

Early Warning Sign Problem



Date

2011

2012

2013

2014

Categories

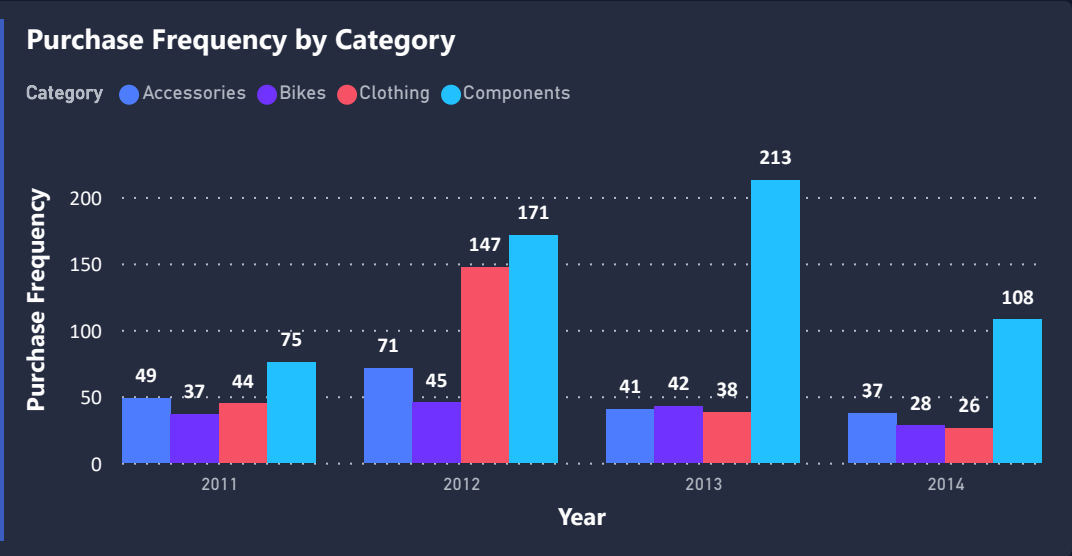
