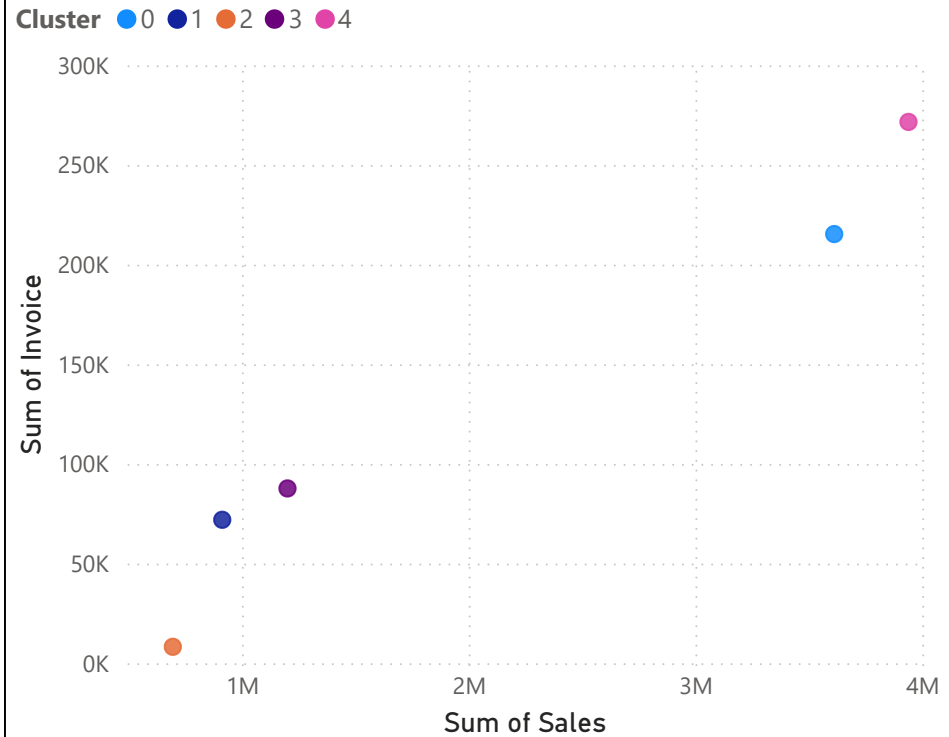


Clusters with Sales and Invoice

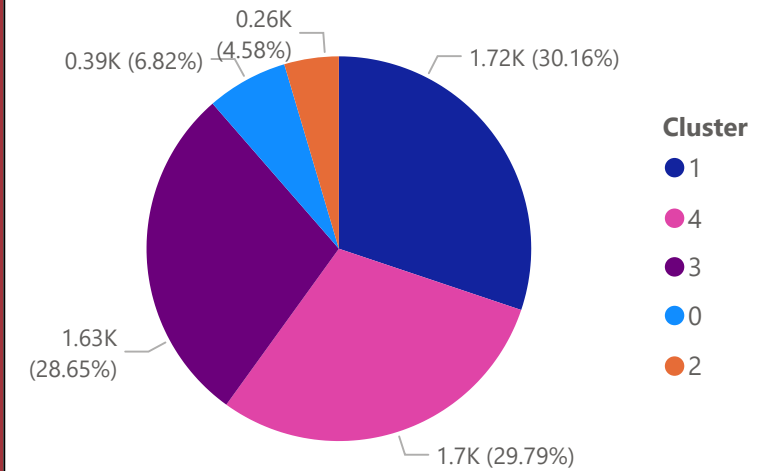


## Analyzes of Clusters

10.36M  
Sum of Sales

115.00	202.63
Average of Invoice	Average of Recency
19.94	474.30
Average of AOV	Average of Tenure

Count of Customer ID by Cluster



Average Values by Clusters

Cluster	Average of Sales	Average of Invoice	Average of AOV	Average of Recency	Average of Tenure
0	9,309.30	554.92	20.58	33.10	661.87
1	531.97	41.90	14.98	476.87	567.07
2	2,664.49	31.48	87.19	230.31	506.56
3	736.39	53.75	17.03	83.21	184.47
4	2,322.82	160.13	17.28	74.36	611.22
Total	1,820.02	115.00	19.94	202.63	474.30

