

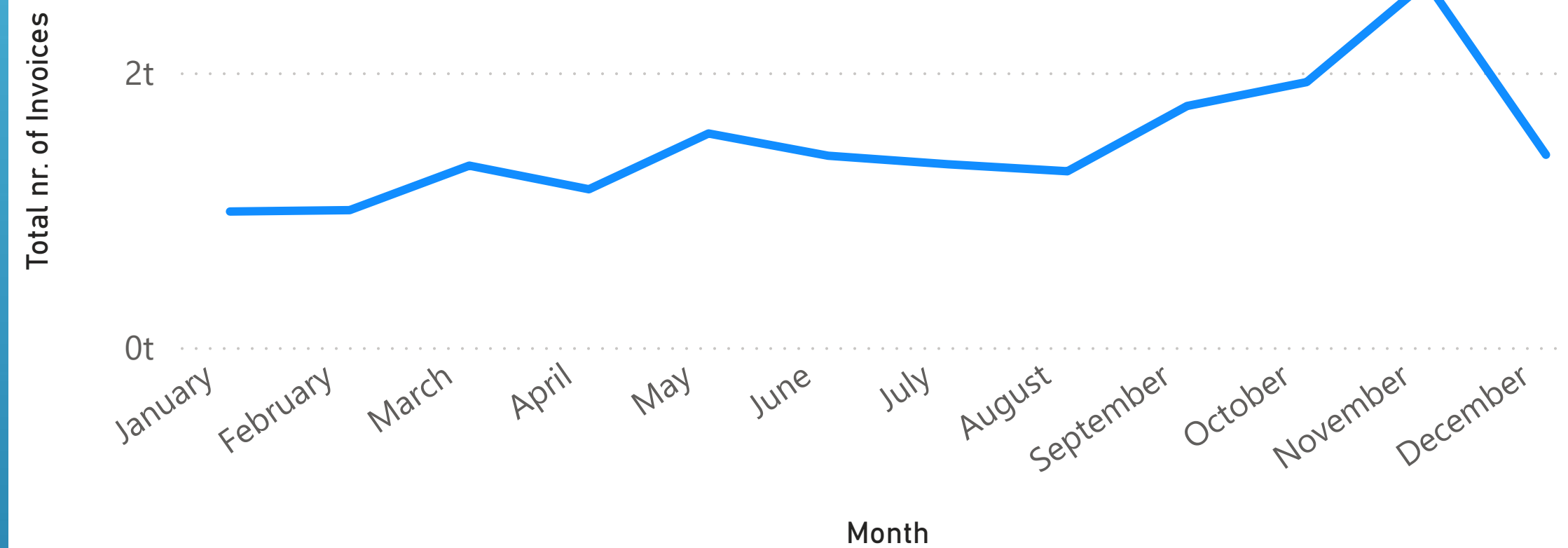
Conva Analytics

EXAMPLE SALES DATA

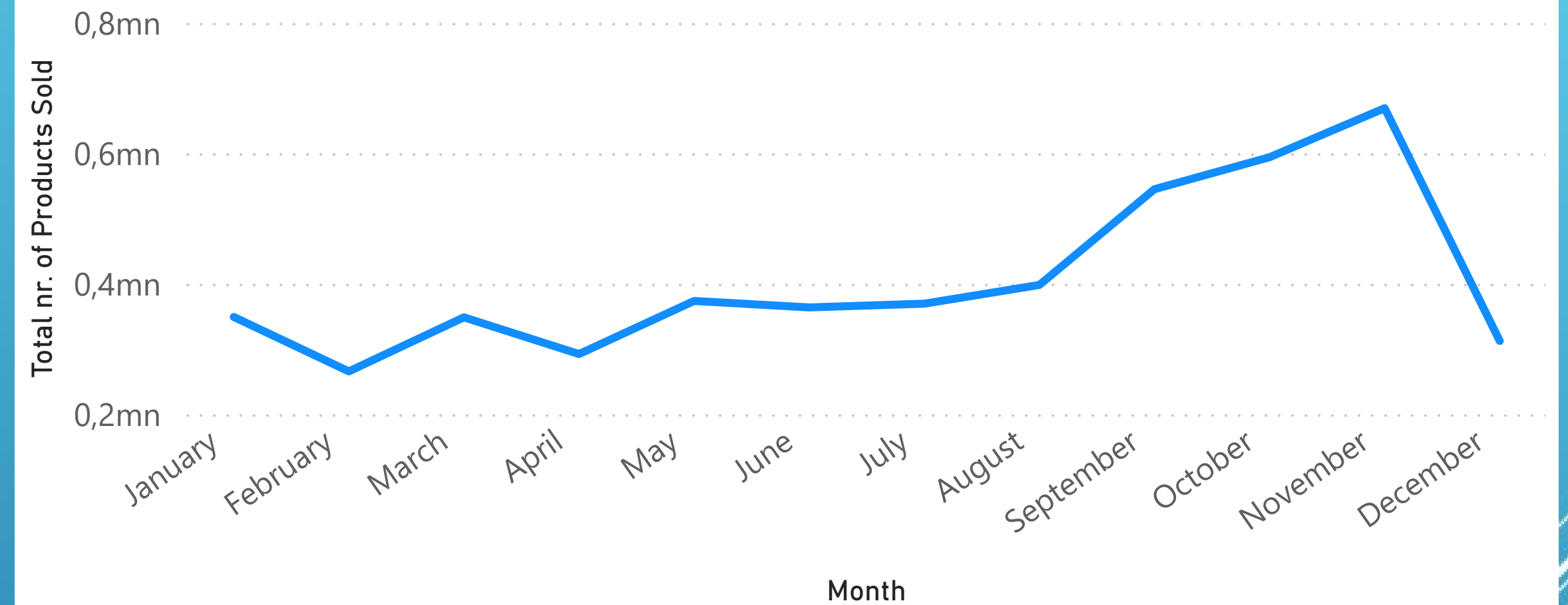
Analytics and Results of Project-
specific Machine Learning Models

