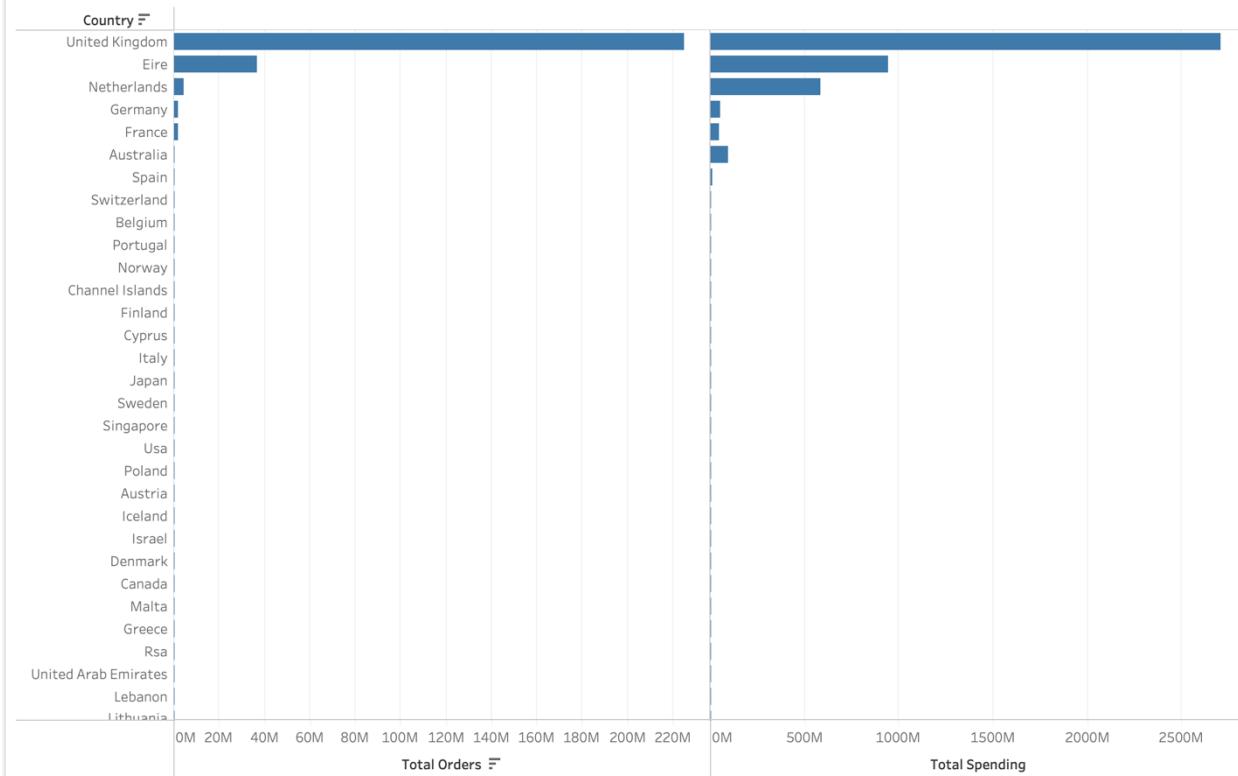


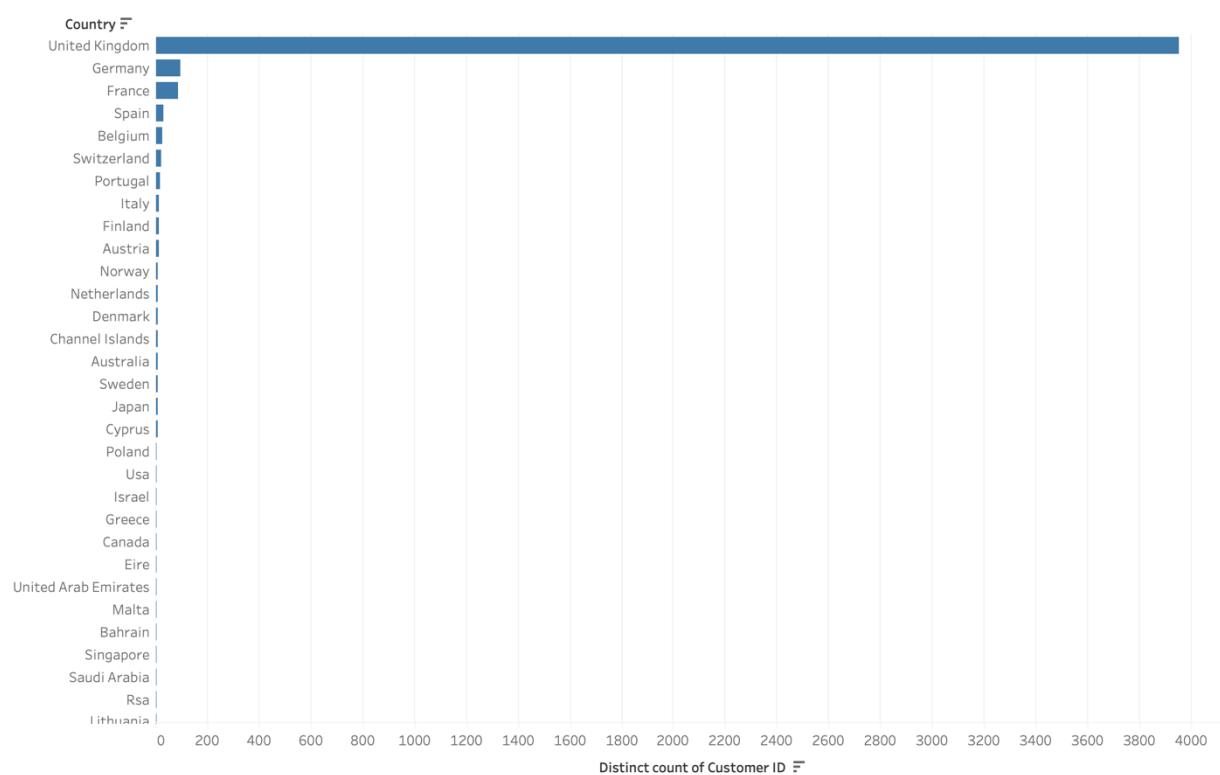
Tableau Visualizations for RFM Analysis Project:

General Visualizations:

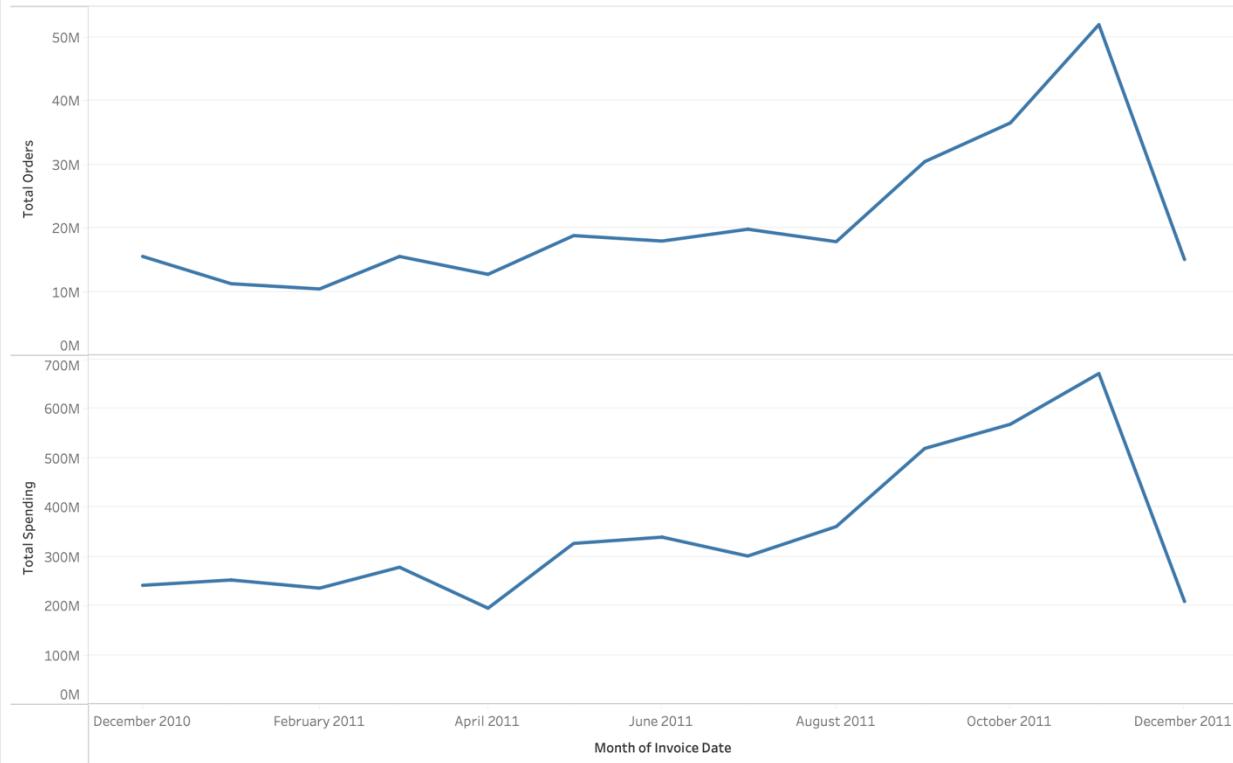
Total Orders & Total Spending / Country



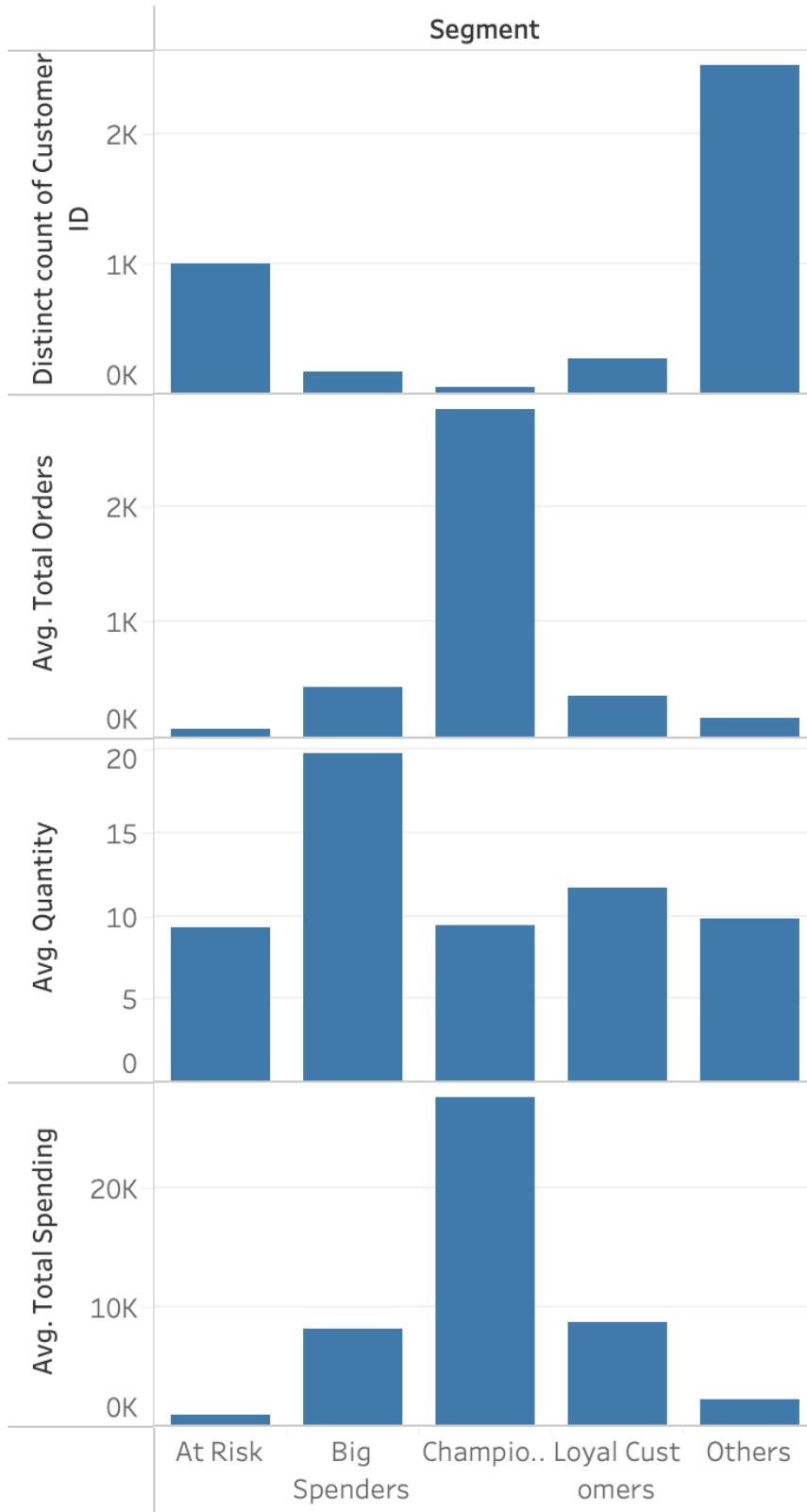
Customer / Country



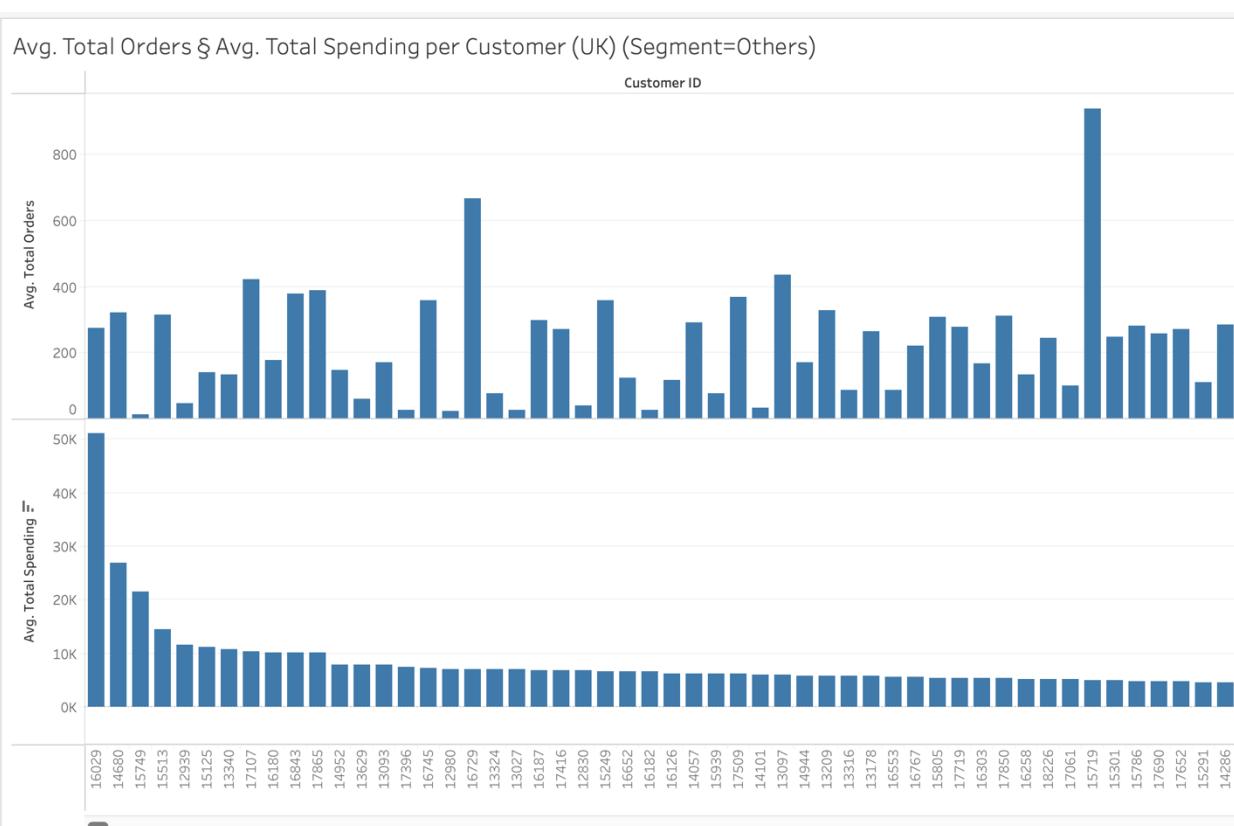
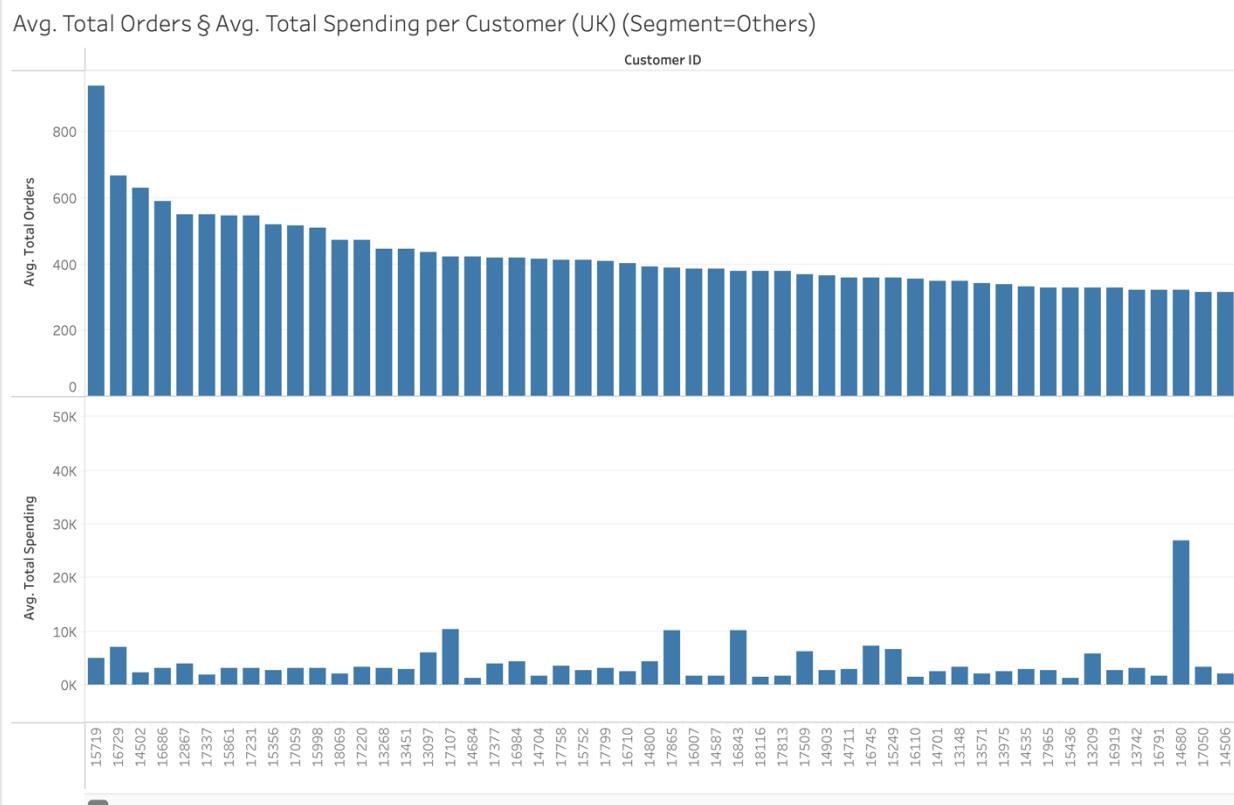
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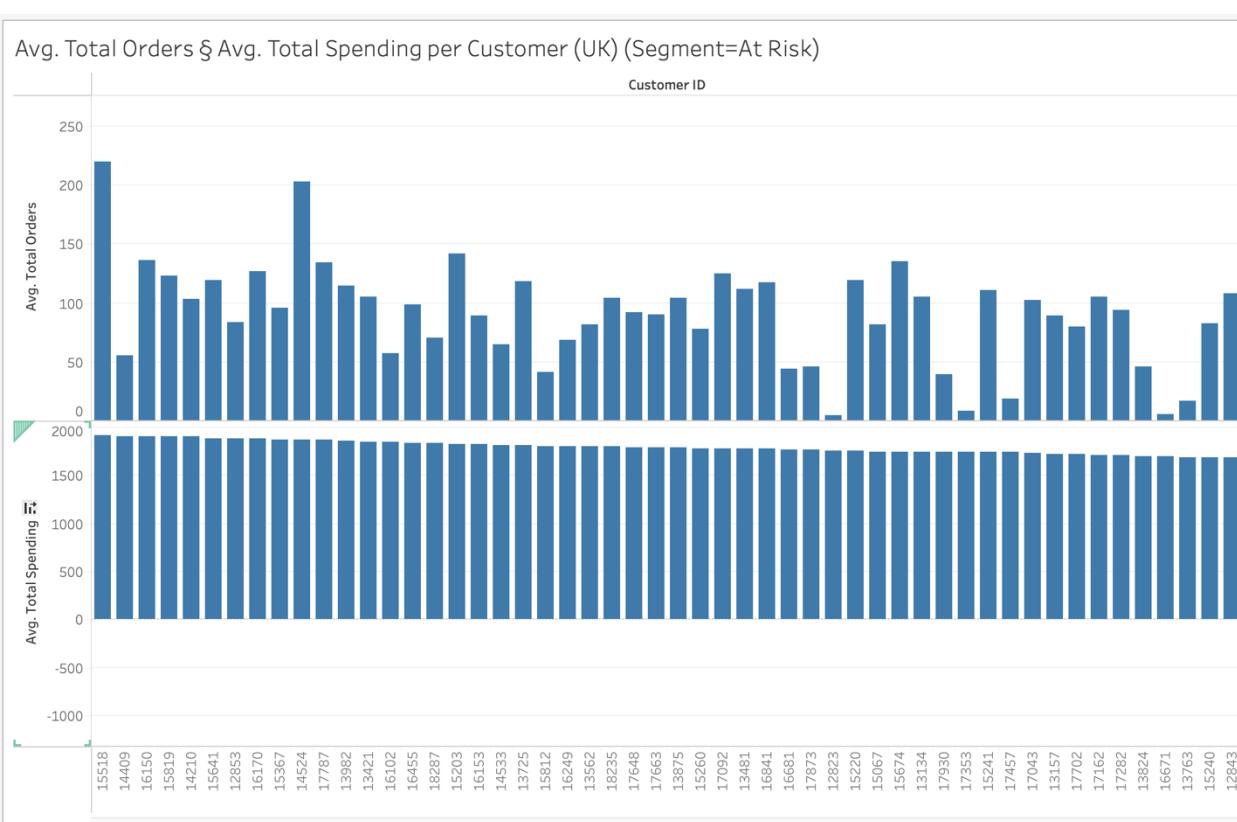
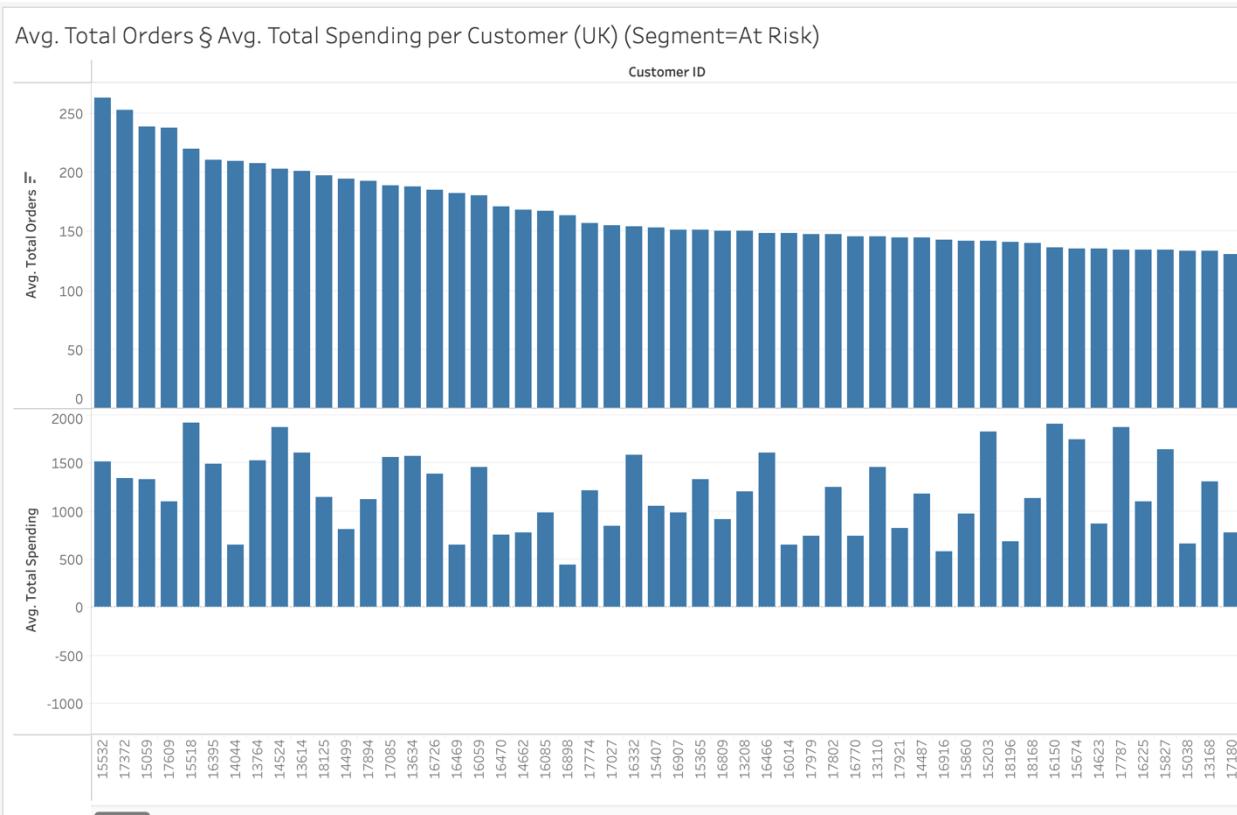


