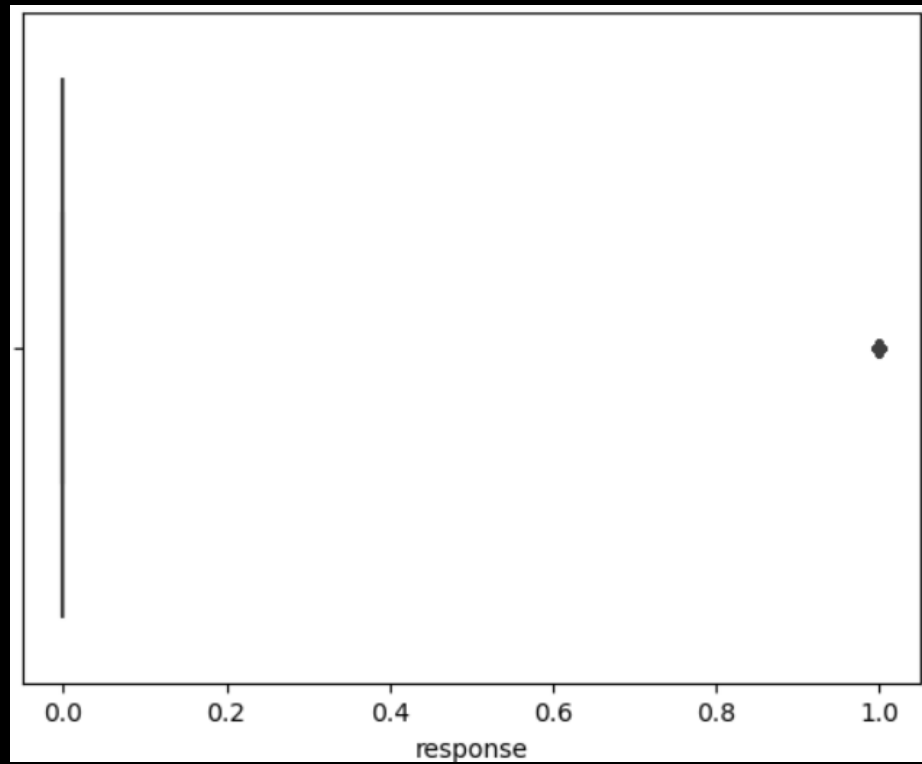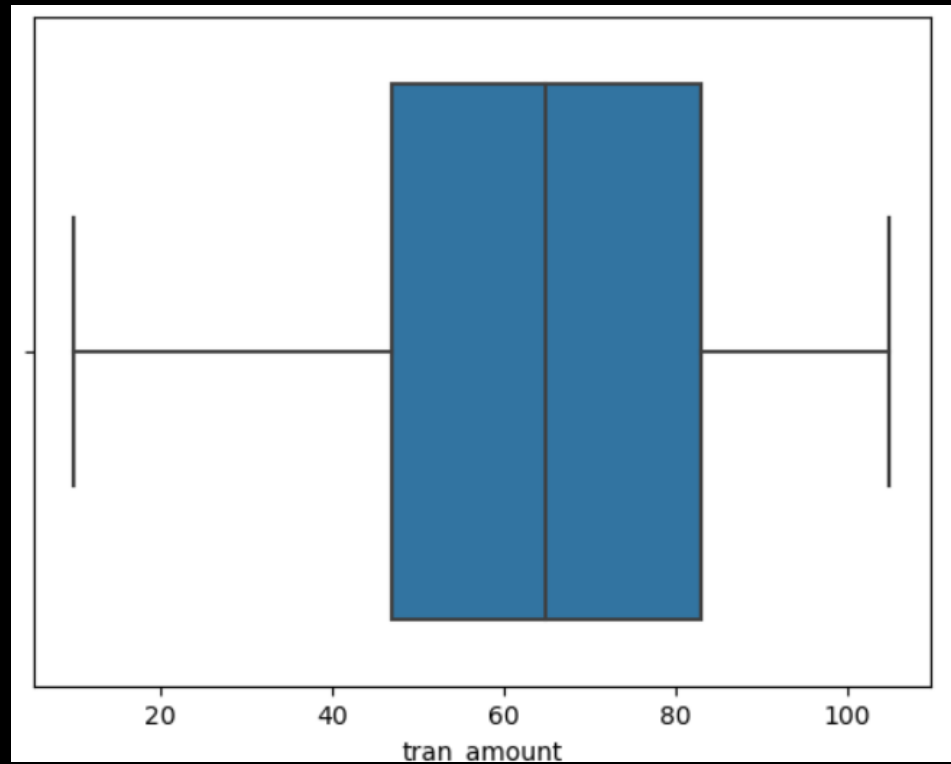SAAHIL KARNIK

Internship Studio DATA ANALYSIS Project
