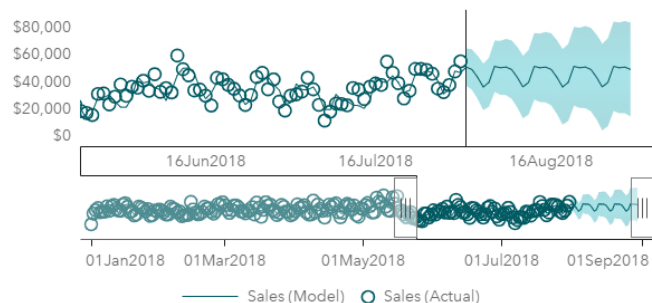


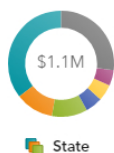
Dashboard Customer Analysis Sentiment Analysis Product Analysis Seller Analysis Predictive Model

Sales
\$8.0M
Year: 2018Sales
\$1.1M
Month: Jul2018MoM Sales Growth
-10.47%
Month: Jul2018Avg Basket Value
\$175
Month: Jul2018

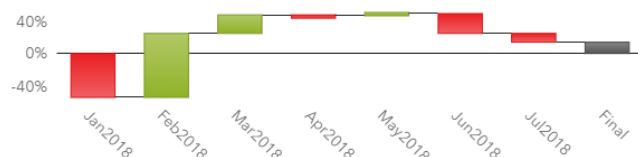
Sales by PurchaseDate



Sales by State



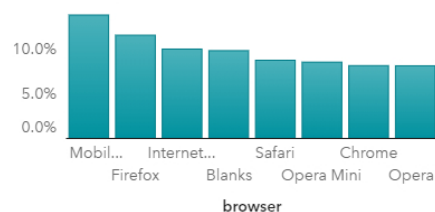
MoM Sales Growth



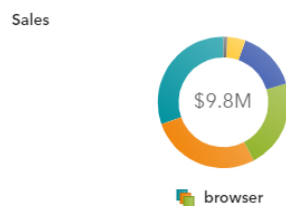
of Orders by State



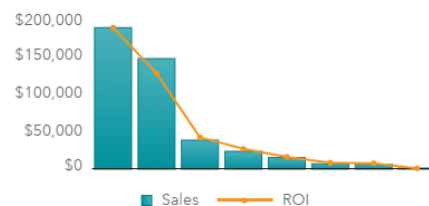
Success% by browser



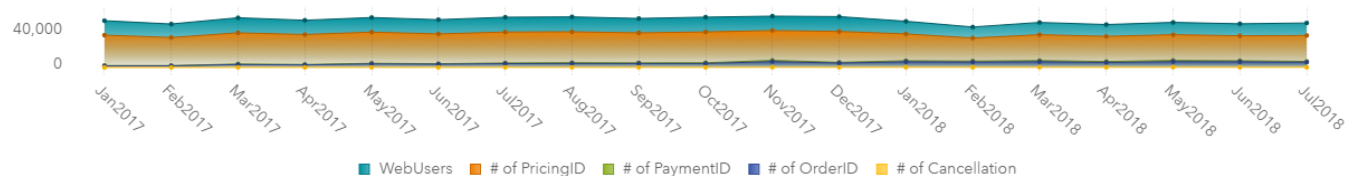
Sales by browser



Sales, ROI by Origin

WebUsers
929KPricing%
71.2%PayID%
10.7%Success%
9.0%Cancel%
0.4%

WebUsers by MonthYear



BounceRate% by WeekNo.

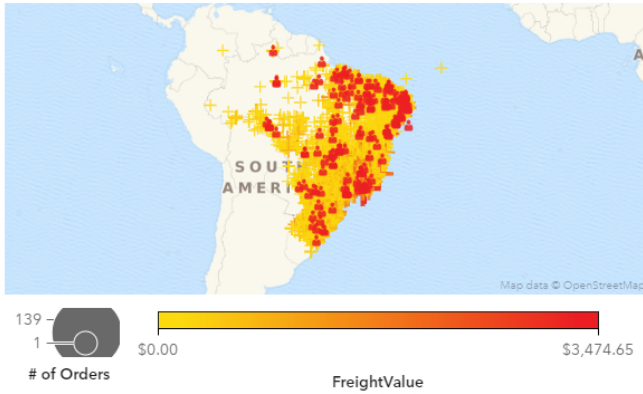


Conversion Rate% by WeekNo.

