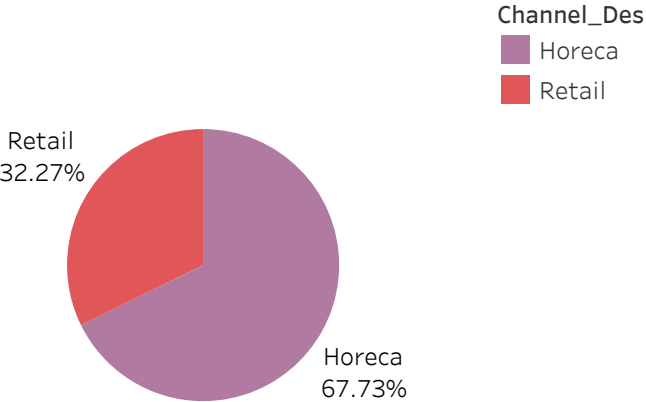
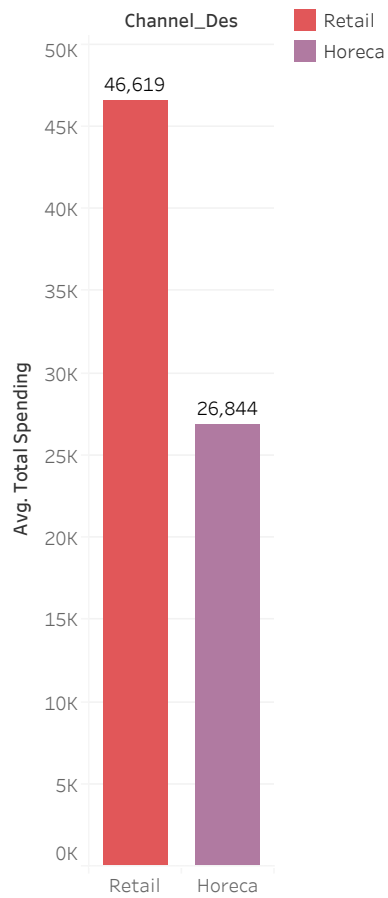


% Customers by Channel



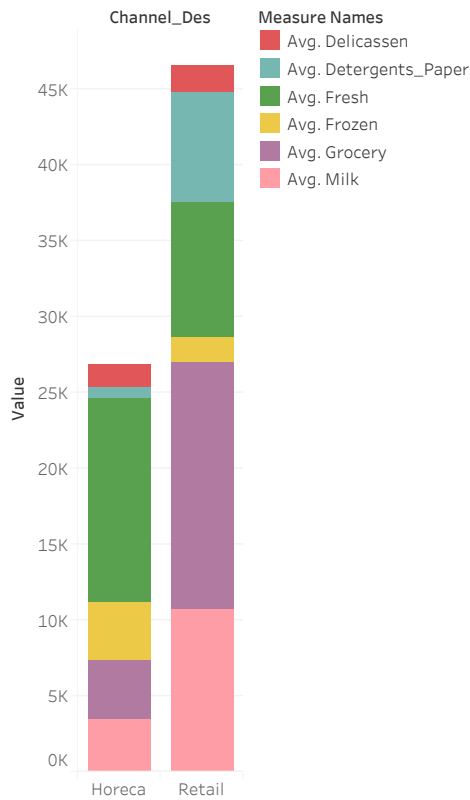
Channel_Desand% of Total Count of Customer_ID. Colour shows details about Channel_Des. The marks are labelled by Channel_Desand% of Total Count of Customer_ID.The data is filtered on Action (Channel_Des),Action (Detergents_Paper,Food)andAction (Customer_ID).The Action (Channel_Des) filter keeps 2 members.The Action (Detergents_Paper,Food) filter keeps 440 members.The Action (Customer_ID) filter keeps 440 members.

