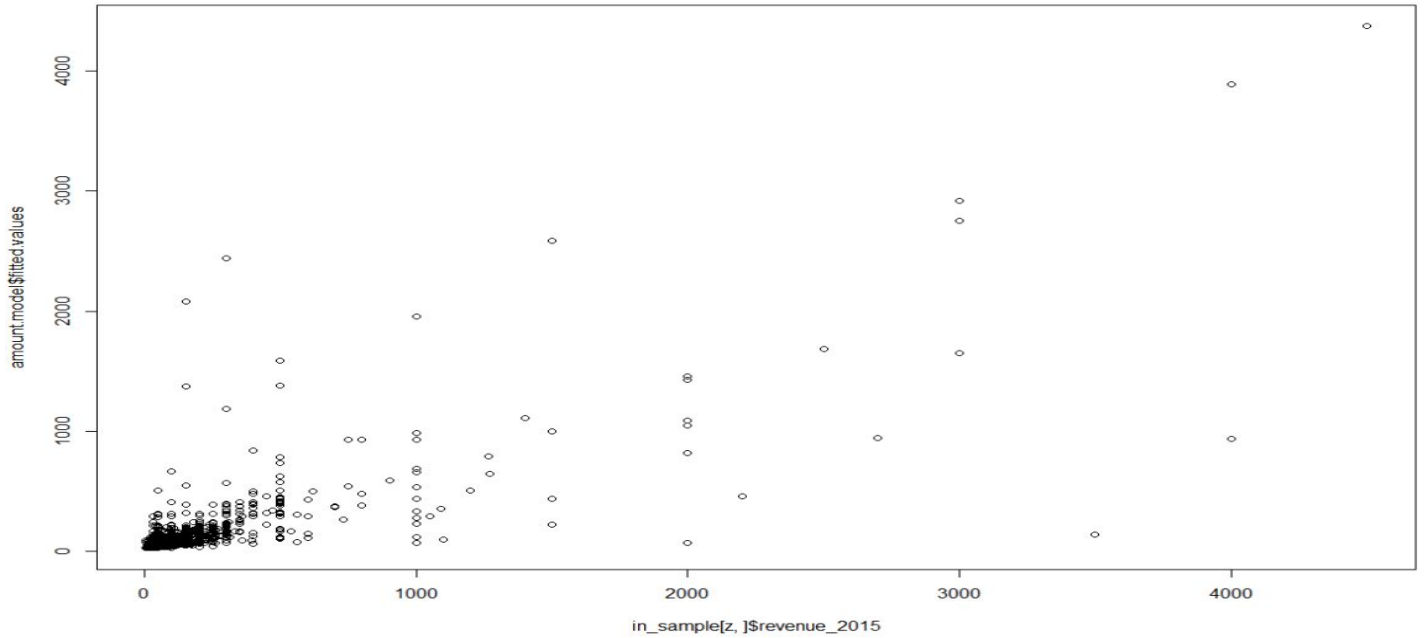
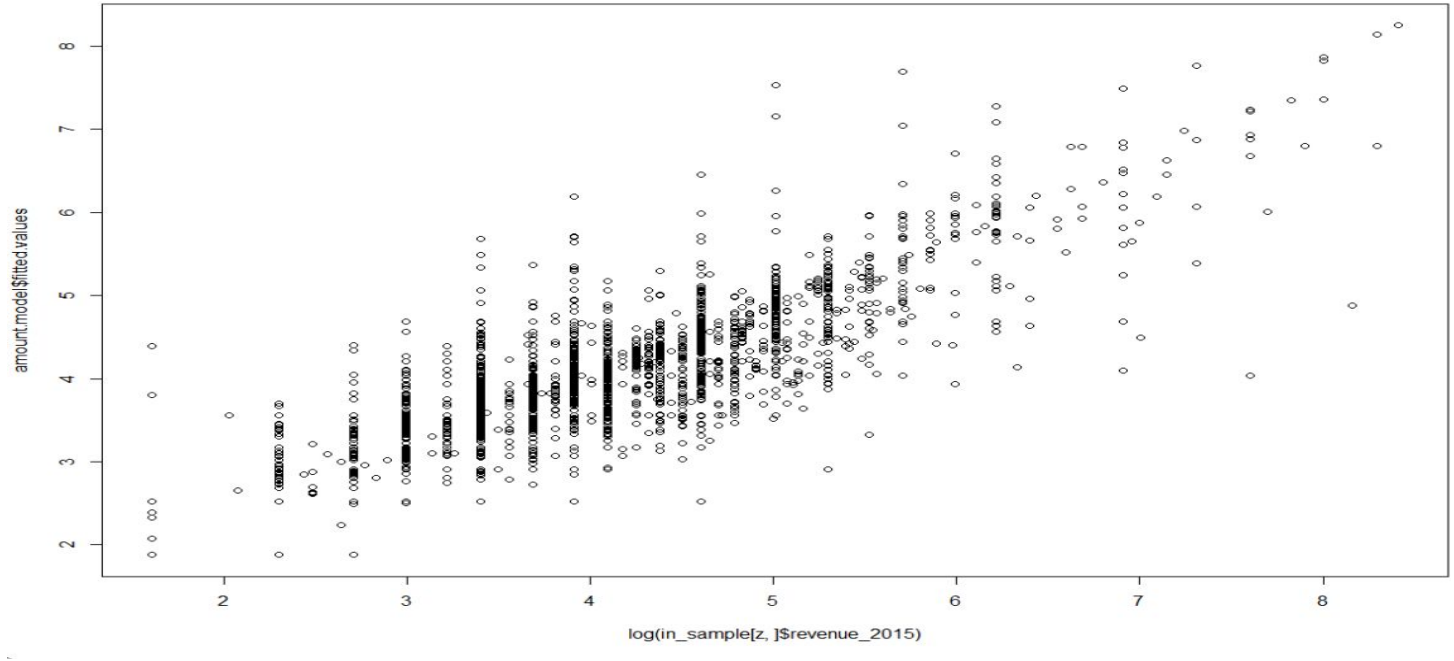
Forecasting 2015 Revenue, using purchasing customer from 2014 (Birds-eye-view)