MONTHLY CHANGES

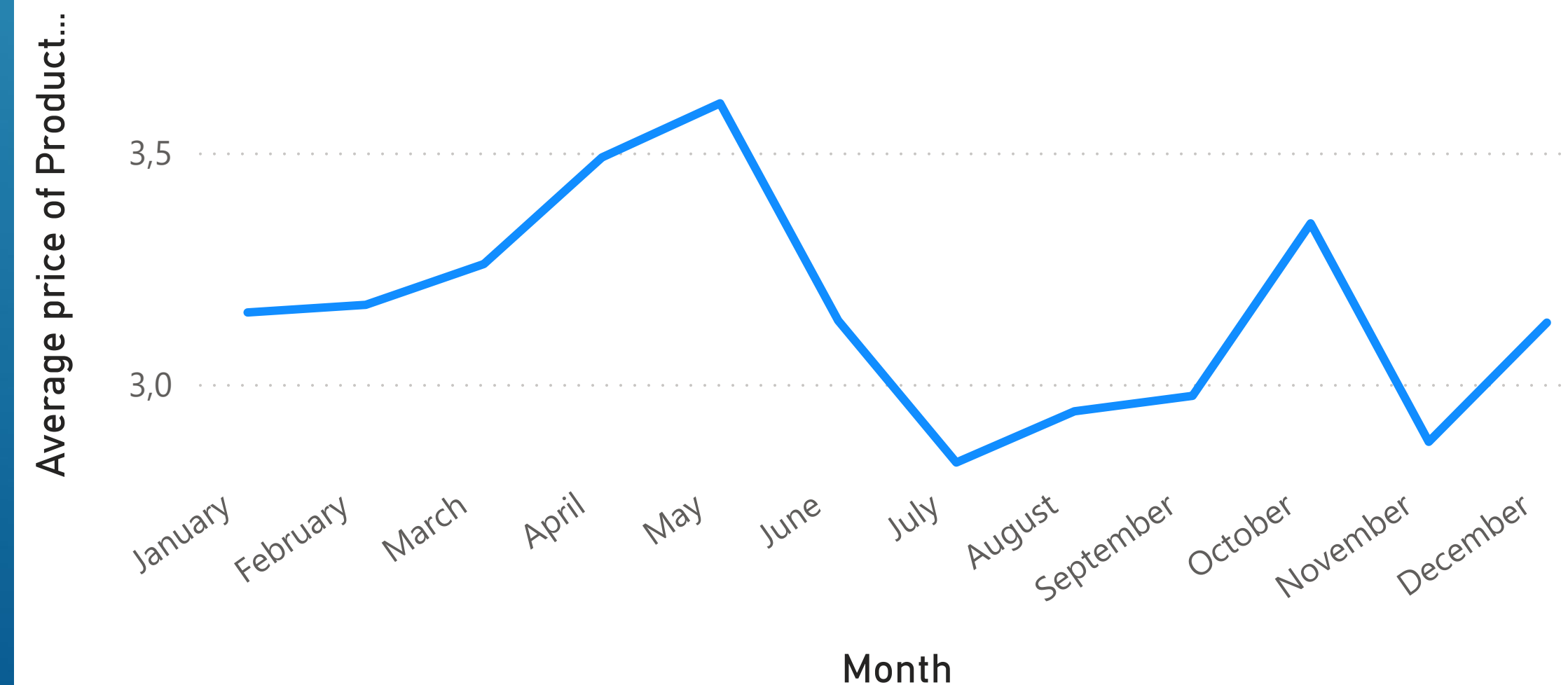
Total nr. of Invoices av Month



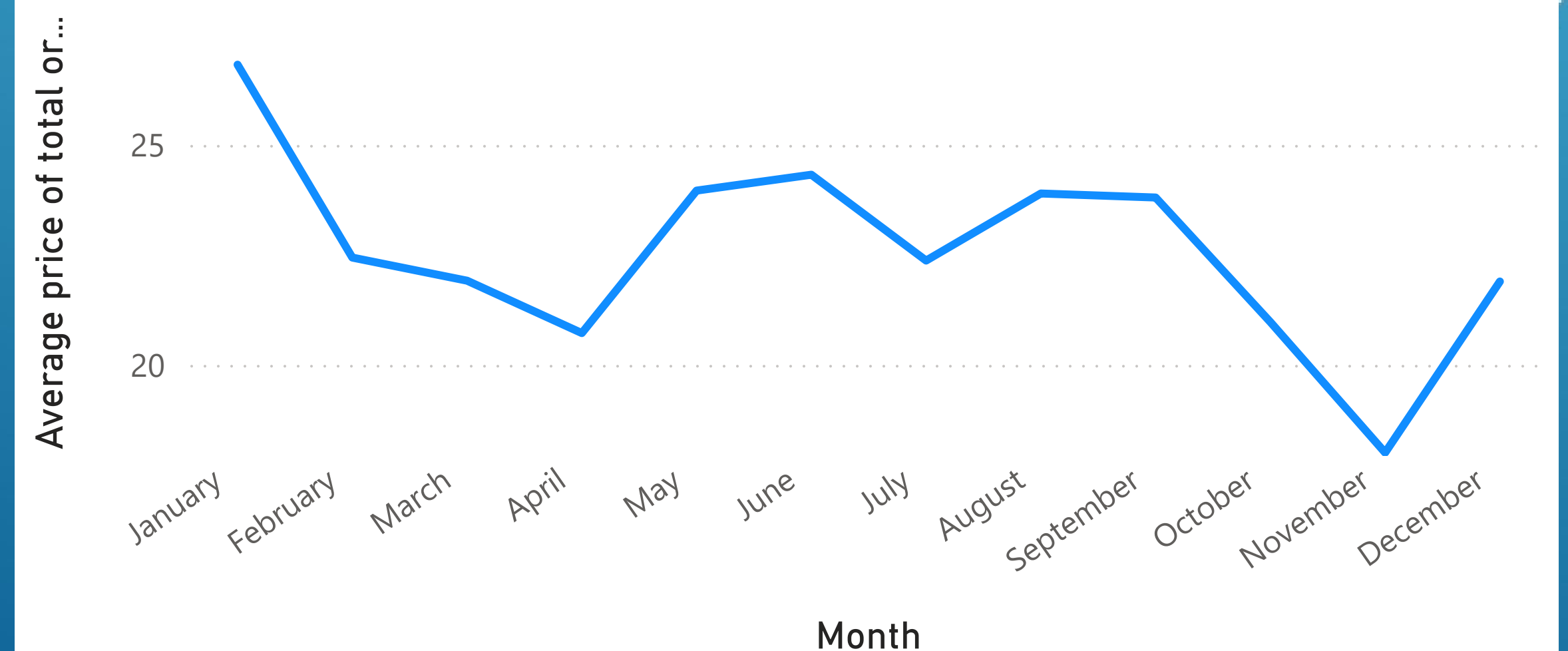
Total nr. of Products Sold av Month