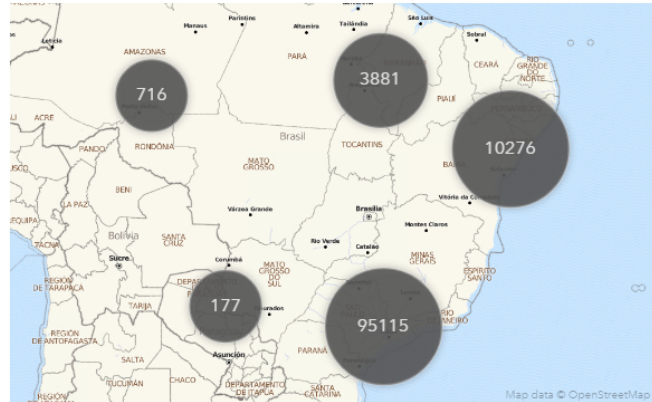


# of Customer
6.3K
Month: Jul2018Avg Life Span (Weeks)
6.2Avg LTV
\$888Avg Frequency
1.03

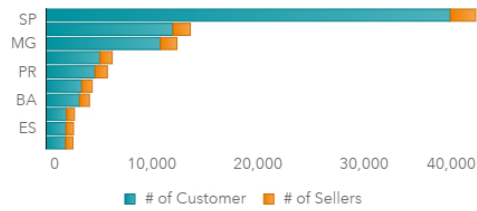
Freight Value Analysis



Demographic Cluster



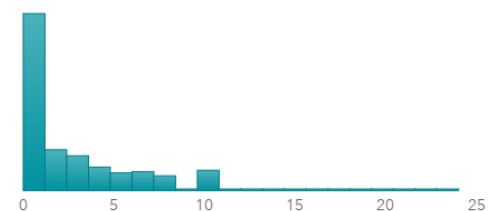
Market Potential by State



Sales by Payment Type

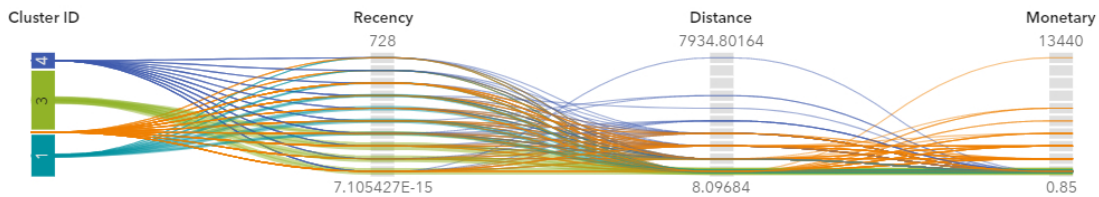
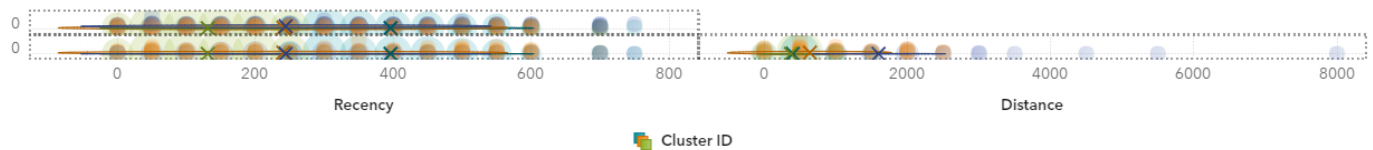