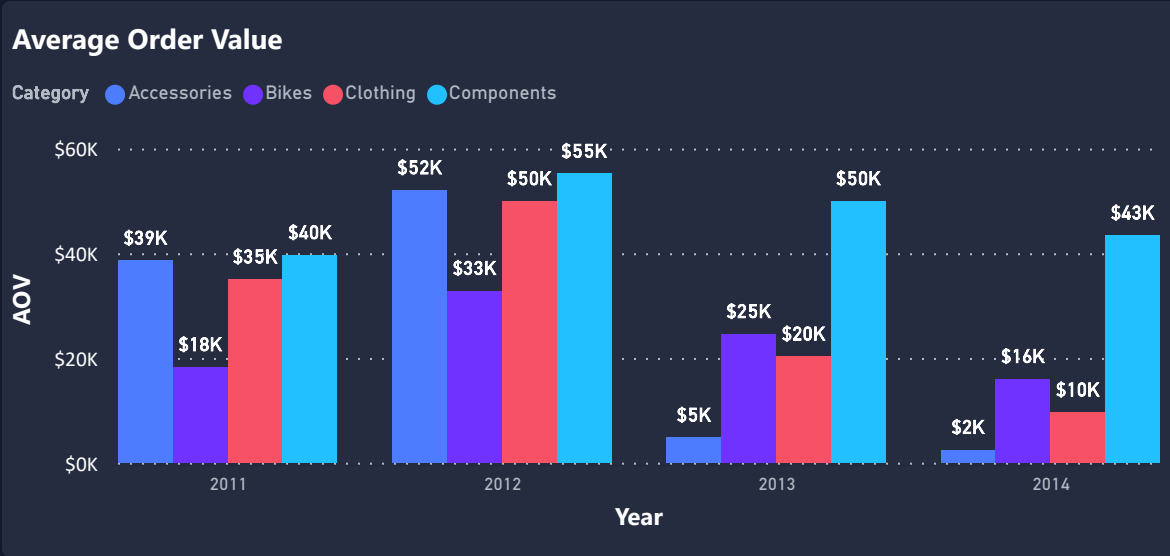
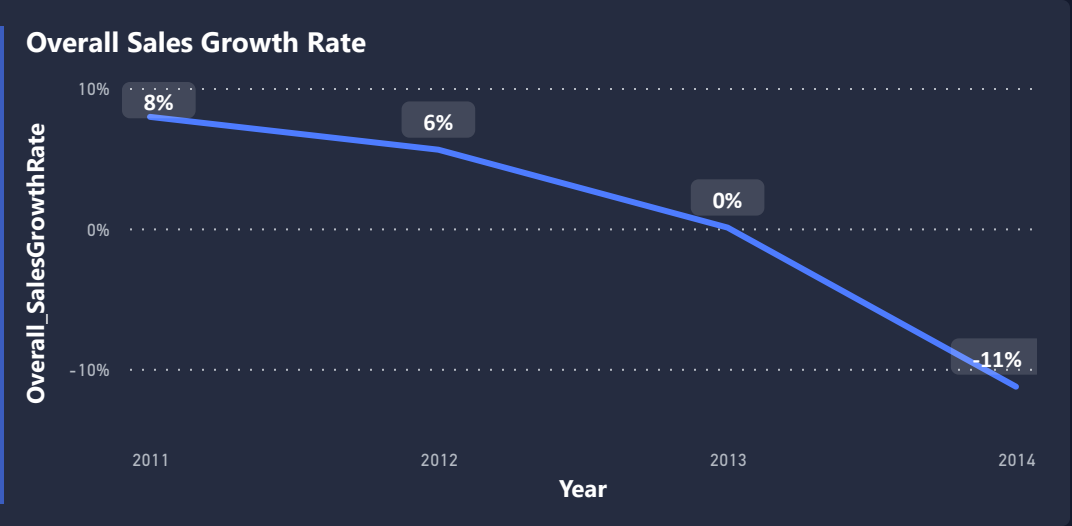
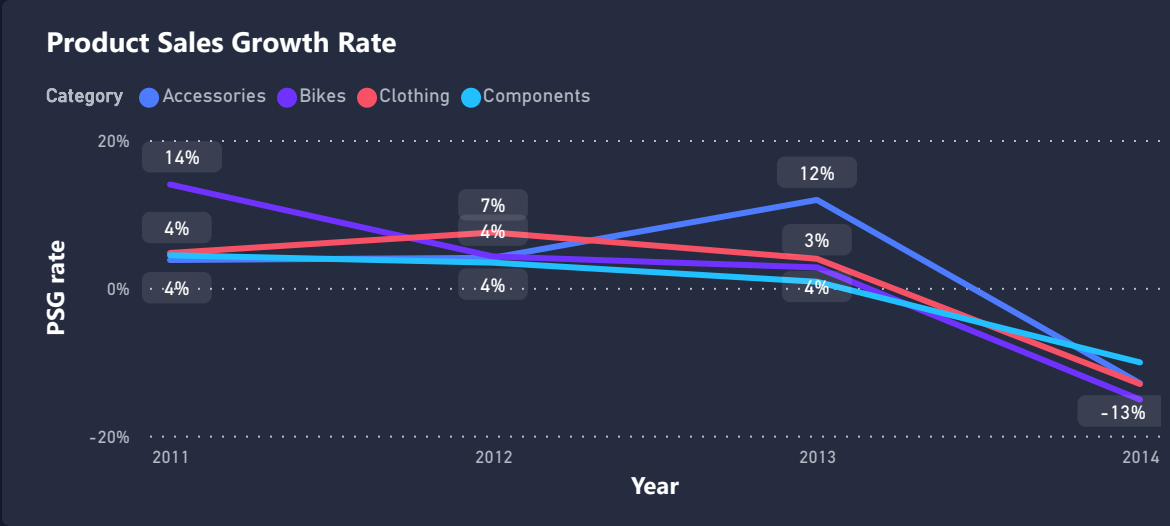
Accessories