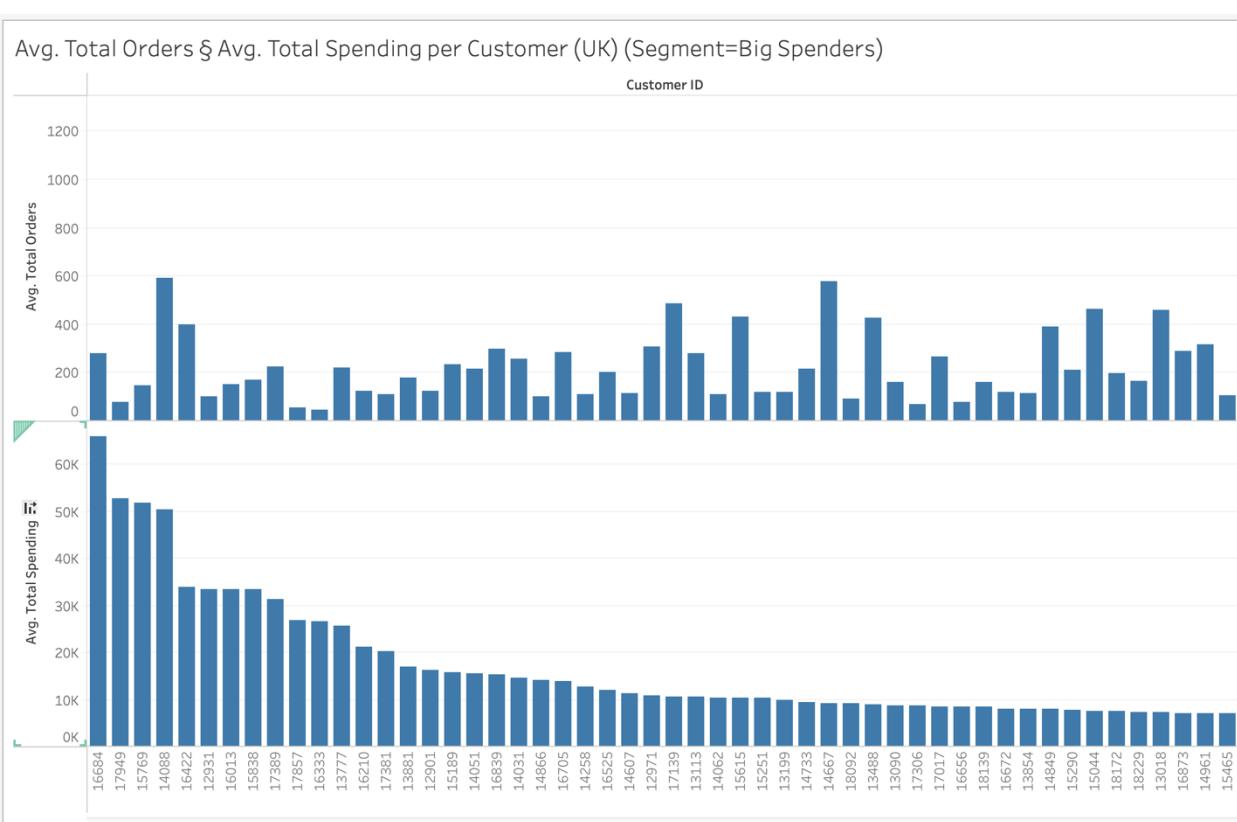
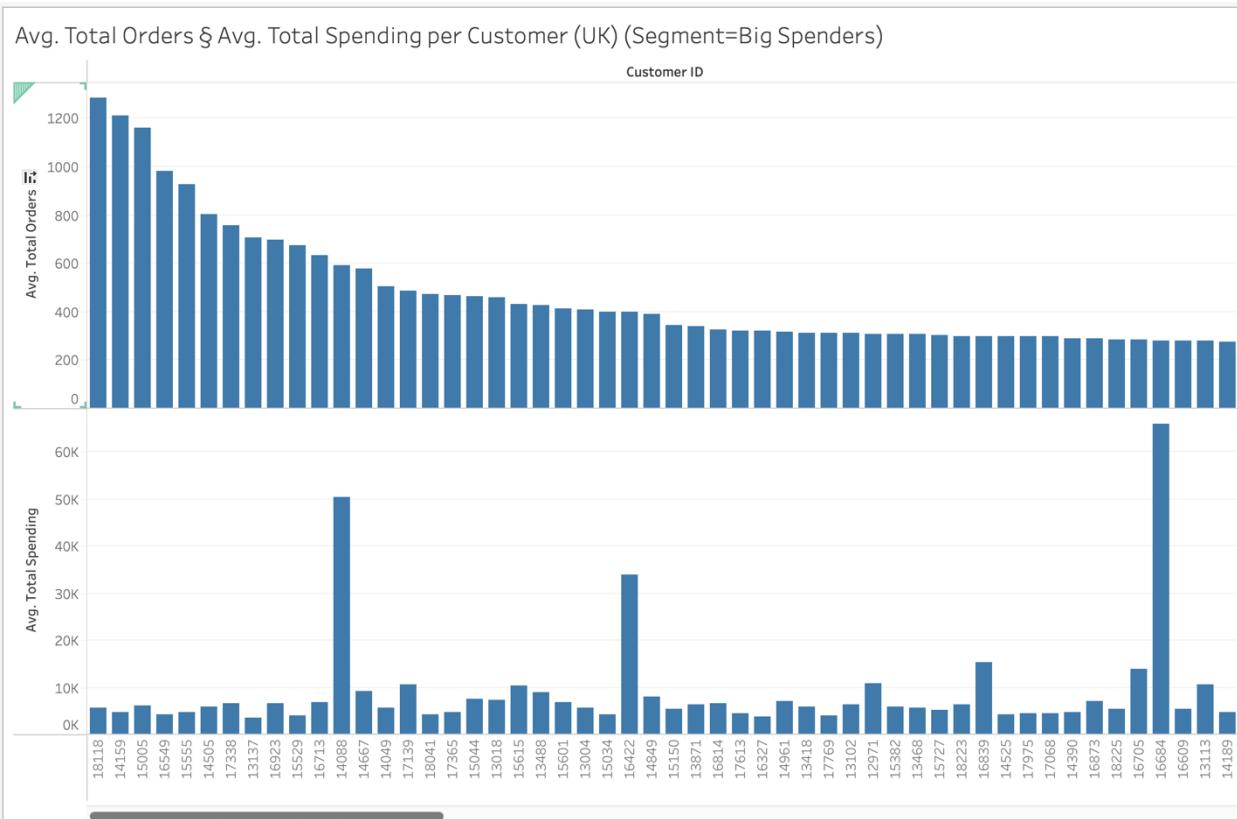
Segment Metrics (UK)

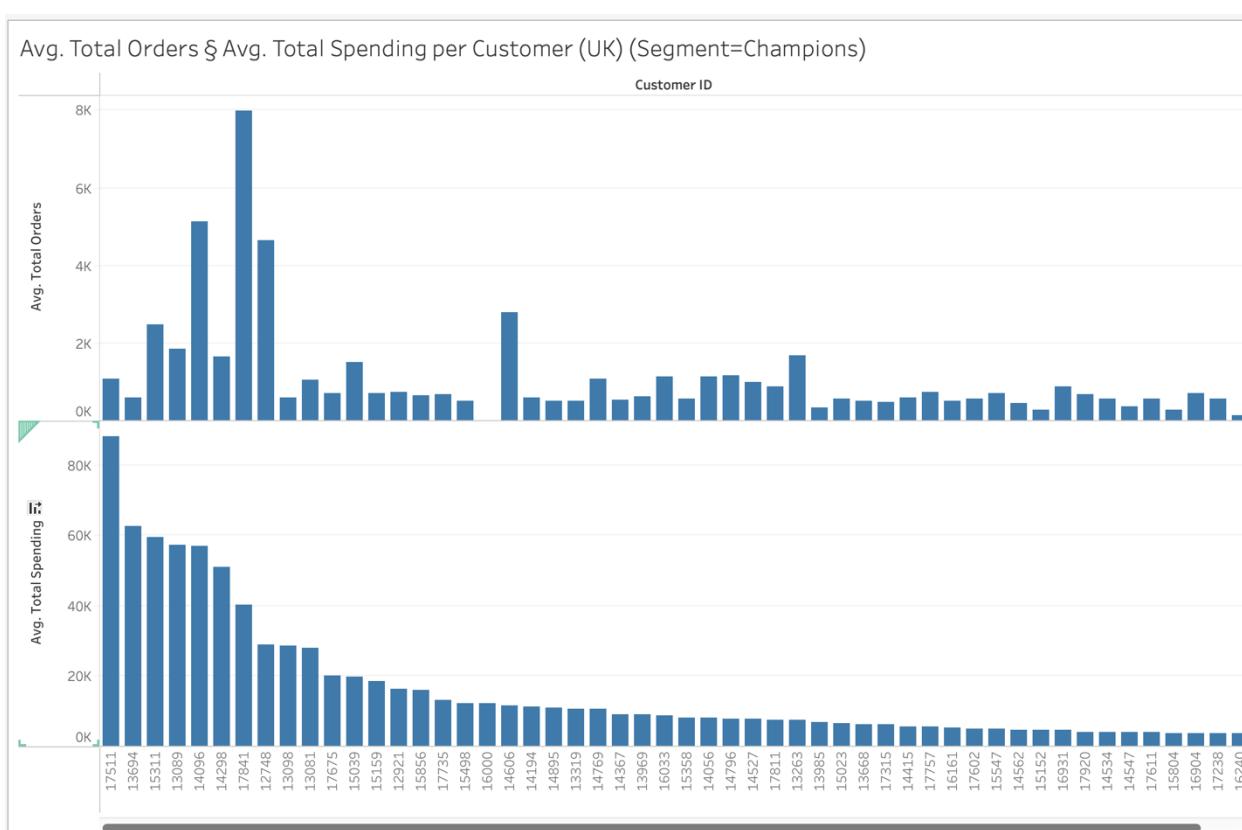
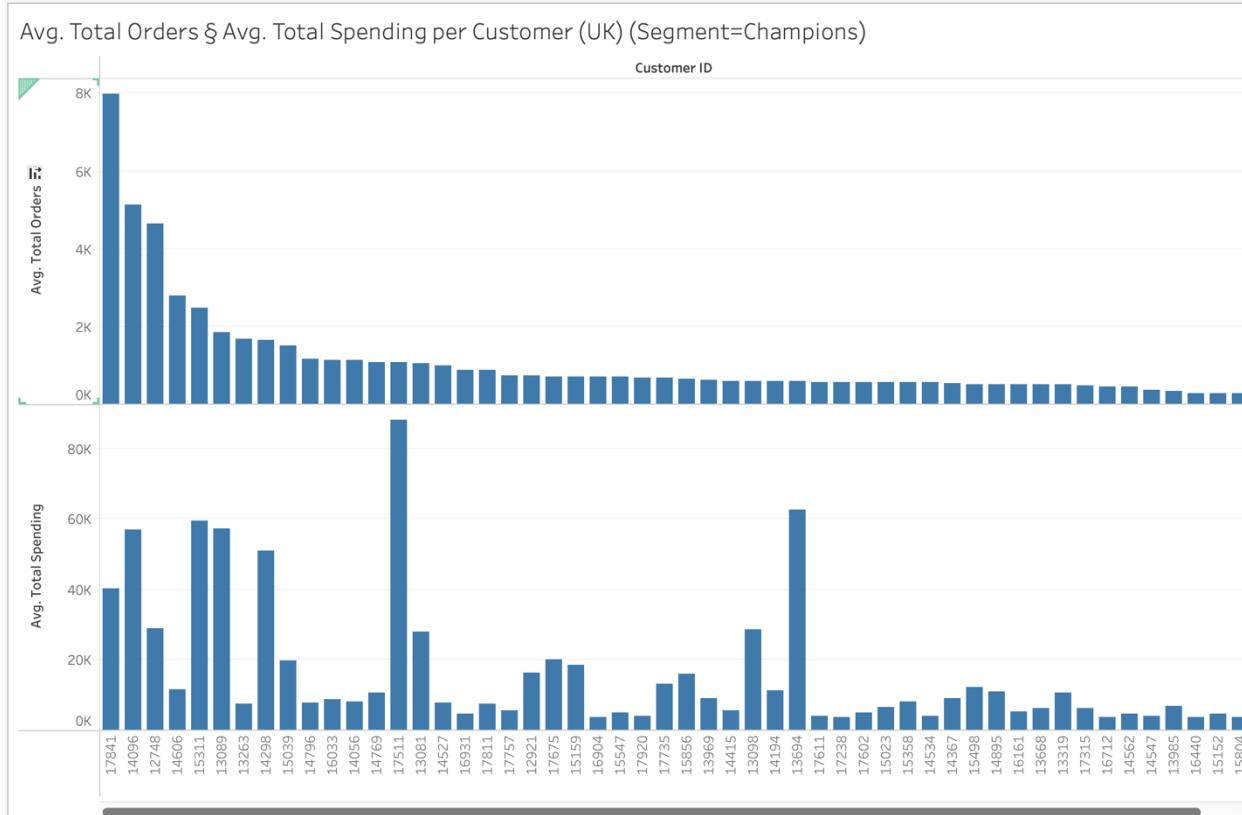


