



Standard

Show Me

Data Analytics

inertia (Inertia Data)
master_data+ (output_da...
product_desc

Search

Tables

master_data

Country
Customer ID
Invoice Date
Month Year
Stock Code
Amount
Days To Last Order
Invoice No (Count)
Quantity
Unit Price
master_data (Count)

rfm_data

Cluster Id
CustomerID (rfm!data)
Frequency Labels
Monetary Labels
Recency Labels
Rfm Score (bin)
Rfm Segment
Frequency
Monetary
Recency
Rfm Score
rfm_data (Count)

Measure Names

Monthly Spend

Pages

Filters

Marks

Automatic

Color Size Label

Detail Tooltip

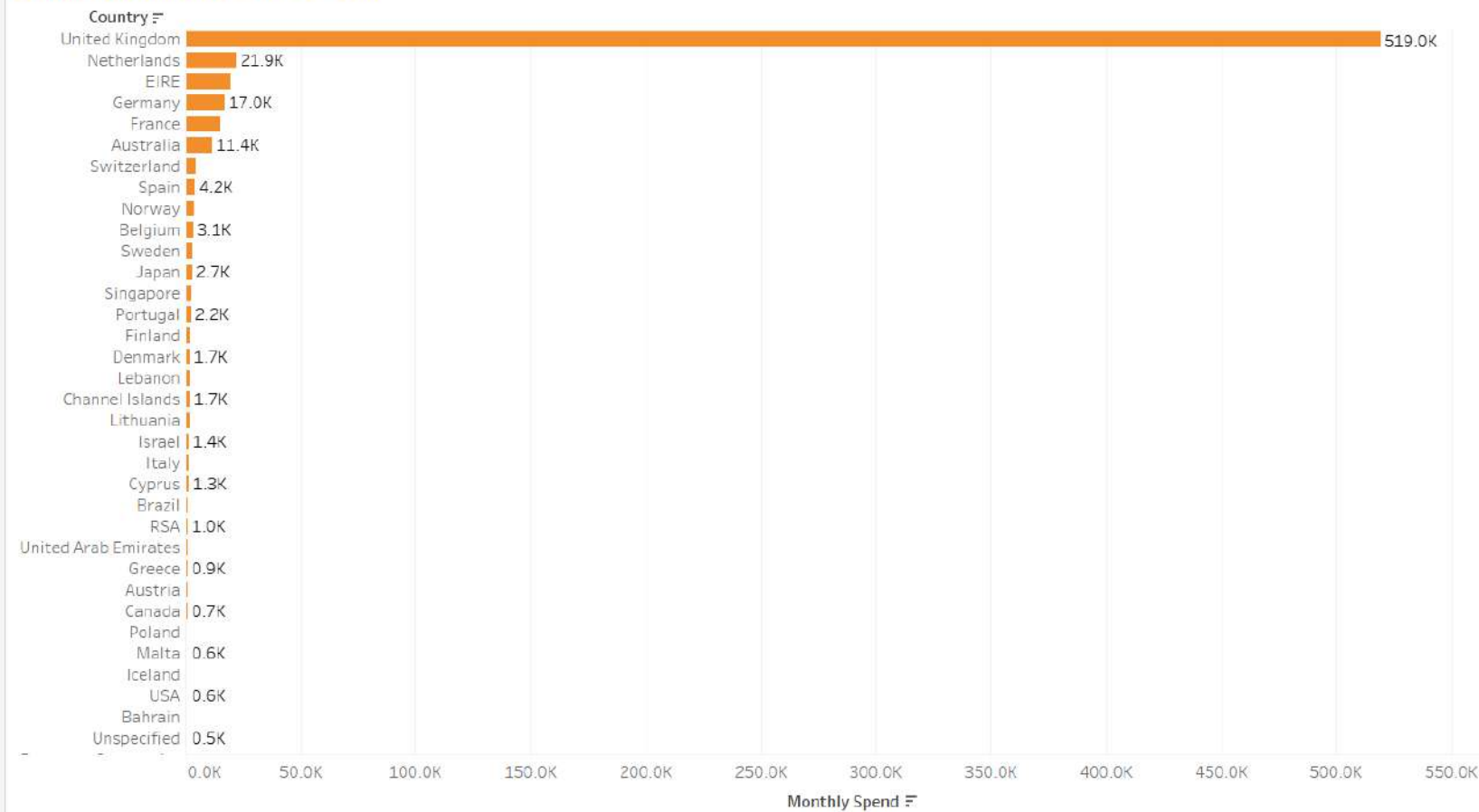
Columns

AGG(Monthly Spend)

