MRA Project
Part-A

Shweta Tripathi
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- **Problem Statement:**

An automobile parts manufacturing company has collected data on transactions for 3 years. They do not have any in-house data science team, thus they have hired you as their consultant. Your job is to use your data science skills to find the underlying buying patterns of the customers, provide the company with suitable insights about their customers, and recommend customized marketing strategies for different segments of customers

Dataset:

Auto Sales Data: Sales_Data.xlsx

- Top few records to get a feel of the data structure are shown below:

	ORDERNUMBER	QUANTITYORDERED	PRICEEACH	ORDERLINENUMBER	SALES	ORDERDATE	DAYS_SINCE_LASTORDER	STATUS	PRODUCTLINE	MSRP
0	10107	30	95.70	2	2871.00	43155	828	Shipped	Motorcycles	95
1	10121	34	81.35	5	2765.90	43227	757	Shipped	Motorcycles	95
2	10134	41	94.74	2	3884.34	43282	703	Shipped	Motorcycles	95
3	10145	45	83.26	6	3746.70	43337	649	Shipped	Motorcycles	95
4	10168	36	96.66	1	3479.76	43401	586	Shipped	Motorcycles	95

Exploratory data analysis (EDA)

The dataset contains 2747 rows and 20 columns

```
df.shape
```

```
(2747, 20)
```

The info gives the information of the dataset such as Column name, Non-null count, Dtype. The dataset contains 20 columns in which 2 are float, 6 int and 12 object datatype.

```
<class 'pandas.core.frame.DataFrame'>
RangeIndex: 2747 entries, 0 to 2746
Data columns (total 20 columns):
 #   Column            Non-Null Count  Dtype  
---  ------            --------------  -----  
 0   ORDERNUMBER       2747 non-null   int64  
 1   QUANTITYORDERED   2747 non-null   int64  
 2   PRICEEACH         2747 non-null   float64
 3   ORDERLINENUMBER   2747 non-null   int64  
 4   SALES             2747 non-null   float64
 5   ORDERDATE         2747 non-null   int64
```

```
 6   DAYS_SINCE_LASTORDER  2747 non-null   int64
 7   STATUS                2747 non-null   object
 8   PRODUCTLINE           2747 non-null   object
 9   MSRP                  2747 non-null   int64
 10  PRODUCTCODE           2747 non-null   object
 11  CUSTOMERNAME          2747 non-null   object
 12  PHONE                 2747 non-null   object
 13  ADDRESSLINE1          2747 non-null   object
 14  CITY                  2747 non-null   object
 15  POSTALCODE            2747 non-null   object
 16  COUNTRY               2747 non-null   object
 17  CONTACTLASTNAME       2747 non-null   object
 18  CONTACTFIRSTNAME      2747 non-null   object
 19  DEALSIZE              2747 non-null   object
dtypes: datetime64[ns](1), float64(2), int64(5), object(12)
memory usage: 429.3+ KB
```

- Changing the ORDERDATE from int64 to datetime64[ns]

```
<class 'pandas.core.frame.DataFrame'>
RangeIndex: 2747 entries, 0 to 2746
Data columns (total 20 columns):
 #   Column                Non-Null Count  Dtype
---  ------                --------------  -----
 0   ORDERNUMBER           2747 non-null   int64
 1   QUANTITYORDERED       2747 non-null   int64
 2   PRICEEACH             2747 non-null   float64
 3   ORDERLINENUMBER       2747 non-null   int64
 4   SALES                 2747 non-null   float64
 5   ORDERDATE             2747 non-null   datetime64[ns]
```

The five point summary of the dataset can be obtained from the describe function.

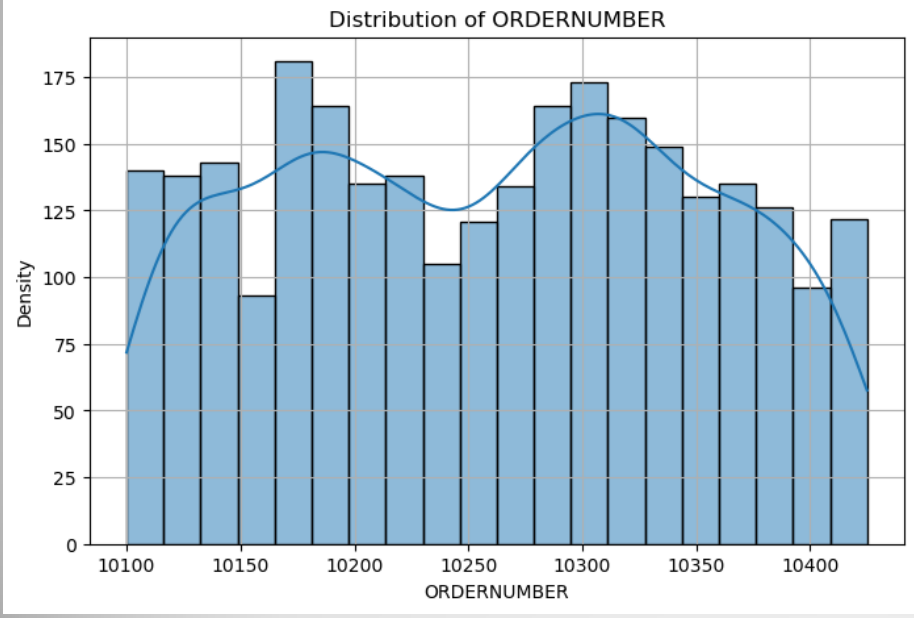
	ORDERNUMBER	QUANTITYORDERED	PRICEEACH	ORDERLINENUMBER	SALES	DAYS_SINCE_LASTORDER	MSRP
count	2747.000000	2747.000000	2747.000000	2747.000000	2747.000000	2747.000000	2747.000000
mean	10259.761558	35.103021	101.098951	6.491081	3553.047583	1757.085912	100.691664
std	91.877521	9.762135	42.042548	4.230544	1838.953901	819.280576	40.114802
min	10100.000000	6.000000	26.880000	1.000000	482.130000	42.000000	33.000000
25%	10181.000000	27.000000	68.745000	3.000000	2204.350000	1077.000000	68.000000
50%	10264.000000	35.000000	95.550000	6.000000	3184.800000	1761.000000	99.000000
75%	10334.500000	43.000000	127.100000	9.000000	4503.095000	2436.500000	124.000000
max	10425.000000	97.000000	252.870000	18.000000	14082.800000	3562.000000	214.000000

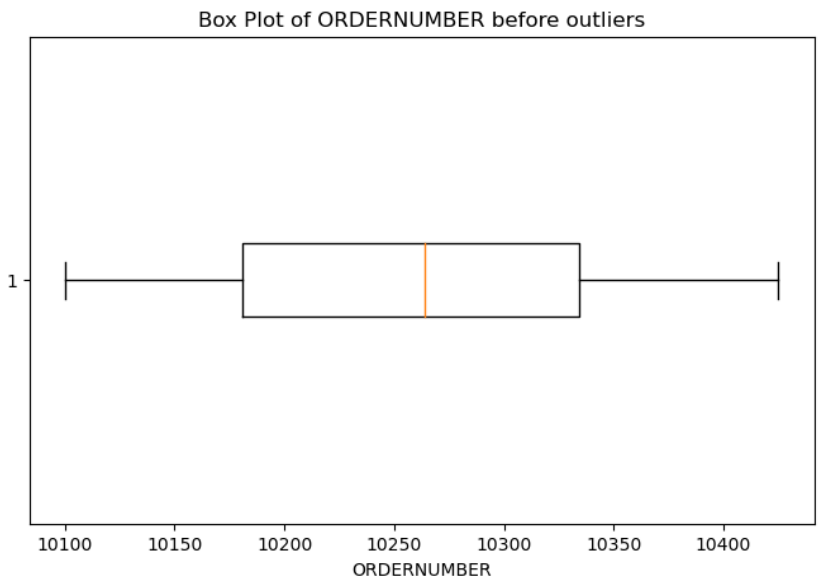
- Null values should be check before performing calculations. Checking the null values by using isnull function. We have observed that there are no null values present in the dataset.

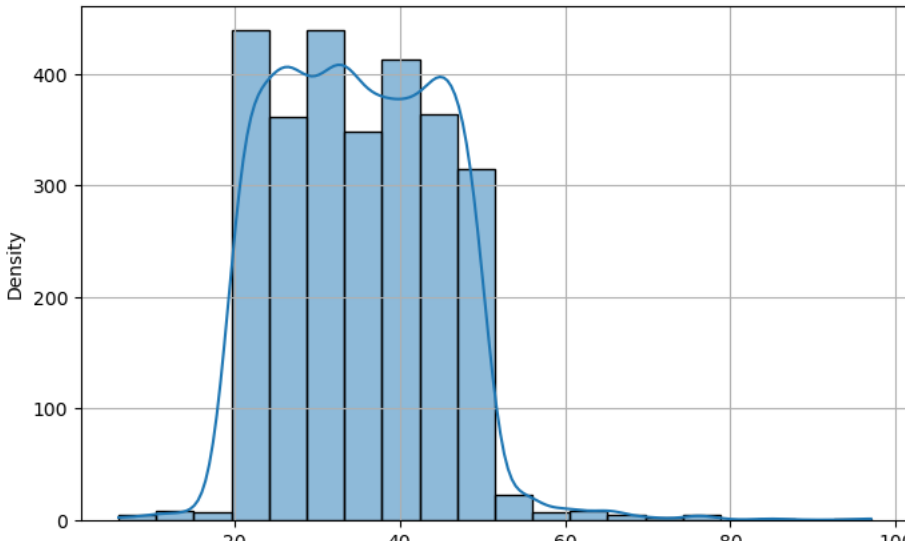
```
ORDERNUMBER           0
QUANTITYORDERED       0
PRICEEACH             0
ORDERLINENUMBER       0
SALES                 0
ORDERDATE             0
DAYS_SINCE_LASTORDER  0
STATUS                0
PRODUCTLINE           0
MSRP                  0
PRODUCTCODE           0
CUSTOMERNAME          0
PHONE                 0
ADDRESSLINE1          0
CITY                  0
POSTALCODE            0
COUNTRY               0
CONTACTLASTNAME       0
CONTACTFIRSTNAME      0
DEALSIZE              0
dtype: int64
```