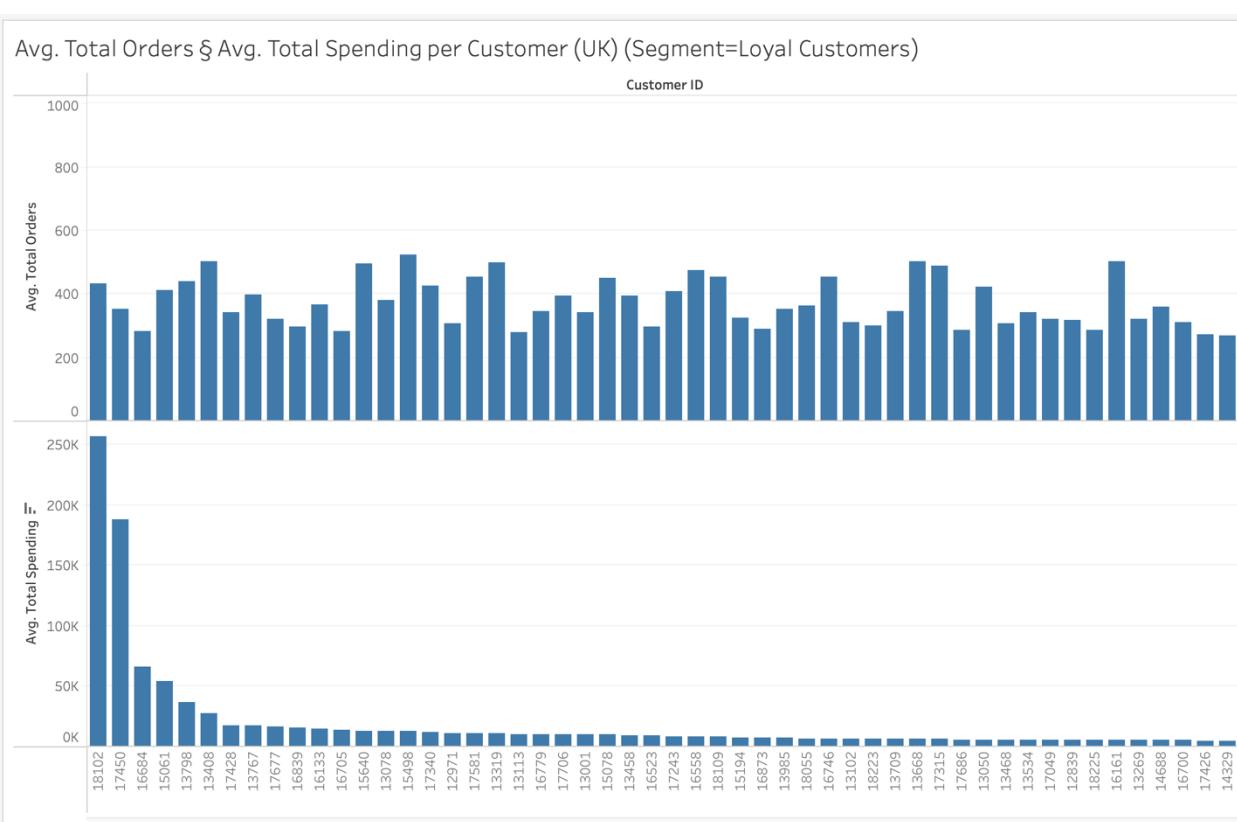
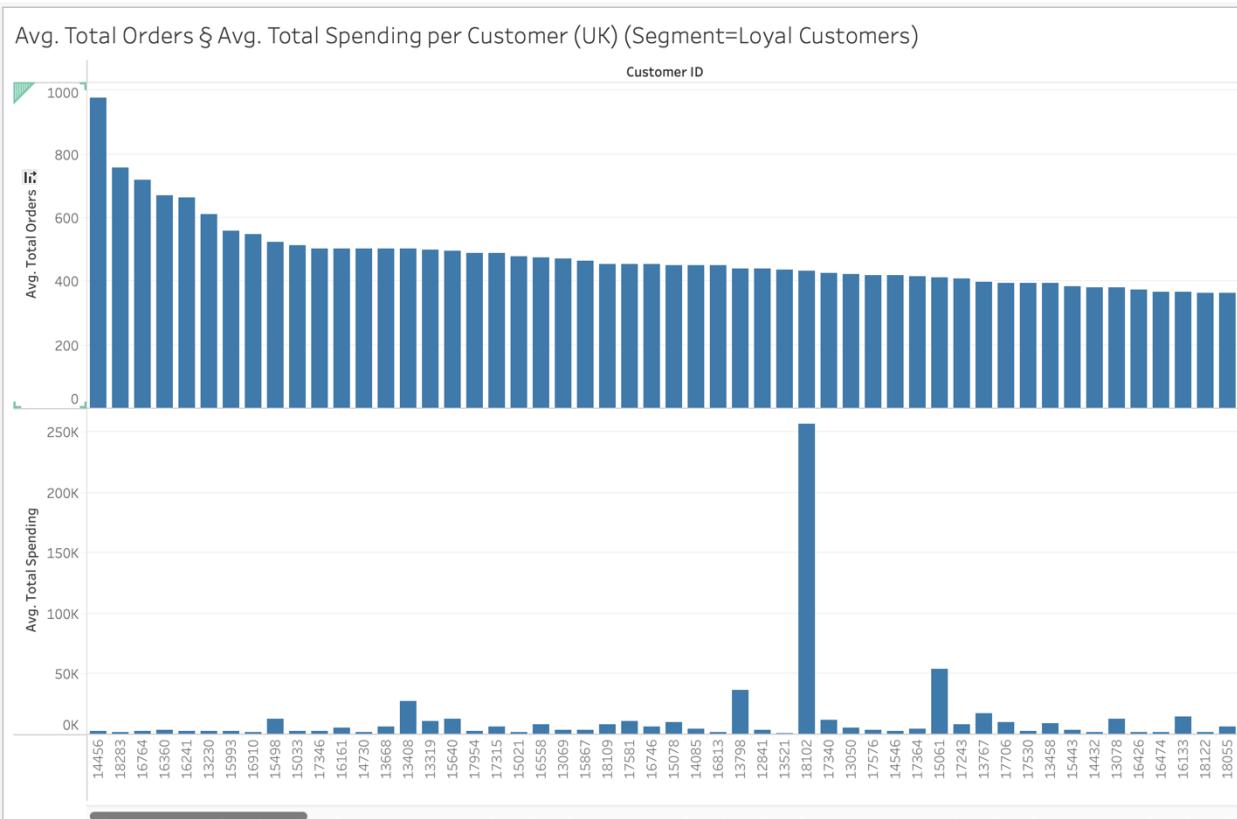
Avg. Total Orders § Avg. Total Spending per Customer (UK)



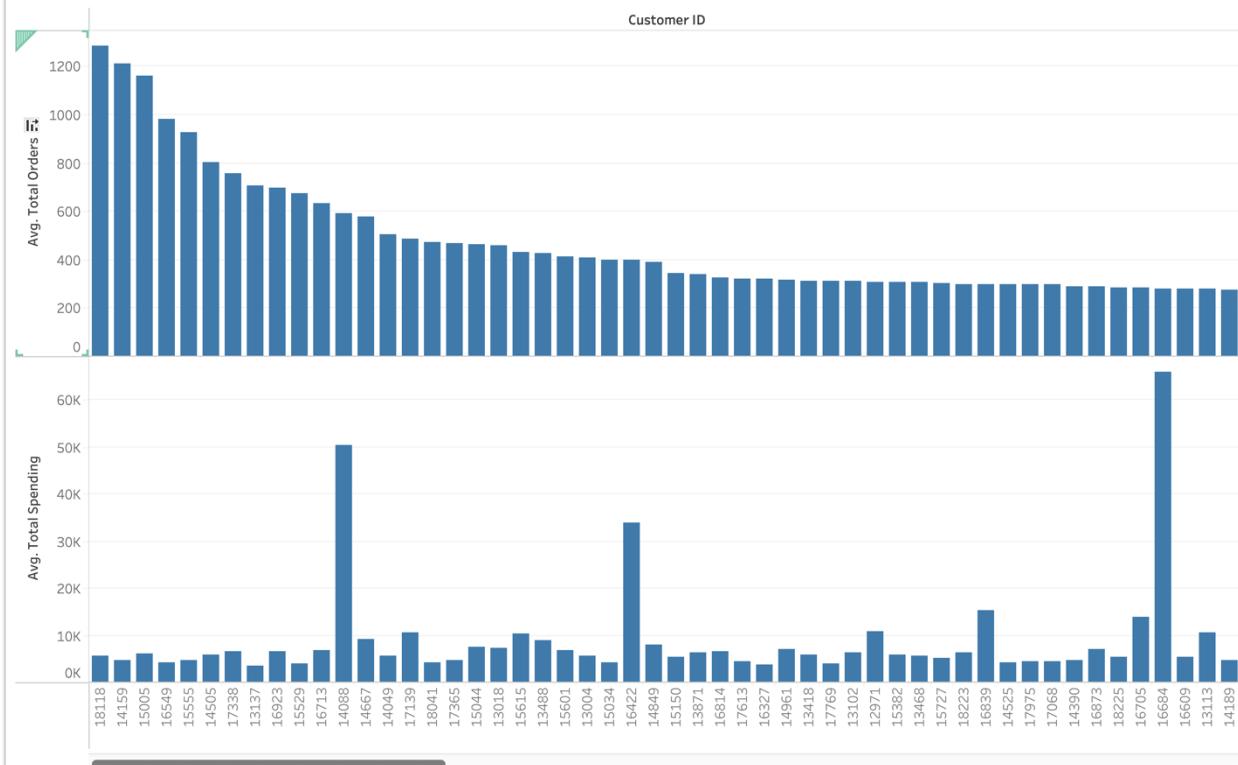




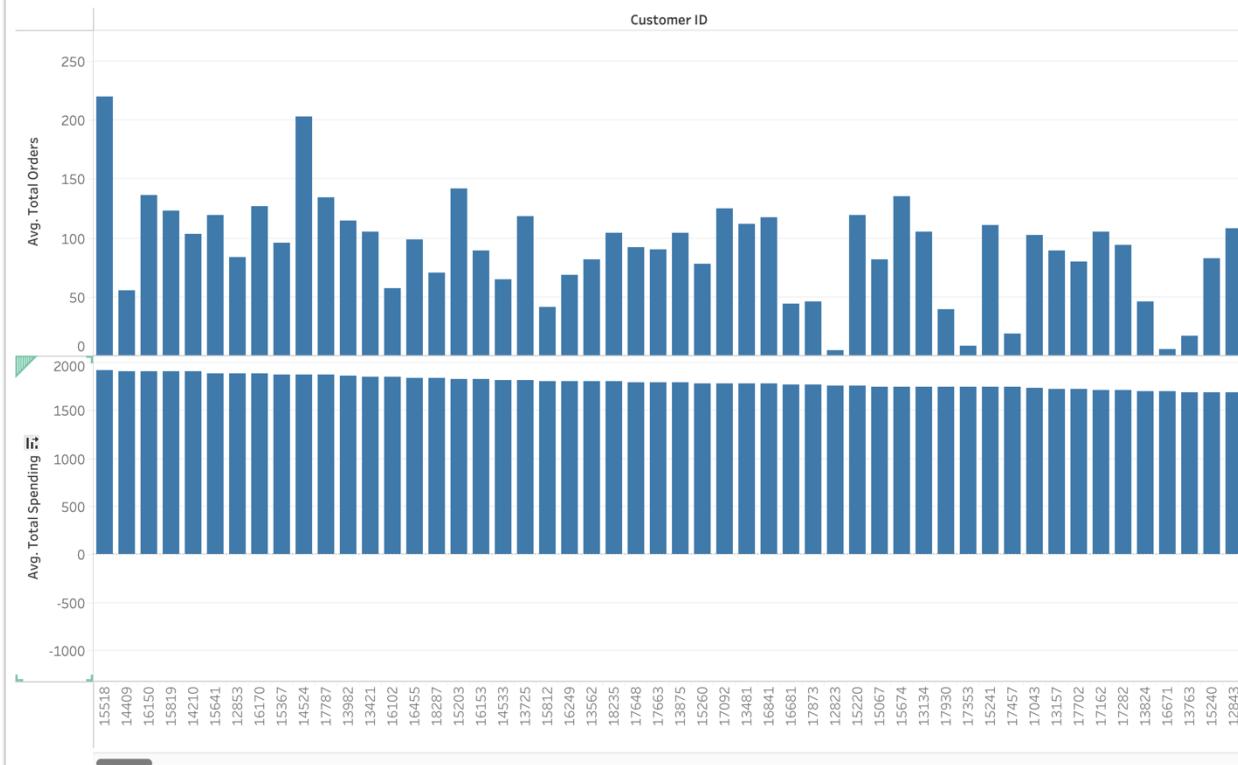




Avg. Total Orders § Avg. Total Spending per Customer (UK) (Segment=Big Spenders)

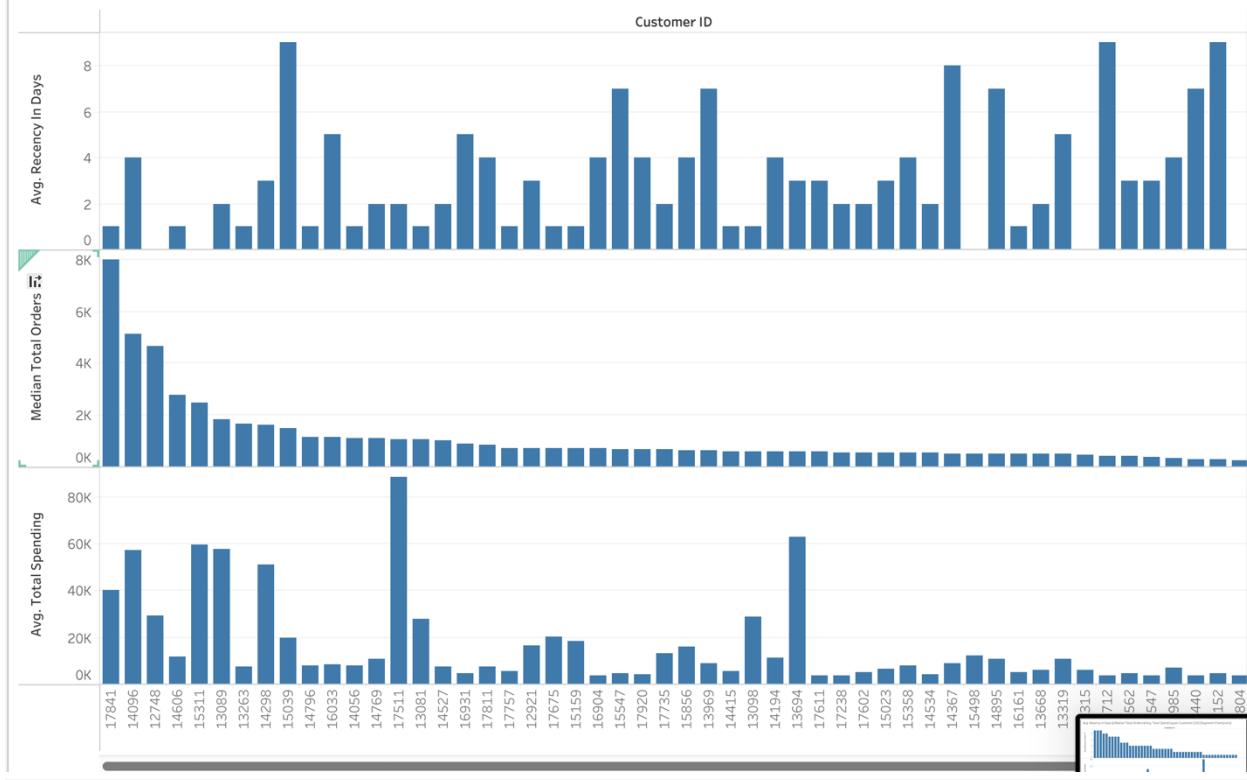


Avg. Total Orders § Avg. Total Spending per Customer (UK) (Segment=At Risk)

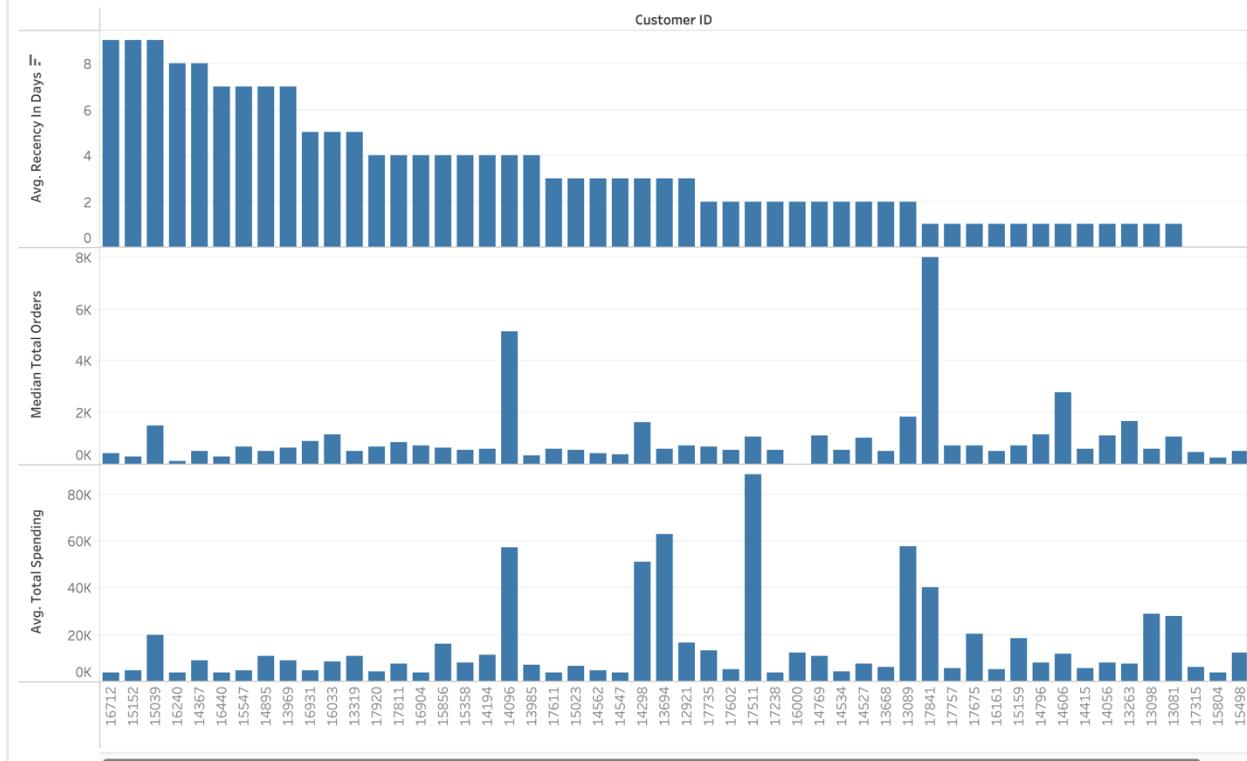


Avg. Recency In Days § Median Total Orders & Avg. Total Spending per Customer (UK)

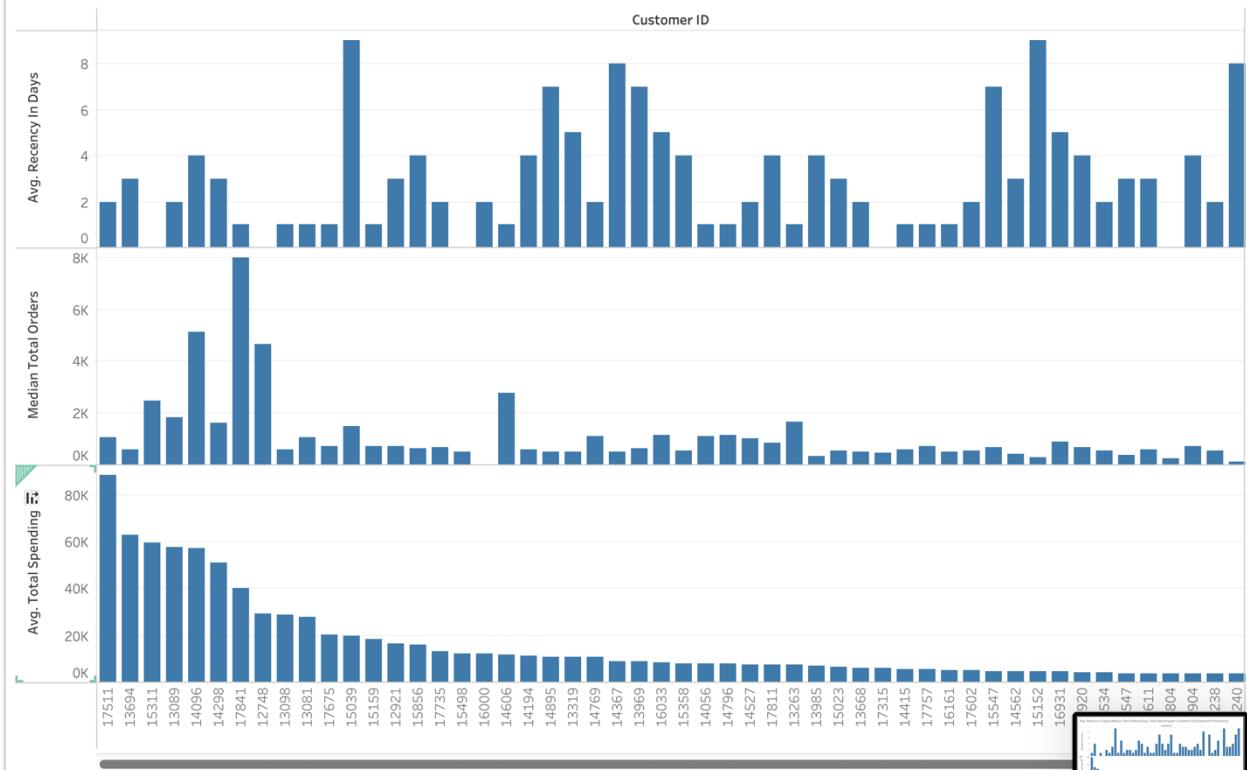
Avg. Recency In Days § Median Total Orders & Avg. Total Spending per Customer (UK) (Segment=Champions)

