

Total Customers

4067

Count of
CustomerID

Total Spend (All)

£4.48M

Sum of Total_Spend

Avg. Transactions

4.014

Average of
Total_Transactions

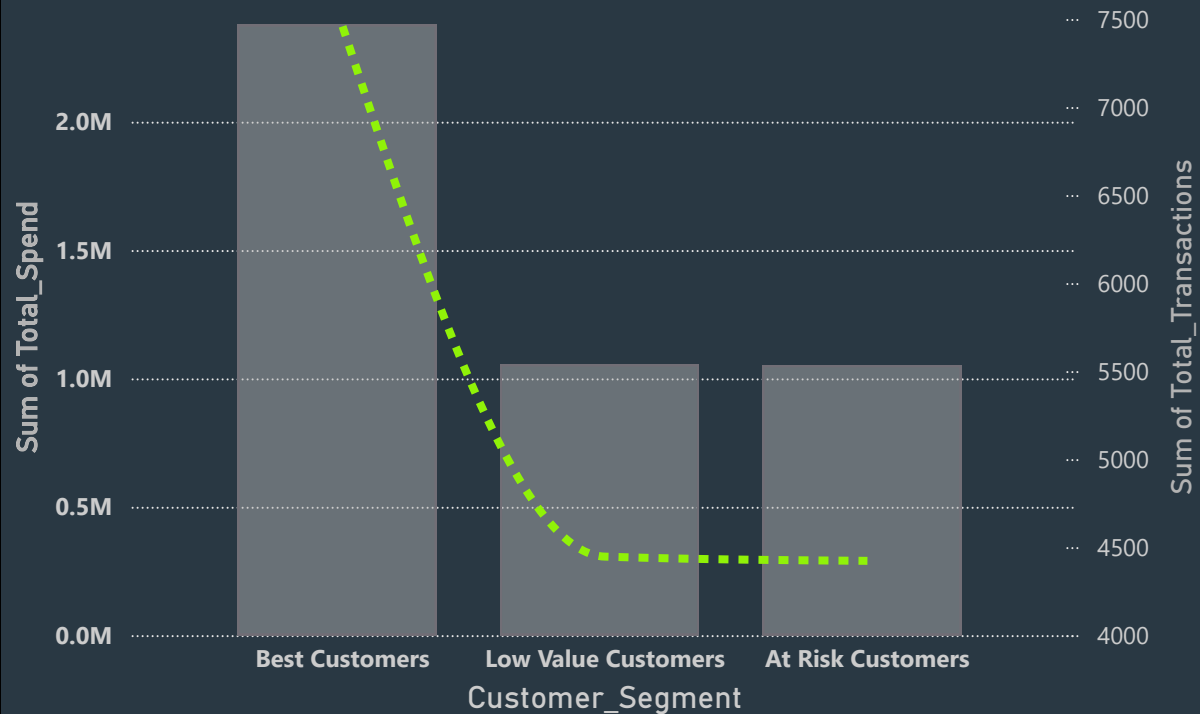
Avg. Days Since Purchase

91.96

Average of
Days_Since_Last_Purchase

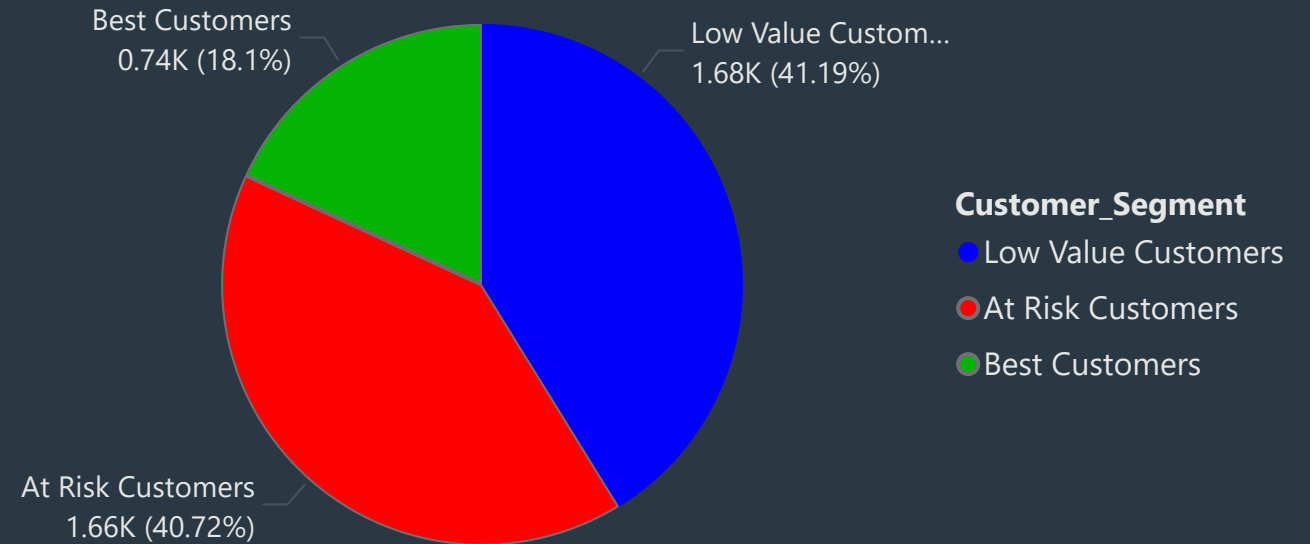
Average Spend (Bar) vs Transactions (Line) per Segment