Average price of Product Sold av Month

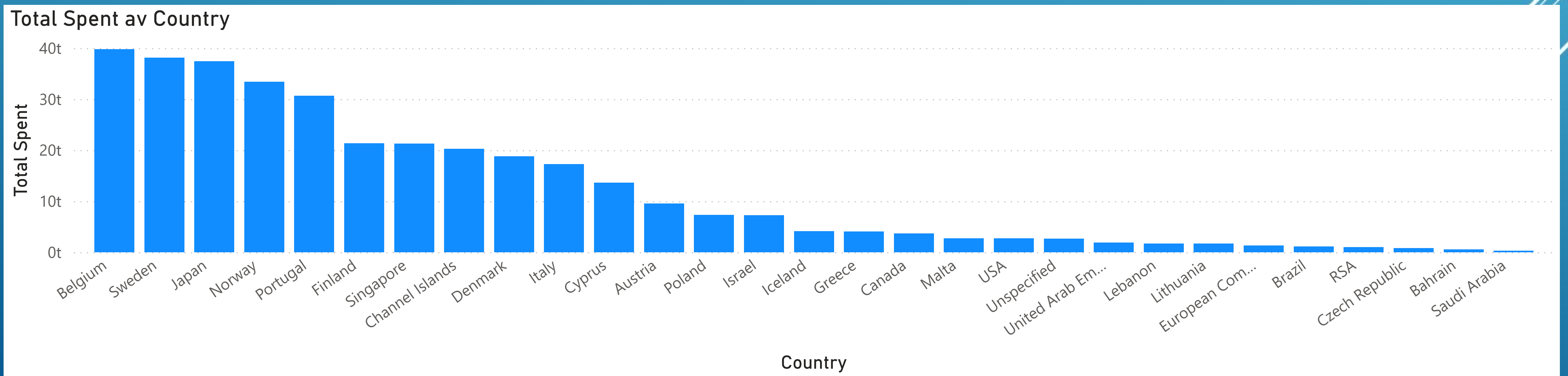
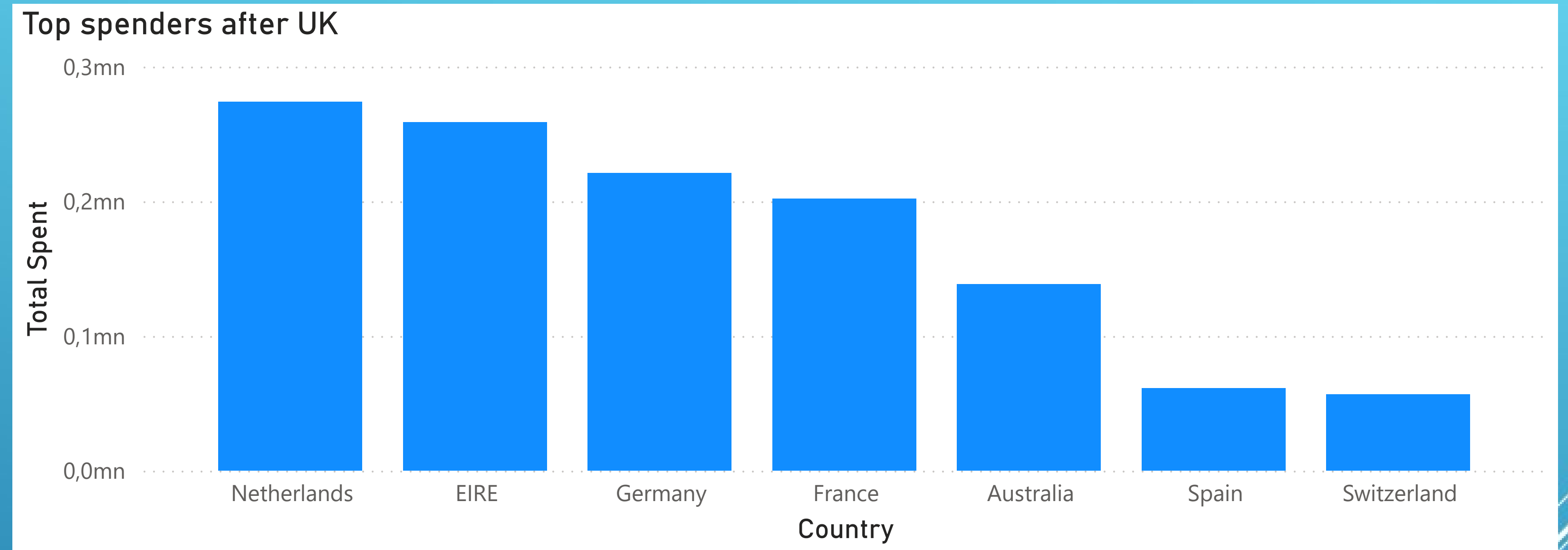
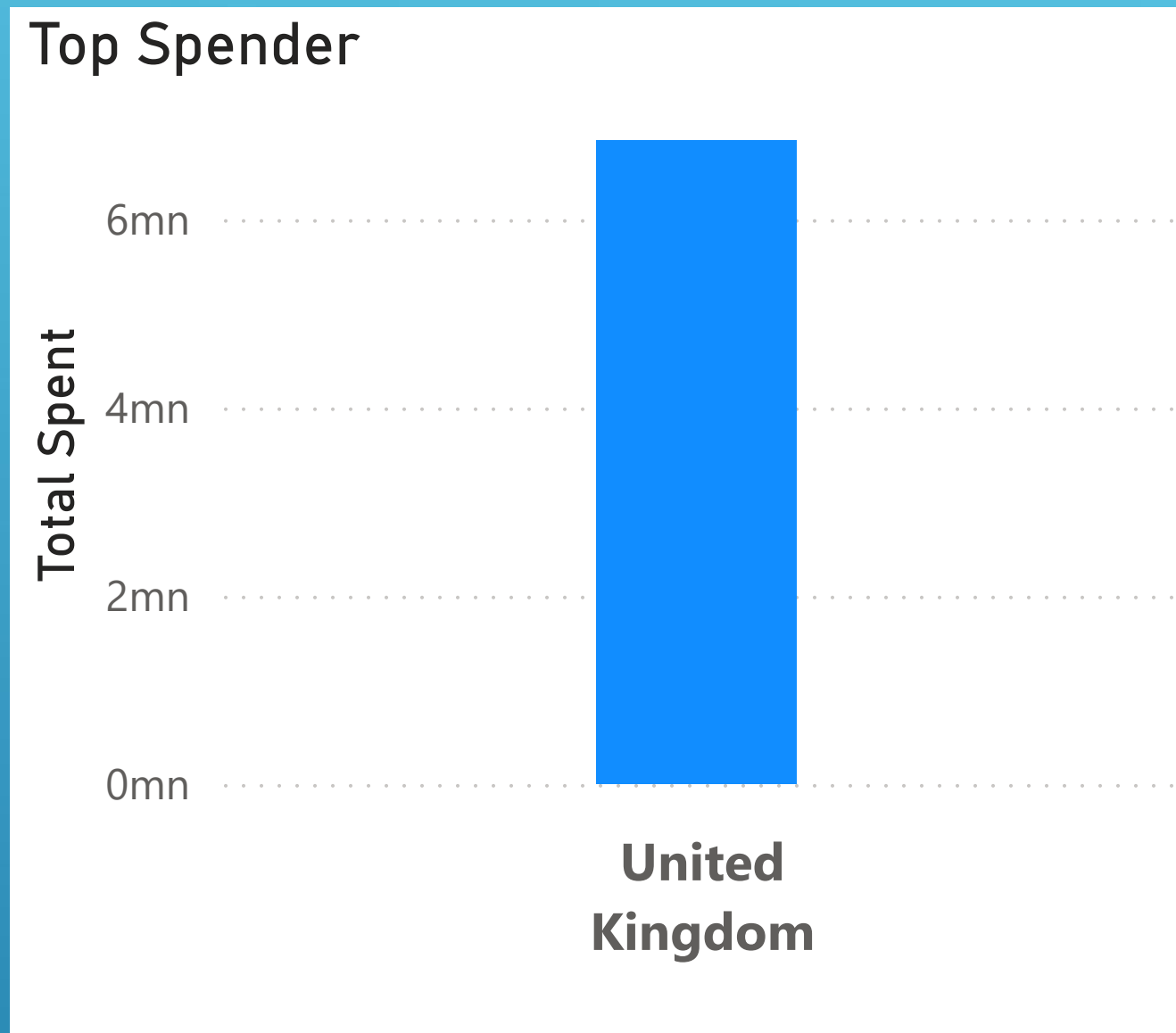