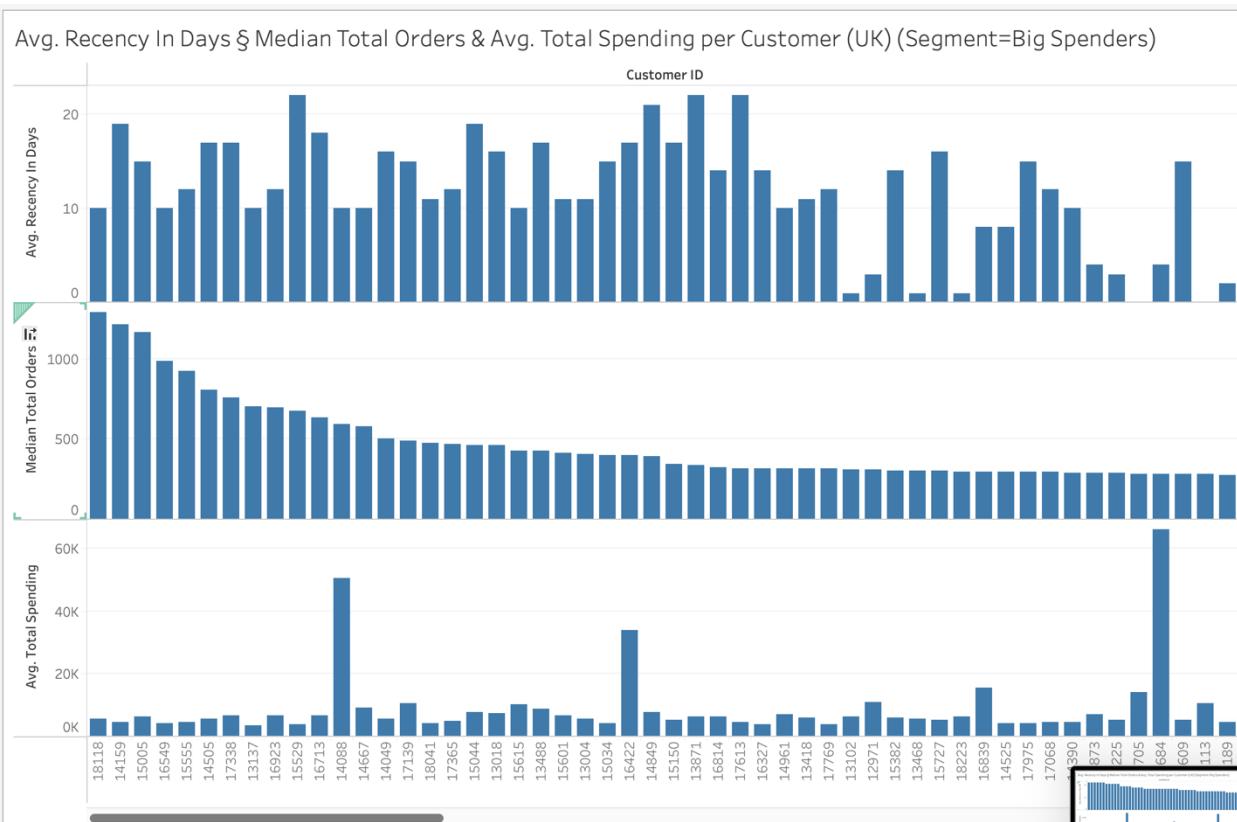
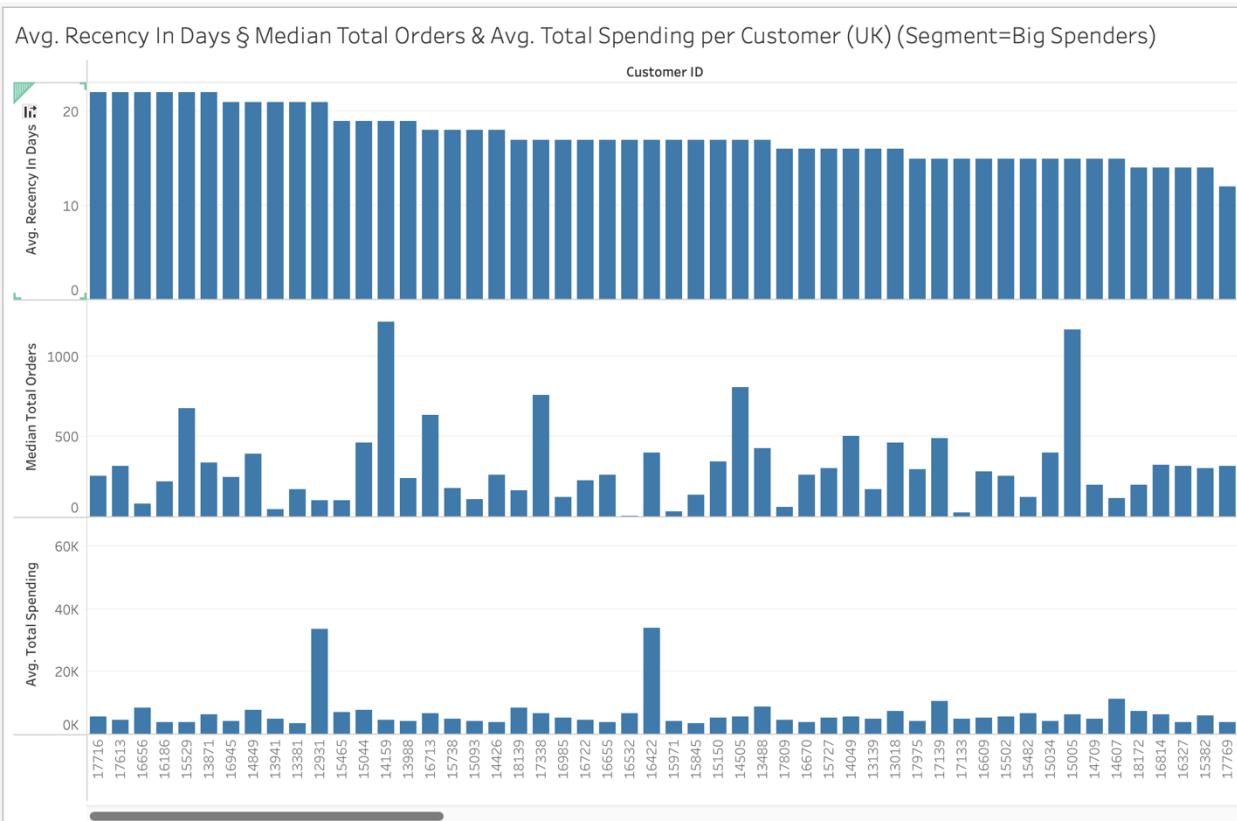


Avg. Recency In Days § Median Total Orders & Avg. Total Spending per Customer (UK) (Segment=Champions)

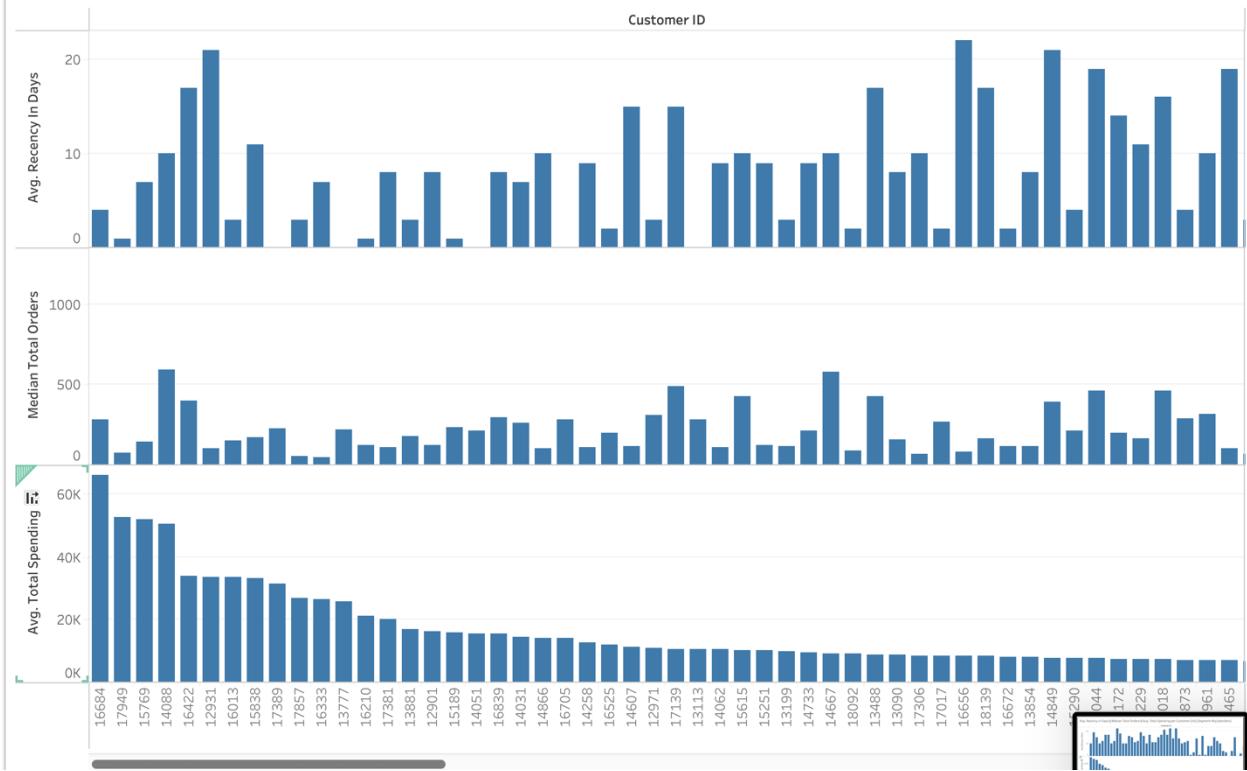


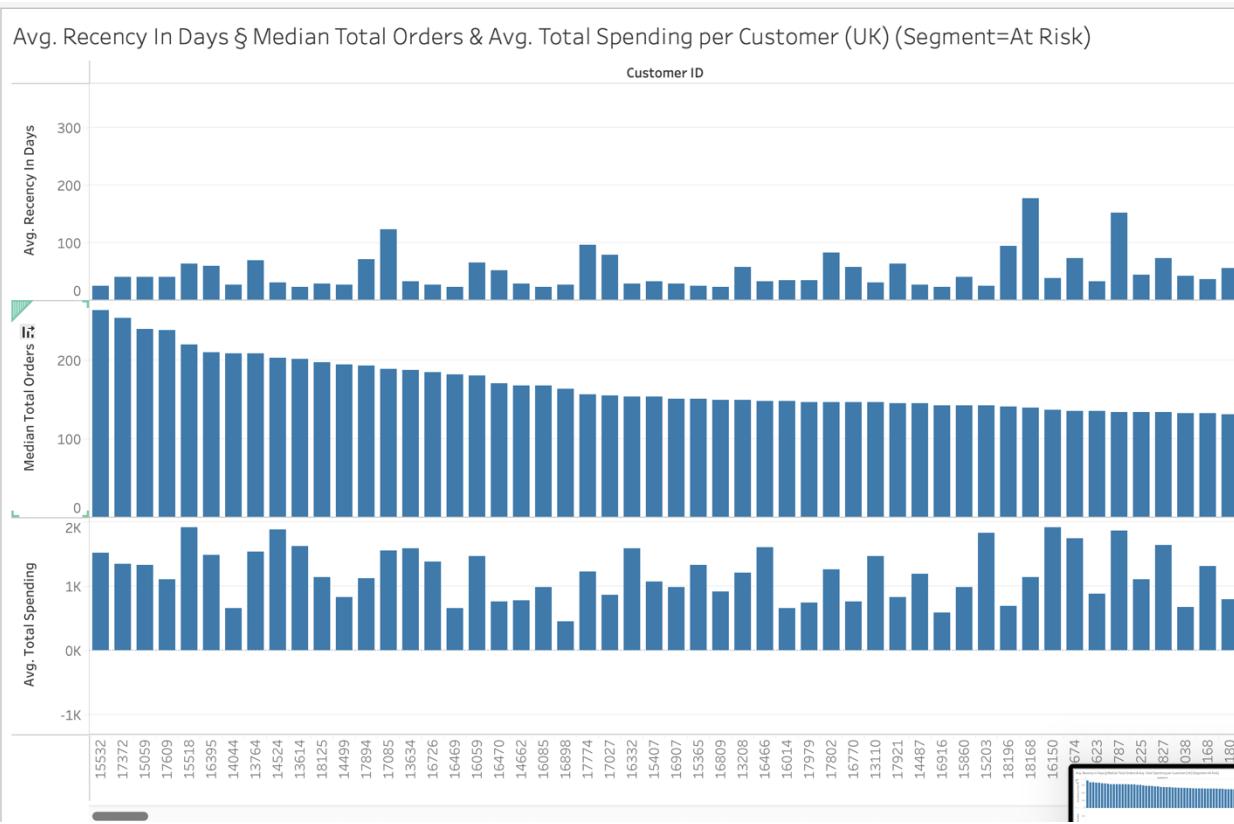
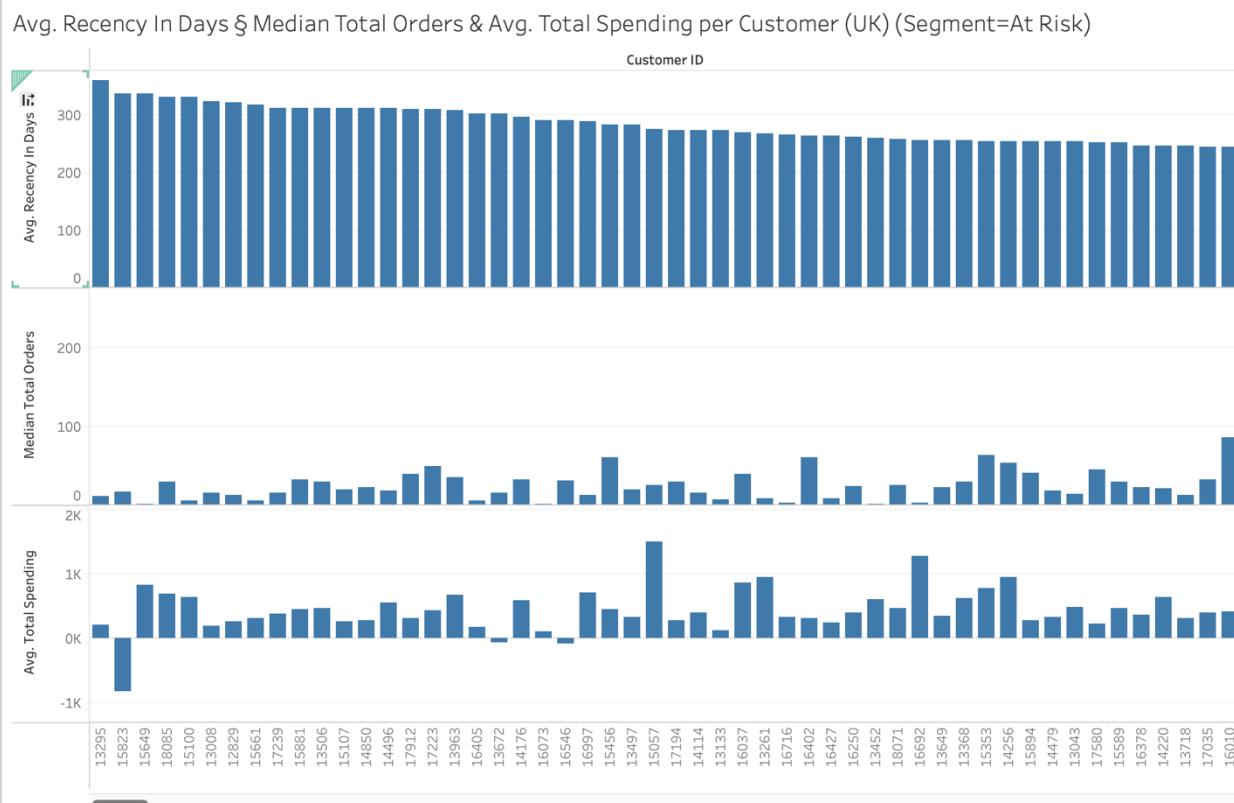
Avg. Recency In Days § Median Total Orders & Avg. Total Spending per Customer (UK) (Segment=Champions)