● Sum of Total_Spend ● Sum of Total_Transactions



Customer Segmentation Distribution

Count of CustomerID by Customer_Segment



Filter by Segment / Customer ID

Customer_Segment, CustomerID

At Risk Customers

Personalized Recommendations Table

Count of CustomerID	Customer_Segment	Recommendation	Rec1_Description	Rec2_Description
15	At Risk Customers	Send personalized re-engagement emails with offers	ASSORTED COLOUR BIRD ORNAMENT	ASSORTED COLOURS SILK FAN
1	At Risk Customers	Send personalized re-engagement emails with offers	ASSORTED COLOUR BIRD ORNAMENT	ASSORTED COLOURS SILK FAN
3	At Risk Customers	Send personalized re-engagement emails with offers	ASSORTED COLOUR BIRD ORNAMENT	ASSORTED COLOURS SILK FAN
47	At Risk Customers	Send personalized re-engagement emails with offers	ASSORTED COLOUR BIRD ORNAMENT	ASSORTED COLOURS SILK FAN
2	At Risk Customers	Send personalized re-engagement emails with offers	ASSORTED COLOUR BIRD ORNAMENT	JUMBO BAG RED RETROSPOT
4	At Risk Customers	Send personalized re-engagement emails with offers	ASSORTED COLOUR BIRD ORNAMENT	WHITE HANGING HEART T-LIGHT HOLDER
1	At Risk Customers	Send personalized re-engagement emails with offers	ASSORTED COLOURS SILK FAN	VICTORIAN GLASS HANGING T-LIGHT
9	At Risk Customers	Send personalized re-engagement emails with offers	ASSORTED COLOURS SILK FAN	WHITE HANGING HEART T-LIGHT HOLDER
2	At Risk Customers	Send personalized re-engagement emails with offers	ASSORTED COLOURS SILK FAN	WHITE HANGING HEART T-LIGHT HOLDER
2	At Risk Customers	Send personalized re-engagement emails with offers	WHITE HANGING HEART T-LIGHT HOLDER	JUMBO BAG RED RETROSPOT
1342	At Risk Customers	Send personalized re-engagement emails with offers	WORLD WAR 2 GLIDERS ASSTD DESIGNS	ASSORTED COLOUR BIRD ORNAMENT
7	At Risk Customers	Send personalized re-engagement emails with offers	WORLD WAR 2 GLIDERS ASSTD DESIGNS	ASSORTED COLOUR BIRD ORNAMENT
30	At Risk Customers	Send personalized re-engagement emails with offers	WORLD WAR 2 GLIDERS ASSTD DESIGNS	ASSORTED COLOUR BIRD ORNAMENT
46	At Risk Customers	Send personalized re-engagement emails with offers	WORLD WAR 2 GLIDERS ASSTD DESIGNS	ASSORTED COLOURS SILK FAN
3	At Risk Customers	Send personalized re-engagement emails with offers	WORLD WAR 2 GLIDERS ASSTD DESIGNS	ASSORTED COLOURS SILK FAN
7	At Risk Customers	Send personalized re-engagement emails with offers	WORLD WAR 2 GLIDERS ASSTD DESIGNS	ASSORTED COLOURS SILK FAN
127	At Risk Customers	Send personalized re-engagement emails with offers	WORLD WAR 2 GLIDERS ASSTD DESIGNS	ASSORTED COLOURS SILK FAN
1	At Risk Customers	Send personalized re-engagement emails with offers	WORLD WAR 2 GLIDERS ASSTD DESIGNS	JUMBO BAG RED RETROSPOT
1656				