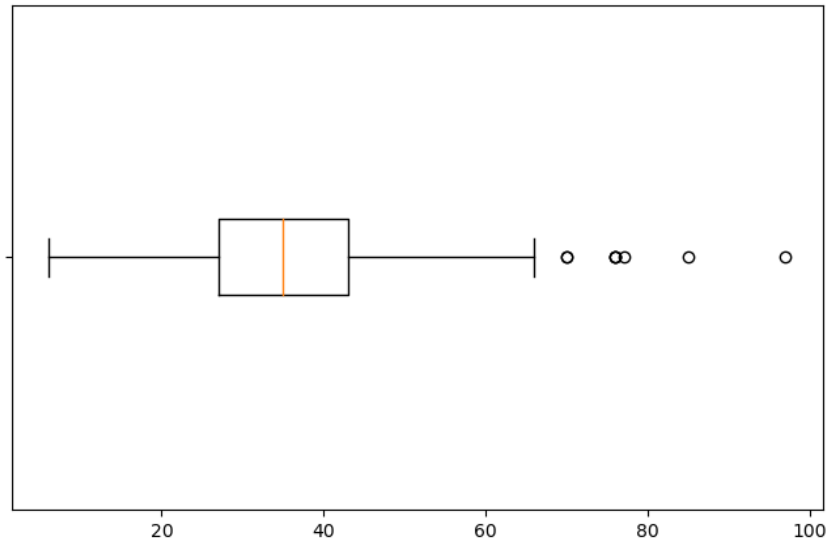
Univariate analysis

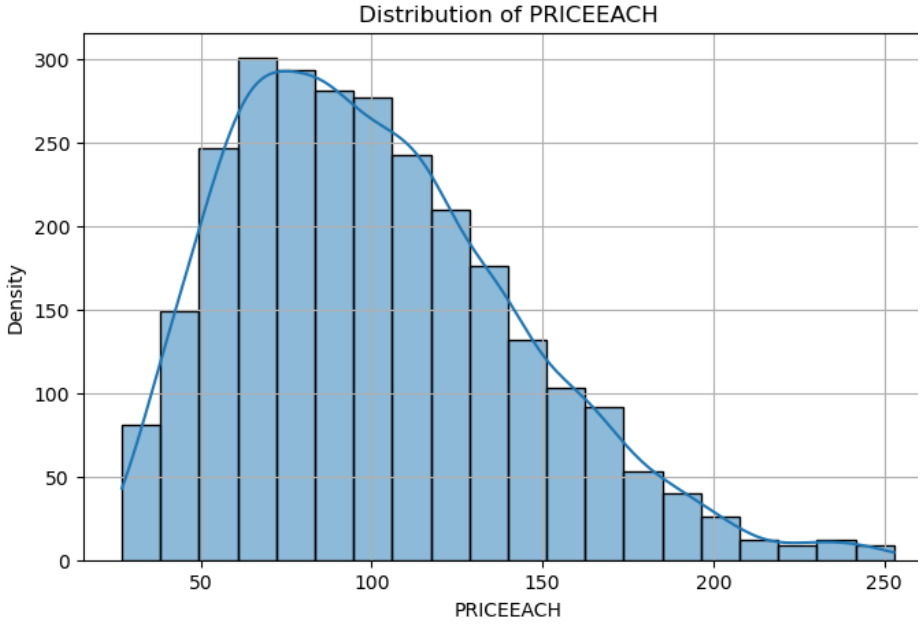
The Univariate analysis of the dataset is shown below by using distplot and box plot