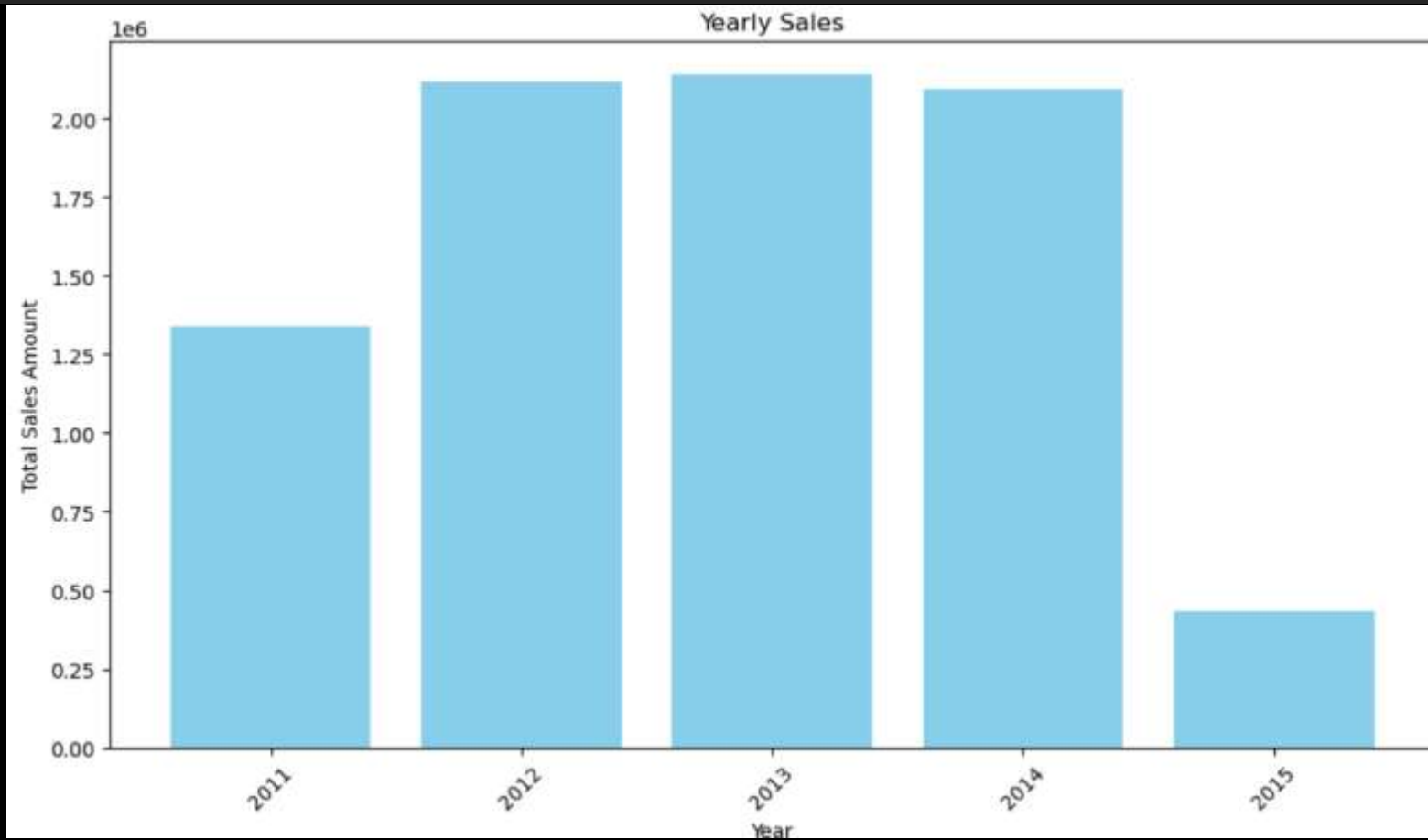
Response Plot
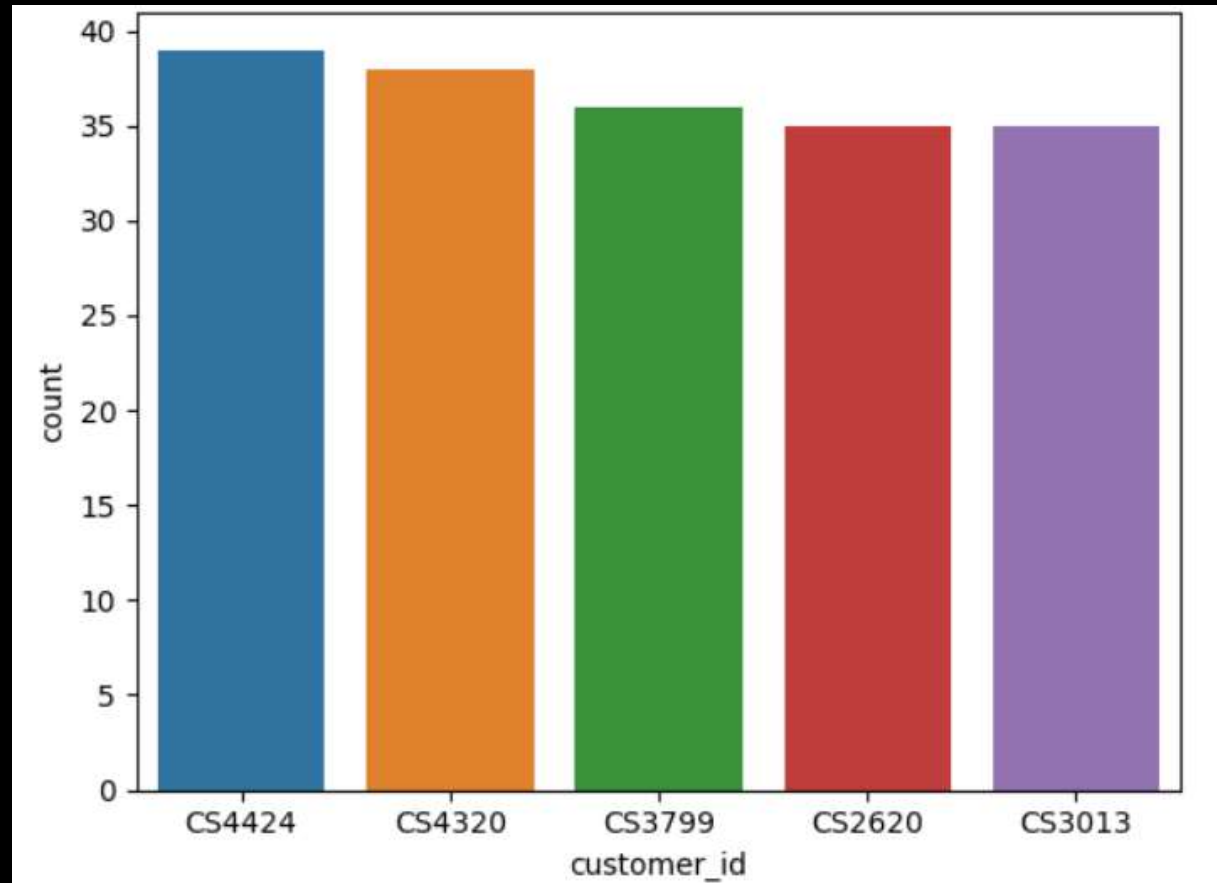