Rows

Country

COUNTRYWISE MONTHLY SPEND



Data Source Monthly_Spend Top 15 Products Order Vs. Hours RFM Score Inertia RFM Heatmap Dashboard

37 marks 37 rows by 1 column SUM of AGG(Monthly Spend): 651.7K

Data Analytics

inertia (Inertia Data)
master_data+ (output_da...
product_desc

Search

Tables

master_data

- Country
- Customer ID
- Invoice Date
- Month Year
- Stock Code
- Amount
- Days To Last Order
- Invoice No (Count)
- Quantity
- Unit Price
- master_data (Count)

rfm_data

- Cluster Id
- CustomerID (rfm!data)
- Frequency Labels
- Monetary Labels
- Recency Labels
- Rfm Score (bin)
- Rfm Segment
- Frequency
- Monetary
- Recency
- Rfm Score
- rfm_data (Count)
- Measure Names
- Monthly Spend

Pages

Filters

Stock Code

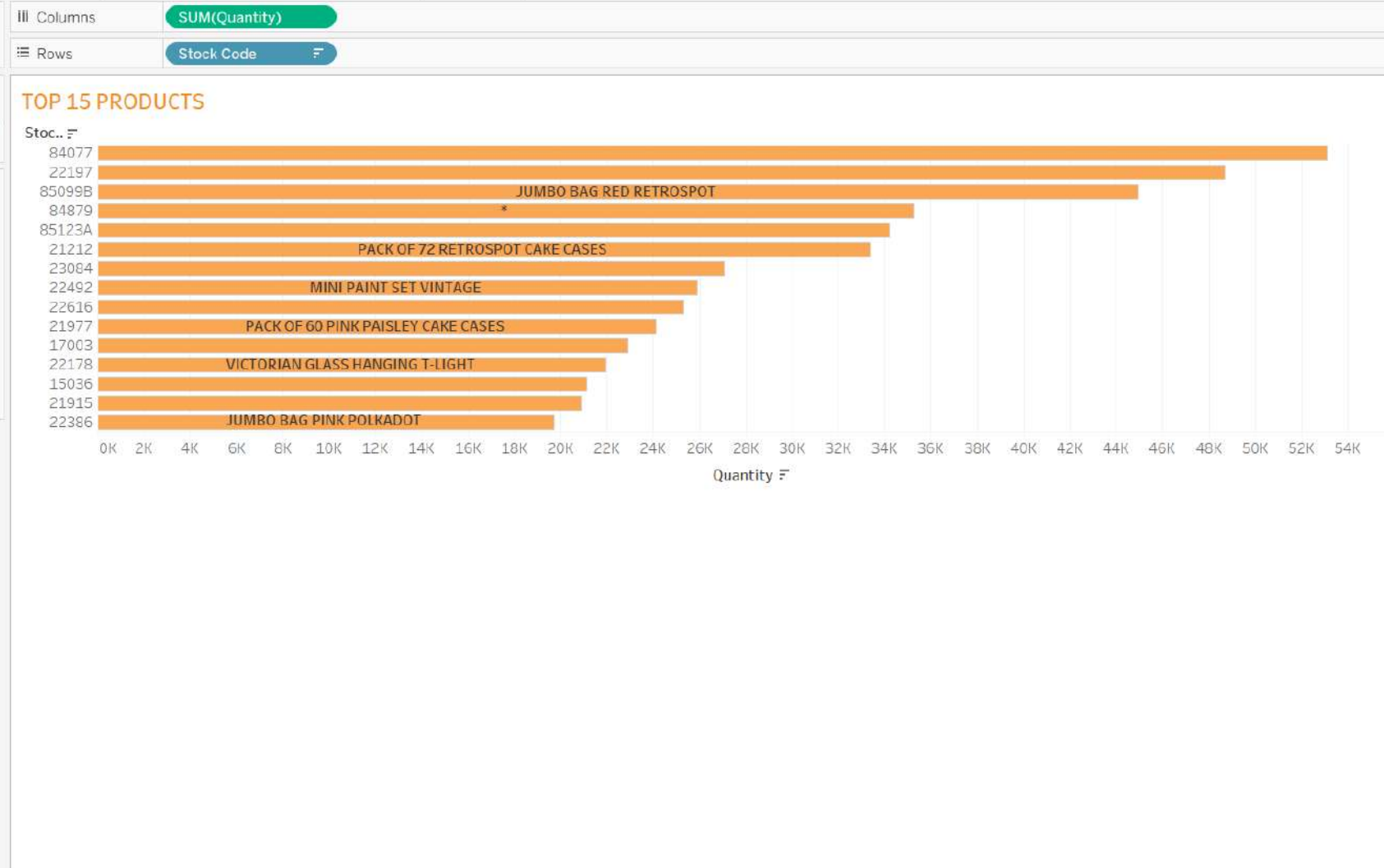