Average price of total order av Month



TOTAL SPENT BY COUNTRY

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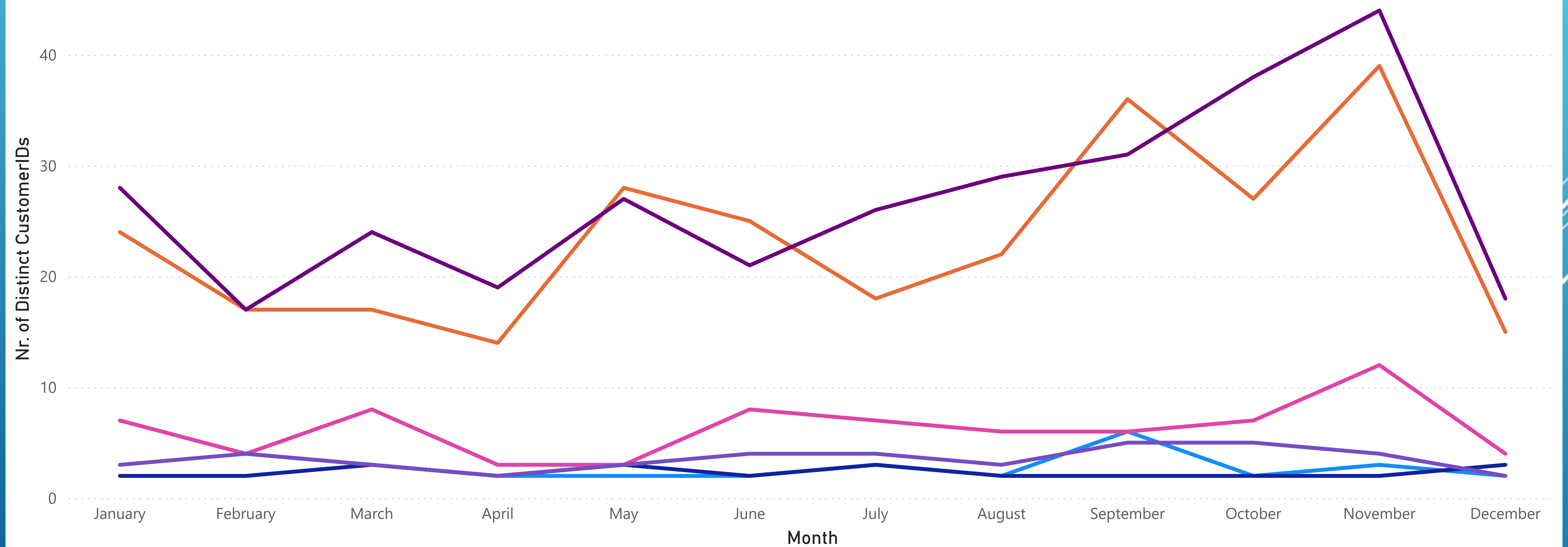