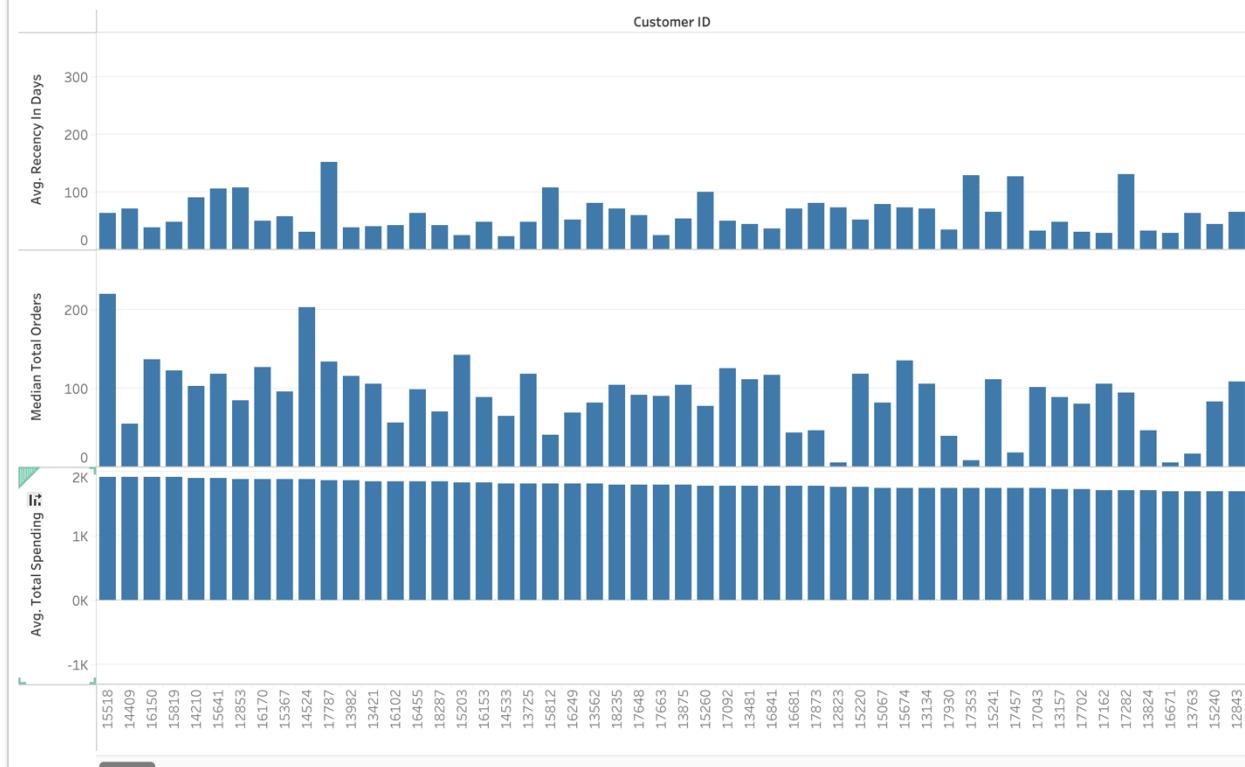


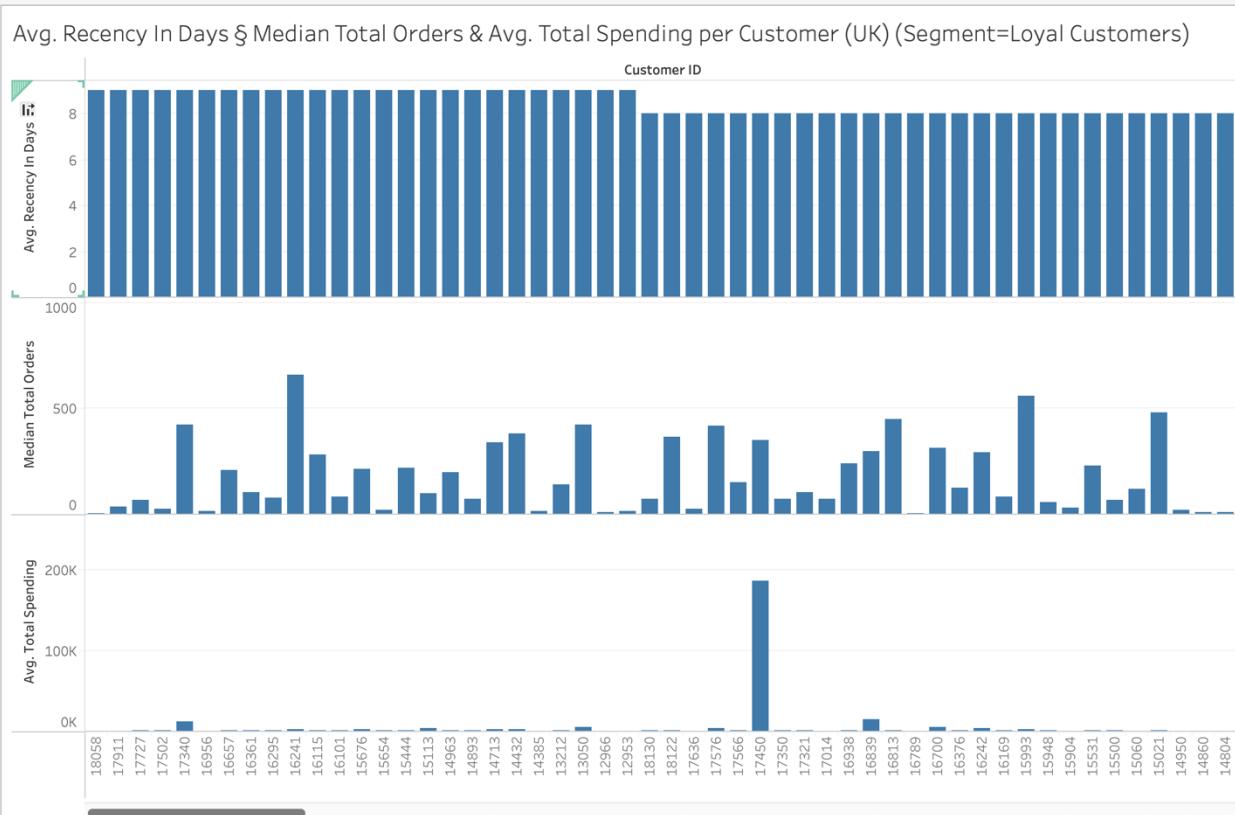
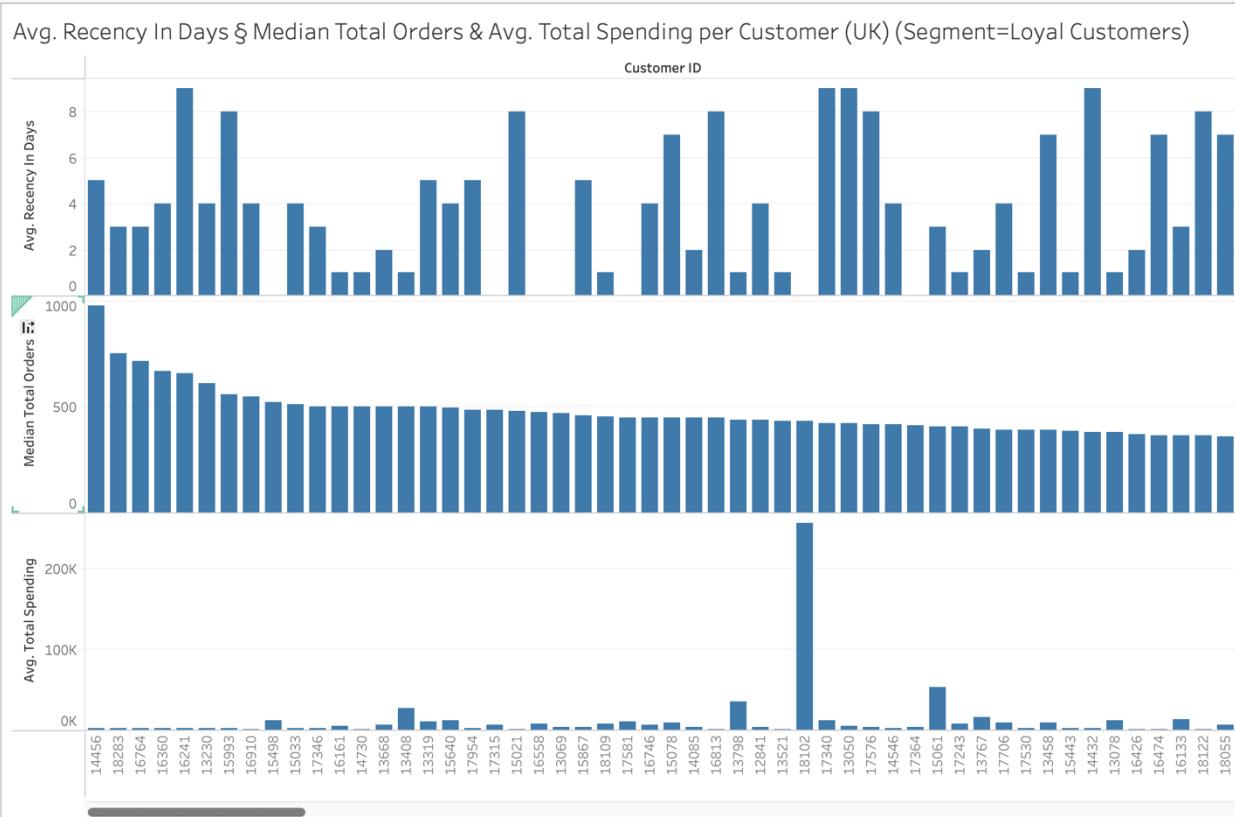
Avg. Recency In Days § Median Total Orders & Avg. Total Spending per Customer (UK) (Segment=Big Spenders)



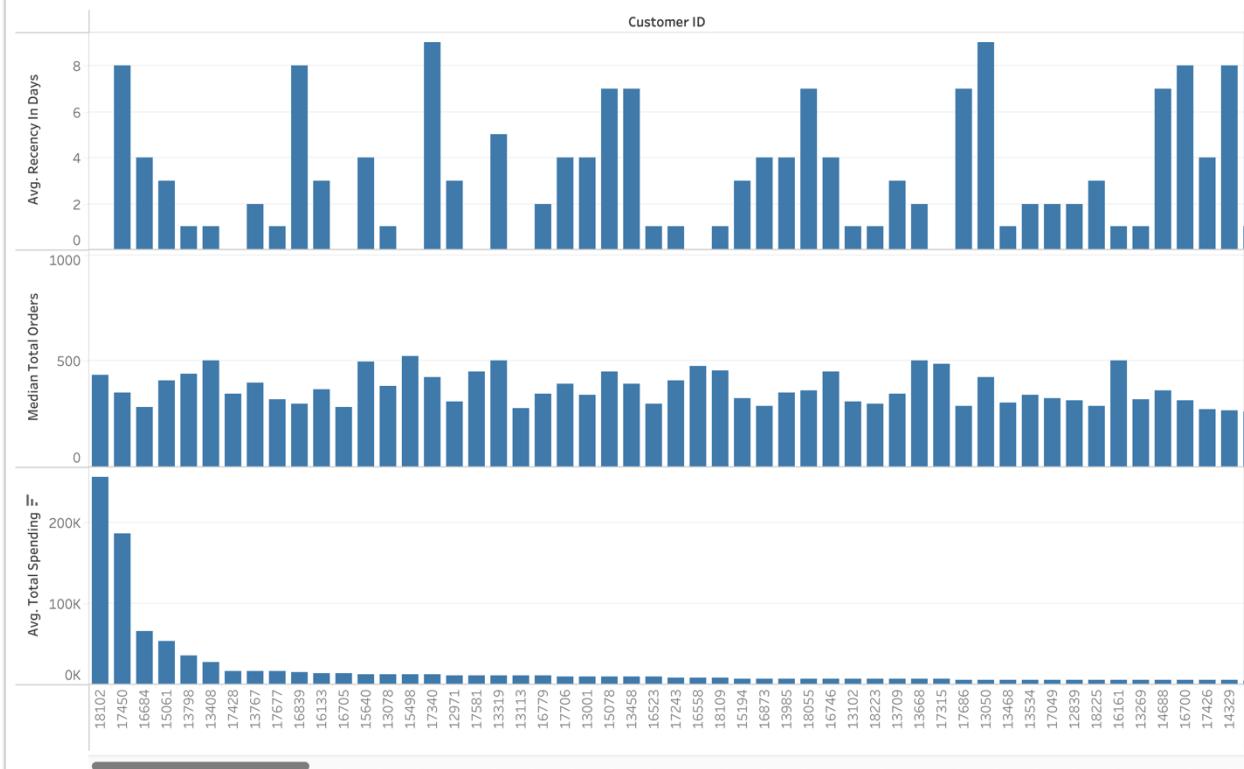


Avg. Recency In Days § Median Total Orders & Avg. Total Spending per Customer (UK) (Segment=At Risk)

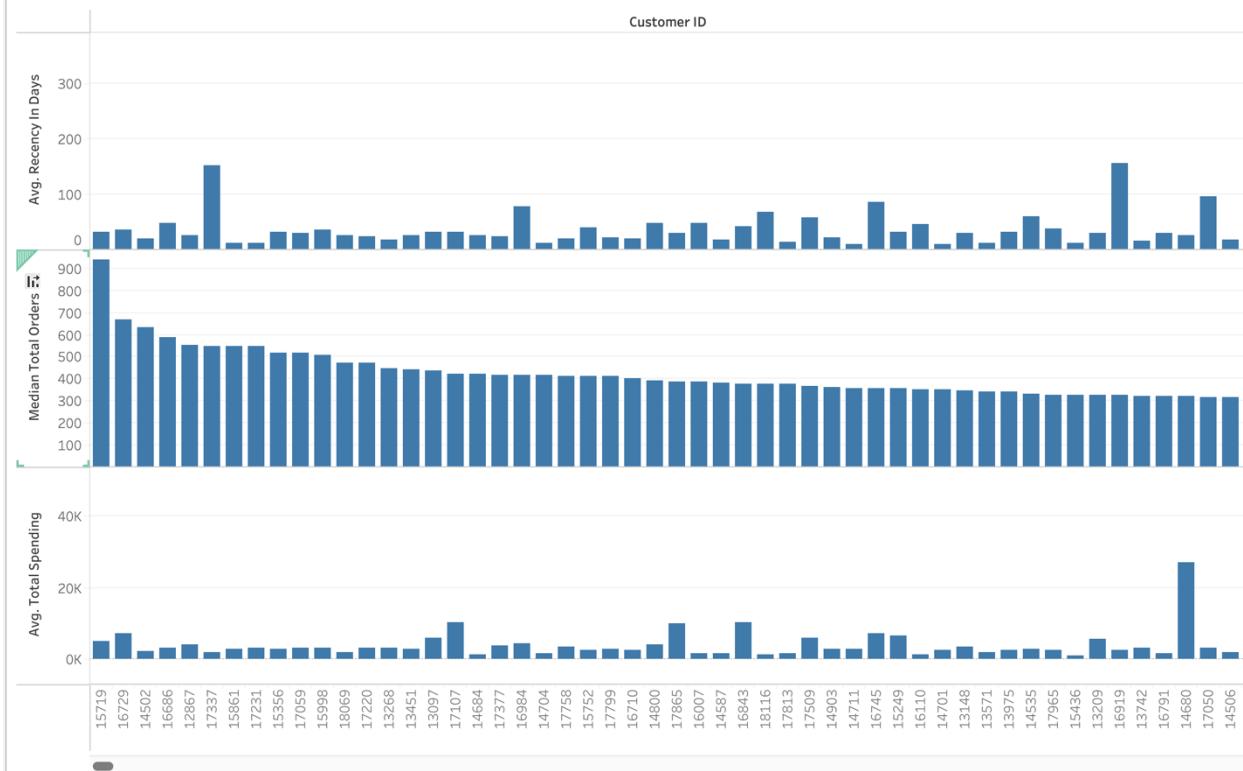




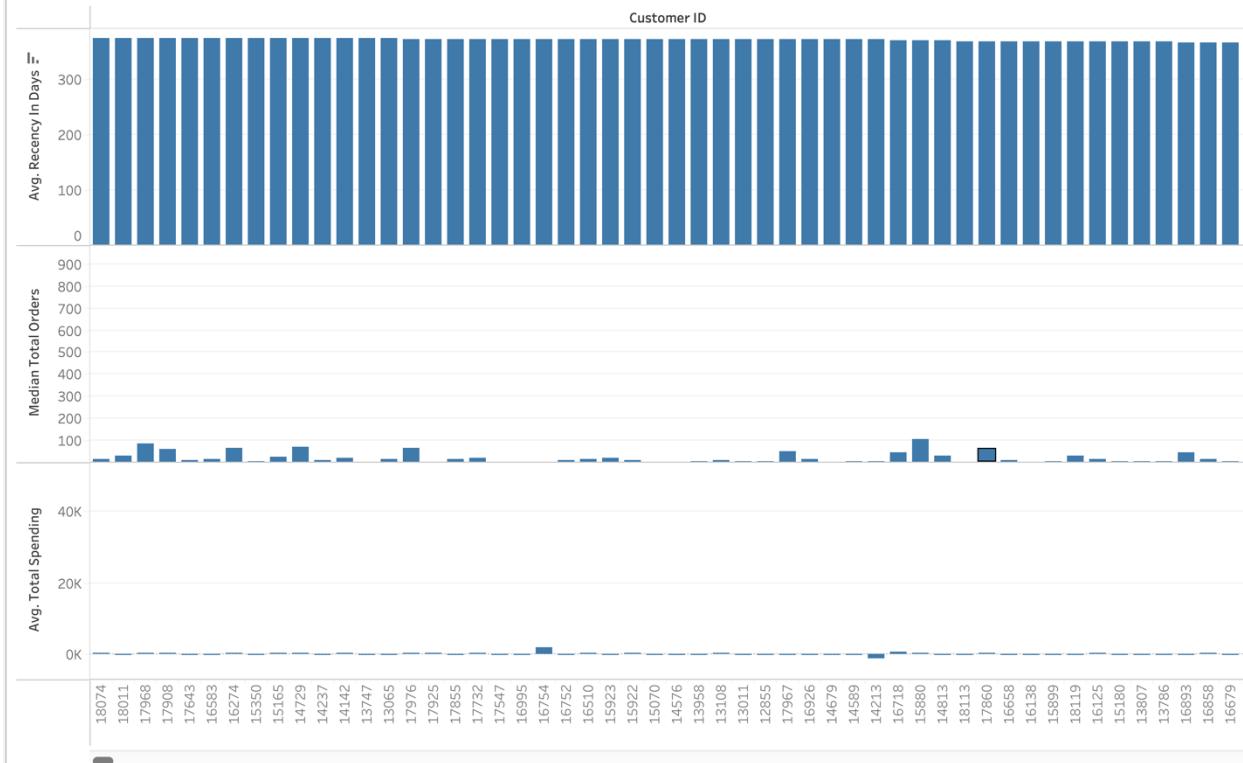
Avg. Recency In Days § Median Total Orders & Avg. Total Spending per Customer (UK) (Segment=Loyal Customers)



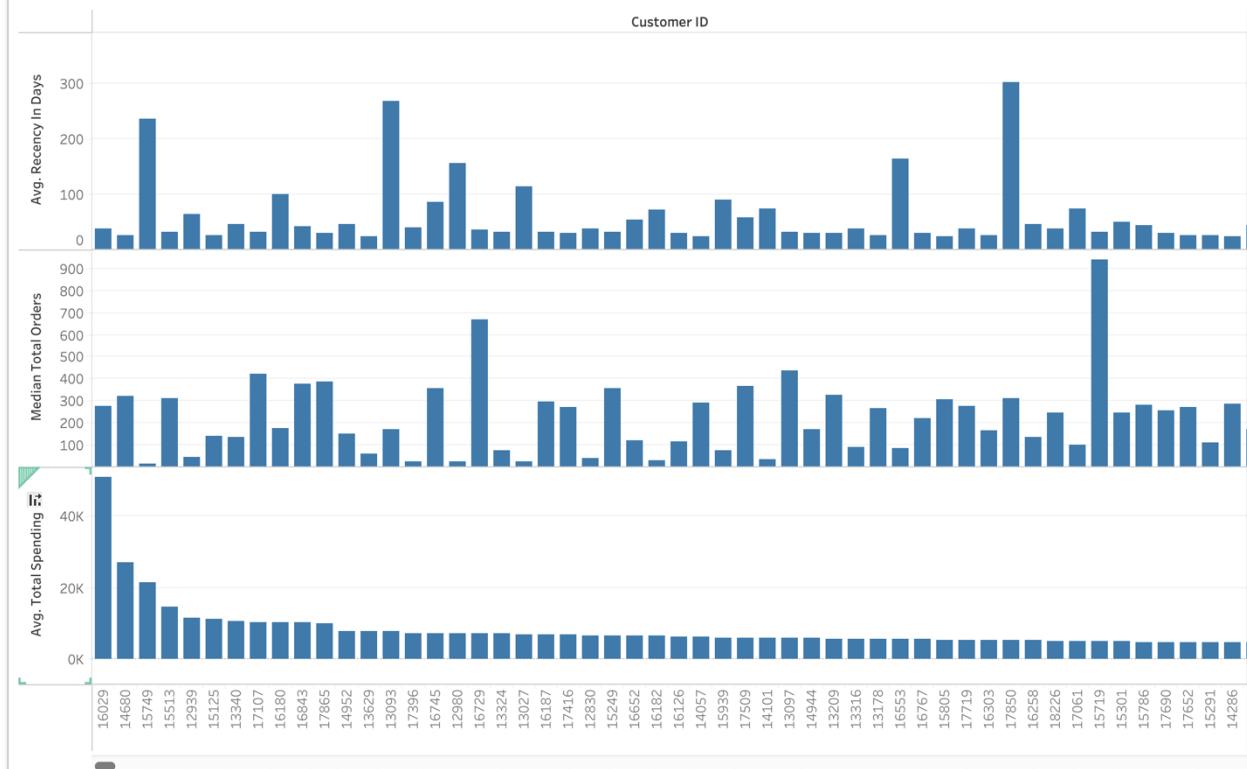
Avg. Recency In Days § Median Total Orders & Avg. Total Spending per Customer (UK) (Segment=Others)



