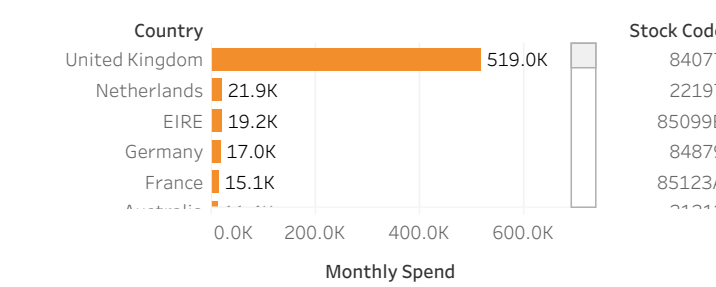


DASHBOARD FOR CUSTOMER ANALYSIS

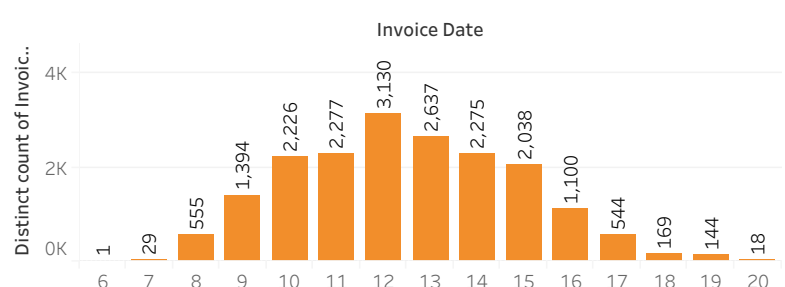
COUNTRYWISE MONTHLY SPEND



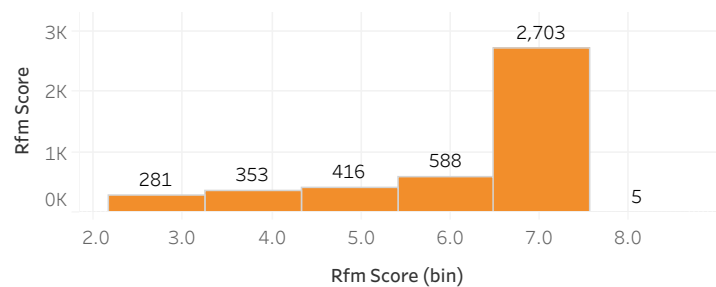
TOP 15 PRODUCTS



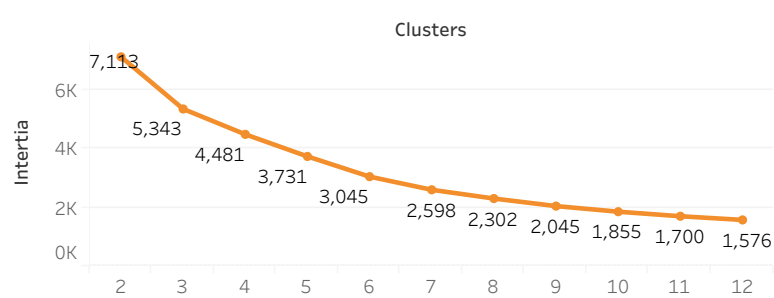
NUMBER OF ORDERS PLACED AT DIFFERENT HOURS



DISTRIBUTION OF RFM SCORES



INERTIA VS. NUMBER OF CLUSTERS



RFM SCORE HEATMAP