NUMBER OF CUSTOMERS PER MONTH

- EXCLUDING UNITED KINGDOM

Nr. of Customers per month from Top 6 spenders after UK

Country ● Australia ● EIRE ● France ● Germany ● Spain ● Switzerland



RESULTS OF PRODUCT RECOMMENDATION AI

Product

Filter by StockCode →

Product	Related_1	Related_2	Related_3	Related_4	Related_5
22559	22781	10125	10002	21718	23224
23222	23224	10125	10002	85014A	20682
23224	23222	10125	10002	85014A	20682
23843	22982	22980	10002	35809B	35816P
85014A	85014B	10125	10002	23224	23222
62074B	21839	21721	10120	22052	16238
22398	22402	22400	10125	22403	10002
23007	23010	23008	10125	10002	22483
22265	21650	84536R	10122	16236	16225

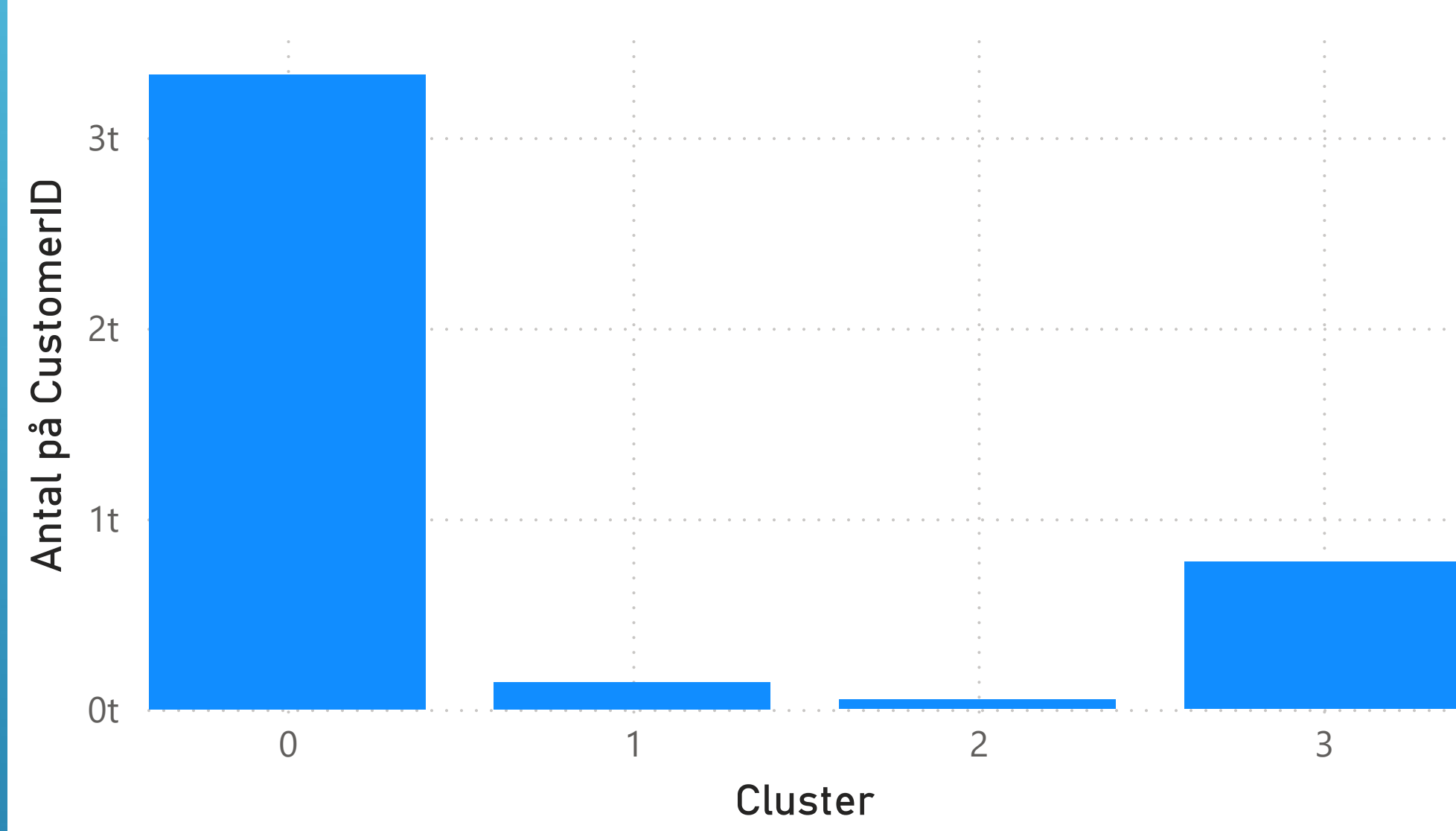
Enter a product sold to a customer to identify additional products to target.