Frequency of Installments



Cluster Observations Used 95,156 Polylines 155

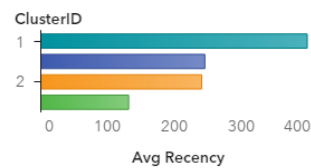
Customer Segmentation



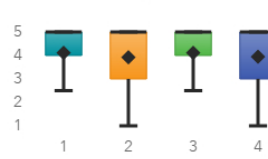
of Customers by ClusterID



Avg Recency by ClusterID

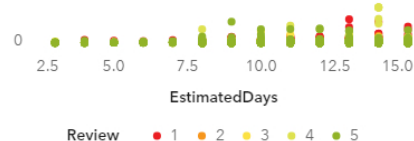
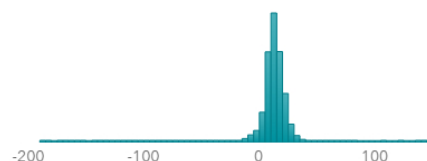
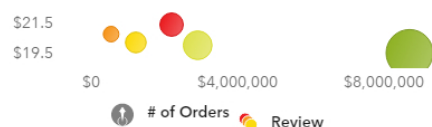
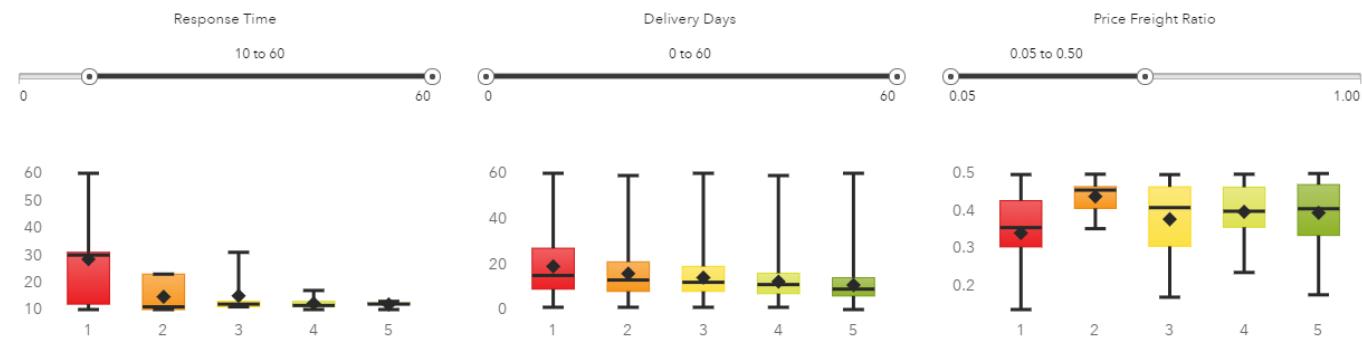
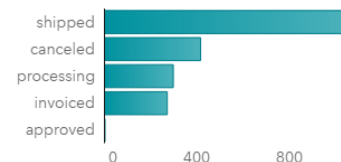
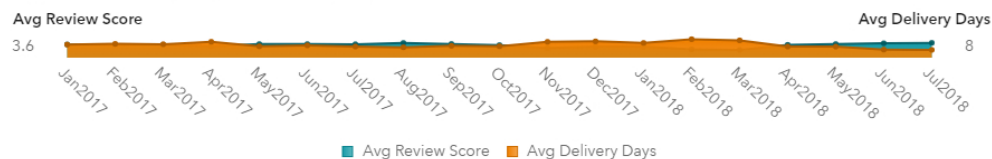
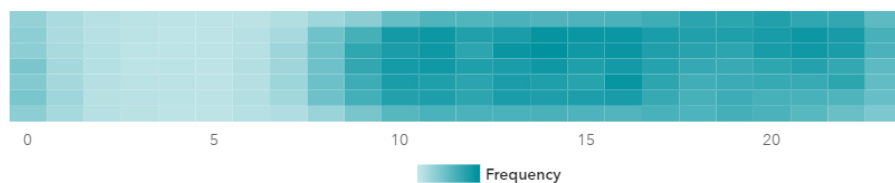