Transaction Amount Plot
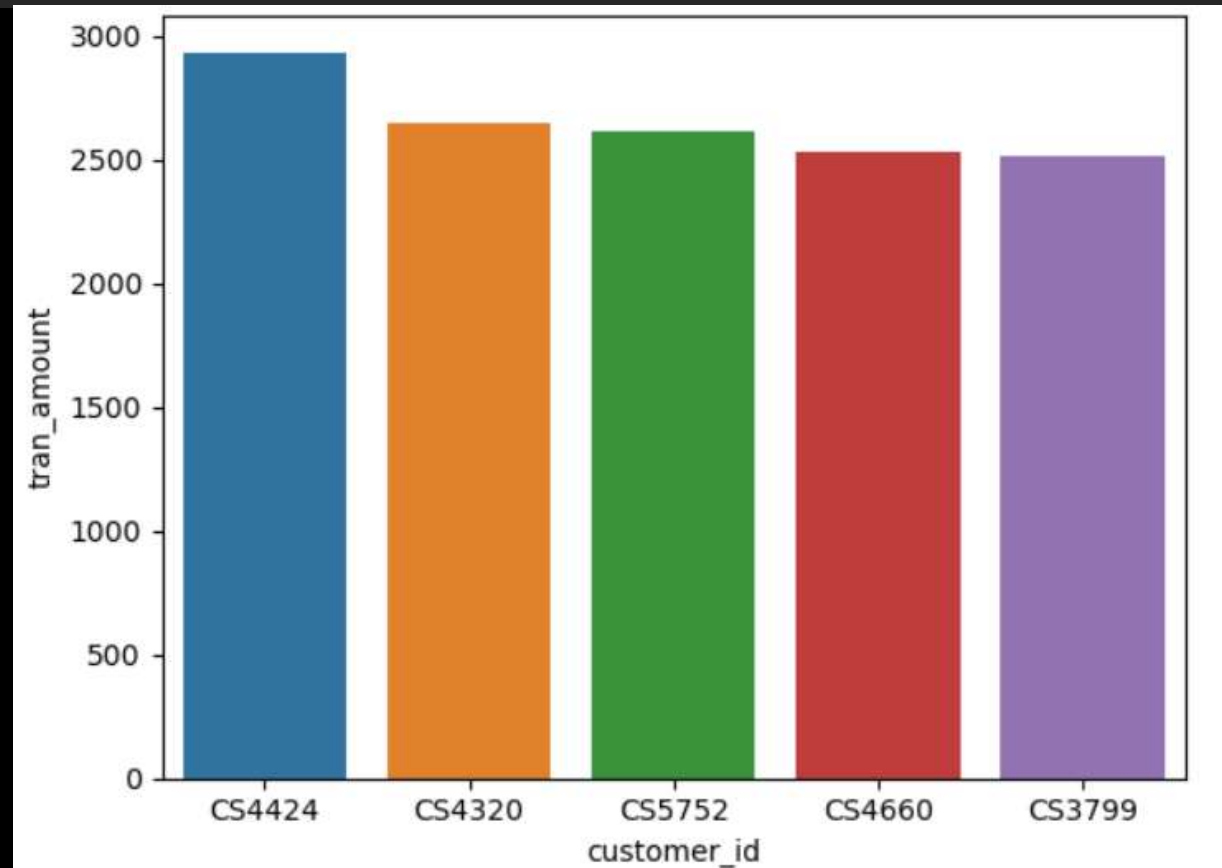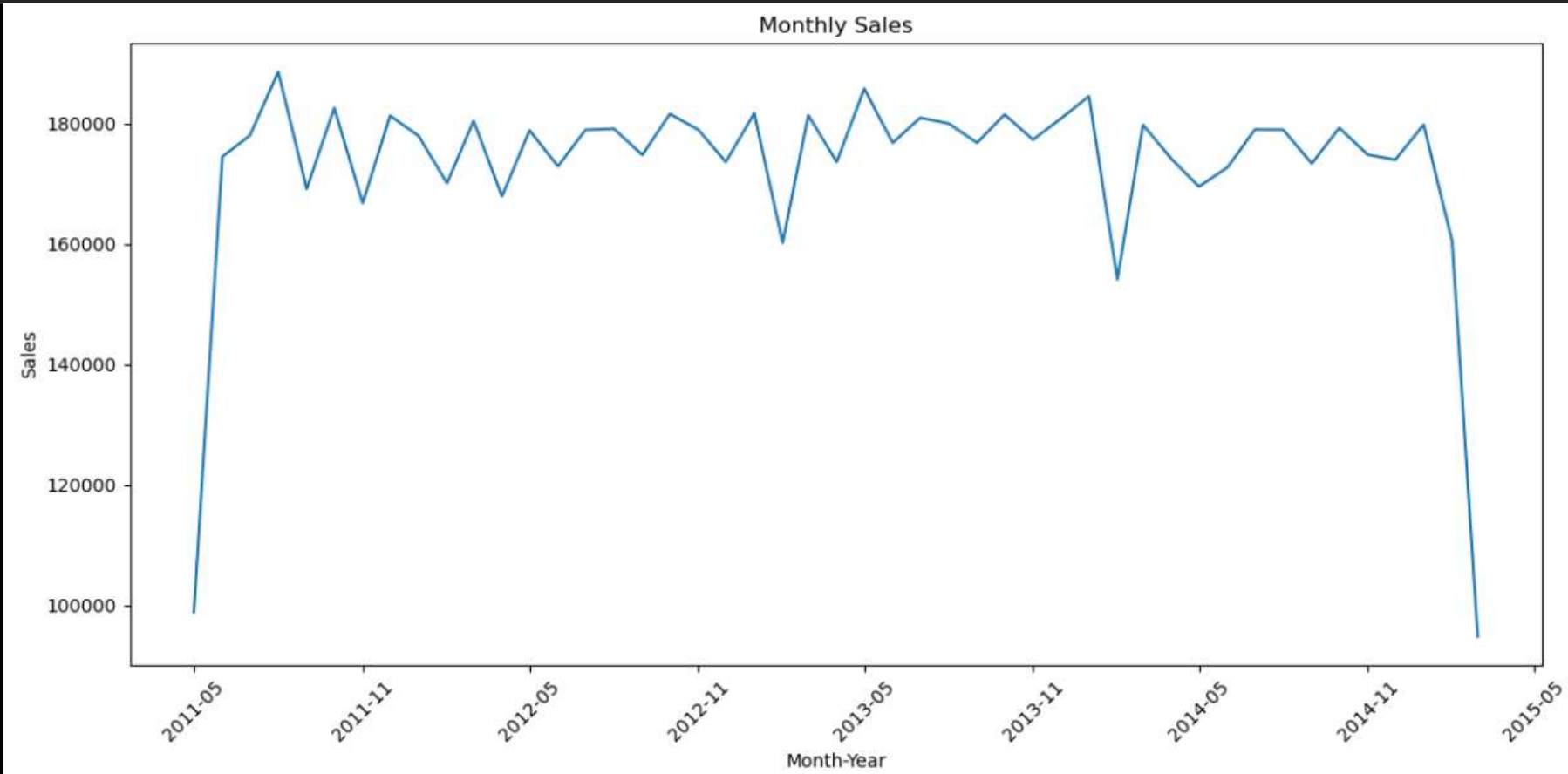