Marks

Automatic

Color Size Label

Detail Tooltip

Description





Standard

Show Me

Data

Analytics

inertia (Inertia Data)
master_data+ (output_da...
product_desc

Search

Tables

master_data

Country
Customer ID
Invoice Date
Month Year
Stock Code
Amount
Days To Last Order
Invoice No (Count)
Quantity
Unit Price
master_data (Count)

rfm_data

Cluster Id
CustomerID (rfm!data)
Frequency Labels
Monetary Labels
Recency Labels
Rfm Score (bin)
Rfm Segment
Frequency
Monetary
Recency
Rfm Score
rfm_data (Count)

Measure Names

Monthly Spend

Top 15 Products

Order Vs. Hours

RFM Score

Inertia

RFM Heatmap

Dashboard

15 marks 1 row by 15 columns SUM of CNTD(Invoice No): 18,537

Pages

Columns

HOUR(Invoice Dat..

Rows

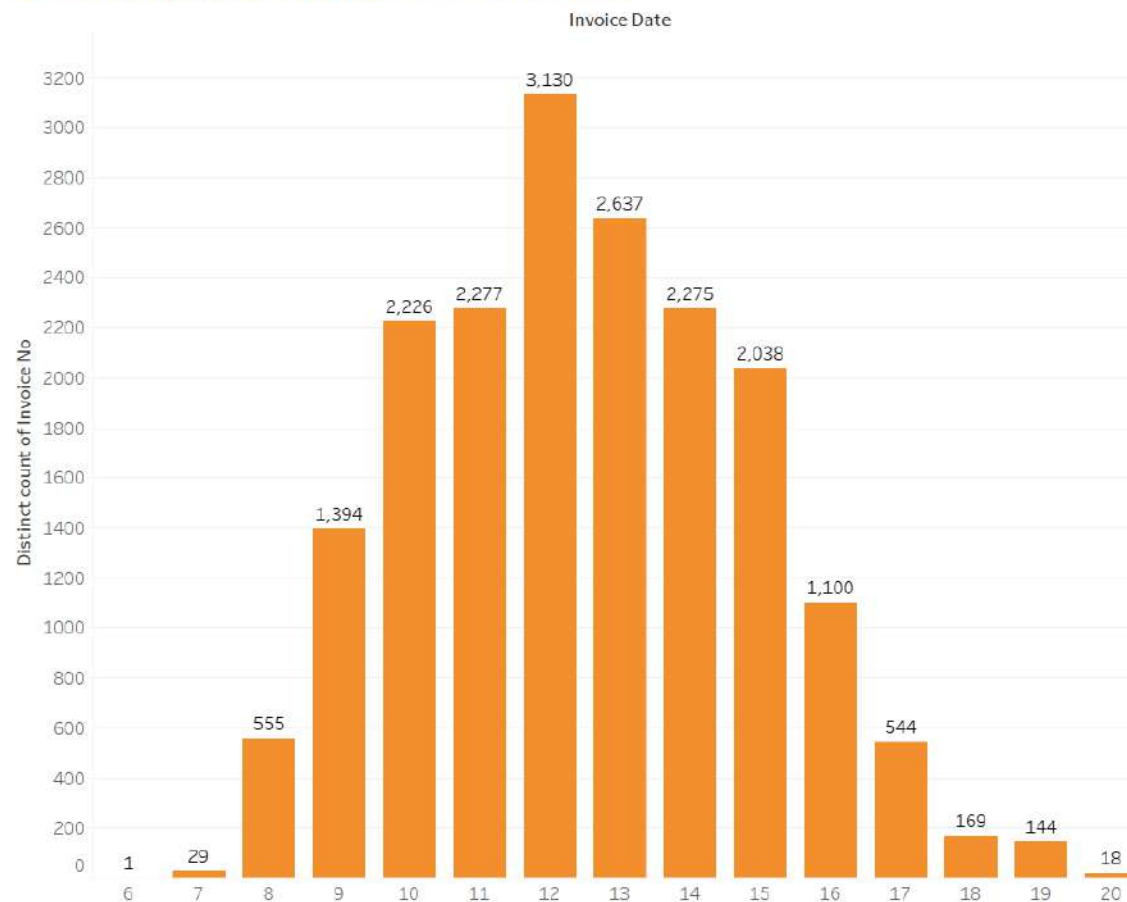
CNTD(Invoice No)