Bikes

Clothing

Components

Reset Filter



CUSTOMER SEGMENTATION

TOTAL_SALE

\$34.41bn

AVG_ORDER_VALUE

\$19,522

RFM_SCORE

34bn

NUMBER_OF_ORDER

1762881

Customer Group

- ☐ Assistant Sales Agent
- ☐ Others
- ☐ Owner
- ☐ Purchasing Agent
- ☐ Purchasing Manager
- ☐ Sales Agent
- ☐ Sales Manager

Categories

- ☐ Accessories
- ☐ Bikes
- ☐ Clothing
- ☐ Components



Reset Filter

REGENCY

FREQUENCY

MONETARY

3442

2M

\$34bn

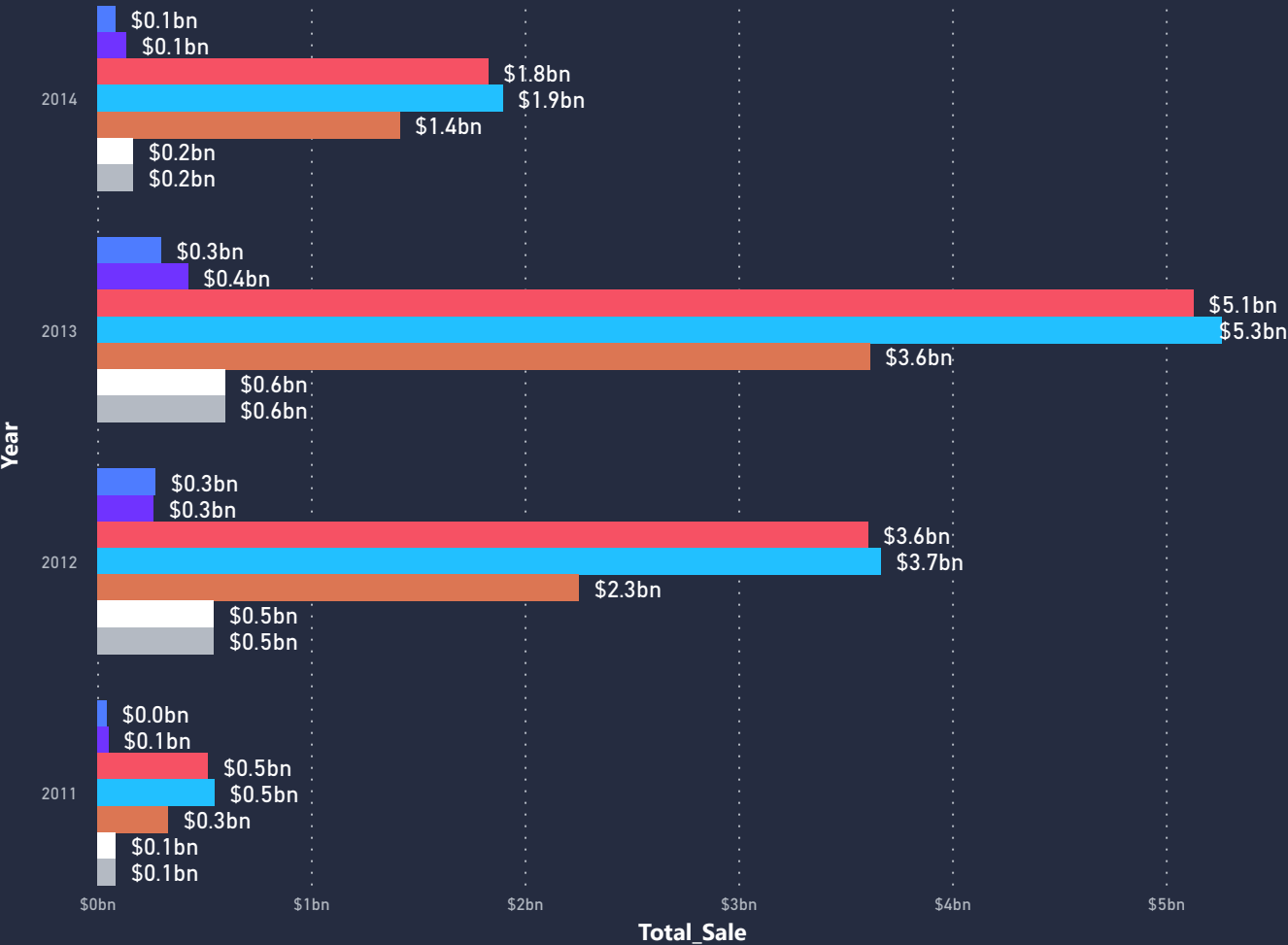
Top 10 Customer based on RFM Score

CustomerID	RFM Score	First Customer Group
29546	901848062	Owner
29587	773980364	Owner
29736	656907282	Owner
29796	606707984	Owner
30050	1018374517	Owner
29616	601217773	Assistant Sales Agent
29641	566964495	Assistant Sales Agent
29716	551317000	Assistant Sales Agent
29957	685033356	Assistant Sales Agent
30117	652411412	Assistant Sales Agent

Total 7014730513 Assistant Sales Agent

Total Sales by Customer Group

Customer Group Assistant Sales Agent Others Owner Purchasing Agent Purchasing Manager Sales Agent Sales Manager



CUSTOMER DASHBOARD

CUSTOMER ID

11019



Personal Details

NAME: Luke Lal
ID: 11019
Gender: Unknown
City: Ballard
State: Alberta
Address: Canada
Group: Owner