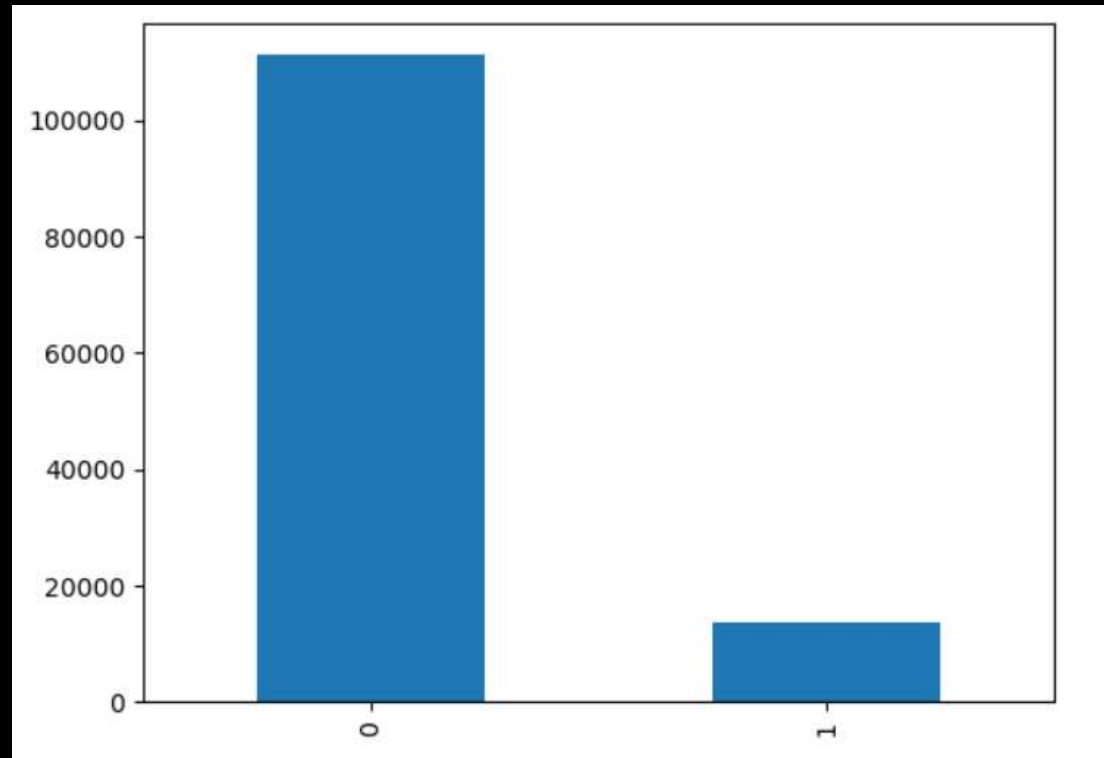
Yearly Sales

Top 5 Customers

Top 5 sales

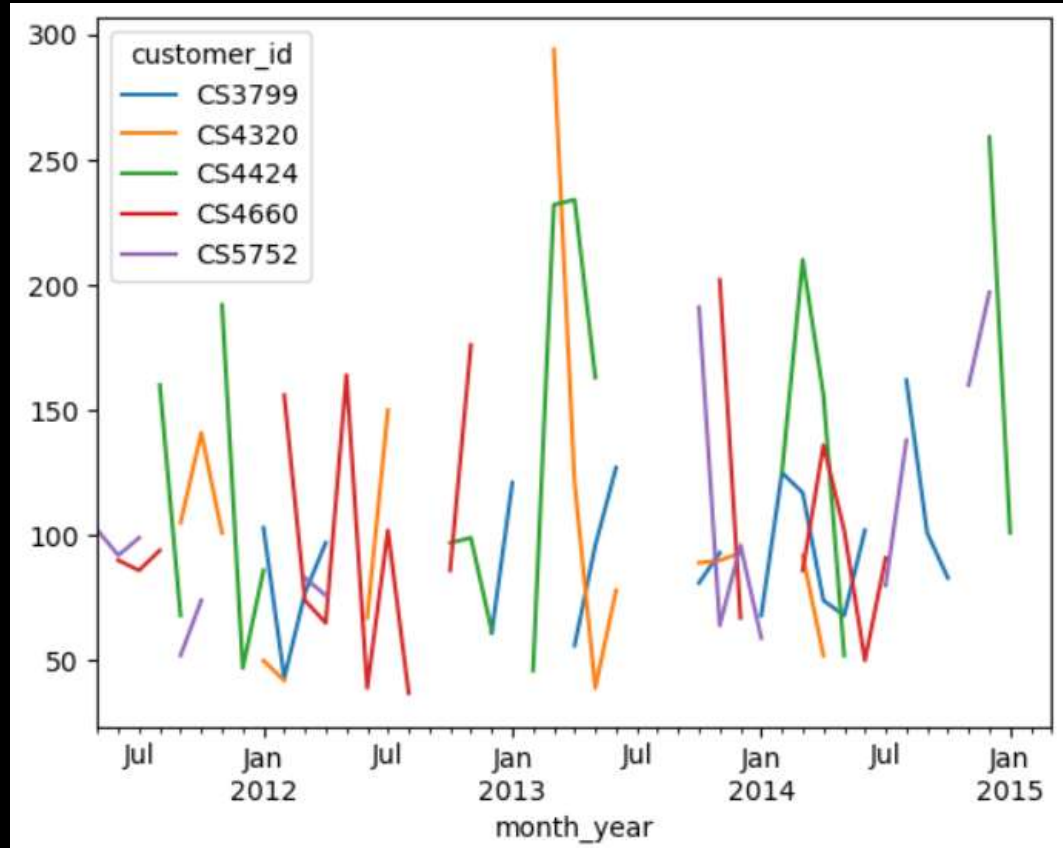