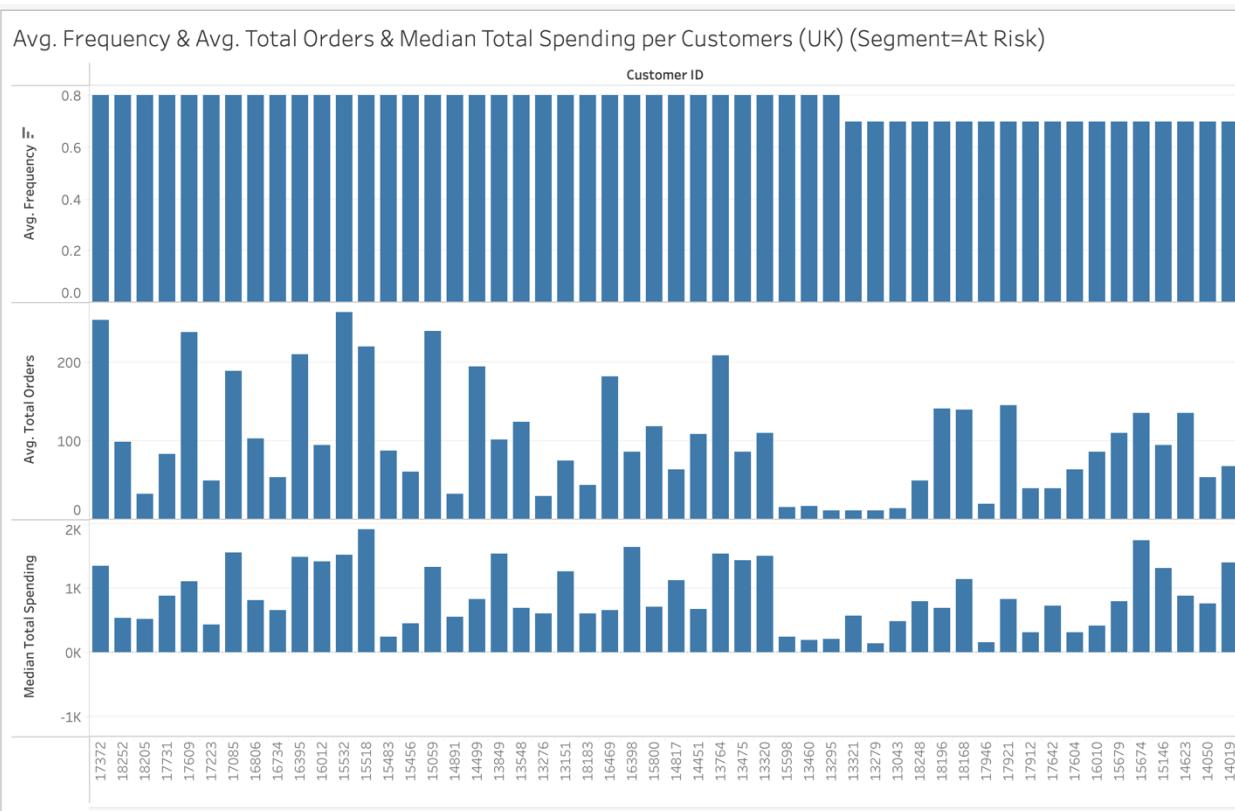
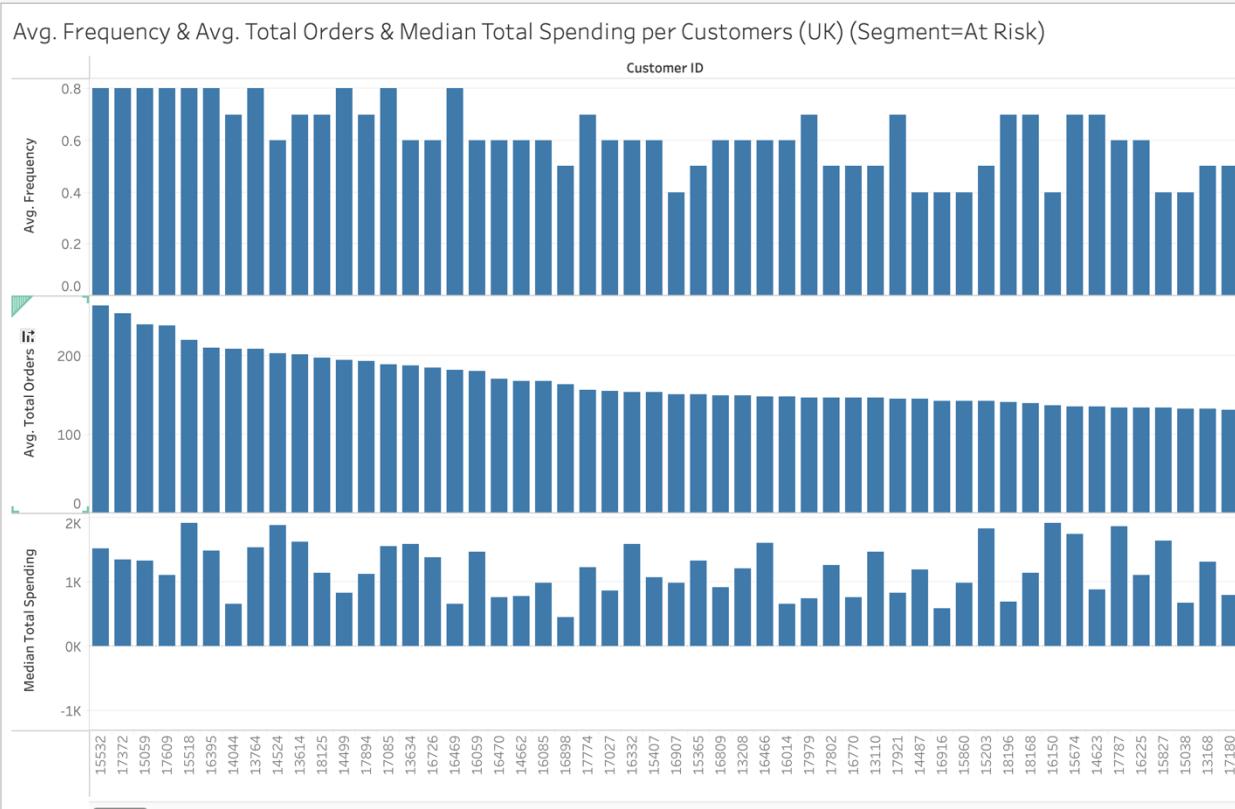
Avg. Recency In Days § Median Total Orders & Avg. Total Spending per Customer (UK) (Segment=Others)



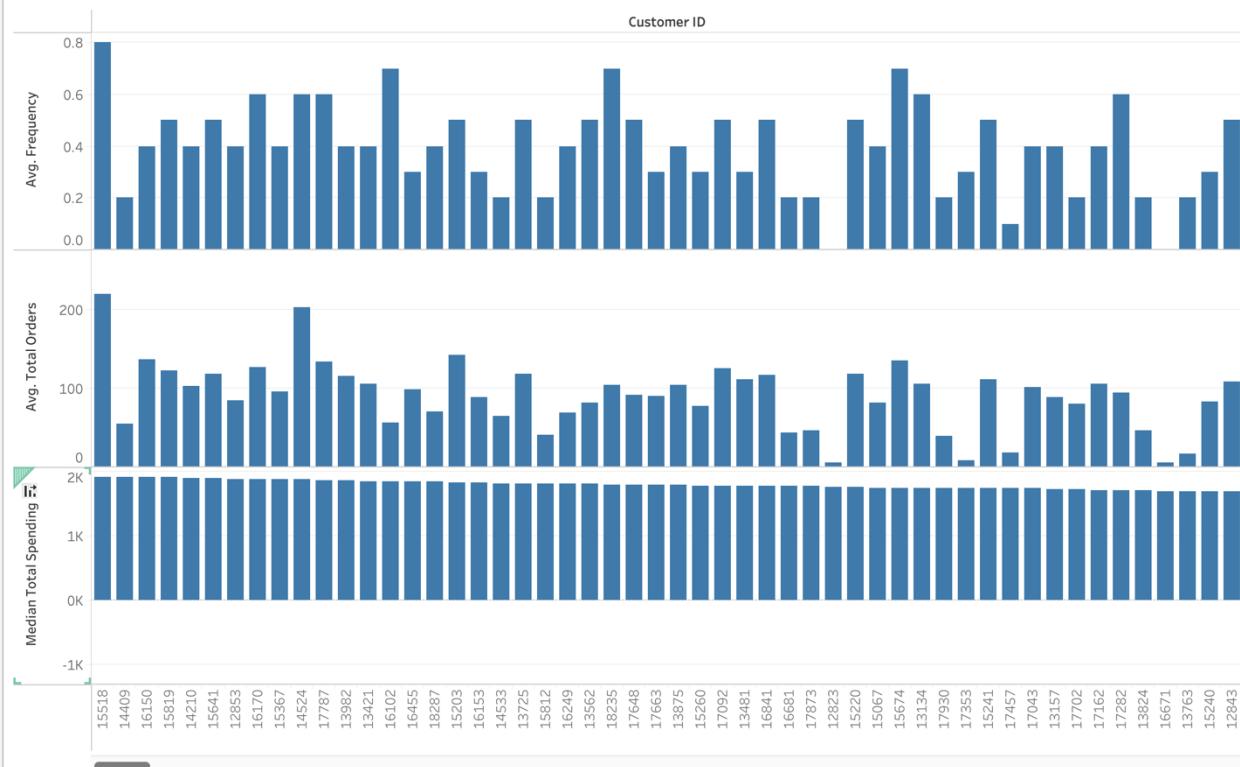
Avg. Recency In Days § Median Total Orders & Avg. Total Spending per Customer (UK) (Segment=Others)

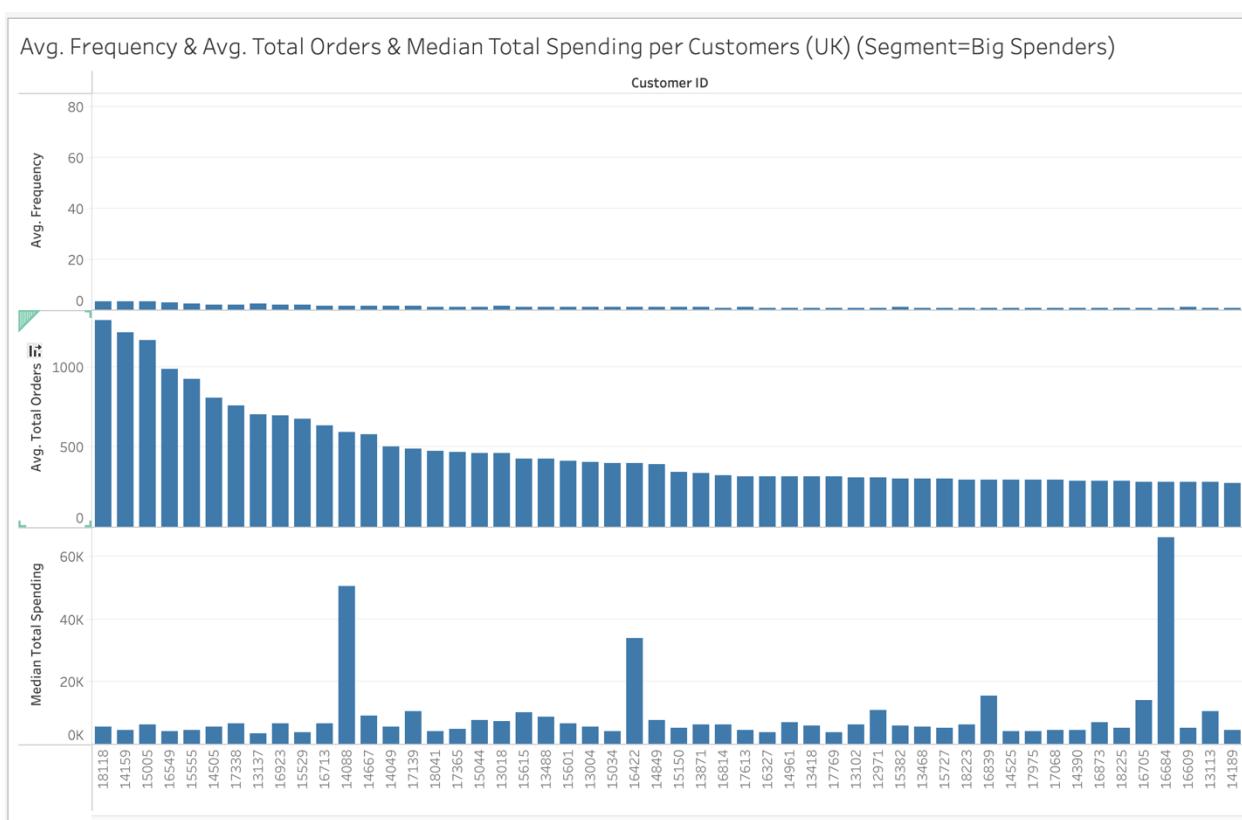
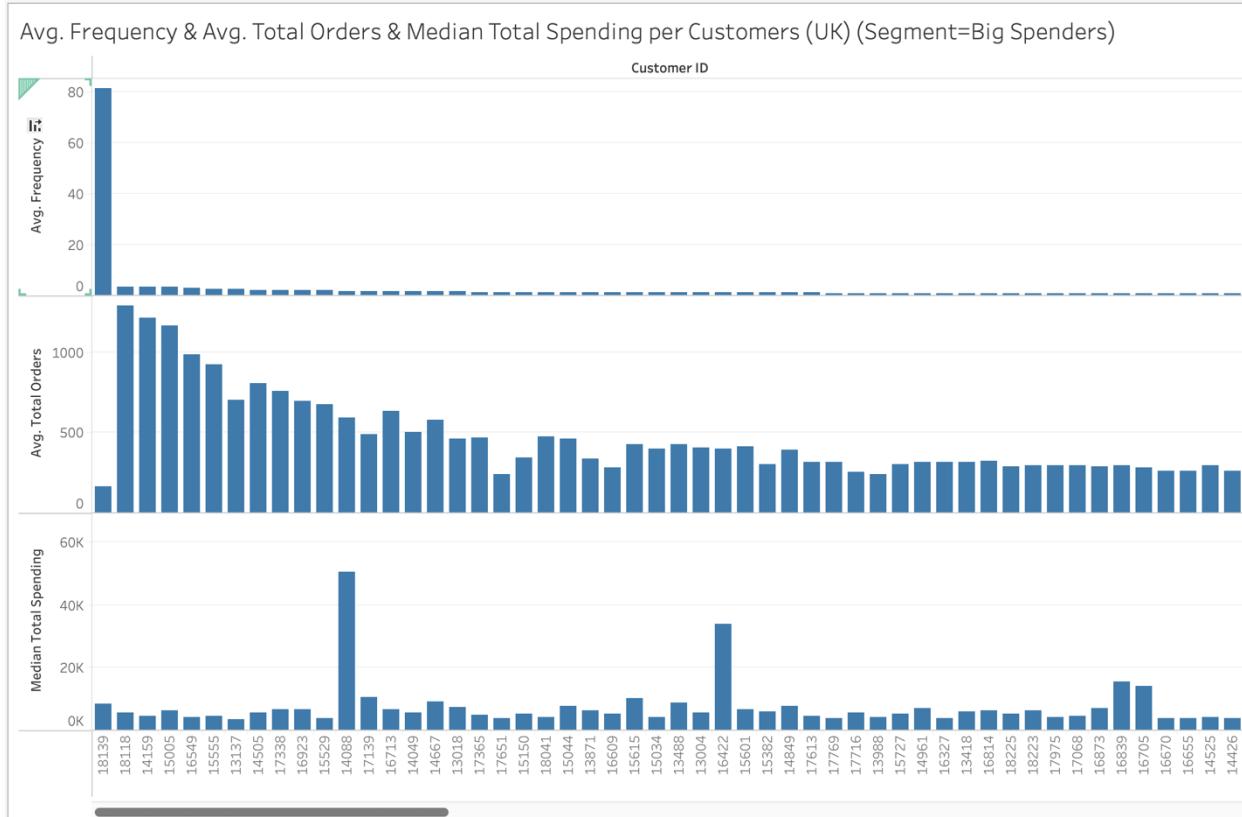


Avg. Frequency & Avg. Total Orders & Median Total Spending per
Customers (UK)

