

A decorative network diagram in the top-left corner of the slide. It features a complex web of interconnected nodes and lines. The nodes are represented by small circles, some of which are solid blue, some are solid grey, and some are hollow with a blue outline. The lines connecting them are thin and grey, creating a mesh-like structure.











Homework 10

Customer Movement Analysis

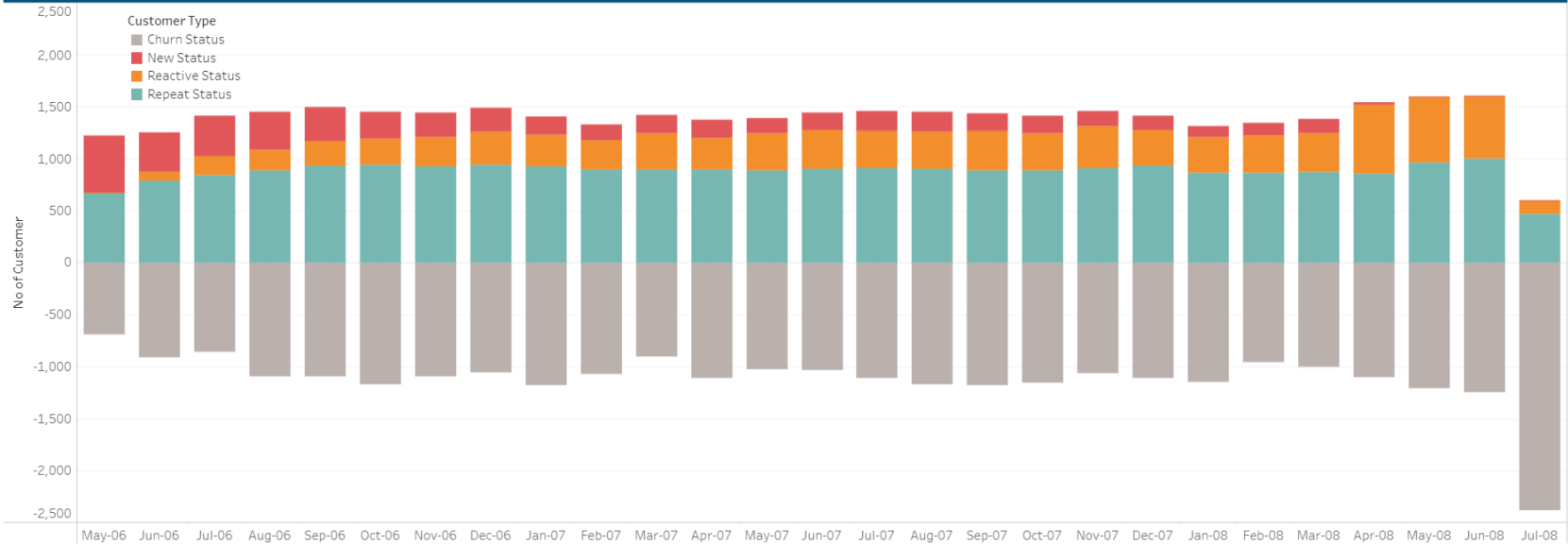
BADS7105 CRM Analytics and Intelligence
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A decorative network diagram in the bottom-right corner of the slide, mirroring the style of the top-left diagram. It consists of a network of nodes (solid blue, solid grey, and hollow blue-outlined circles) connected by thin grey lines.

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