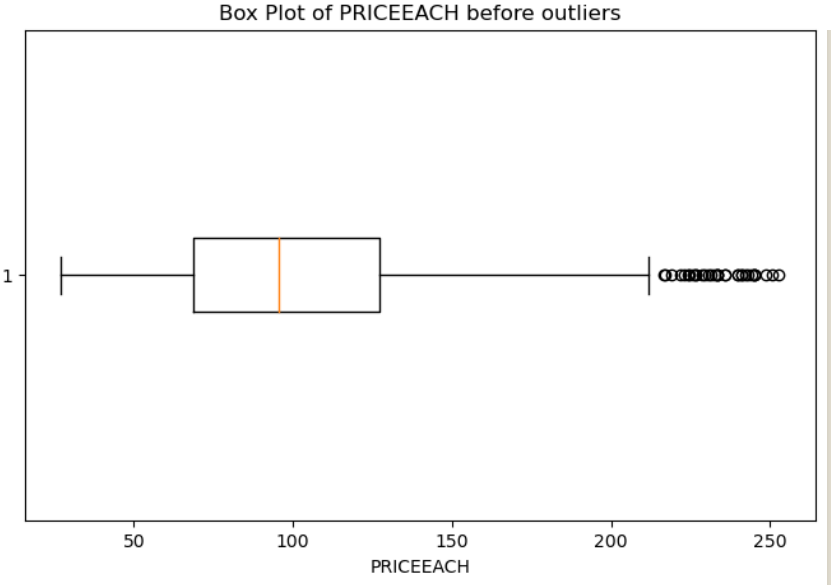


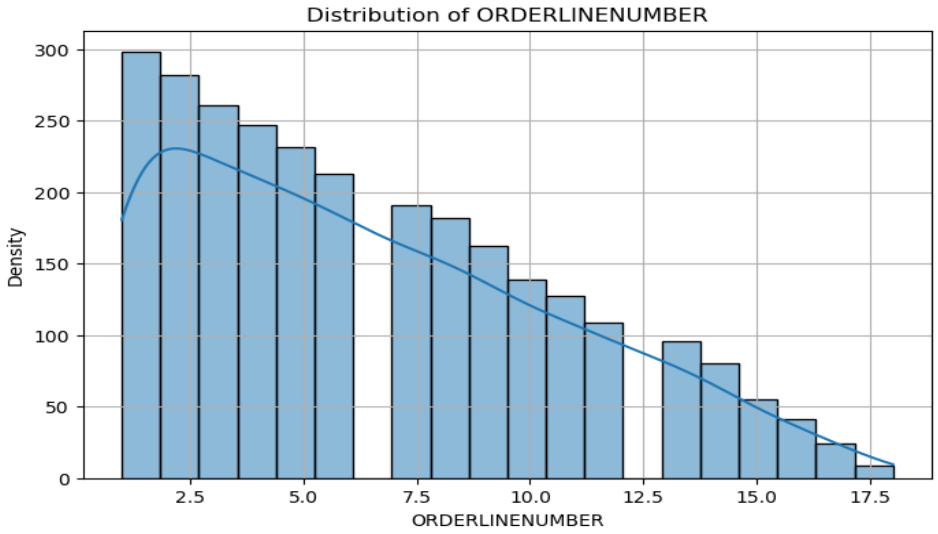


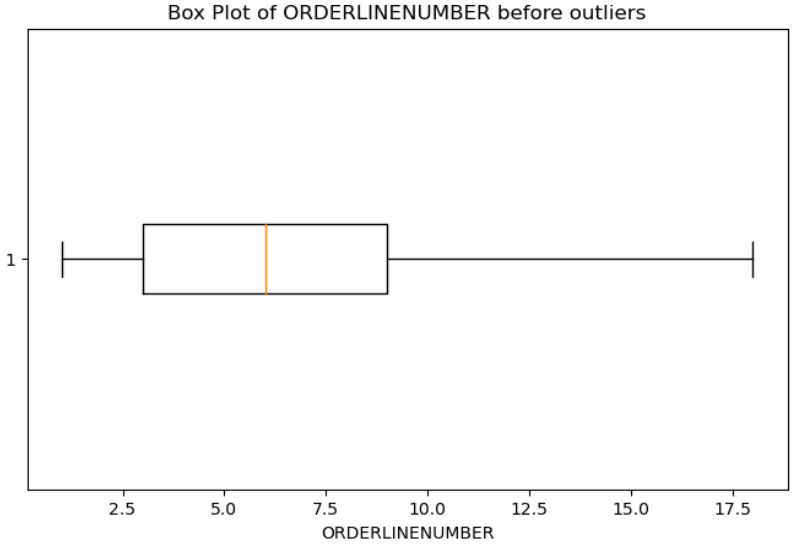

Distribution of QUANTITYORDERED
Density
0
100
200
300
400
20
40
60
80

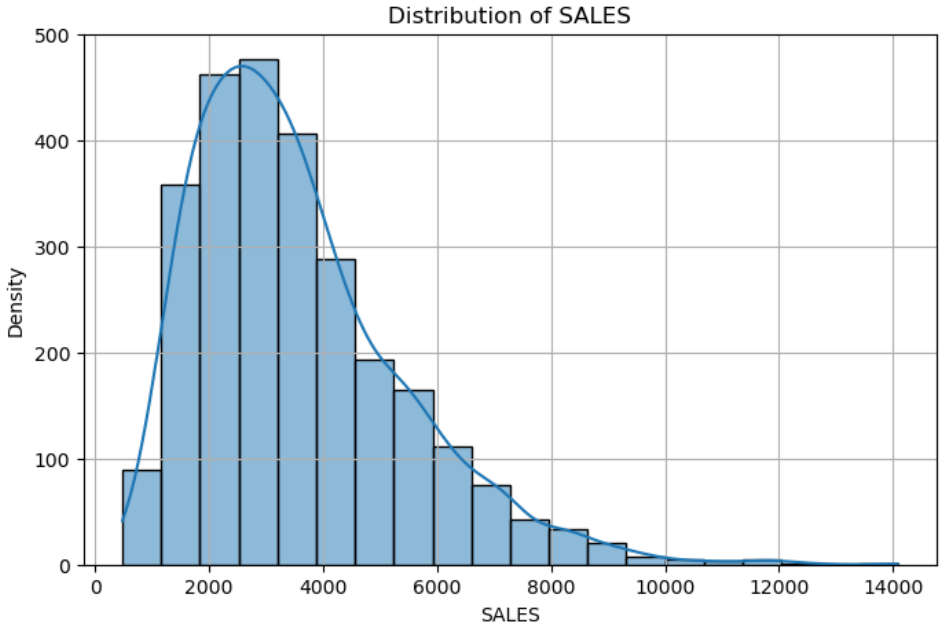

Box Plot of QUANTITYORDERED before outliers
1
20
40
60
80
100

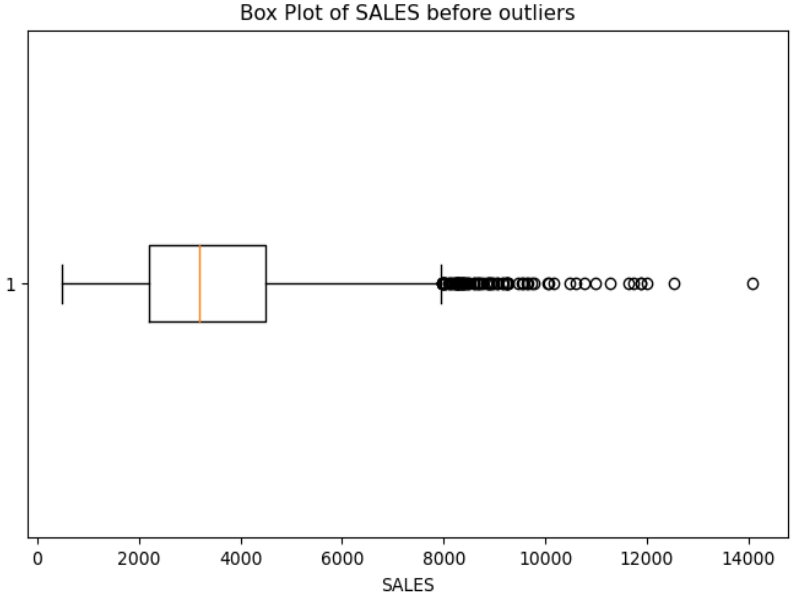

Distribution of PRICEEACH
Density
0
50
100
150
200
250
300
50
100
150
200
250
PRICEEACH

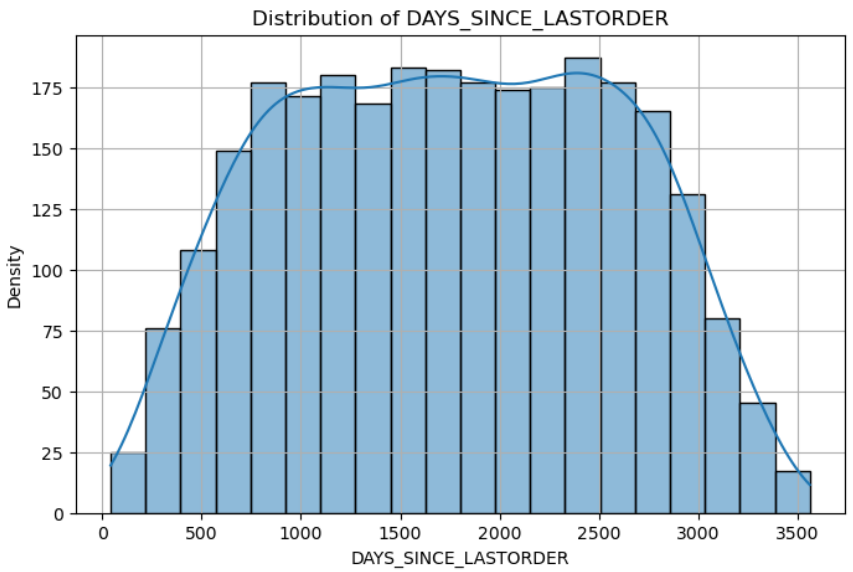

Box Plot of PRICEEACH before outliers
1
50
100
150
200
250
PRICEEACH

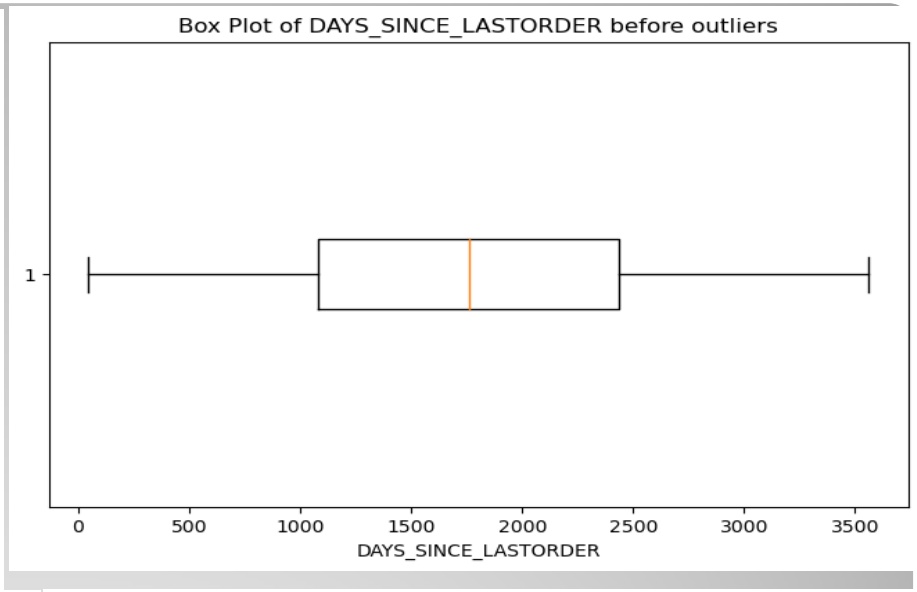

Distribution of ORDERLINENUMBER
Density
ORDERLINENUMBER
0
50
100
150
200
250
300
2.5
5.0
7.5
10.0
12.5
15.0
17.5

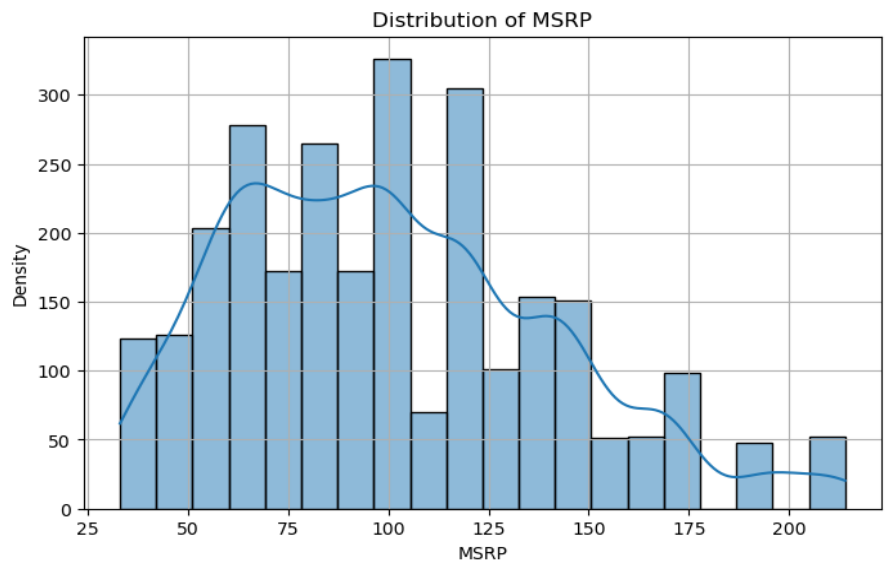

Box Plot of ORDERLINENUMBER before outliers
1
ORDERLINENUMBER
2.5
5.0
7.5
10.0
12.5
15.0
17.5


Distribution of SALES
Density
SALES
0
100
200
300
400
500
0
2000
4000
6000
8000
10000
12000
14000


Box Plot of SALES before outliers
1
SALES
0
2000
4000
6000
8000
10000
12000
14000


Distribution of DAYS_SINCE_LASTORDER
Density
DAYS_SINCE_LASTORDER
0
25
50
75
100
125
150
175
0
500
1000
1500
2000
2500
3000
3500


Box Plot of DAYS_SINCE_LASTORDER before outliers
1
0
500
1000
1500
2000
2500
3000
3500
DAYS_SINCE_LASTORDER