Products often bought together by the same customer

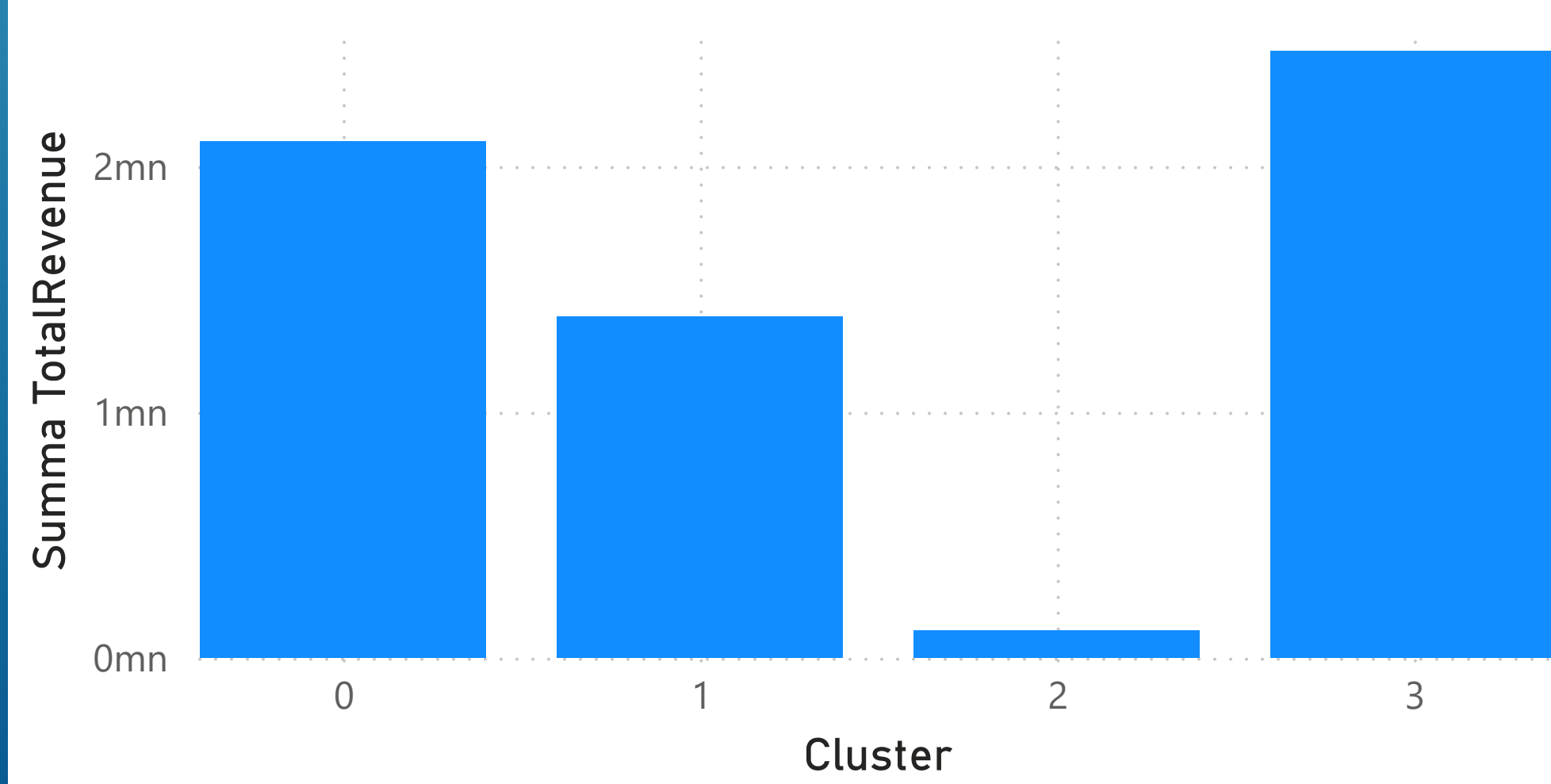
RESULTS OF CUSTOMER SEGMENTATION AI

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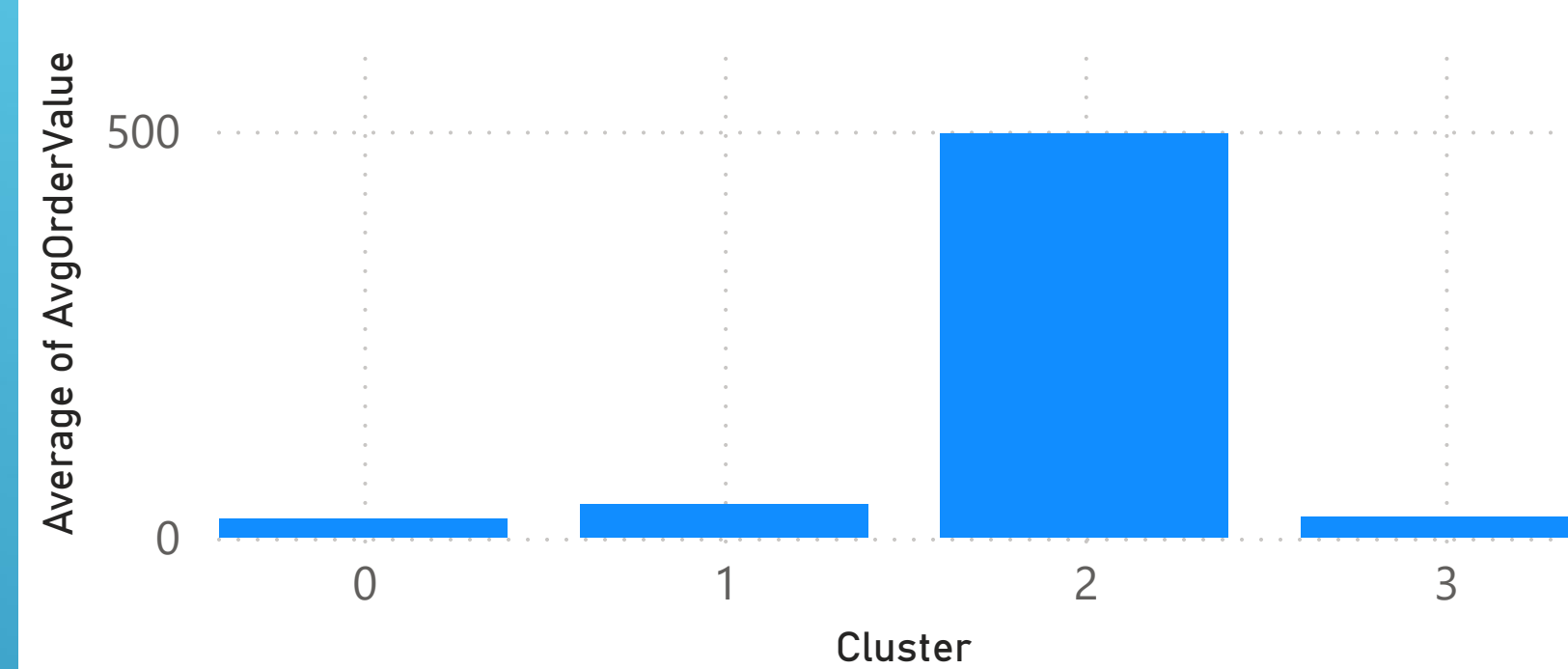
Size of Clusters