Review Score by Cluster ID

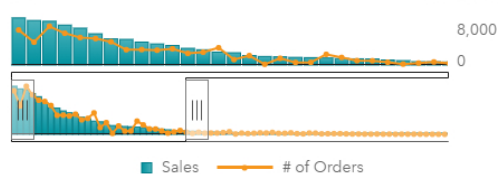


AvgMonetary, AvgDistance by ClusterID

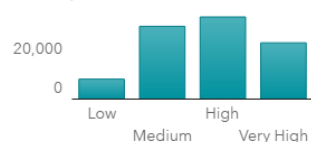




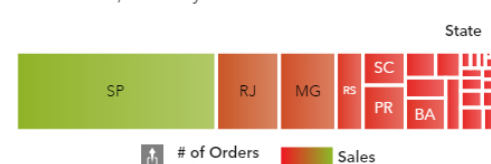
Sales



of Orders by Product Description



of Orders, Sales by State



Avg Freight Value



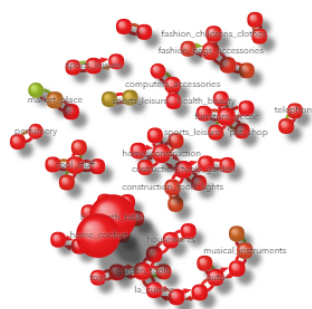
Sales by Product Category



Avg Estimated Days



Market Basket



4.93632
0.103

Support

1.0385

Avg lift

347.3429

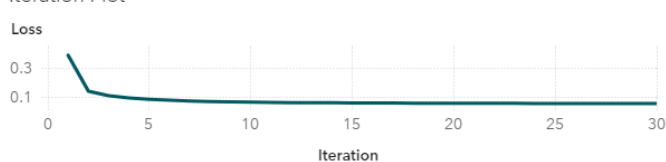
0.00

confidence

1.00

Factorization Machine Review Score ASE 0.0587 Observations Used 108,766 Unused 1,694

Iteration Plot



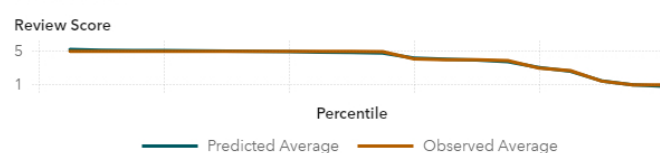
Scored Response



Top Recommendations

Product Category	Rank
cds_dvds_musicals	1
fashion_childrens_clothes	2
books_general_interest	3
books_imported	4
construction_tools_tools	5