Filters

Marks

Bar
Color
Size
Label
Detail
Tooltip

NUMBER OF ORDERS PLACED AT DIFFERENT HOURS





Standard

Show Me

Data

Analytics

inertia (Inertia Data)
master_data+ (output_da...
product_desc

Search

Tables

master_data

Country
Customer ID
Invoice Date
Month Year
Stock Code
Amount
Days To Last Order
Invoice No (Count)
Quantity
Unit Price
master_data (Count)

rfm_data

Cluster Id
CustomerID (rfm!data)
Frequency Labels
Monetary Labels
Recency Labels
Rfm Score (bin)
Rfm Segment
Frequency
Monetary
Recency
Rfm Score
rfm_data (Count)

Measure Names

Monthly Spend

Top 15 Products

Order Vs. Hours

RFM Score

Inertia

RFM Heatmap

Dashboard

6 marks 1 row by 1 column SUM of CNT(Rfm Score): 4.346

Pages

Filters

Marks

Automatic



Color



Size



Label



Detail



Tooltip

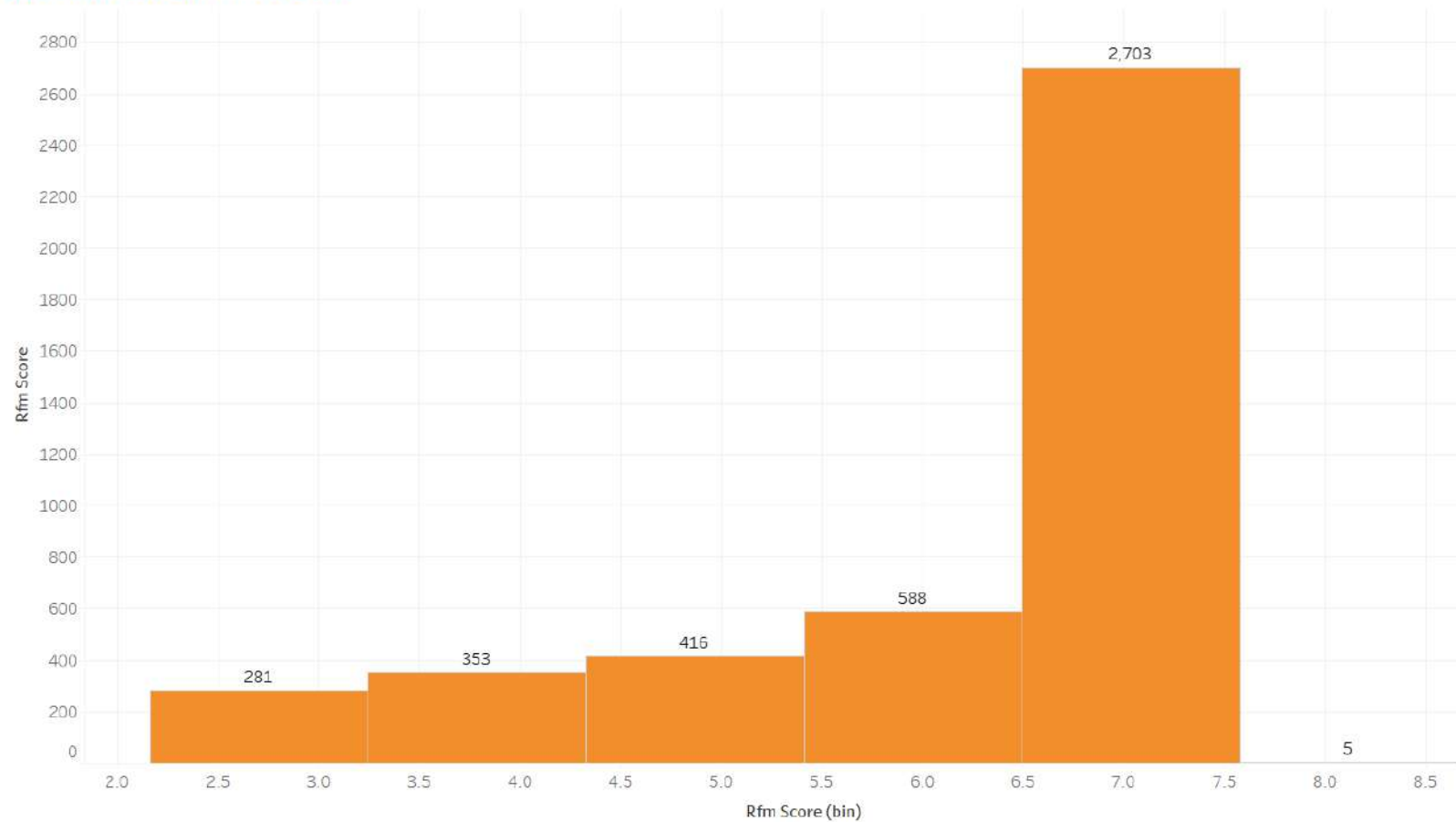
Columns

Rfm Score (bin)

Rows

CNT(Rfm Score)