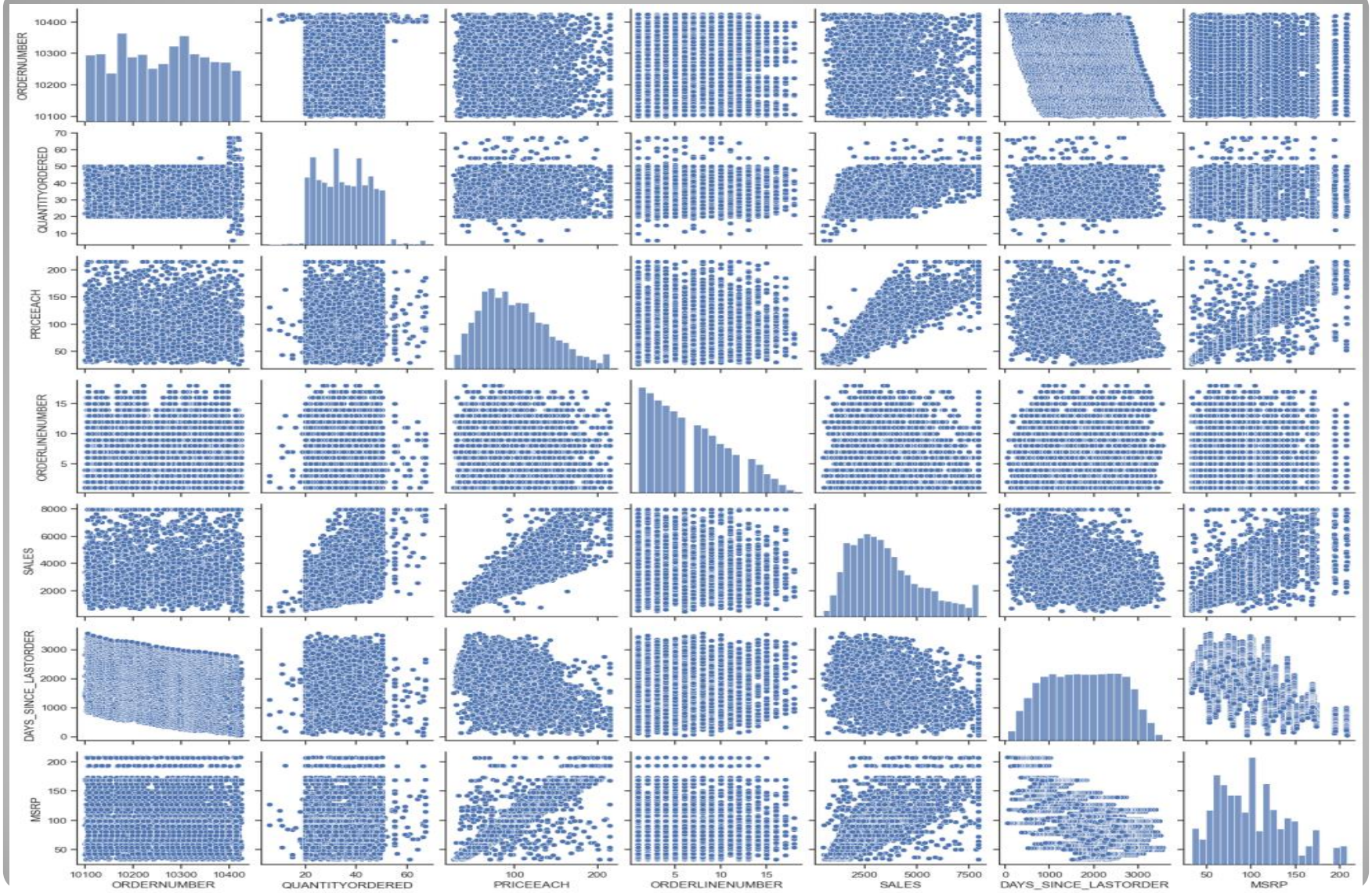

Distribution of MSRP
Density
MSRP
0
50
100
150
200
250
300
25
50
75
100
125
150
175
200


Box Plot of MSRP before outliers
1
25
50
75
100
125
150
175
200
MSRP

- From the above univariate analysis we can observe that most of the graph are normally distributed but there are outliers present in some graphs such as MSRP, Sales, Priceach.

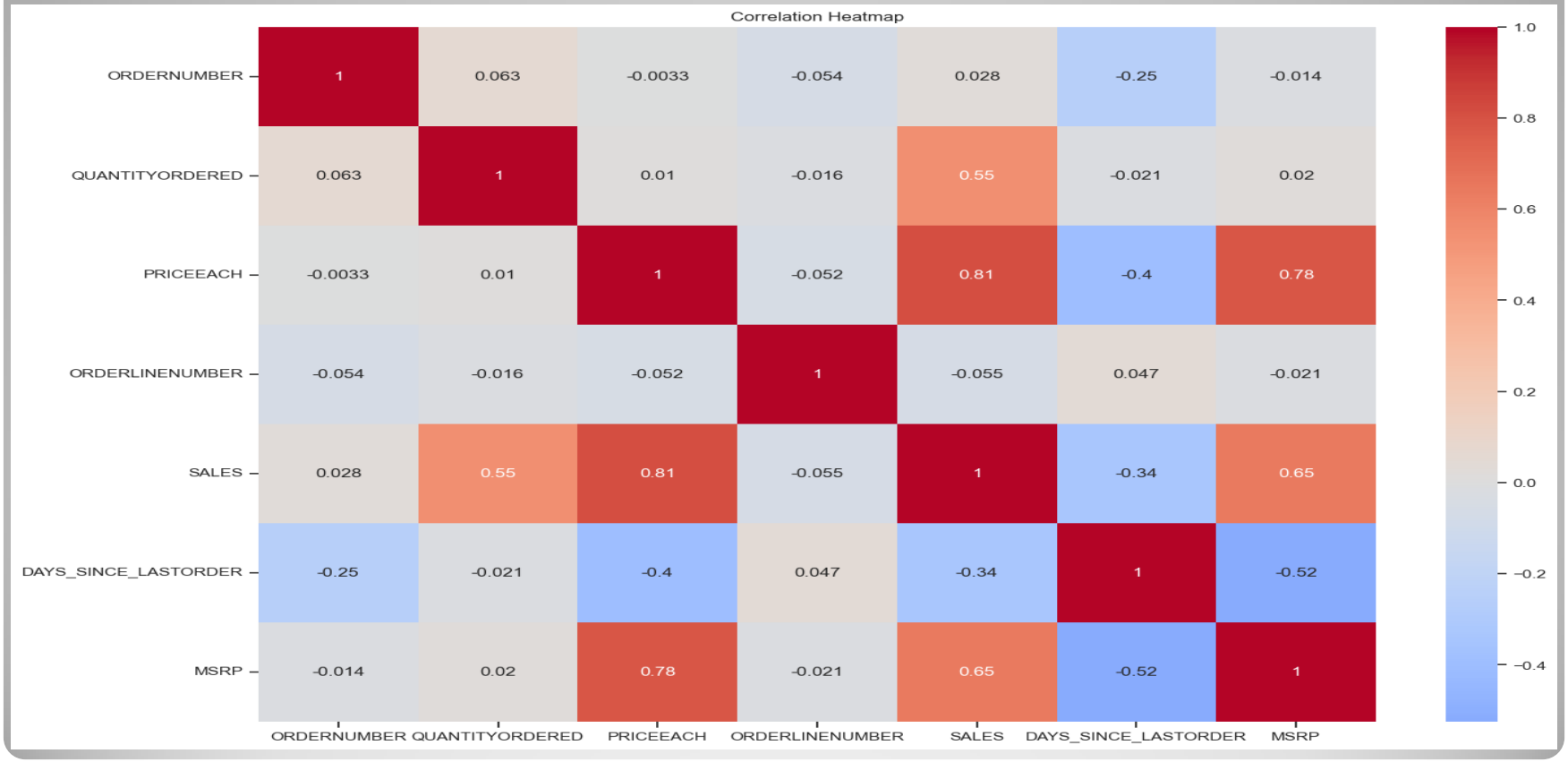
Bivariate analysis

The Bivariate analysis of the dataset can we done using the pair plot. The pair plot of the dataset is shown below:

