

Link to Tableau Public

Market Basket Analysis

https://public.tableau.com/app/profile/divya.vikram1917/viz/MarketBasketAnalysis_16979926909830/ProductCount_1?publish=yes

RFM

https://public.tableau.com/app/profile/divya.vikram1917/viz/RFM_16979931771520/CountryCount?publish=yes