Table 1. Filter in Customer Potential Last 90 Days Dashboard (Customer Distribution Section)

|  |  |  |
| --- | --- | --- |
| Filter | Values | Description |
|  | Range from 28% - 80% | Filter the data based on its probability. Remove data that is not inside the selected interval. |
|  | Range from 1 - 4490 | Filter the data based on the customer frequency of transactions. Remove data that is not inside the selected interval. |
|  | Range from £0 – £136K | Filter the data based on customer monetary. Remove data that is not inside the selected interval. |
|  | * All * High Value * Moderate Value * Low Value | Filter the data based on the cluster data. Show data based on selected cluster. |

Table 2. Filter in Potential Last 90 Days Dashboard (Table Section)

|  |  |  |
| --- | --- | --- |
| Filter | Values | Description |
|  | All Customer ID | Filter the data based on the customer ID. Show data based on selected customer ID. |
|  | * All * Yes * No | Filter the data based on whether or not he purchased in the next 90 days. Show the data based on the selected option. |
|  | Range from 91 - 373 | Filter the data based on the customer's recency. Remove data that is not inside the selected interval. |
|  | Range from 1 - 4490 | Filter the data based on the customer frequency of transactions. Remove data that is not inside the selected interval. |
|  | Range from £0 – £136K | Filter the data based on customer monetary. Remove data that is not inside the selected interval. |
|  | Range from 28% - 80% | Filter the data based on its probability. Remove data that is not inside the selected interval. |

Table 3. Filter in Market Basket Analysis Dashboard (Product Distribution Section)

|  |  |  |
| --- | --- | --- |
| Filter | Values | Description |
|  | All Product Name | Filter the data based on the product name. Show data based on selected product names. |
|  | Range from 234 - 3000 | Filter the data based on the frequency of transactions. Remove data that is not inside the selected interval. |
|  | Range from 91 - 373 | Filter the data based on its total sales. Remove data that is not inside the selected interval. |

Table 4. Filter in Market Basket Analysis Dashboard (Table Section)

|  |  |  |
| --- | --- | --- |
| Filter | Values | Description |
|  | All Product Name | Filter the data based on the product name. Show data based on selected product names. |
|  | All Product Name | Filter the data based on the frequency transactions. Remove data that is not inside the selected interval. |
|  | Range from 91 - 373 | Filter the data based on its total sales. Remove data that is not inside the selected interval. |
|  | Range from 20% - 75% | Filter the data based on its association confidence. Show data based on selected associations.   * High conﬁdence values are greener and larger in size. * Low confidence values have a more yellow and smaller in size. |