

Machine Learning Enables Consistent Customer Experience Across Channels

Customer Churn Product Market Basket **Multi Channel Sales** Customer Sentiment Customer Spend Product Branding Product Comparision Product Market Share Product Marketing Inventory

Product

Jeans

Data Source

Twitter

Customer Type

Potential

Time

2014

Location

North Atlantic

☒ Customer Experience

☐ Product Sales

☒ Web

☐ Store

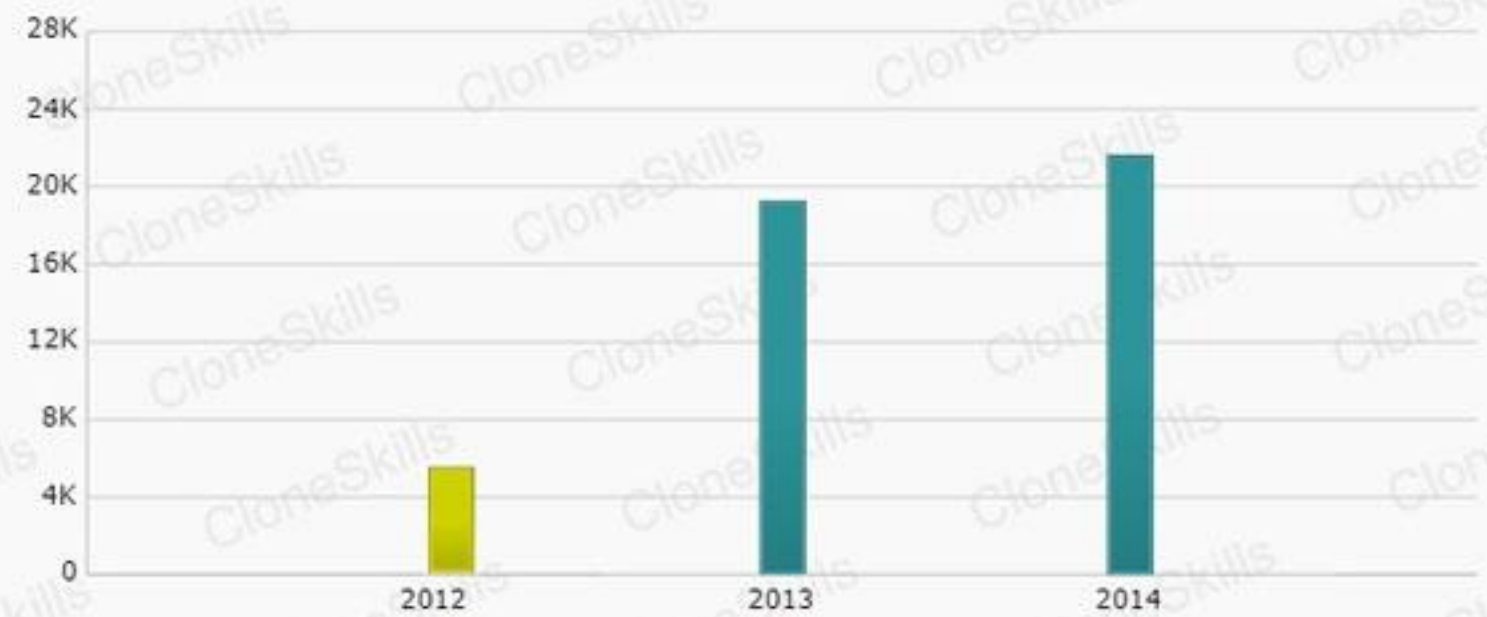
☐ Catalog