DISTRIBUTION OF RFM SCORES





Standard

Show Me

Data Analytics

inertia (Inertia Data)
master_data+ (output_da...
product_desc

Search

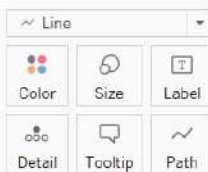
Tables

Clusters
Alt Measure Names
Inertia
inertia (Count)
Measure Values

Pages

Filters

Marks



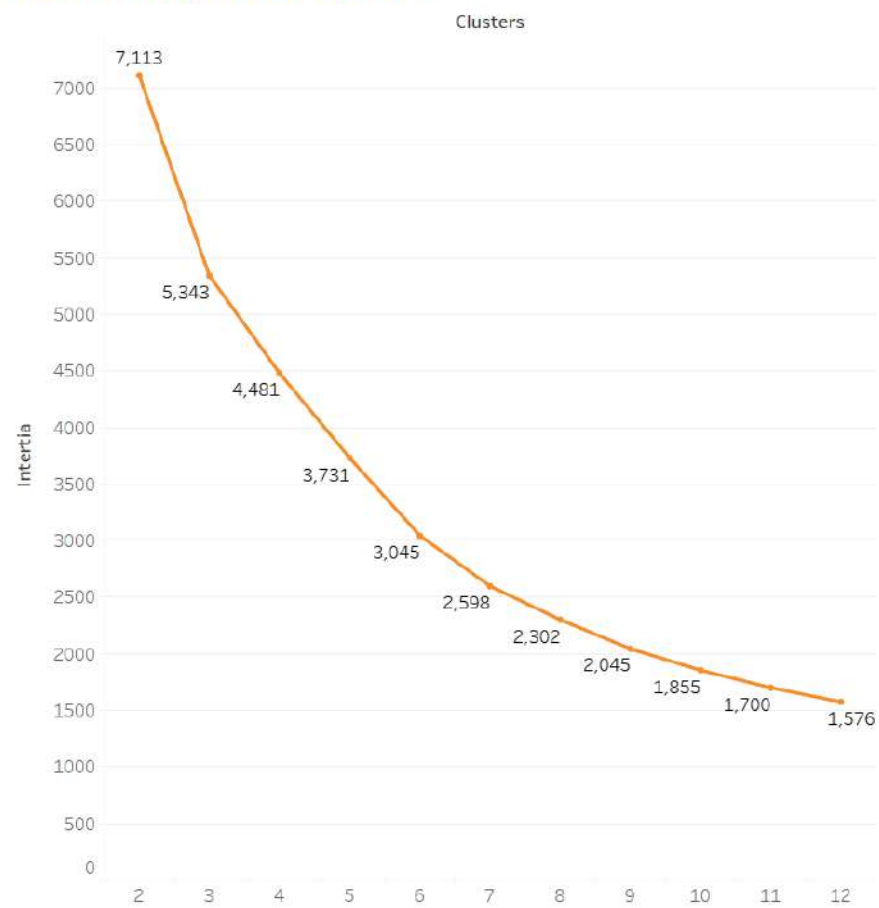
Columns

Clusters

Rows

SUM(Inertia)

INERTIA VS. NUMBER OF CLUSTERS



Data Source Monthly Spend Top 15 Products Order Vs. Hours RFM Score Inertia RFM Heatmap Dashboard

11 marks 1 row by 11 columns SUM(Inertia): 35,790

H K M

Data Analytics

inertia (Inertia Data)
master_data+ (output_da...
product_desc

Search   

Tables

master_data

Country
Customer ID
Invoice Date
Month Year
Stock Code
Amount
Days To Last Order
Invoice No (Count)
Quantity
Unit Price
master_data (Count)

rfm_data

Cluster Id
CustomerID (rfm!data)
Frequency Labels
Monetary Labels
Recency Labels
Rfm Score (bin)
Rfm Segment
Frequency
Monetary
Recency
Rfm Score
rfm_data (Count)
Measure Names
Monthly Spend

Pages

Filters

Marks