Year	Month	Category	ProductName	Subcategory
2013	July	Accessories	ML Road Tire	Tires and Tubes
2013	July	Accessories	Road Tire Tube	Tires and Tubes
2013	July	Clothing	Racing Socks, L	Socks
2013	August	Accessories	Road Tire Tube	Tires and Tubes
2013	August	Accessories	Sport-100 Helmet, Blue	Helmets
2013	August	Clothing	Racing Socks, L	Socks
2013	August	Clothing	Short-Sleeve Classic Jersey, XL	Jerseys
2013	September	Accessories	Road Bottle Cage	Bottles and Cages
2013	October	Accessories	Hitch Rack - 4-Bike	Bike Racks
2013	October	Accessories	ML Road Tire	Tires and Tubes
2013	October	Accessories	Patch Kit/8 Patches	Tires and Tubes
2013	October	Accessories	Road Tire Tube	Tires and Tubes
2013	October	Accessories	Touring Tire Tube	Tires and Tubes
2013	December	Accessories	HL Mountain Tire	Tires and Tubes
2013	December	Accessories	Patch Kit/8 Patches	Tires and Tubes
2014	January	Accessories	Patch Kit/8 Patches	Tires and Tubes
2014	February	Accessories	LL Mountain Tire	Tires and Tubes

Behavioral Information

TOTAL_SALE

\$26.67K

PURCHASE_FREQUENCY

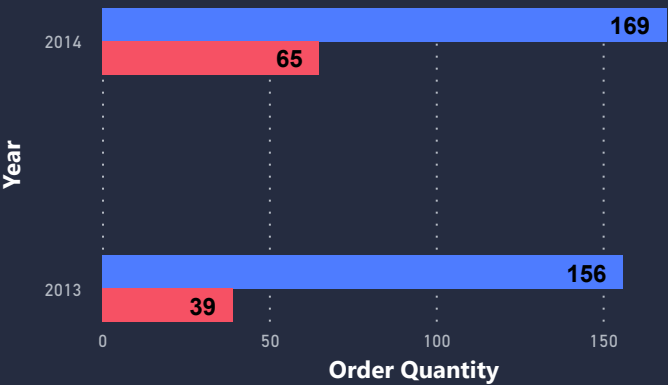
429

AVG_ORDER_VALUE

\$62

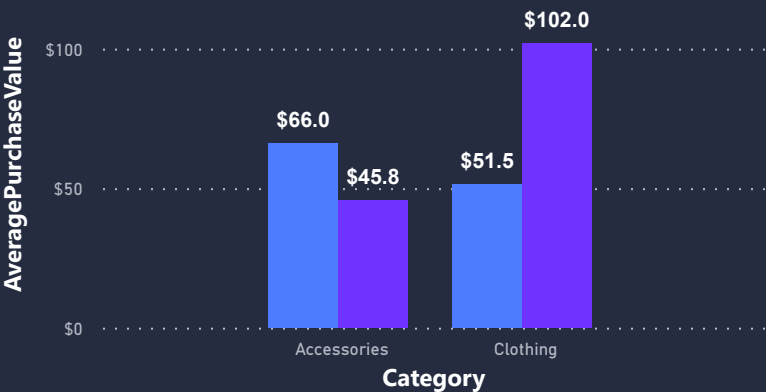
Total Product Buying

Category Accessories Clothing

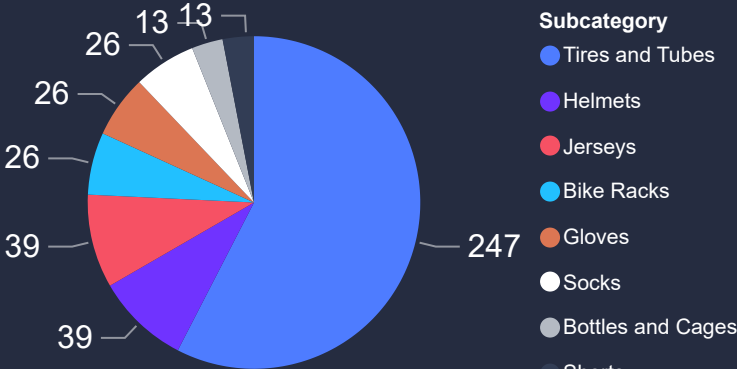


Average Purchase Value Of Each Customer

Year 2013 2014



Num of Subcategory



Total Sale by Customer