This results represents Forecasting practices. We are using a dataset of 51k+ customers that has closed its 2014 revenue book. The company is currently starting Q1 of the year 2015 and wants to know what the forecasting revenue for 2015 will look like. This graph works to take all purchasing customer from 2014 and forecasting their purchasing possibility in 2015.

Forecasting 2015 Revenue, using purchasing customer from 2014 (Worms-eye-view)



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Forecasting 2014 to 2015 Predictive Scores

A company with a 2014 score of "20%" that produced record sales, can predict that a 2015 forecast score of "22%" is a positive thing.

```
> summary(customers_2015$prob_predicted)
    Min.  1st Qu.   Median     Mean  3rd Qu.     Max.
0.000263 0.012634 0.106176 0.224984 0.397811 0.999904
```

This represent the total amount of total revenue (total purchase amount) 1 customer will spend in 2015.

```
> summary(customers_2015$revenue_predicted)
   Min. 1st Qu.  Median    Mean 3rd Qu.    Max.
   6.54   29.00   35.05   65.63   57.30 3832.95
```

This represent the average purchase amount 1 customer will make per visit in 2015.

```
> summary(customers_2015$score_predicted)
    Min.  1st Qu.   Median     Mean  3rd Qu.     Max.
  0.0033   0.4557   4.5559  18.8336  17.9572 2854.2570
```

This represent that out of 16,905 purchasing customer 2014 only 1323 will make total purchases that go over $50 in the year 2015.

```
> # How many customers have an expected revenue of more than $50
[1] 1323
```

These results represents Forecasting practices. We are using a dataset of 51k+ customers that has closed its 2014 revenue book. The company is currently starting Q1 of the year 2015 and wants to know what the forecasting revenue for 2015 will look like. These result show mean "average" predictions that the previous graphs could not demonstrate.