Square

Color Size Label

Detail Tooltip

AVG(Rfm Score)

AVG(Rfm Score)

Columns

Rows

Cluster Id

RFM SCORE HEATMAP

Cluster Id

0 5.4

1 6.9

2 7.0

Data Source Monthly Spend Top 15 Products Order Vs. Hours RFM Score Inertia RFM Heatmap Dashboard 

3 marks 3 rows by 1 column SUM of AVG(Rfm Score): 19.3





Dashboard

Layout

Device Preview

Device type Default

Default

Tablet

Phone

Device Preview

Size

Custom size (1125 x 530)

Sheets

Monthly_Spend

Top 15 Products

Order Vs. Hours

RFM Score

Inertia

RFM Heatmap

Objects

Horizontal

Blank

Vertical

Navigation

Text

Download

Image

Extension

Web Page

Ask Data

Data Story

Workflow

Tiled

Floating

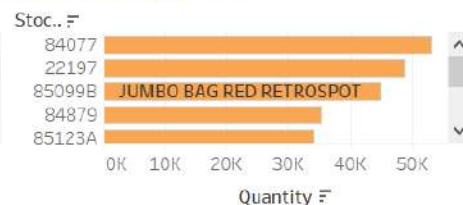
☒ Show dashboard title

DASHBOARD FOR CUSTOMER ANALYSIS

COUNTRYWISE MONTHLY SPEND



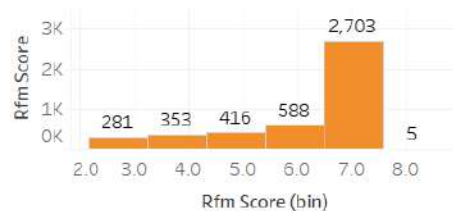
TOP 15 PRODUCTS



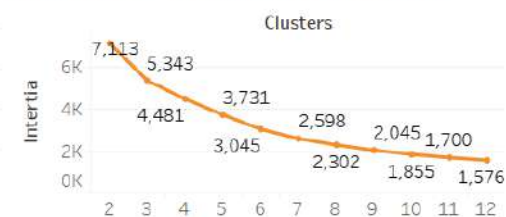
NUMBER OF ORDERS PLACED AT DIFFERENT HOURS



DISTRIBUTION OF RFM SCORES



INERTIA VS. NUMBER OF CLUSTERS



RFM SCORE HEATMAP