☐ Mobile

☐ Email



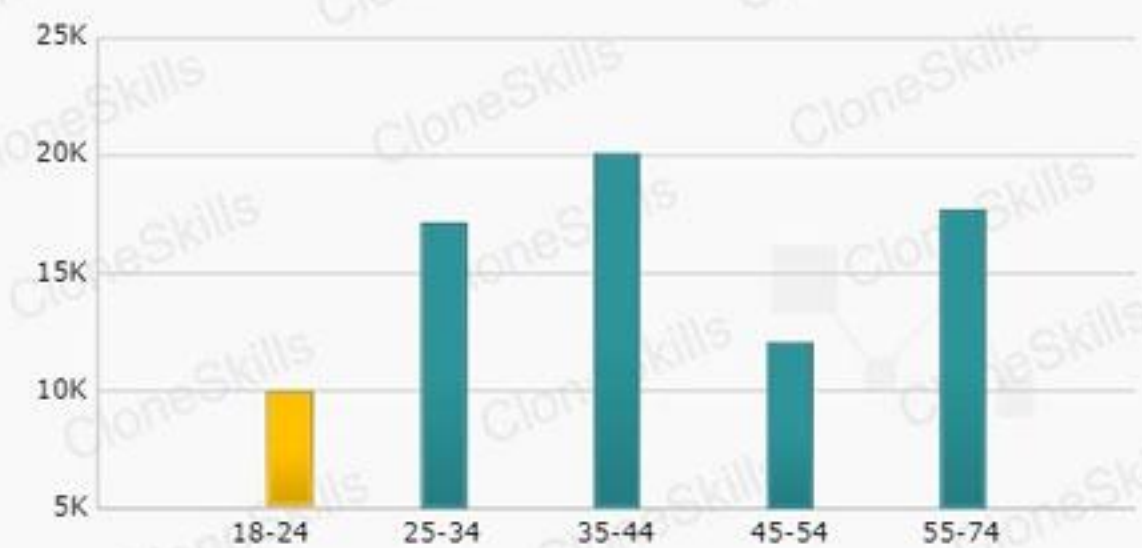
Users Logged into the Website



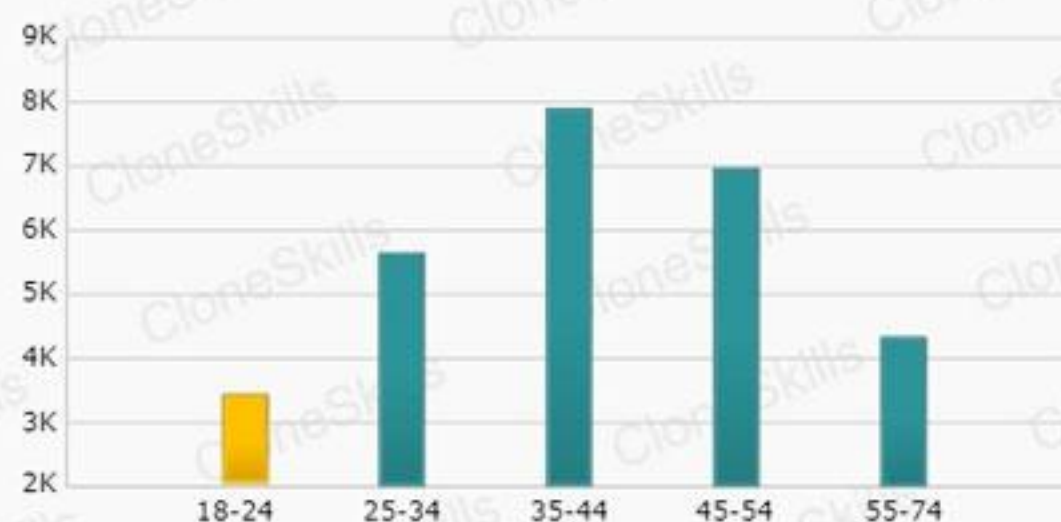
% Increase of Customers Since 2014



Shopping Activity - Male by Age Group



Shopping Activity - Female by Age Group



State	Order Request	Order Request Fulfilled
California	113975	136475
Delaware	169550	121749
Florida	110657	102451
New York	127675	113386
North Carolina	205299	130082
Ohio	153195	121253
Pennsylvania	220531	132662