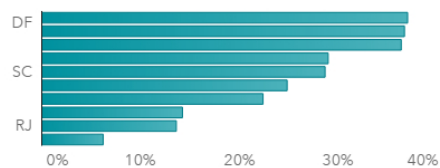
Assessment



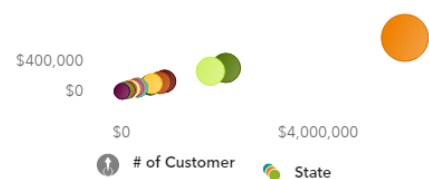
of Sellers by State



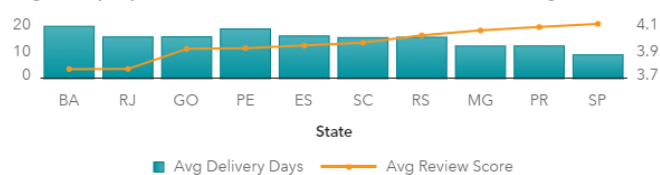
Distribution % by State



FreightValue by Sales sized by # of Customer

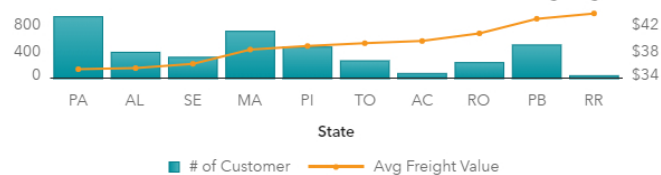


Avg Delivery Days



Avg Review Score

of Customer

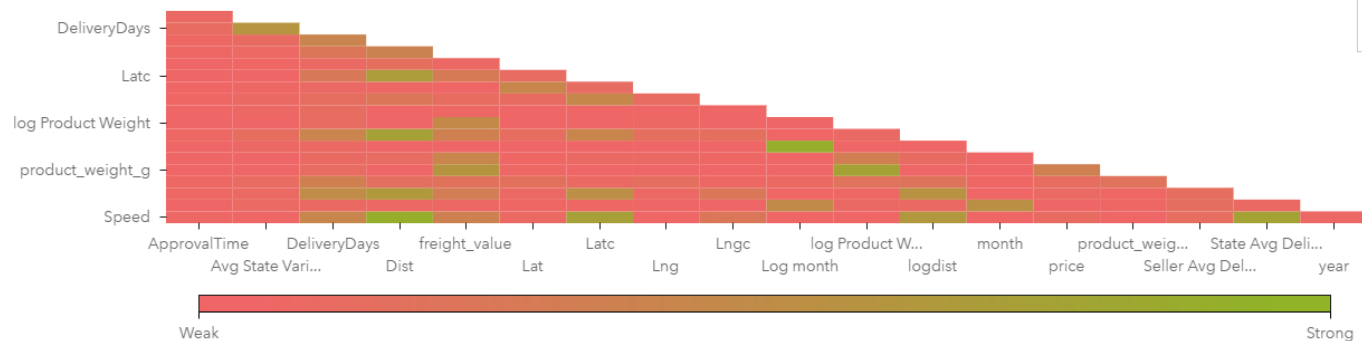


Avg Freight Value

EComm

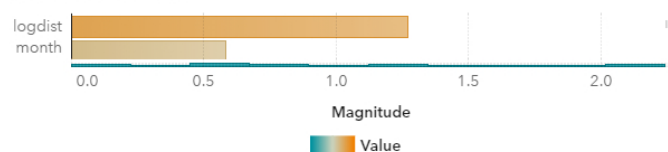
Close

Dashboard Customer Analysis Sentiment Analysis Product Analysis Seller Analysis Predictive Model

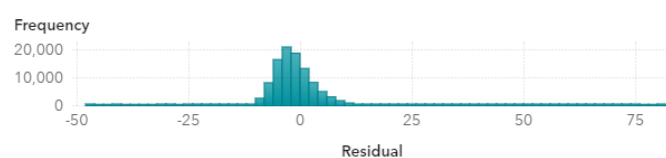


Linear Regression **DeliveryDays** Adjusted R-Square **0.7011** Observations Used **103,122** Unused **29**