Average Spending by Channel



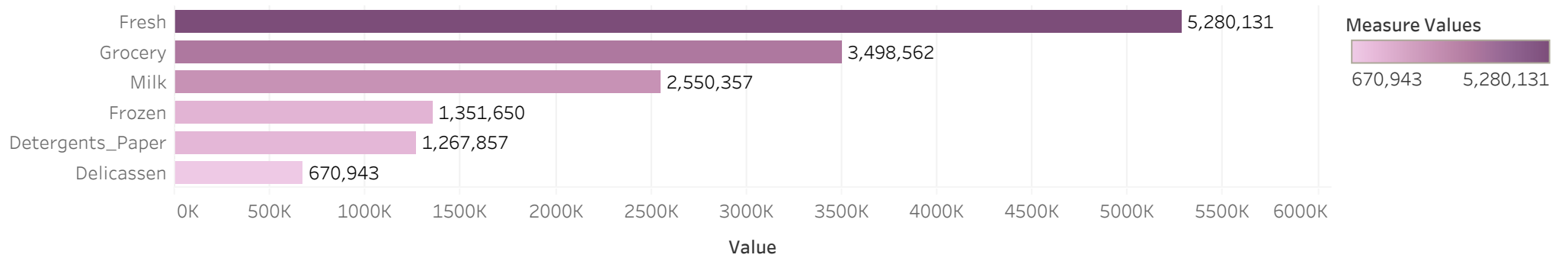
Average of Total Spending for each Channel_Des. Colour shows details about Channel_Des. The marks are labelled by average of Total Spending. The data is filtered on Action (Channel_Des), Action (Detergents_Paper, Food) and Action (Customer_ID). The Action (Channel_Des) filter keeps 2 members. The Action (Detergents_Paper, Food) filter keeps 440 members. The Action (Customer_ID) filter keeps 440 members.

Average Spending of
Customers from
Product Categories



Avg. Delicassen,Avg. Detergents_Paper,Avg. Fresh,Avg. Frozen,Avg. GroceryandAvg. Milk for each Channel_Des. Colour shows details about Avg. Delicassen,Avg. Detergents_Paper,Avg. Fresh,Avg. Frozen,Avg. GroceryandAvg. Milk.The data is filtered on Action (Channel_Des),Action (Detergents_Paper,Food)andAction (Customer_ID).The Action (Channel_Des) filter keeps 2 members.The Action (Detergents_Paper,Food) filter keeps 440 members.The Action (Customer_ID) filter keeps 440 members.