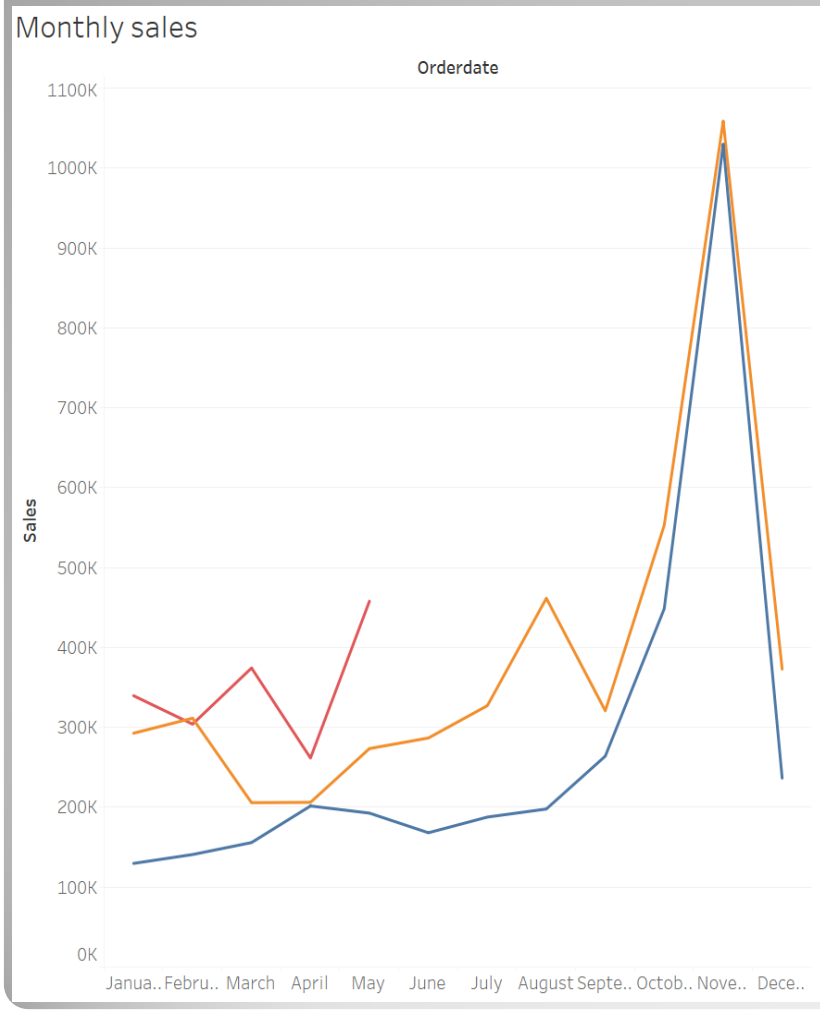

ORDERNUMBER
QUANTITYORDERED
PRICEEACH
ORDERLINENUMBER
SALES
DAYS_SINCE_LASTORDER
MSRP

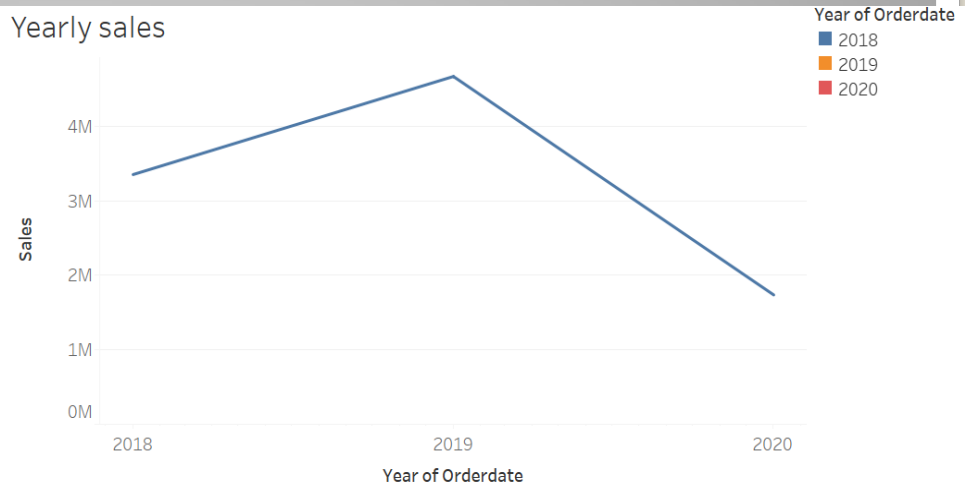
Multivariate Analysis

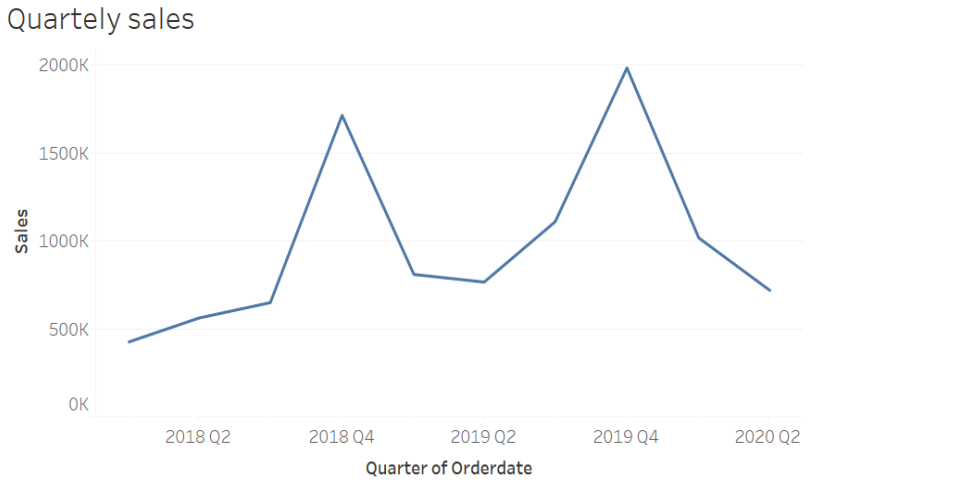
Below heat map shows that price-each, sales and MSRP are highly correlated.



