The following project contains a classification similar to the RFM analysis approach. First the weight rating importance of each retailer was calculated taking into account the number of brands they buy from and the total sales they bring to the platform. Based on this, it balances the customers who lead to great sales from just one brand and also the retailers who spend moderate amounts on various brands. Based on this the ratings were divided in 5 quartile range and then a letter based categorical system was implemented for the retailers where ‘E’ being the lowest and ‘A’ being the best category.

Along with it, I did something extra and also checked which brands brought in most sales and plotted the graph of it, which is present in the attachment along with this file.