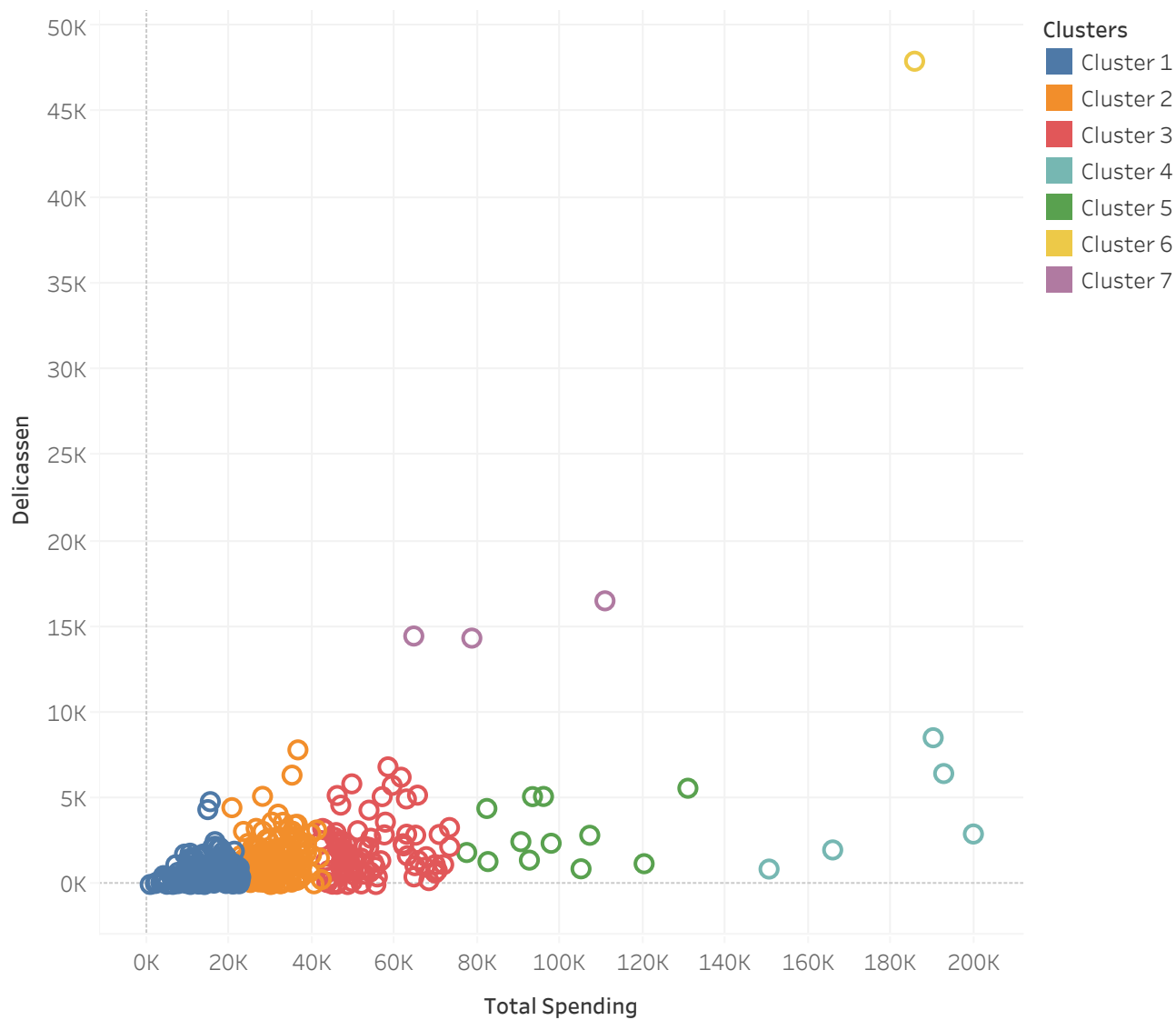
Identify the categories with most spending



Fresh,Grocery,Milk,Frozen,Detergents_PaperandDelicassen. Colour shows Fresh,Grocery,Milk,Frozen,Detergents_PaperandDelicassen.The data is filtered on Action (Channel_Des),Action (Detergents_Paper,Food)andAction (Customer_ID).The Action (Channel_Des) filter keeps 2 members.The Action (Detergents_Paper,Food) filter keeps 440 members.The Action (Customer_ID) filter keeps 440 members.

Clustering - Delicassen VS Total Spending

(Highlight points to see interactivity!)



Sum of Total Spending vs. sum of Delicassen. Colour shows details about Clusters. Details are shown for Customer_ID. The data is filtered on Channel_Des and Action (Channel_Des). The Channel_Des filter keeps Horeca and Retail. The Action (Channel_Des) filter keeps 2 members.



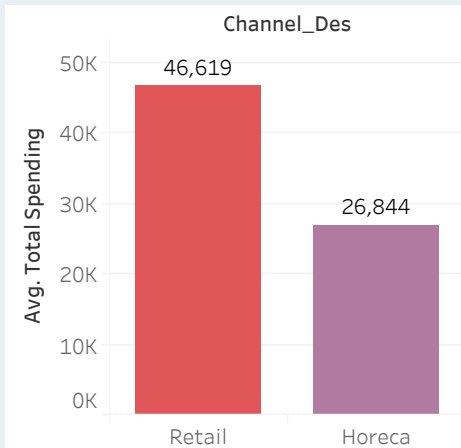
Improving sales in poorest performing channel through behavioural segmentation