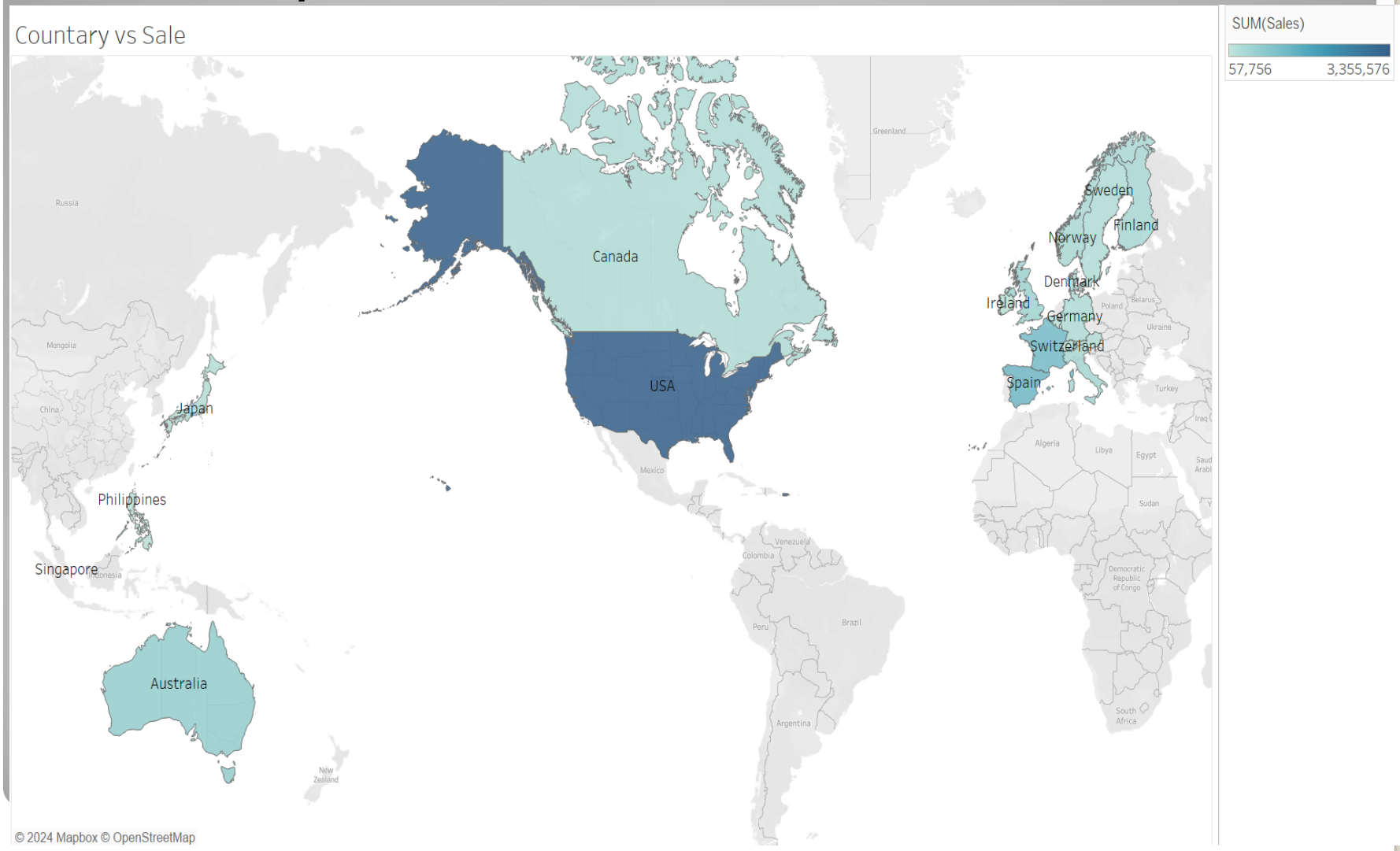
Sales Across Yearly/Quartely/Monthly





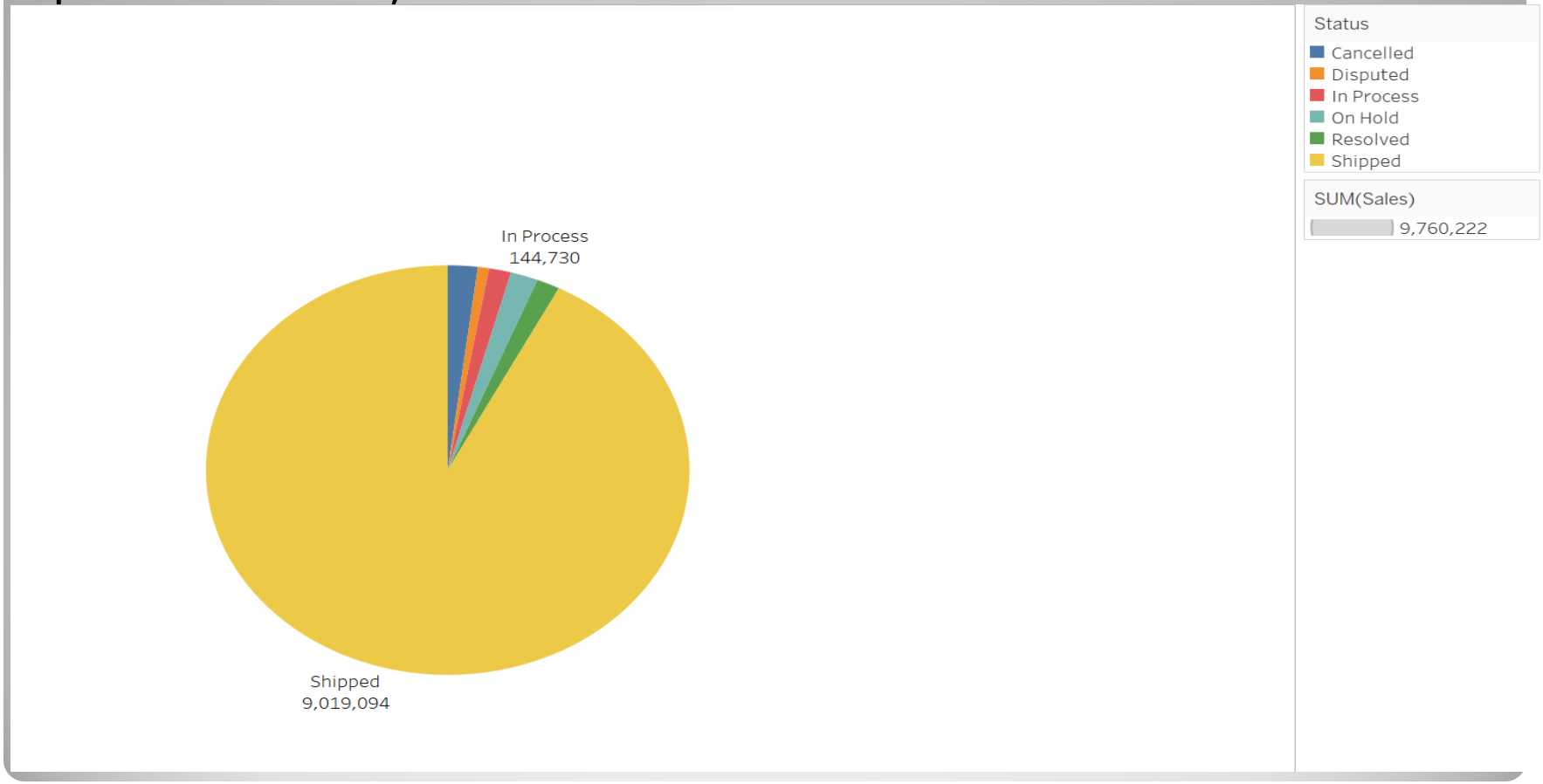


Country wise Sales



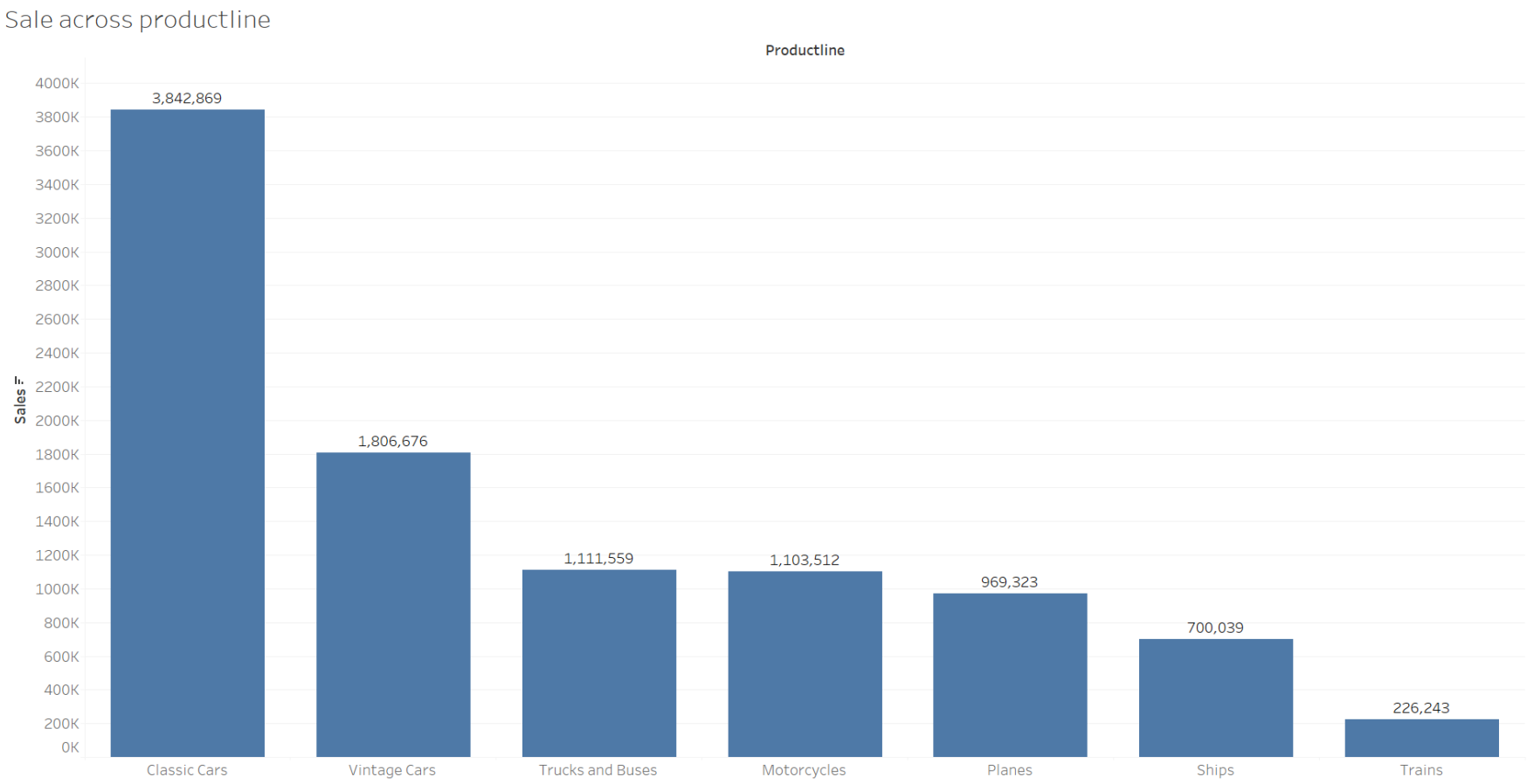
Sales vs Status

Sales in shipped status is 9,019,094 where sales across in process is 144,730



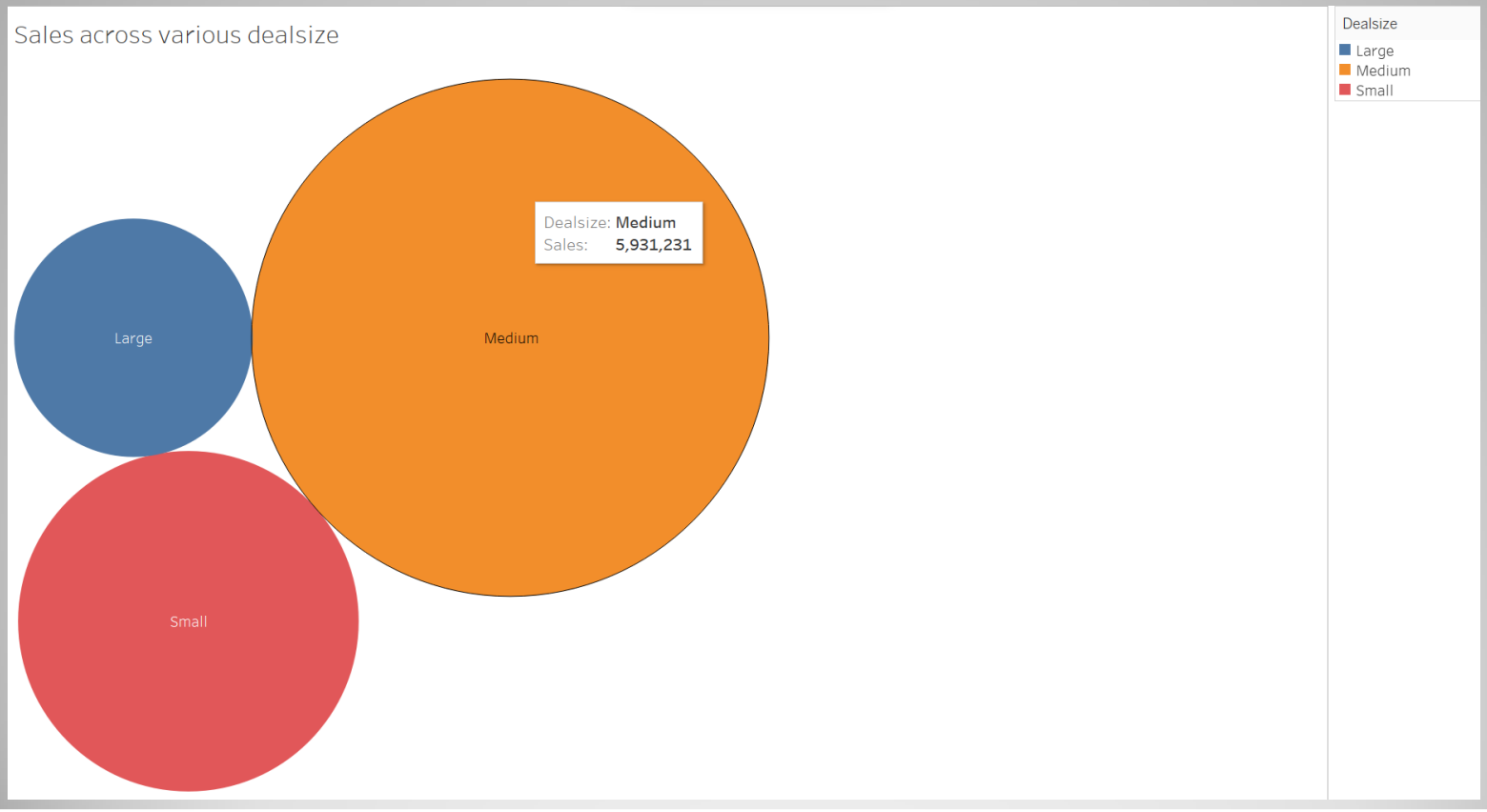
Sales across Product line

From the below graph it is clear that class cars have highest sales where as trains have lowest sales



Sales across Deal size

It is observed that medium deal-size have the highest sale



INFERENCES

- Sales across medium deal size is more as compared to large and small size thus more focus should be done in this area by proving various offers, discount etc.
- Sales can also be increased by reducing the in-process time and delivering the products as soon as possible.
- Sales in Nov is at peak where as in dec it is decreasing thus it can be increased providing attractive financial schemes by ads , sms etc
- Classic cars have highest sales whereas trains have lowest sale.
- Country USA and City Madrid have the highest city where as Asia South America have no sale.

RFM ANALYSIS

- For performing RFM analysis and customer segmentation KNIME tool is used.
- RFM stands for Recency, Frequency and Monetary value.
- Predictions:

Recency= max order date- order date
Frequency= Quantity orders count
Monetary =Price-each*Quantity ordered

- Using row filter we have filtered the cancelled order

- Using above prediction we calculate the Recency, Frequency and Monetary

Rows: 2687 | Columns: 22

	ADDRESS... String	CITY String	POSTALC... String	COUNTRY String	CONTAC... String	CONTAC... String	DEALSIZE String	MONETA... Number (dou...	Recency Number (long)
57818	897 Long Air...	NYC	10022	USA	Yu	Kwai	Small	2,871	826
555	59 rue de l'Ab...	Reims	51100	France	Henriot	Paul	Small	2,765.9	754
6 62 7...	27 rue du Col...	Paris	75508	France	Da Cunha	Daniel	Medium	3,884.34	699
57265	78934 Hillsid...	Pasadena	90003	USA	Young	Julie	Medium	3,746.7	644
56809	9408 Furth Ci...	Burlingame	94217	USA	Hirano	Juri	Medium	3,479.76	580
555	184, chausse ...	Lille	59000	France	Rance	Martine	Small	2,497.77	566
67 3215	Drammen 12...	Bergen	N 5804	Norway	Oeztan	Veysel	Medium	5,512.32	559
55.6555	25, rue Lauris...	Paris	75016	France	Perrier	Dominique	Medium	4,708.44	501
0 4555	636 St Kilda ...	Melbourne	3004	Australia	Ferguson	Peter	Medium	3,965.66	465
51500	2678 Kingsto...	NYC	10022	USA	Frick	Michael	Small	2,333.12	421
59350	7476 Moss Rd.	Newark	94019	USA	Brown	William	Medium	3,188.64	378
52570	25593 South ...	Bridgewater	97562	USA	King	Julie	Medium	3,676.76	337
555	67, rue des Ci...	Nantes	44000	France	Labrune	Janine	Medium	4,177.35	312
58555	39323 Spinna...	Cambridge	51247	USA	Hernandez	Marta	Medium	4,099.68	277
8555	Keskuskatu 45	Helsinki	21240	Finland	Karttunen	Matti	Small	2,597.39	243
555	Erling Skakke...	Stavern	4110	Norway	Bergulfsen	Jonas	Medium	4,394.38	228
51555	7586 Pompto...	Allentown	70267	USA	Yu	Kyung	Medium	4,358.04	210
57818	897 Long Air...	NYC	10022	USA	Yu	Kwai	Medium	4,396.14	197
555	Geislweg 14	Salzburg	5020	Austria	Pipps	Georg	Large	7,737.93	188
495 8...	Monitor Mon...	Chatswood	2067	Australia	Huxley	Adrian	Small	1,451	165
555	67, rue des Ci...	Nantes	44000	France	Labrune	Janine	Small	733.11	117
52555	1785 First Str...	New Bedford	50553	USA	Benitez	Violeta	Medium	3,207.12	88
55-22...	Berkeley Gard...	Liverpool	WX1 6LT	UK	Devon	Elizabeth	Small	2,434.56	52
5 94 44	C/ Moralzarz...	Madrid	28034	Spain	Freyre	Diego	Large	7,516.08	17

- Converting the above Recency, Frequency and Monetary into bins we will get the data as shown below.

