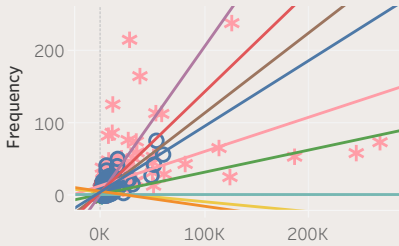
RF PLOT



Frequency vs clusters



FM Plot



RETAIL STORY

RFM Analysis for retail
Process(Page 1)

Retail analysis-
customer and sales d..

Month of Invoice Month
All

Avg. Total Price

4.5 119.4

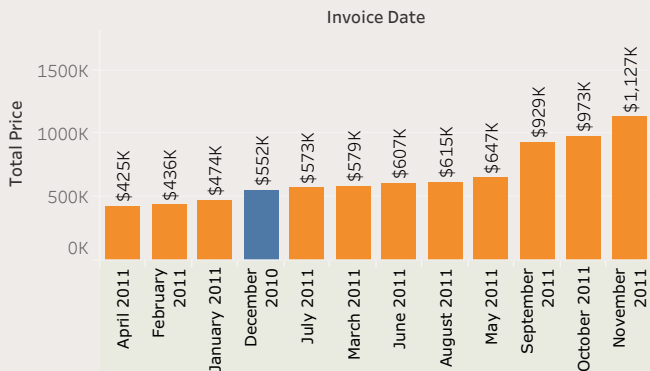
Top N
21

Total Price

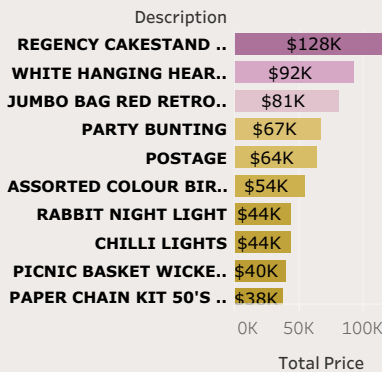
26,464 128,139

RETAIL DASHBOARD

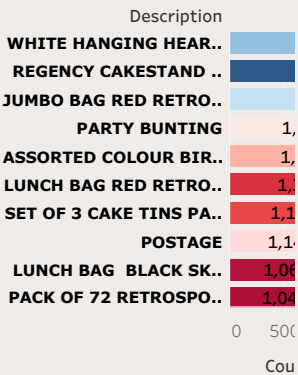
Monthly Figure



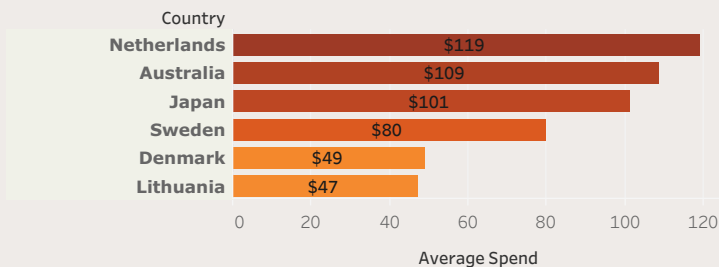
Top 21 Products (Sum of Sales)



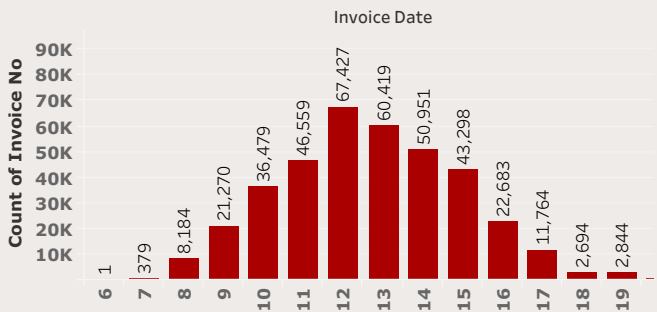
Top 21 Products purchased



Country Wise Analysis to demonstrate average spend for <MONTH(InvoiceDate)> months



Count of orders Vs Hours Through the Day



RF Heat Map

F Quartile	R Quartile			
	1	2	3	4
1	46.46%	25.29%	18.73%	9.51%
2	27.47%	29.18%	23.97%	19.38%
3	10.08%	29.01%	28.40%	32.52%

RM Heat Map

M Quartile	R Quartile			
	1	2	3	4
1	48.57%	22.35%	17.17%	11.91%
2	34.07%	27.98%	20.96%	16.99%
3	13.03%	29.21%	29.21%	28.56%

FM Heat Map

F Quartile	M Quartile	
	1	2
1	57.15%	33.26%
2	21.71%	38.91%
3	3.36%	16.49%