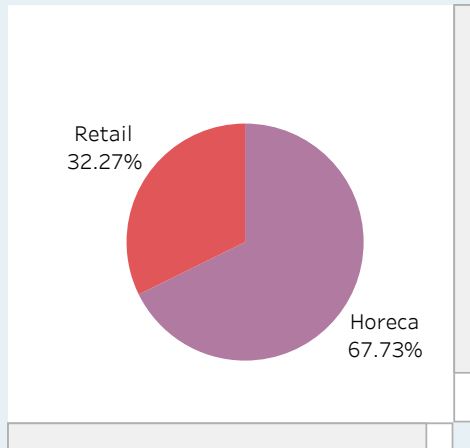
Reset

Reset Button

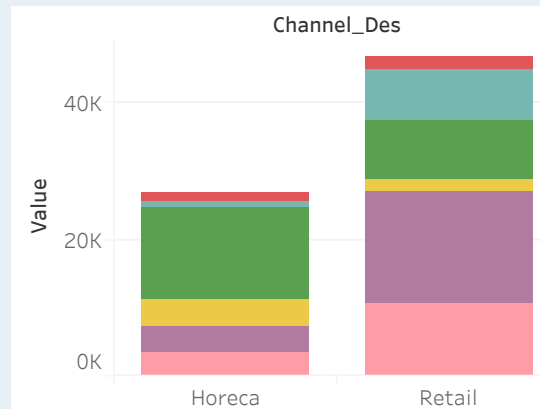
Average Spending by Channel



% Customers by Channel



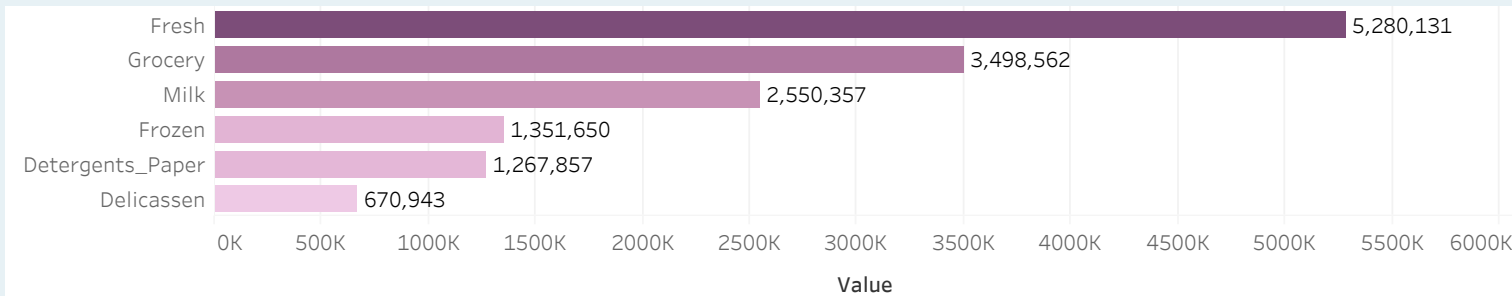
Average Spending of Customers from Product Categories



Measure Names

- Avg. Delicass..
- Avg. Deterg..
- Avg. Fresh
- Avg. Frozen
- Avg. Grocery
- Avg. Milk

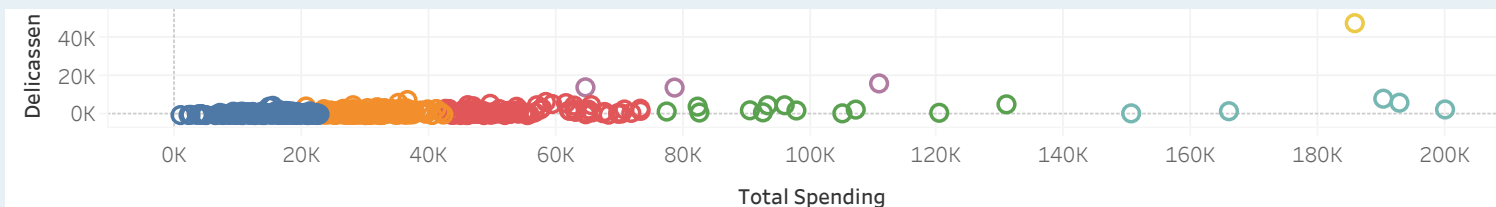
Identify the categories with most spending



Measure Values



Clustering - Delicassen VS Total Spending
(Highlight points to see interactivity!)



Clusters

- Cluster 1
- Cluster 2
- Cluster 3
- Cluster 4
- Cluster 5

Channel_Des

- ☒ Horeca
- ☒ Retail