POSTALC... String	COUNTRY String	CONTAC... String	CONTAC... String	MONETA... Number (dou...	Recency Number (long)	QUANTIT... String	MONETA... String	Recency [... String
EC2 5NT	UK	Ashworth	Victoria	157,807.81	195	Bin 3	Bin 3	Bin 2
31000	France	Roulet	Annette	70,488.44	63	Bin 2	Bin 2	Bin 1
10100	Italy	Accorti	Paolo	94,117.26	264	Bin 2	Bin 2	Bin 3
2060	Australia	O'Hara	Anna	153,996.13	82	Bin 3	Bin 3	Bin 2
44000	France	Schmitt	Carine	24,179.96	187	Bin 1	Bin 1	Bin 2
3150	Australia	Connery	Sean	64,591.46	21	Bin 2	Bin 1	Bin 1
3004	Australia	Ferguson	Peter	200,995.41	183	Bin 3	Bin 3	Bin 2
4101	Australia	Calaghan	Tony	59,469.12	118	Bin 1	Bin 1	Bin 2
78000	France	Tonini	Daniel	64,834.32	232	Bin 1	Bin 1	Bin 3
75016	France	Perrier	Dominique	93,170.66	53	Bin 2	Bin 2	Bin 1
58339	USA	Taylor	Leslie	26,479.26	179	Bin 1	Bin 1	Bin 2
4110	Norway	Bergulfsen	Jonas	116,599.19	207	Bin 2	Bin 2	Bin 2
30686	Germany	Donnermeyer	Michael	34,993.92	258	Bin 1	Bin 1	Bin 3
60528	Germany	Keitel	Roland	85,171.59	207	Bin 2	Bin 2	Bin 2
92561	USA	Young	Leslie	9,129.35	112	Bin 1	Bin 1	Bin 2
28023	Spain	Fernandez	Jesus	49,642.05	438	Bin 1	Bin 1	Bin 3
51247	USA	Tseng	Kyung	36,163.62	388	Bin 1	Bin 1	Bin 3
V3F 2K1	Canada	Tannamuri	Yoshi	75,238.92	221	Bin 2	Bin 2	Bin 2
71270	USA	Cervantes	Francisca	67,506.97	229	Bin 1	Bin 1	Bin 2
10022	USA	Hernandez	Maria	77,795.2	191	Bin 2	Bin 2	Bin 2
2	Ireland	Cassidy	Dean	57,756.43	257	Bin 1	Bin 1	Bin 3
91217	USA	Thompson	Valarie	87,489.23	459	Bin 2	Bin 2	Bin 3
58339	USA	Nelson	Allen	81,577.98	131	Bin 2	Bin 2	Bin 2
28023	Spain	Sommer	Martin	120,615.28	211	Bin 3	Bin 3	Bin 2

- Converting the Bin1, Bin2 , Bin 3 as High, Medium and Low for Monetary and frequency whereas for Recency it will be vice versa.

Rows: 89 | Columns: 18

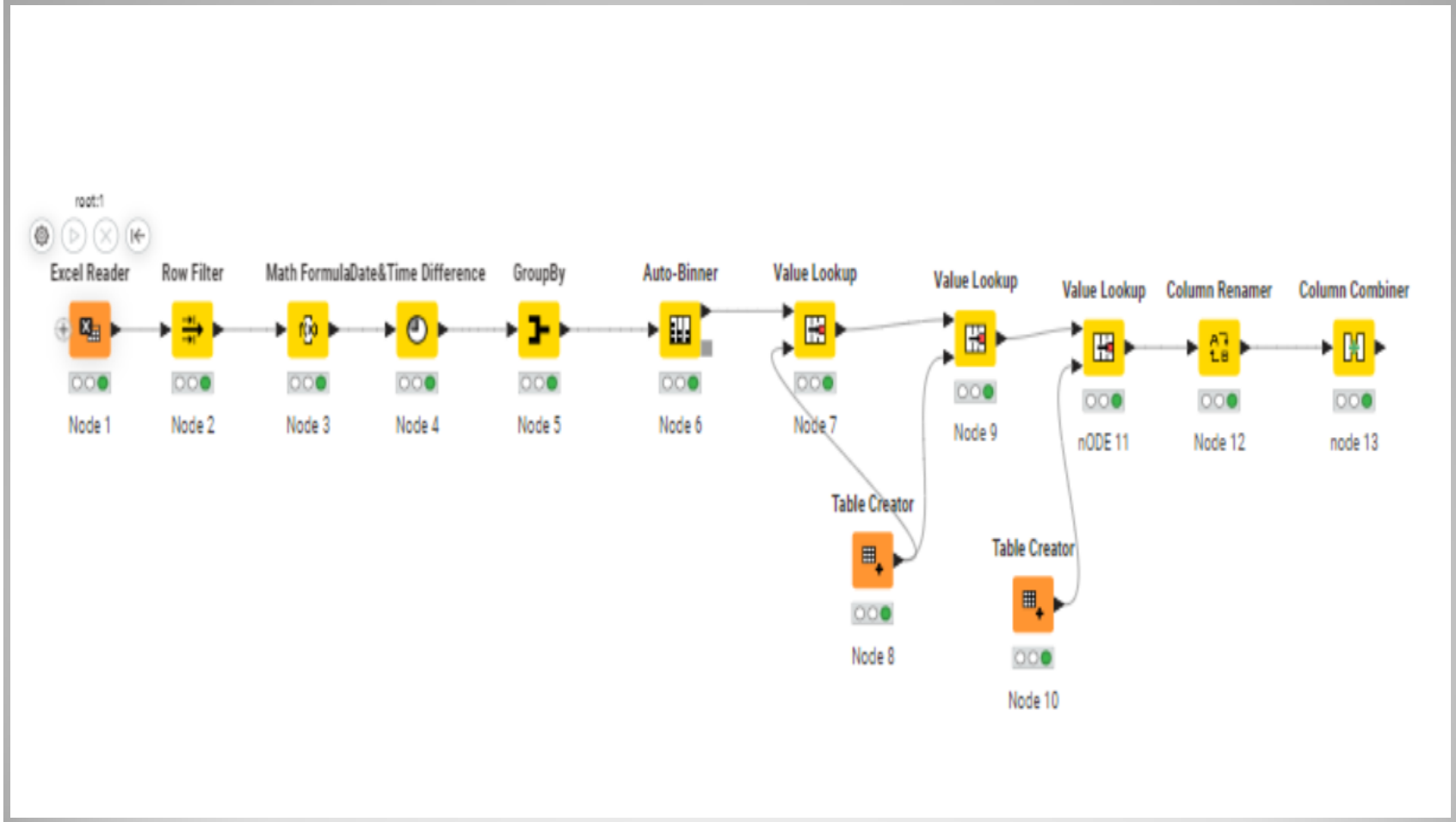
	POSTALC... String	COUNTRY String	CONTAC... String	CONTAC... String	MONETA... Number (dou...	Recency Number (long)	QUANTIT... String	MONETA... String	Recency [... String
ester	EC2 5NT	UK	Ashworth	Victoria	157,807.81	195	H	H	M
se	31000	France	Roulet	Annette	70,488.44	63	M	M	H
	10100	Italy	Accorti	Paolo	94,117.26	264	M	M	L
Sydney	2060	Australia	O'Hara	Anna	153,996.13	82	H	H	M
	44000	France	Schmitt	Carine	24,179.96	187	L	L	M
'averly	3150	Australia	Connery	Sean	64,591.46	21	M	L	H
urne	3004	Australia	Ferguson	Peter	200,995.41	183	H	H	M
Brisbane	4101	Australia	Calaghan	Tony	59,469.12	118	L	L	M
les	78000	France	Tonini	Daniel	64,834.32	232	L	L	L
	75016	France	Perrier	Dominique	93,170.66	53	M	M	H
aven	58339	USA	Taylor	Leslie	26,479.26	179	L	L	M
	4110	Norway	Bergulfsen	Jonas	116,599.19	207	M	M	M
	80686	Germany	Donnermeyer	Michael	34,993.92	258	L	L	L
urt	60528	Germany	Keitel	Roland	85,171.59	207	M	M	M
ıle	92561	USA	Young	Leslie	9,129.35	112	L	L	M
	28023	Spain	Fernandez	Jesus	49,642.05	438	L	L	L
idge	51247	USA	Tseng	Kyung	36,163.62	388	L	L	L
uver	V3F 2K1	Canada	Tannamuri	Yoshi	75,238.92	221	M	M	M
elphia	71270	USA	Cervantes	Francisca	67,506.97	229	L	L	M
	10022	USA	Hernandez	Maria	77,795.2	191	M	M	M
	2	Ireland	Cassidy	Dean	57,756.43	257	L	L	L
ego	91217	USA	Thompson	Valarie	87,489.23	459	M	M	L
aven	58339	USA	Nelson	Allen	81,577.98	131	M	M	M
	28023	Spain	Sommer	Martin	120,615.28	211	H	H	M

- On combining the column we will get the RFM column as shown below :