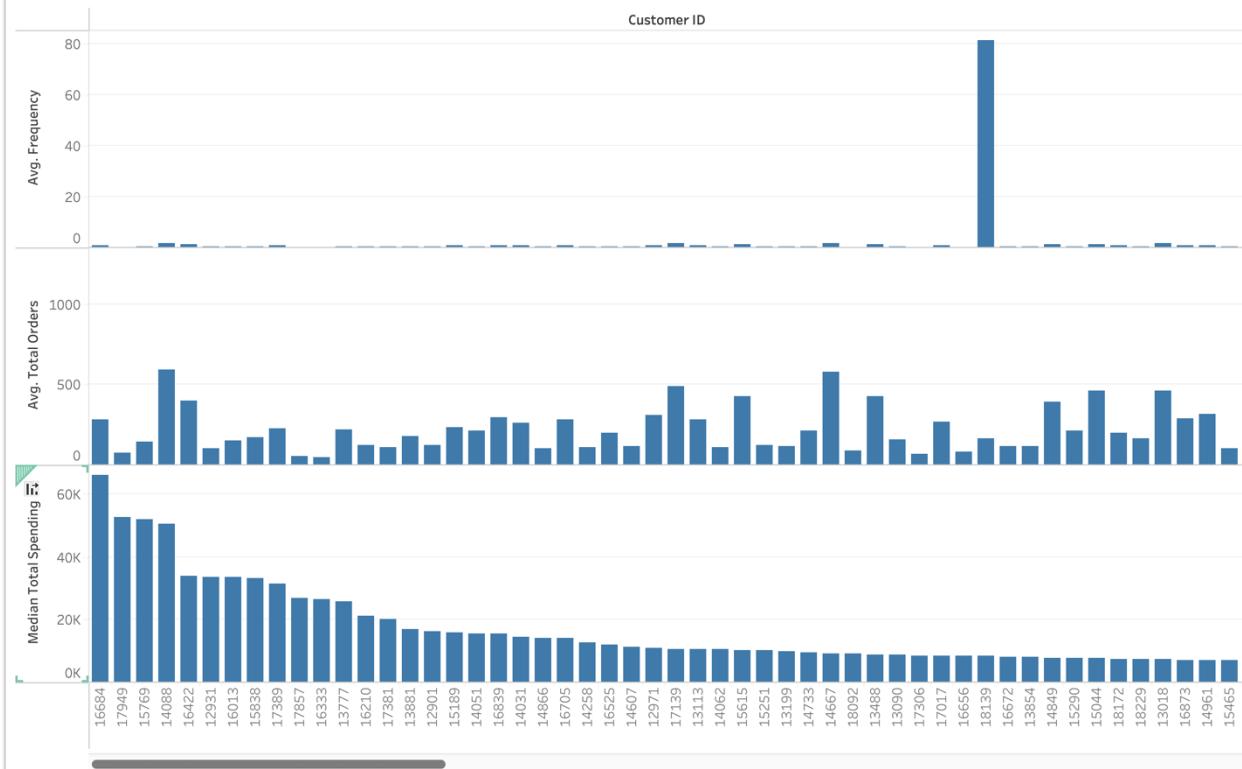


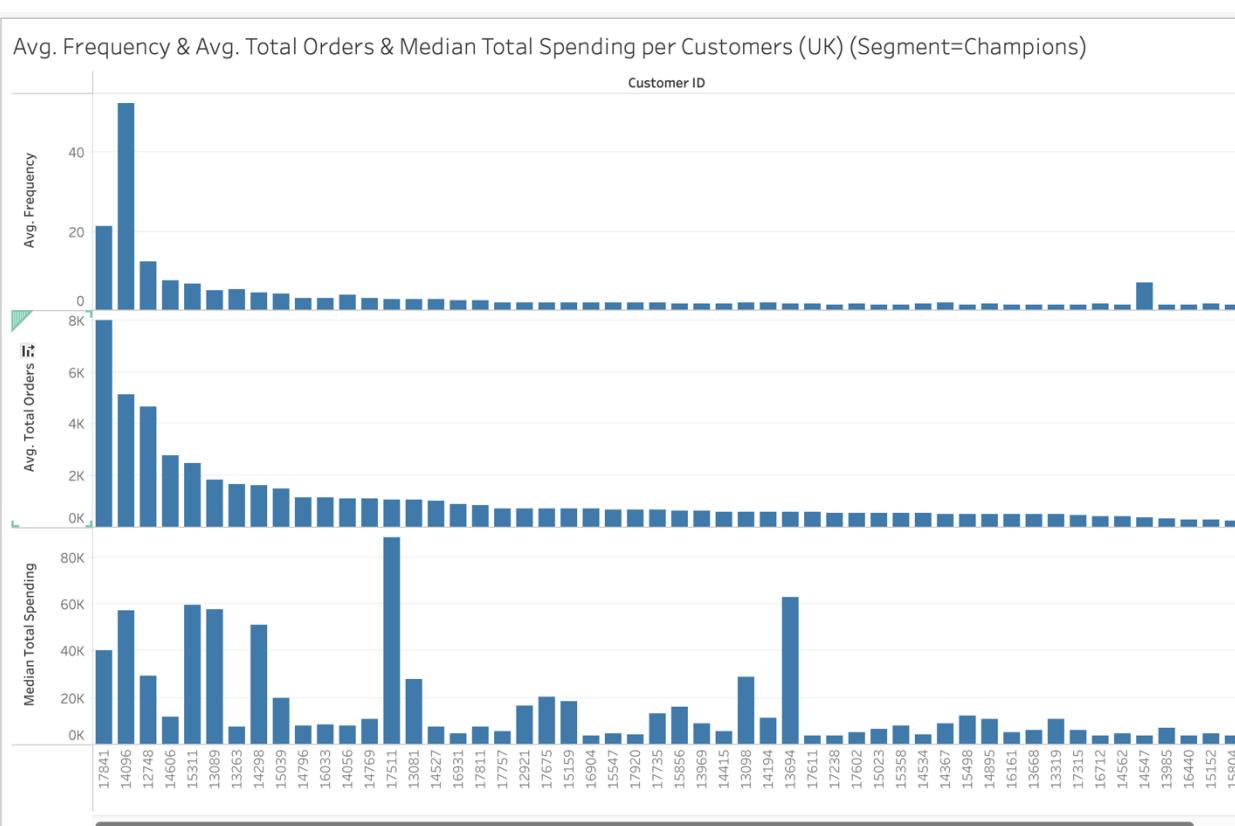
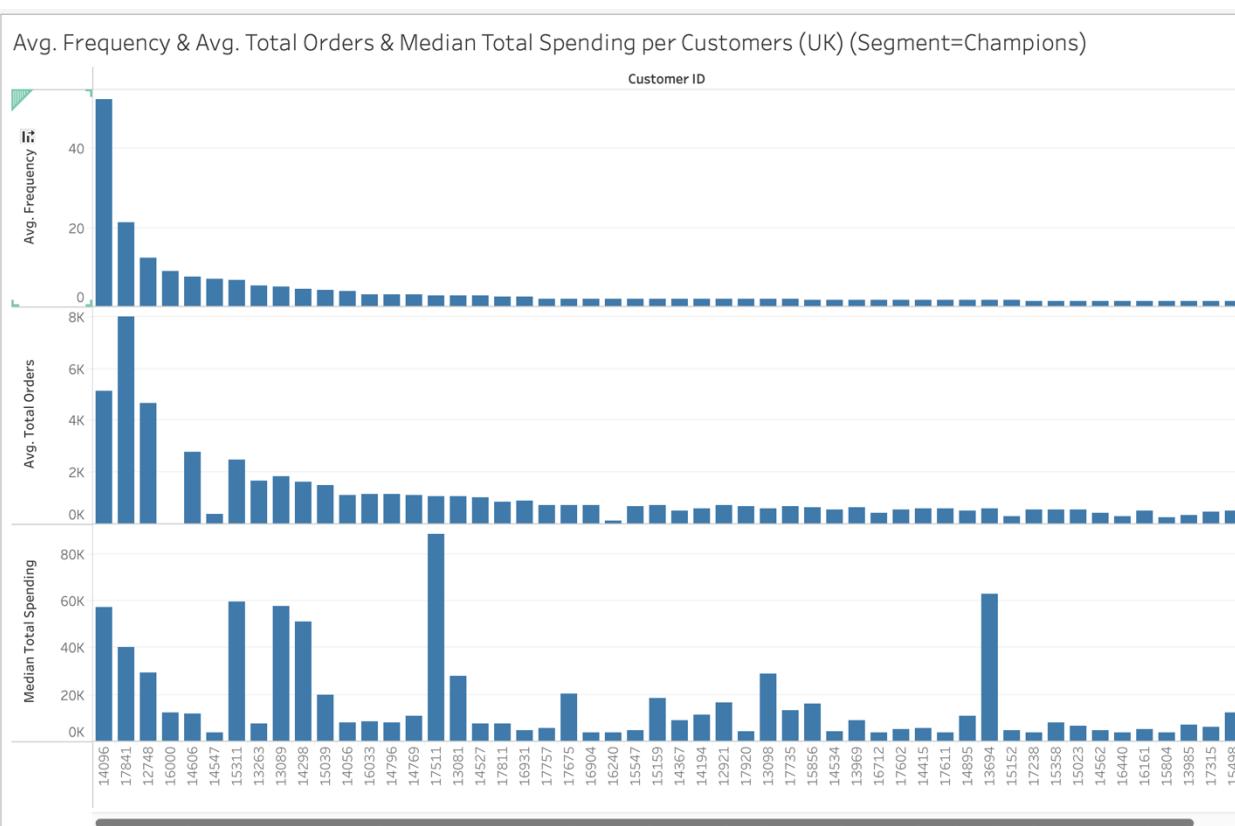
Avg. Frequency & Avg. Total Orders & Median Total Spending per Customers (UK) (Segment=At Risk)



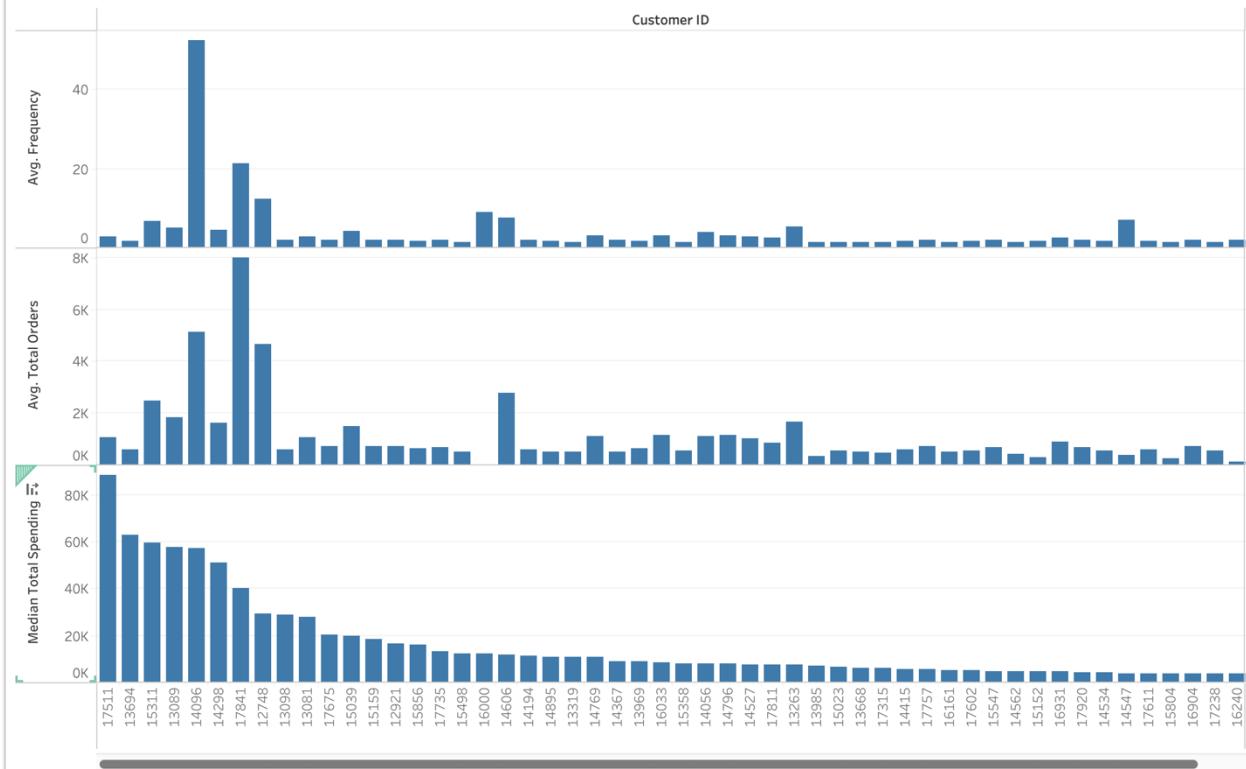


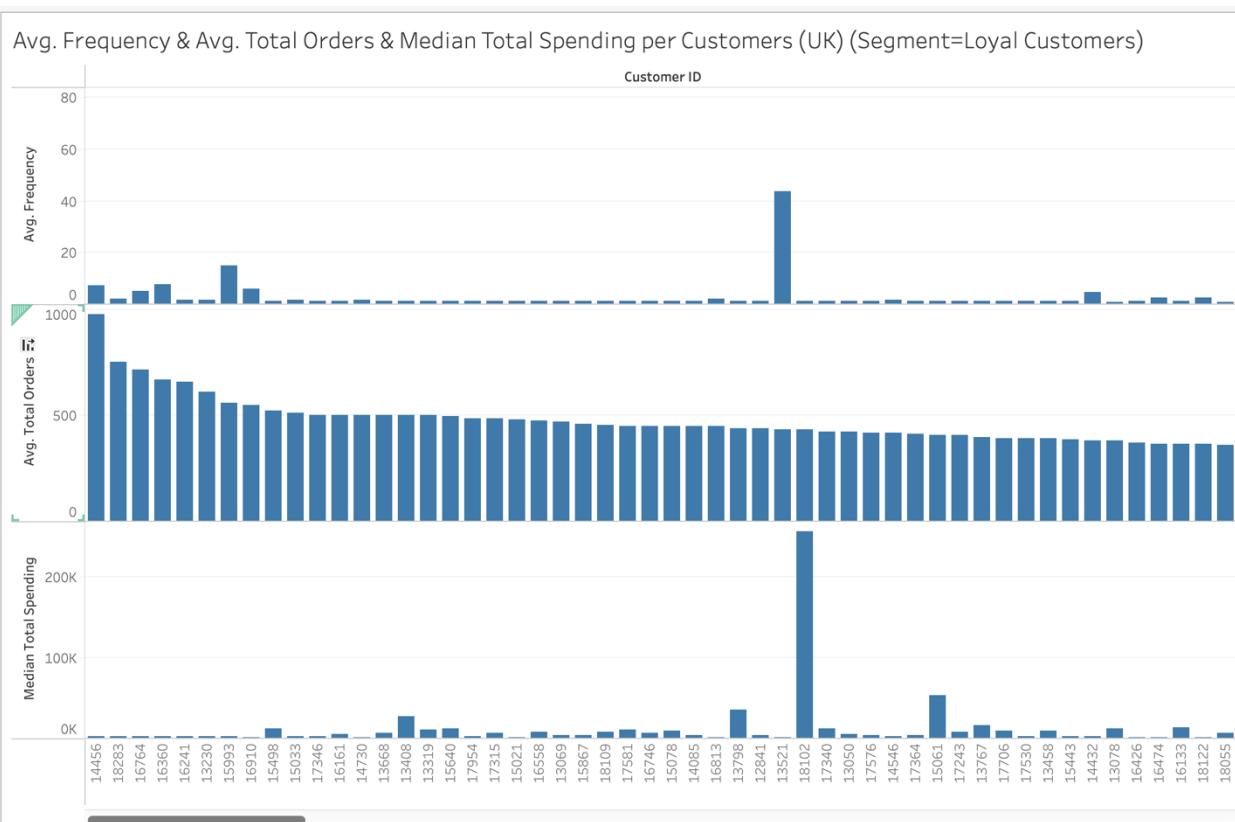
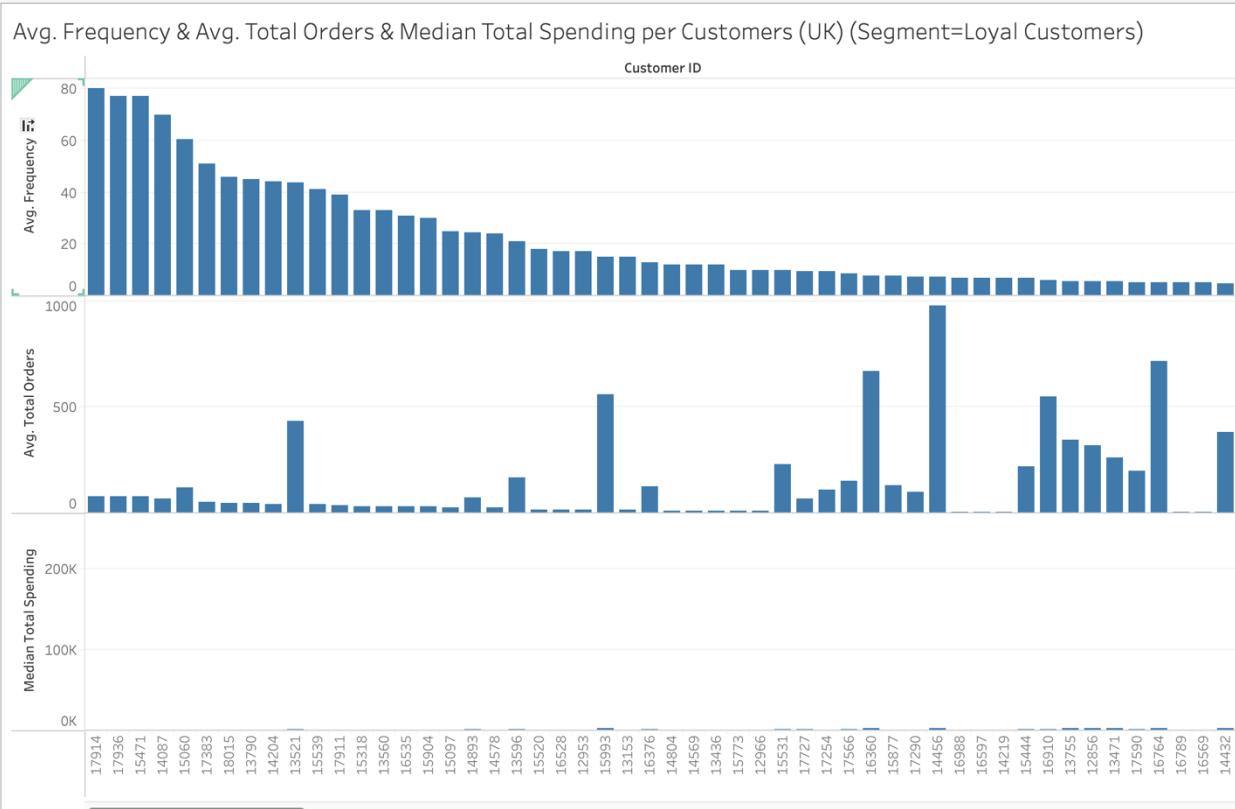
Avg. Frequency & Avg. Total Orders & Median Total Spending per Customers (UK) (Segment=Big Spenders)



