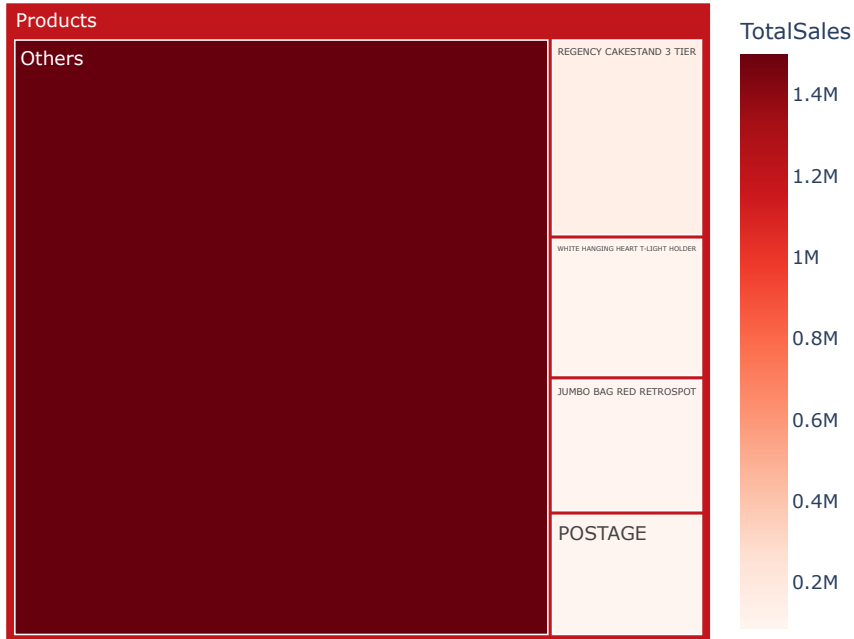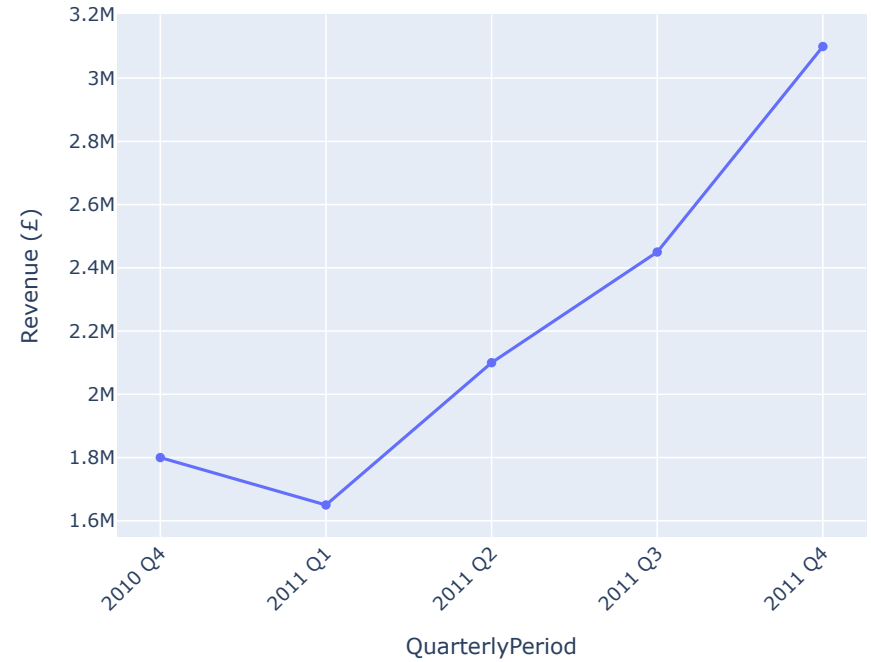# Online Retail Comprehensive Analysis Dashboard
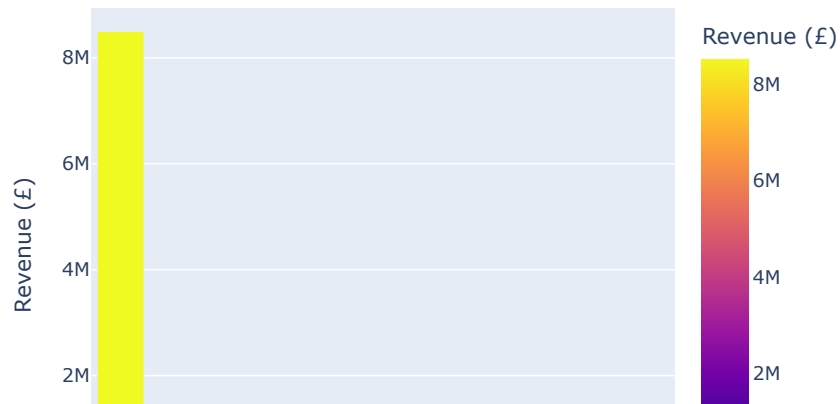
A. Product Mix Revenue Share
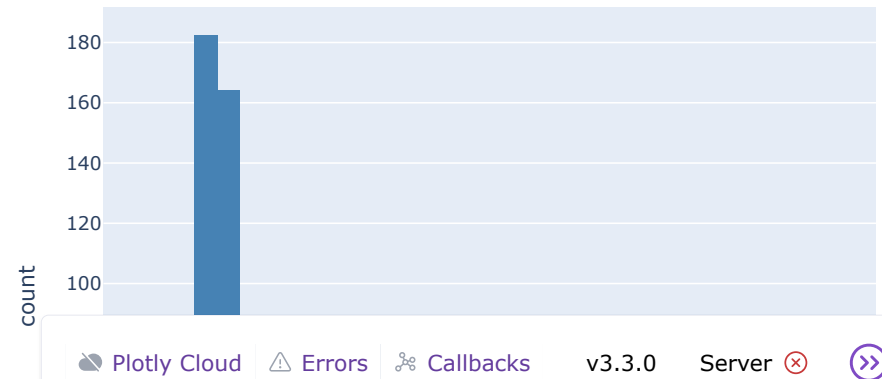

