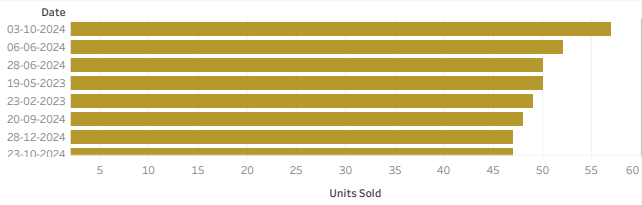


Customer Segmentation and Predictive Analysis

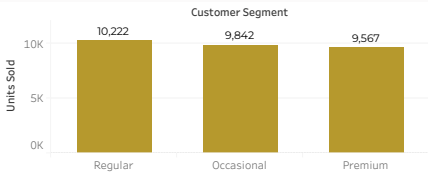
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In this project, we examined our e-commerce site's sales rates, marketing campaigns, customer segments and future sales forecasts. You can filter specific dates, sales amounts and customer segments using filters.

Units Sold by Date



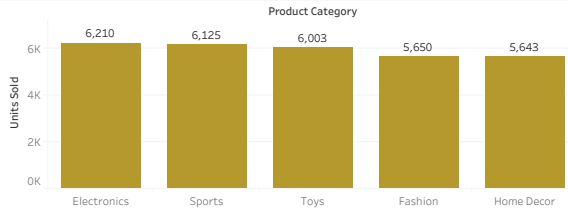
Units Sold by Customer Segment



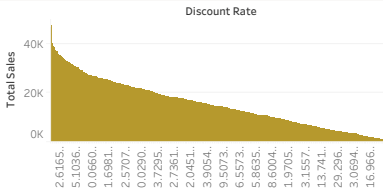
Units Sold
All values

Customer Segment
☒ Occasional
☒ Premium
☒ Regular

Units Sold by Product Category



Related between Discount and Total Sales



Related between Marketing Spend and Total Sales