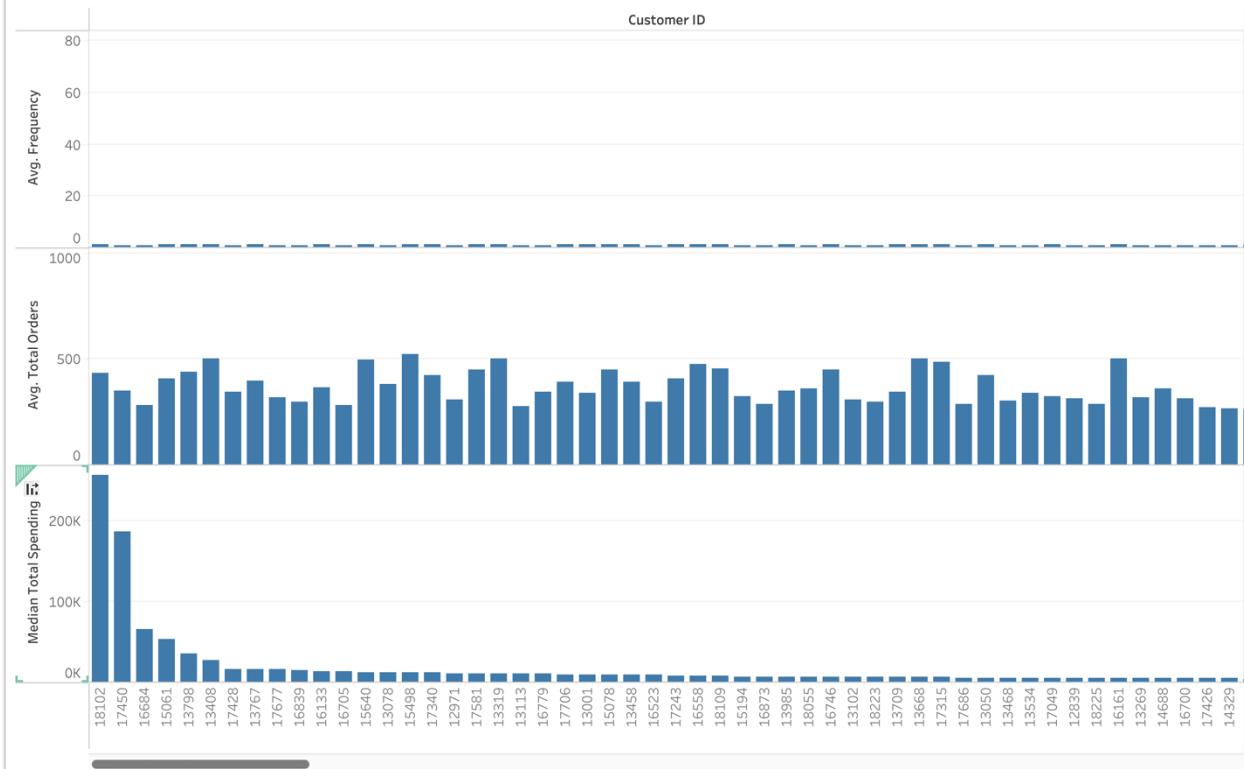


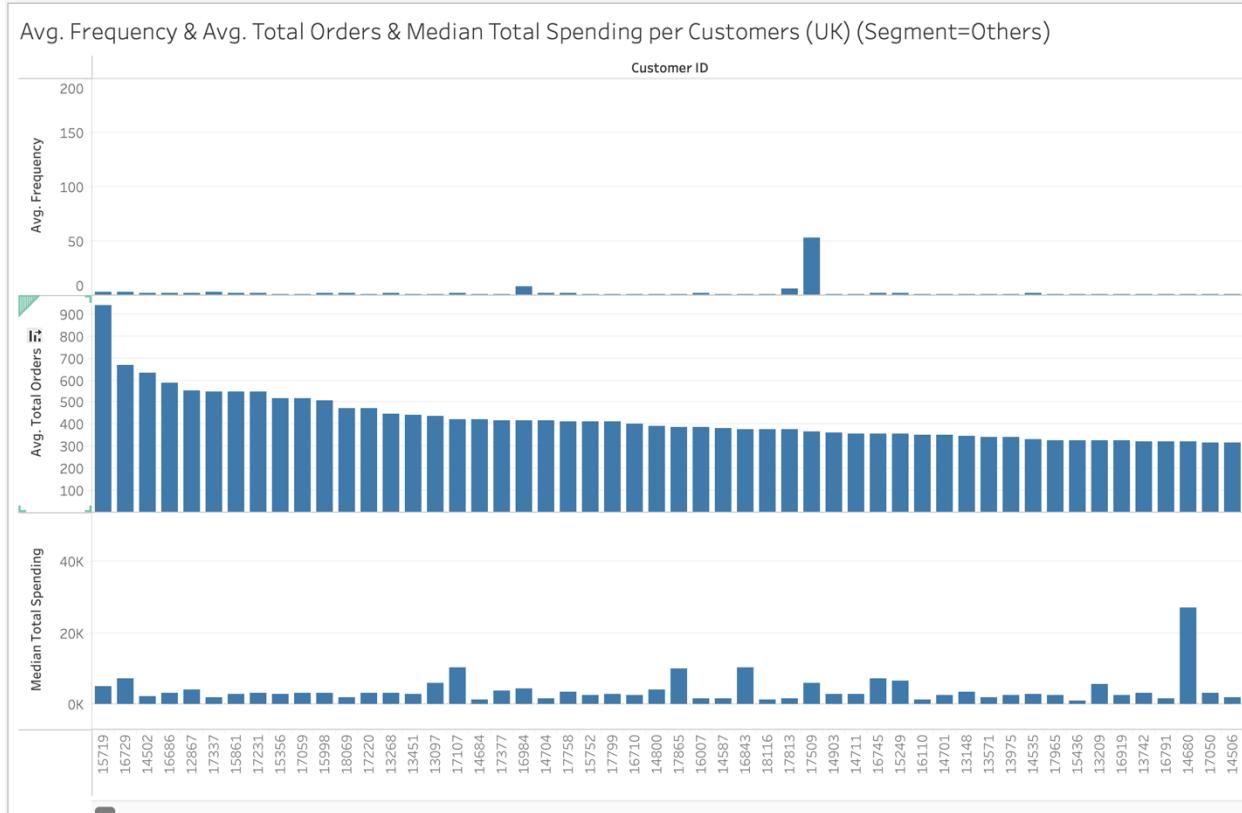
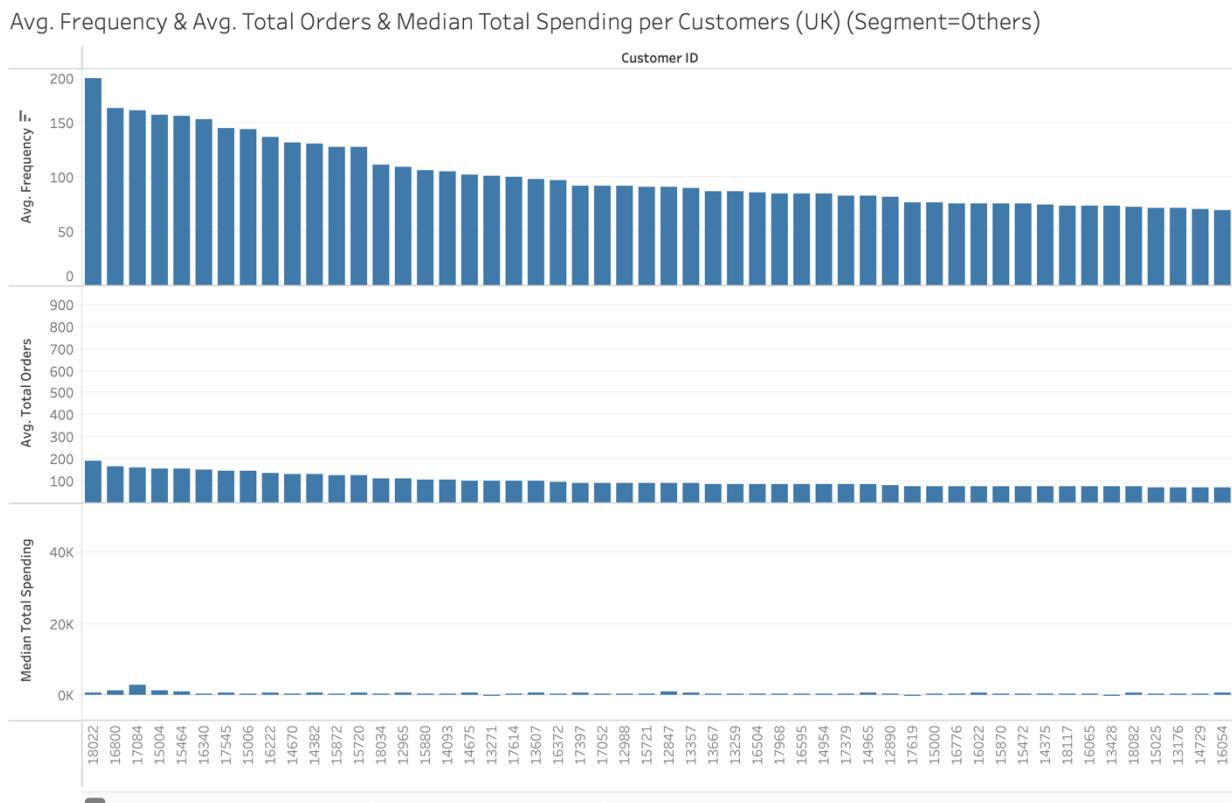
Avg. Frequency & Avg. Total Orders & Median Total Spending per Customers (UK) (Segment=Champions)



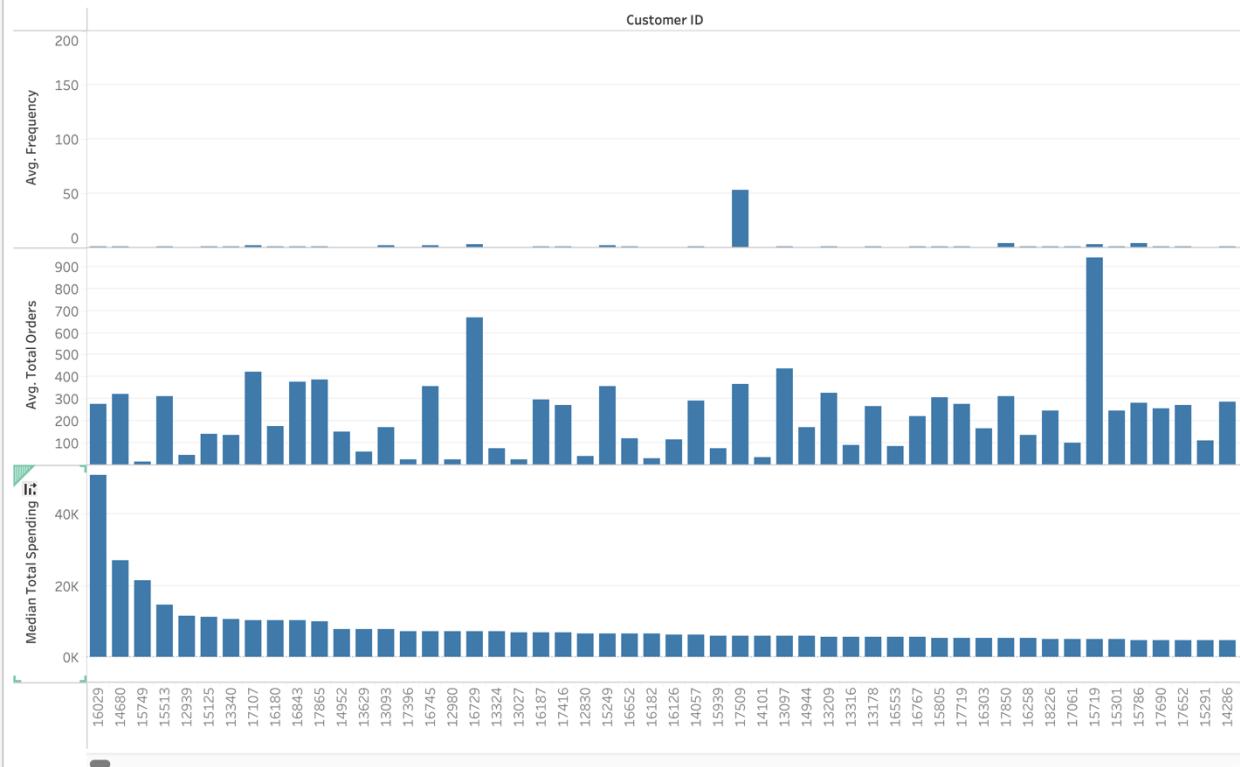


Avg. Frequency & Avg. Total Orders & Median Total Spending per Customers (UK) (Segment=Loyal Customers)



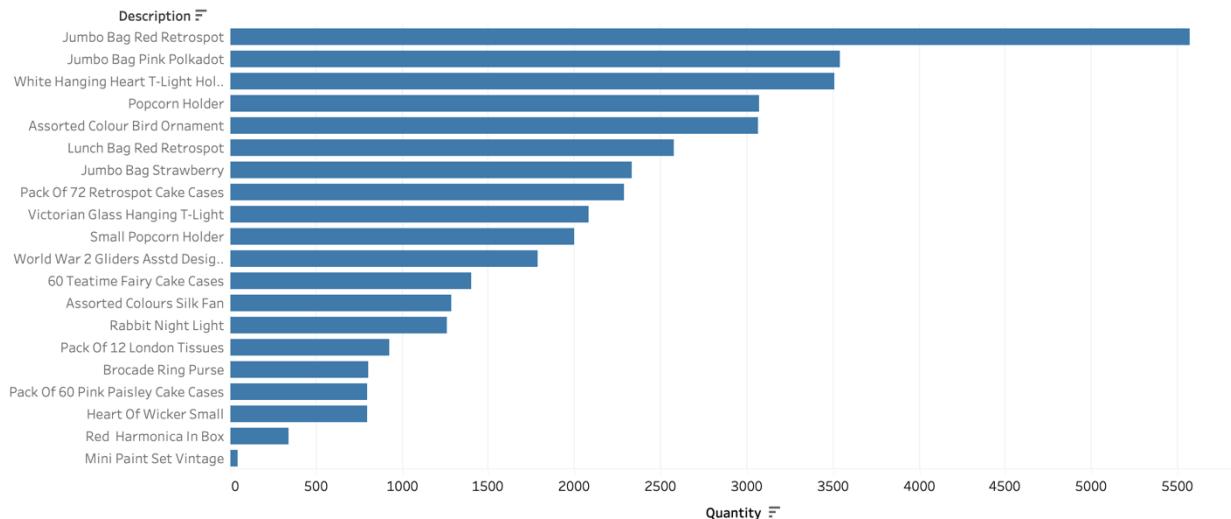


Avg. Frequency & Avg. Total Orders & Median Total Spending per Customers (UK) (Segment=Others)

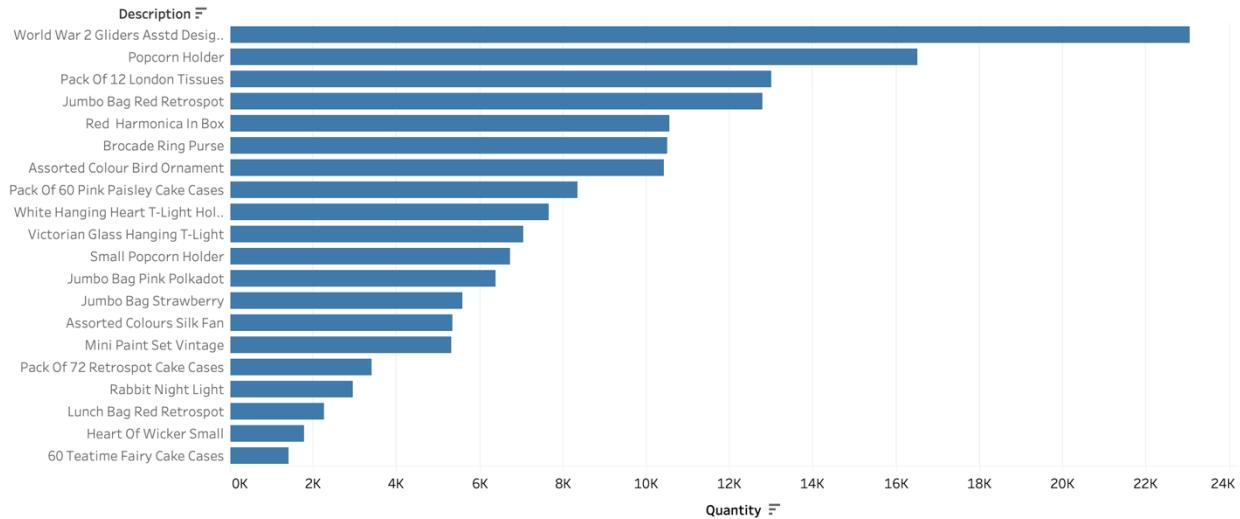


Quantities of Top 20 Products Bought by Segments (UK)

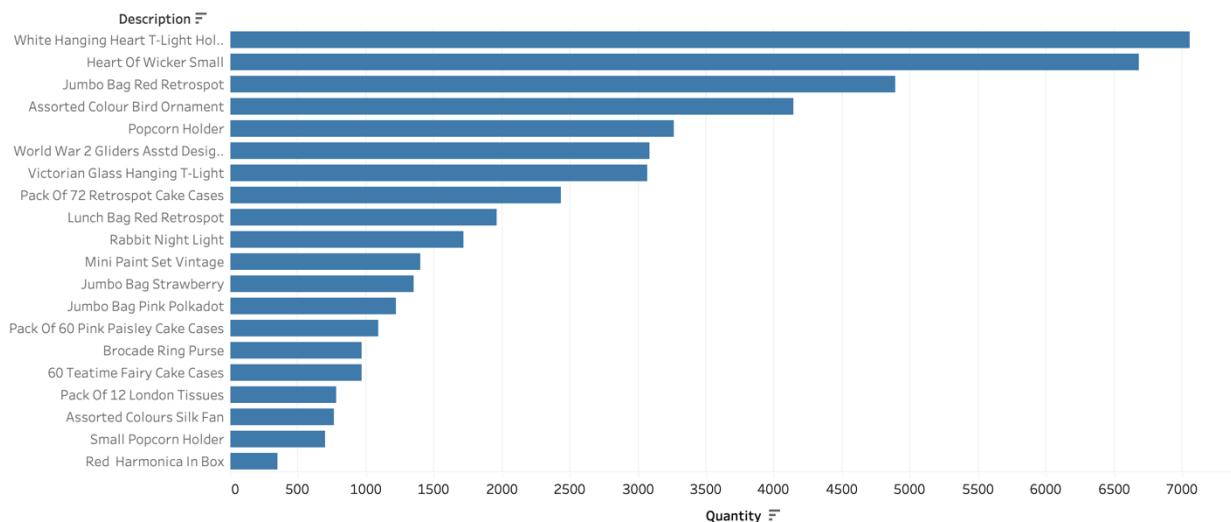
Quantities of Top 20 Products Bought by Segments (UK) (Segment=Champions)



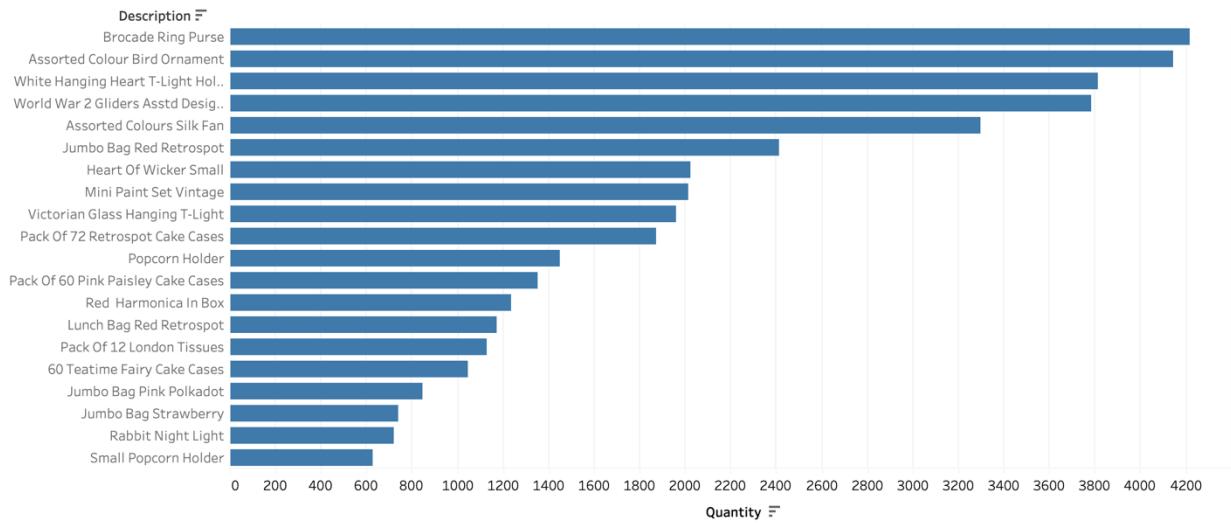
Quantities of Top 20 Products Bought by Segments (UK) (Segment=Big Spenders)



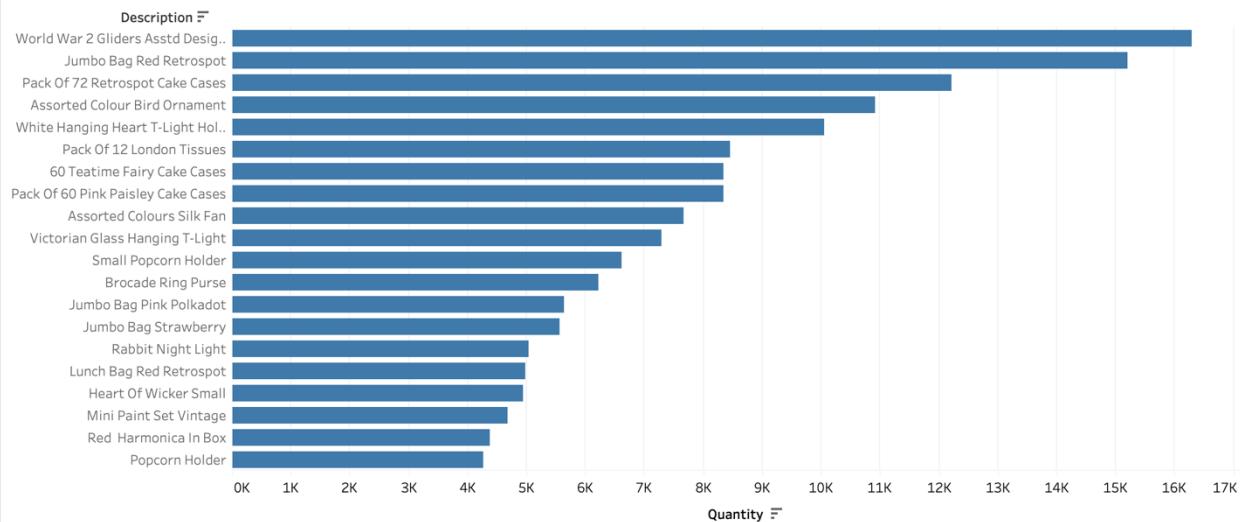
Quantities of Top 20 Products Bought by Segments (UK) (Segment=Loyal Customers)



Quantities of Top 20 Products Bought by Segments (UK) (Segment=At Risk)

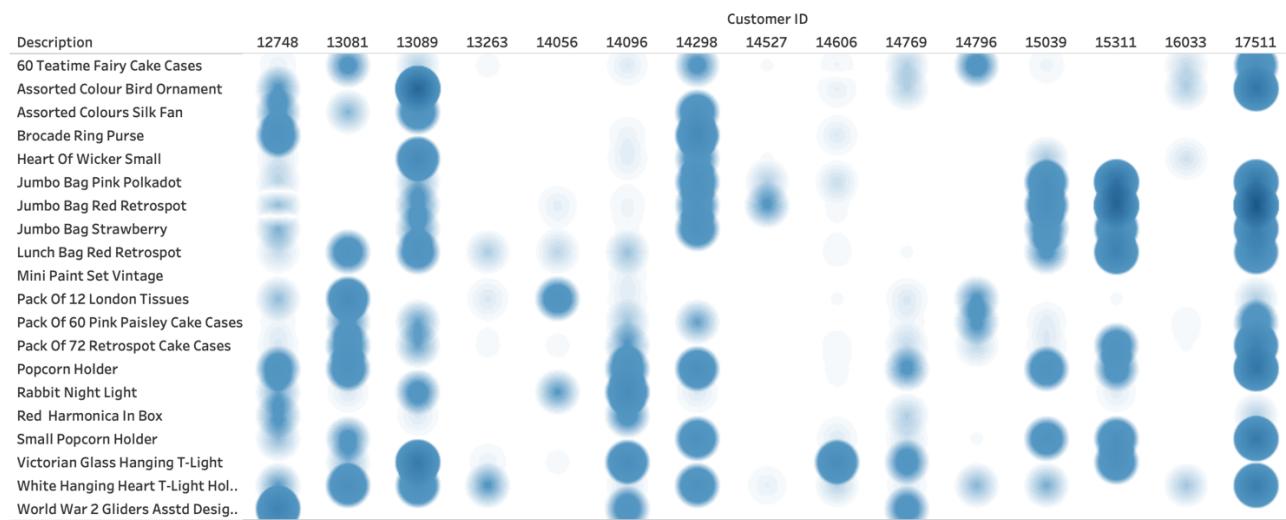


Quantities of Top 20 Products Bought by Segments (UK) (Segment=Others)



Customer Preference Density Map by Segment (Based on Total Quantity Purchased)*

Customer Preference Density Map by Segment (Based on Total Quantity Purchased) (UK) (Segment=Champions)



Note*: Since the full visualization is too large to display in its entirety, a screenshot is provided here to illustrate the analysis. For clarity, this example highlights only the Top 20 products (by total quantity purchased) and the Top 15 customers (based on individual RFM scores), filtered by segment to demonstrate customer purchasing preferences in a more interpretable way.