B. Quarterly Revenue Trend (Seasonality)

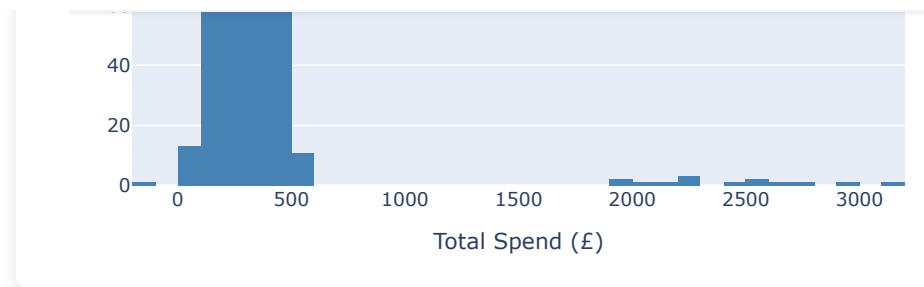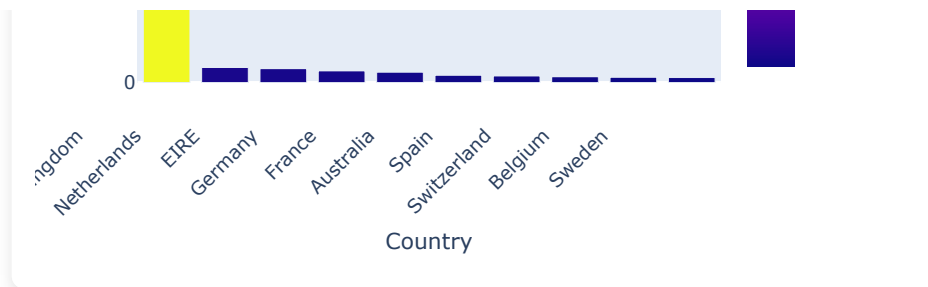## C. Top 10 Countries by Total Revenue

D. Customer Monetary Value Distribution (RFM)

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E. Association Rules: Lift vs. Confidence (Recommendation Insight)

Lift=1 (No Association)

Key Insight: The Association Rules scatter plot identifies strong product co-dependencies (Lift > 1.0) for targeted marketing and recommendations.

Plotly Cloud   Errors   Callbacks   v3.3.0   Server   ⊗   ≫