Homework 10
Customer Movement Analysis

BADS7105 CRM Analytics and Intelligence
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Type of Customer

Type	Purchased period		
	This month	Previous month	2 months ago
New	✅	✅	
Repeat	✅	❌	✅
Reactive	✅	❌	❌
Churn	❌	✅	

Customer Movement Analysis
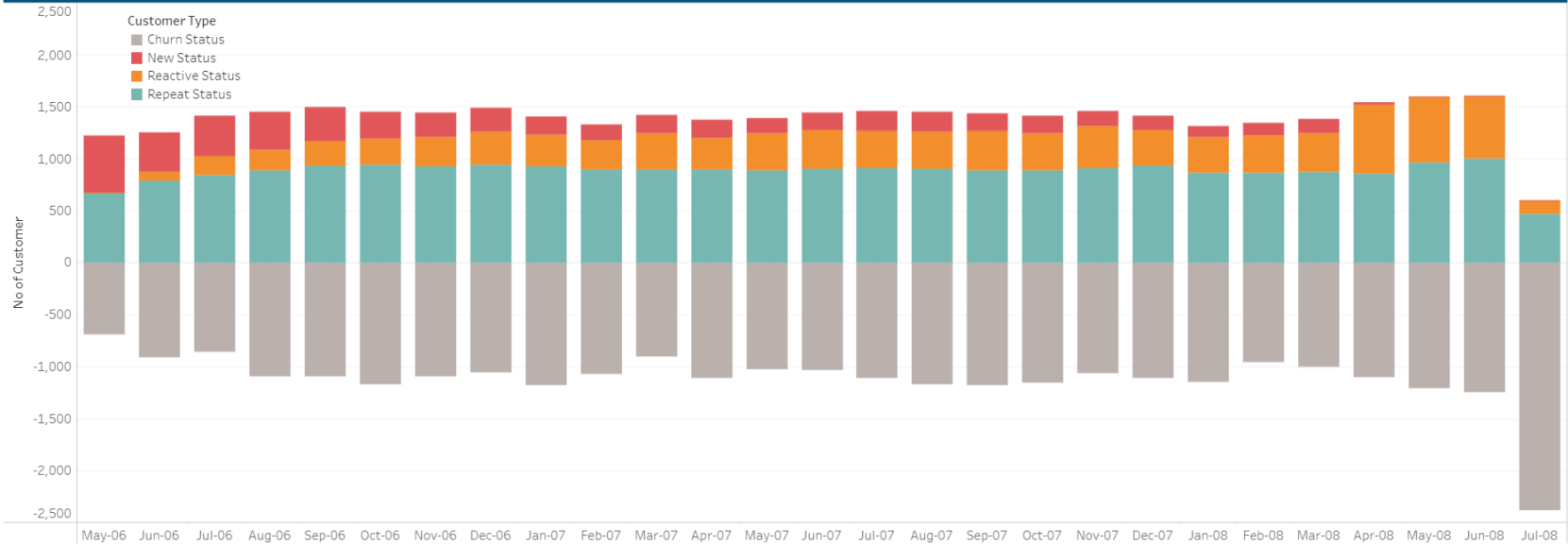
https://public.tableau.com/views/BADS7105-CustomerMovement/CustomerMovementAnalysis?:language=en-US&:display_count=n&:origin=viz_share_link