Cluster

- ☐ (Blank)
- ☐ 0
- ☐ 1
- ☐ 2
- ☐ 3
- ☐ 4

Sales by Country (2009-2010)

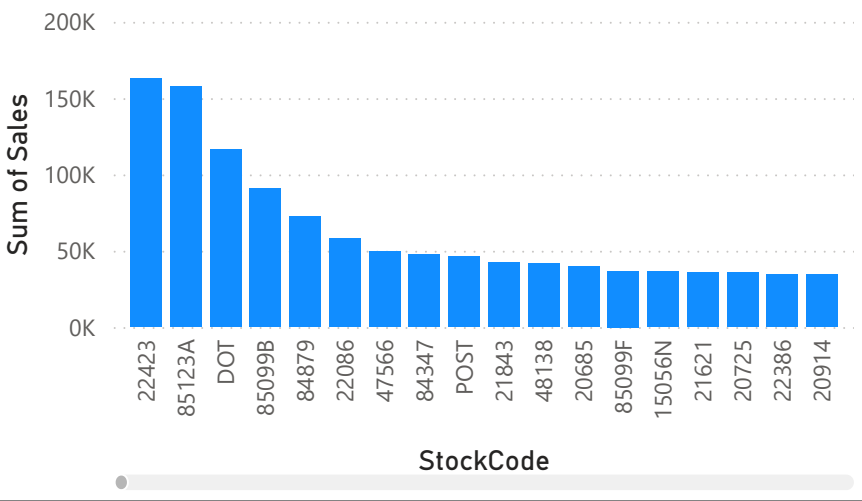


Interpreted by Countries

Sales by Country (2010-2011)



Sales by StockCode (2009-2010)



- Country
- ☐ RSA
  - ☐ Singapore
  - ☐ Spain
  - ☐ Sweden
  - ☐ Switzerland
  - ☐ Thailand
  - ☐ United Arab Emi...
  - ☐ United Kingdom
  - ☐ Unspecified

2009-2010

Qtr 1

18.77	1,922,973.08
Average of Sales	Sum of Sales
79459	
Count of Custo...	

2010-2011

Qtr 1

17.48	1,741,329.99
Average of Sal...	Sum of Sales
70097	
Count of Cust...	

Qtr 2

17.24	1,885,689.87
Average of Sales	Sum of Sales
89387	
Count of Custo...	

Qtr 2

18.37	1,907,663.75
Average of Sal...	Sum of Sales
79942	
Count of Cust...	

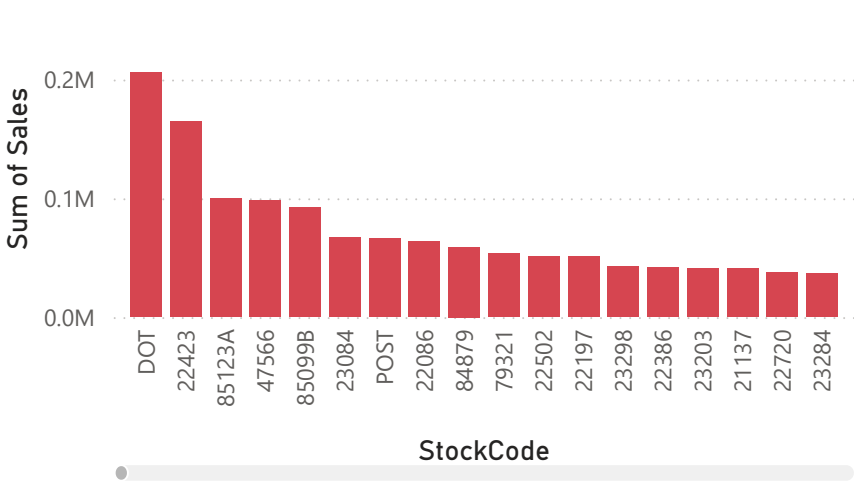
Qtr 3

18.17	2,005,663.12
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Qtr 3

18.07	2,002,663.14
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Sales by StockCode (2010-2011)



- Country
- ☐ Australia
  - ☐ Austria
  - ☐ Bahrain
  - ☐ Belgium
  - ☐ Brazil
  - ☐ Canada
  - ☐ Channel Islands
  - ☐ Cyprus
  - ☐ Czech Republic