Rows: 89 | Columns: 19

LC...	COUNTRY String	CONTAC... String	CONTAC... String	Monetary Number (dou...	Recency Number (long)	FREQUEN... String	MONETA... String	RECENCY String	RFM String
	Denmark	Petersen	Jytte	145,041.6	45	H	H	H	H,H,H
	Spain	Freyre	Diego	862,283.46	-1	H	H	H	H,H,H
	Italy	Moroni	Maurizio	142,601.33	20	H	H	H	H,H,H
	France	Labrune	Janine	180,124.9	-1	H	H	H	H,H,H
	USA	Nelson	Valarie	654,858.06	1	H	H	H	H,H,H
	France	Henriot	Paul	135,042.94	61	H	H	H	H,H,H
	Austria	Pipps	Georg	149,798.63	13	H	H	H	H,H,H
	Australia	Huxley	Adrian	151,570.98	1	H	H	H	H,H,H
	USA	Frick	Sue	160,010.27	38	H	H	H	H,H,H
32	Japan	Shimamura	Akiko	120,562.74	38	H	H	H	H,H,H
	France	Saveley	Mary	142,874.25	455	H	H	L	H,H,L
NT	UK	Ashworth	Victoria	157,807.81	195	H	H	M	H,H,M
	Australia	O'Hara	Anna	153,996.13	82	H	H	M	H,H,M
	Australia	Ferguson	Peter	200,995.41	183	H	H	M	H,H,M
	Spain	Sommer	Martįn	120,615.28	211	H	H	M	H,H,M
	Singapore	Natividad	Eric	172,989.68	89	H	H	M	H,H,M
	USA	Yu	Kwai	118,711.78	197	H	H	M	H,H,M
	USA	Young	Jeff	197,736.94	181	H	H	M	H,H,M
	USA	Young	Valarie	131,685.3	208	H	H	M	H,H,M
	Italy	Rovelli	Giovanni	137,955.72	200	H	H	M	H,H,M
	USA	Hirano	Juri	120,783.07	146	H	H	M	H,H,M
	Singapore	Victorino	Wendy	115,498.73	37	H	M	H	H,M,H
LT	UK	Devon	Elizabeth	67,600.02	52	L	L	H	L,L,H
	France	Tonini	Daniel	64.834.32	232	L	L	L	L.L.L

KNIME WORKFLOW



INFERENCE

- BEST CUSTOMER:- HHH,MHH
- LOYAL CUSTOMER:- HHH, MHH etc
- LOST CUSTOMER:- LLL
- CUSTOMER ON THE VERGE OF CHURNING:- LHH

Where L:- LOW
M:- MEDIUM
H:- HIGH

Best customers

#	RowID	CUSTOM... String	PHONE String	ORDERN... Number (inte...	QUANTIT... Number (inte...	SALES Number (dou...	ORDERD... Local Date	DAYS_SI... Number (inte...	ADDRESS... String	CITY String	POSTALC... String	COUNTRY String
27	Row...	Danish Whole...	31 12 3555	36	1315	145,041.6	2020-04-15	499	Vinb'ltet 34	Kobenhavn	1734	Denmark
33	Row...	Euro Shoppin...	(91) 555 94 44	243	8722	862,283.46	2020-05-31	42	C/ Moralzarz...	Madrid	28034	Spain
42	Row...	L'ordine Souv...	0522-556555	39	1280	142,601.33	2020-05-10	493	Strada Provin...	Reggio Emilia	42100	Italy
44	Row...	La Rochelle G...	40.67.8555	53	1832	180,124.9	2020-05-31	139	67, rue des Ci...	Nantes	44000	France
54	Row...	Mini Gifts Dis...	4155551450	180	6366	654,858.06	2020-05-29	219	5677 Strong ...	San Rafael	97562	USA
64	Row...	Reims Collect...	26.47.1555	41	1433	135,042.94	2020-03-30	287	59 rue de l'Ab...	Reims	51100	France
68	Row...	Salzburg Coll...	6562-9555	40	1442	149,798.63	2020-05-17	188	Geislweg 14	Salzburg	5020	Austria
73	Row...	Souveniers A...	+61 2 9495 8...	46	1601	151,570.98	2020-05-29	186	Monitor Mon...	Chatswood	2067	Australia
79	Row...	The Sharp Gif...	4085553659	40	1656	160,010.27	2020-04-22	182	3086 Ingle Ln.	San Jose	94217	USA
80	Row...	Tokyo Collect...	+81 3 3584 0...	32	1150	120,562.74	2020-04-22	259	2-2-8 Roppongi	Minato-ku	106-0032	Japan
69	Row...	Saveley & He...	78.32.5555	41	1428	142,874.25	2019-03-02	586	2, rue du Com...	Lyon	69004	France

LOST CUSTOMERS

9	Row8	Auto Assoc. ...	30.59.8555	18	637	64,834.32	2019-10-11	275	67, avenue de...	Versailles	78000	France	Tc
13	Row...	Bavarian Coll...	+49 89 61 08 ...	14	401	34,993.92	2019-09-15	801	Hansastr. 15	Munich	80686	Germany	Dc
16	Row...	CAF Imports	+34 913 728 ...	13	468	49,642.05	2019-03-19	625	Merchants H...	Madrid	28023	Spain	Fe
17	Row...	Cambridge C...	6175555555	11	357	36,163.62	2019-05-08	484	4658 Baden ...	Cambridge	51247	USA	Ts
21	Row...	Clover Collec...	+353 1862 15...	16	490	57,756.43	2019-09-16	659	25 Maiden La...	Dublin	2	Ireland	Ca
30	Row...	Double Decke...	(171) 555-75...	12	357	36,019.04	2019-01-22	670	120 Hanover ...	London	WA1 1DP	UK	Ha
41	Row...	Iberia Gift Im...	(95) 555 82 82	15	589	54,723.62	2019-10-06	904	C/ Romero, 33	Sevilla	41101	Spain	Rc
59	Row...	Online Mini C...	6175557555	15	572	57,197.96	2019-09-10	467	7635 Spinnak...	Brickhaven	58339	USA	Ba
71	Row...	Signal Collect...	4155554312	15	514	50,218.51	2019-02-10	836	2793 Furth Ci...	Brisbane	94217	USA	Ta
88	Row...	West Coast C...	3105553722	13	511	46,084.64	2019-01-29	523	3675 Furth Ci...	Burbank	94019	USA	Th

CUSTOMER ON THE VERGE OF CHURNING

☐	17	Row...	Cambridge C...	6175555555	11	357	36,163.62	2019-05-08	484	4658 Baden ...	Cambridge	51247	USA	T
☐	21	Row...	Clover Collec...	+353 1862 15...	16	490	57,756.43	2019-09-16	659	25 Maiden La...	Dublin	2	Ireland	C
☐	30	Row...	Double Decke...	(171) 555-75...	12	357	36,019.04	2019-01-22	670	120 Hanover ...	London	WA1 1DP	UK	H
☐	41	Row...	Iberia Gift Im...	(95) 555 82 82	15	589	54,723.62	2019-10-06	904	C/ Romero, 33	Sevilla	41101	Spain	R
☐	59	Row...	Online Mini C...	6175557555	15	572	57,197.96	2019-09-10	467	7635 Spinnak...	Brickhaven	58339	USA	B
☐	71	Row...	Signal Collect...	4155554312	15	514	50,218.51	2019-02-10	836	2793 Furth Ci...	Brisbane	94217	USA	T
☐	88	Row...	West Coast C...	3105553722	13	511	46,084.64	2019-01-29	523	3675 Furth Ci...	Burbank	94019	USA	T
☐	84	Row...	UK Collectabl...	(171) 555-22...	15	617	67,600.02	2020-04-08	76	Berkeley Gard...	Liverpool	WX1 6LT	UK	D
☐	38	Row...	Handji Gifts& ...	+65 224 1555	36	1236	115,498.73	2020-04-23	488	Village Close ...	Singapore	69045	Singapore	V
☐	1	Row0	AV Stores, Co.	(171) 555-15...	51	1778	157,807.81	2019-11-17	421	Fauntleroy Cir...	Manchester	EC2 5NT	UK	A
☐	4	Row3	Anna's Decor...	02 9936 8555	46	1469	153,996.13	2020-03-09	131	201 Miller Str...	North Sydney	2060	Australia	O
☐	7	Row6	Australian Co...	03 9520 4555	55	1926	200,995.41	2019-11-29	229	636 St Kilda ...	Melbourne	3004	Australia	F
☐	24	Row...	Corrida Auto ...	(91) 555 22 82	32	1163	120,615.28	2019-11-01	407	C/ Araquil, 67	Madrid	28023	Spain	S
☐	31	Row...	Dragon Souv...	+65 221 7555	43	1524	172,989.68	2020-03-02	649	Bronz Sok., B...	Singapore	79903	Singapore	N

Loyal Customers

#	RowID	CUSTOM... String	PHONE String	ORDERN... Number (inte...	QUANTIT... Number (inte...	SALES Number (dou...	ORDERD... Local Date	DAYS_SI... Number (inte...	ADDRESS... String	CITY String	POSTALC... String	COUNTRY String
27	Row...	Danish Whole...	31 12 3555	36	1315	145,041.6	2020-04-15	499	Vinb'ltet 34	Kobenhavn	1734	Denmark
33	Row...	Euro Shoppin...	(91) 555 94 44	243	8722	862,283.46	2020-05-31	42	C/ Moralzarz...	Madrid	28034	Spain
42	Row...	L'ordine Souv...	0522-556555	39	1280	142,601.33	2020-05-10	493	Strada Provin...	Reggio Emilia	42100	Italy
44	Row...	La Rochelle G...	40.67.8555	53	1832	180,124.9	2020-05-31	139	67, rue des Ci...	Nantes	44000	France
54	Row...	Mini Gifts Dis...	4155551450	180	6366	654,858.06	2020-05-29	219	5677 Strong ...	San Rafael	97562	USA
64	Row...	Reims Collect...	26.47.1555	41	1433	135,042.94	2020-03-30	287	59 rue de l'Ab...	Reims	51100	France
68	Row...	Salzburg Coll...	6562-9555	40	1442	149,798.63	2020-05-17	188	Geislweg 14	Salzburg	5020	Austria
73	Row...	Souveniers A...	+61 2 9495 8...	46	1601	151,570.98	2020-05-29	186	Monitor Mon...	Chatswood	2067	Australia
79	Row...	The Sharp Gif...	4085553659	40	1656	160,010.27	2020-04-22	182	3086 Ingle Ln.	San Jose	94217	USA
80	Row...	Tokyo Collect...	+81 3 3584 0...	32	1150	120,562.74	2020-04-22	259	2-2-8 Roppongi	Minato-ku	106-0032	Japan
69	Row...	Saveley & He...	78.32.5555	41	1428	142,874.25	2019-03-02	586	2, rue du Com...	Lyon	69004	France

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