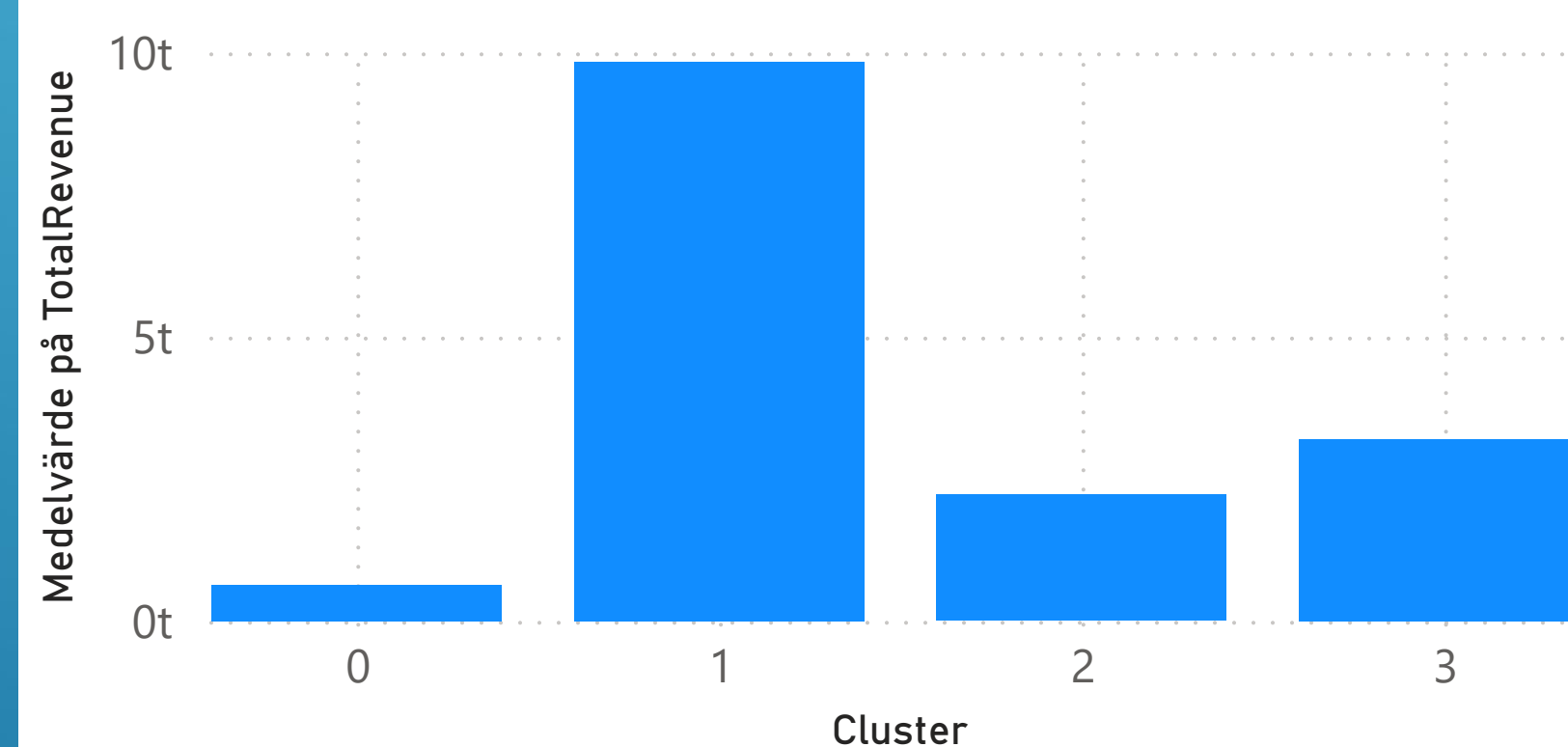
Total revenue per Cluster



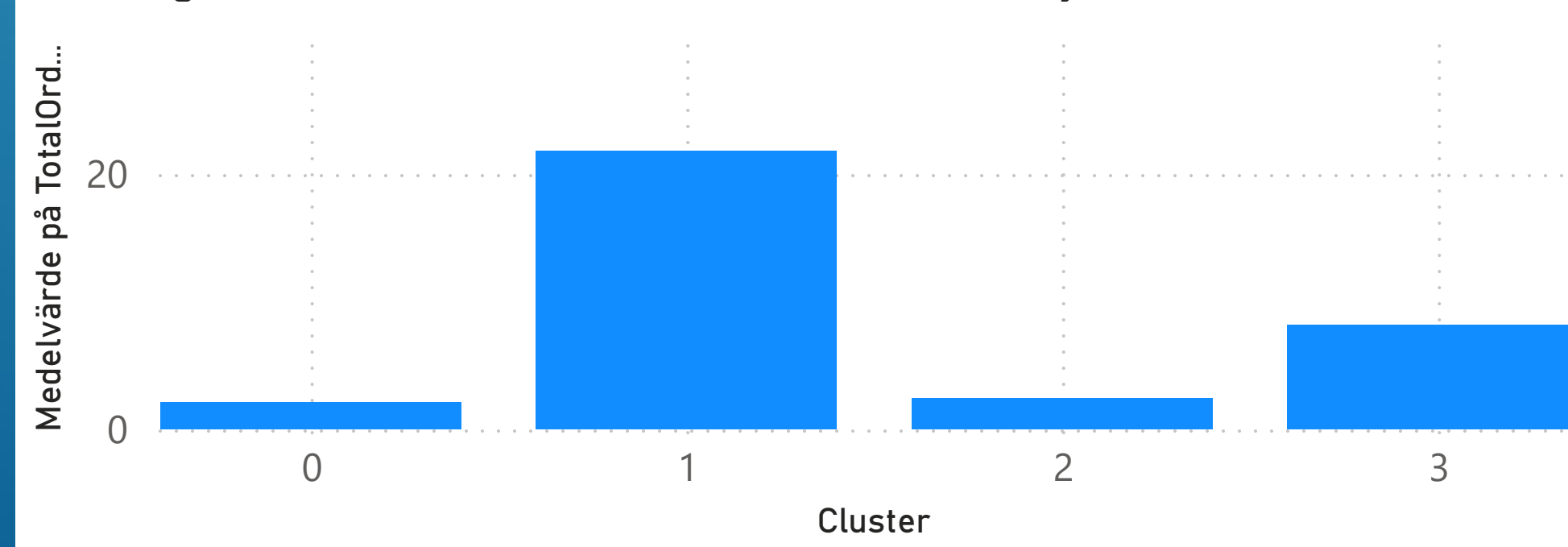
Average of Average Customer order value by Cluster



Average of Customer's Total Revenue by Cluster



Average of Customer's total nr. of Orders by Cluster

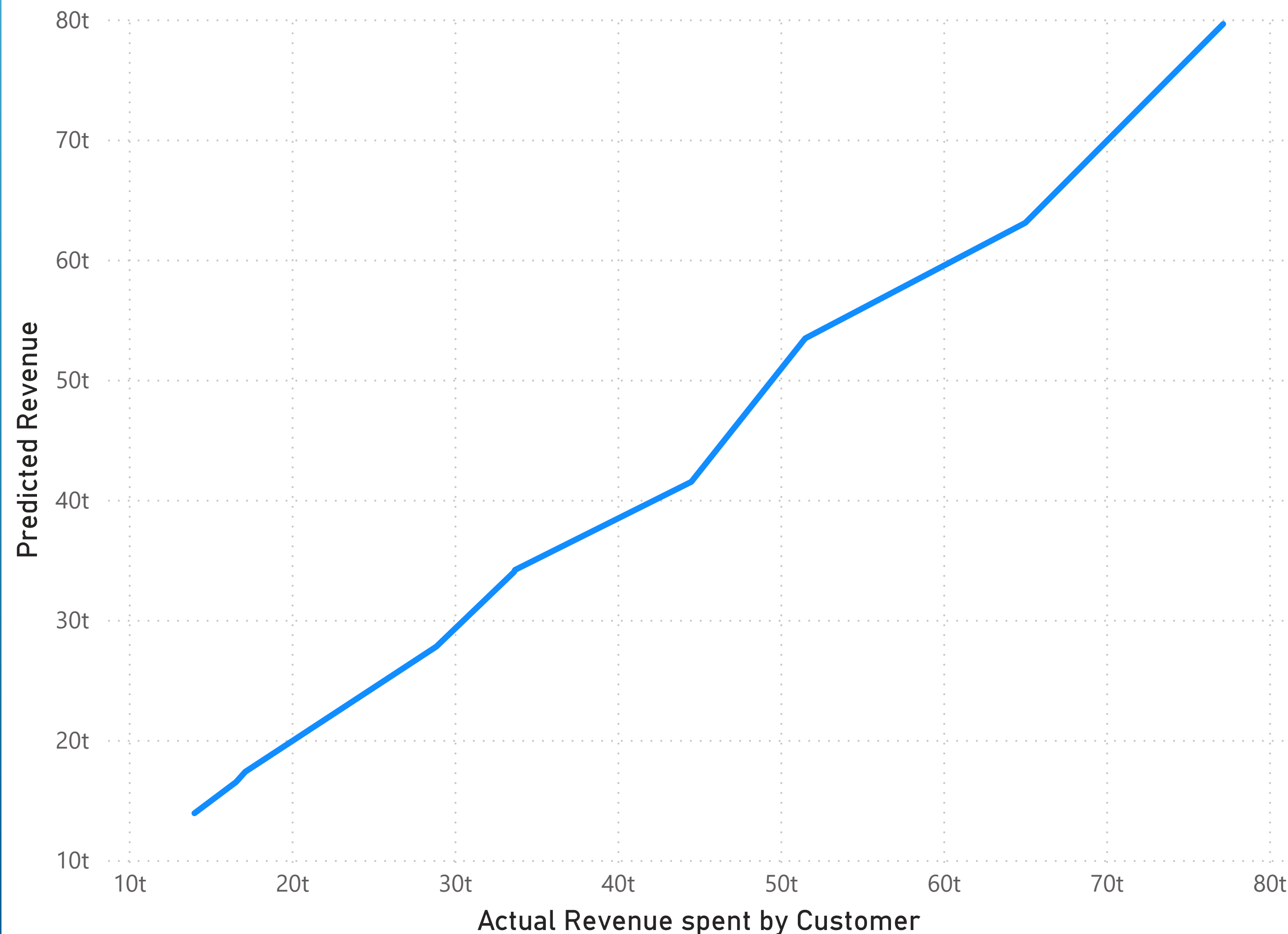


All customers are clustered into four groups based on their total number of orders and total revenue.

RESULTS OF REVENUE PREDICTION AI

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Top 10 spending Customers, AI-predicted vs actual revenue on trainnig data



Results are filtered to the top 10 highest-spending customers and include prediction accuracy on test data where target values are available.

Error on prediction of top 10 spending Customer