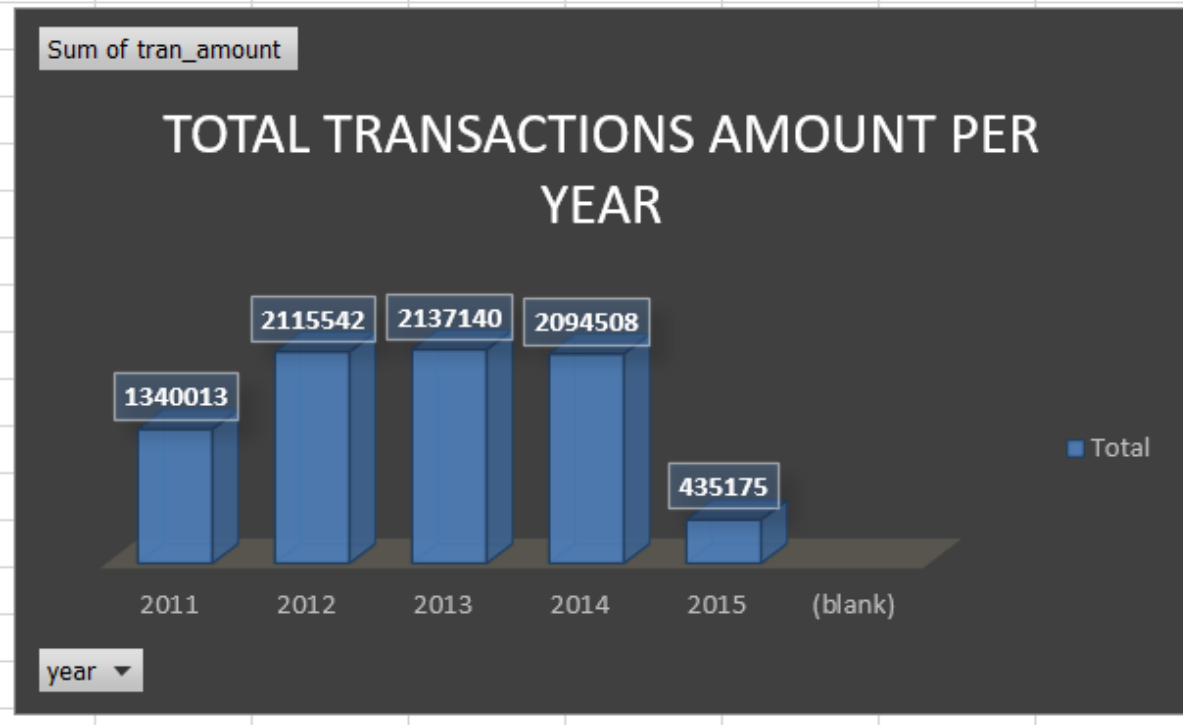# Monthly Sales

Churn Count
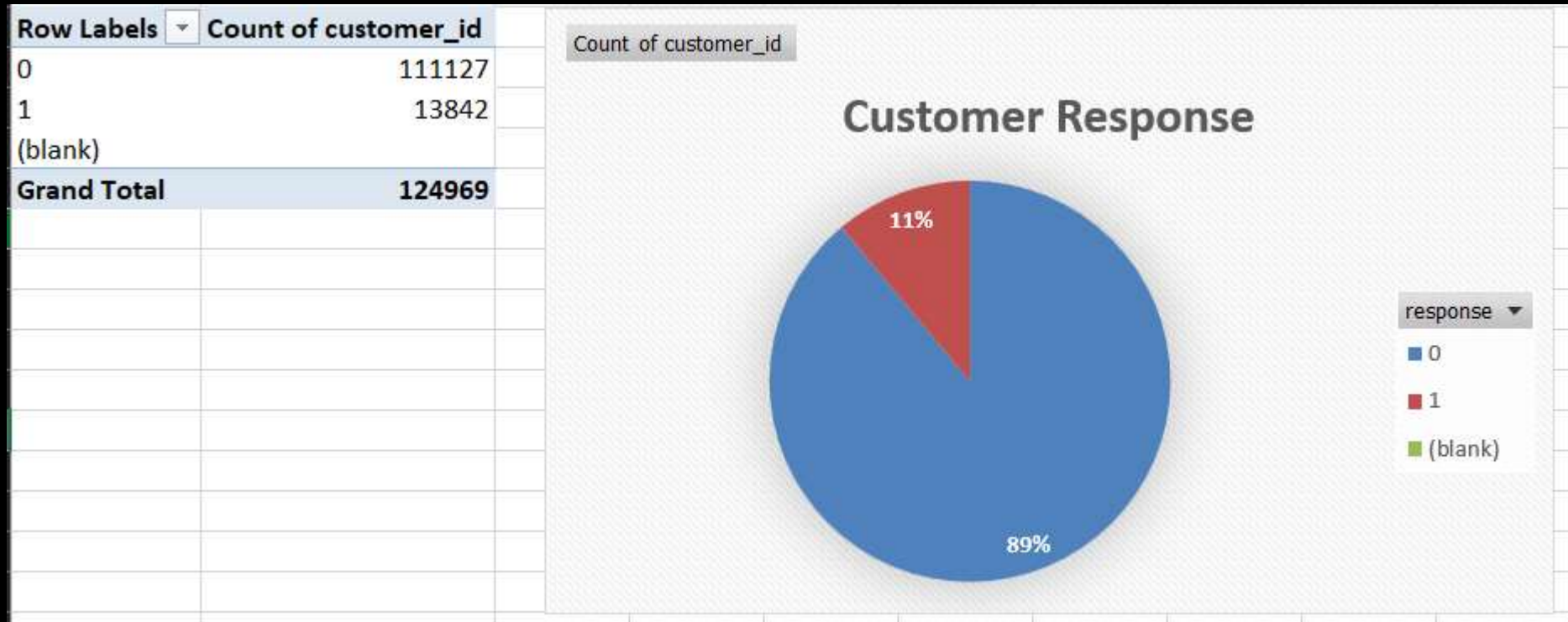
Analysis of Top Customers

Transactions based on Month

Row Labels	Sum of tran_amount
1	724089
2	645028
3	636475
4	515746
5	633162
6	697014
7	717011
8	726775
9	694201
10	725058
11	698024
12	709795
(blank)	
Grand Total	**8122378**

Sum of tran_amount

Transaction amount based on Month

month

Total Transactions Per Year

Customer Response

Customer Segment

Customer Frequency