Parameter Estimate



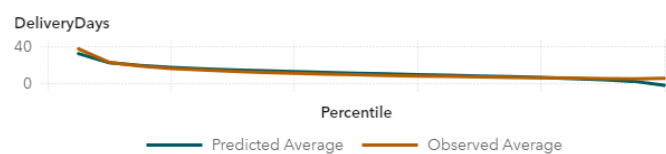
Residual Plot



Variable Selection Plot

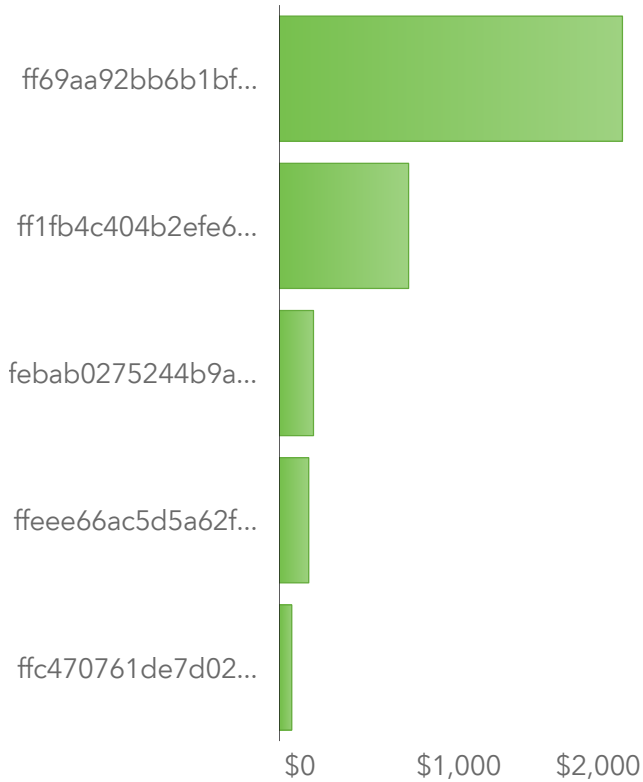


Assessment

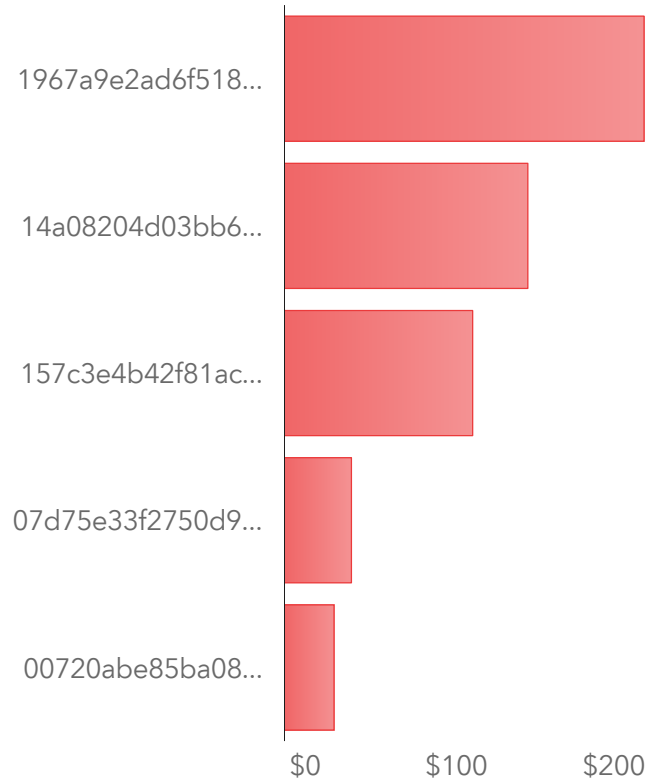


Sellers

Sales by Top Reviewed Sellers



Sales by Bottom Reviewed Sellers



Future Rising/Sinking Sellers

seller_id	Month ▲	Prev to Prev Month Sales	Prev Month Sales
01fdefa7697d26ad920e9e0346d4bd1b	Jul2018	116.19	.
0241d4d5d36f10f80c644447315af0bd	Jul2018	450.51	752.00
06a2c3af7b3aee5d69171b0e14f0ee87	Jul2018	435.15	1,538.83
06df0c10d34e459d9672bc77388742eb	Jul2018	626.36	637.94
06e5eefc71ec47ae763c5c6f8db7064f	Jul2018	853.04	299.60
0bebbb2cea103a4a020c95d43fd7d754	Jul2018	.	.
0c8380b62e38e8a1e6adbaba7eb9688c	Jul2018	.	.
1025f0e2d44d7041d6cf58b6550e0bfa	Jul2018	1,812.26	727.57
1127b7f2594683f2510f1c2c834a486b	Jul2018	.	.
128639473a139ac0f3e5f5ade55873a5	Jul2018	107.92	.
13074f016982ff2bd6c58ced8682f000	Jul2018	.	311.34
1336efc61c316ddf92c899eb817f7cae	Jul2018	68.32	.
14a08204d03bb6b6bde8029f801ae0eb	Jul2018	.	.