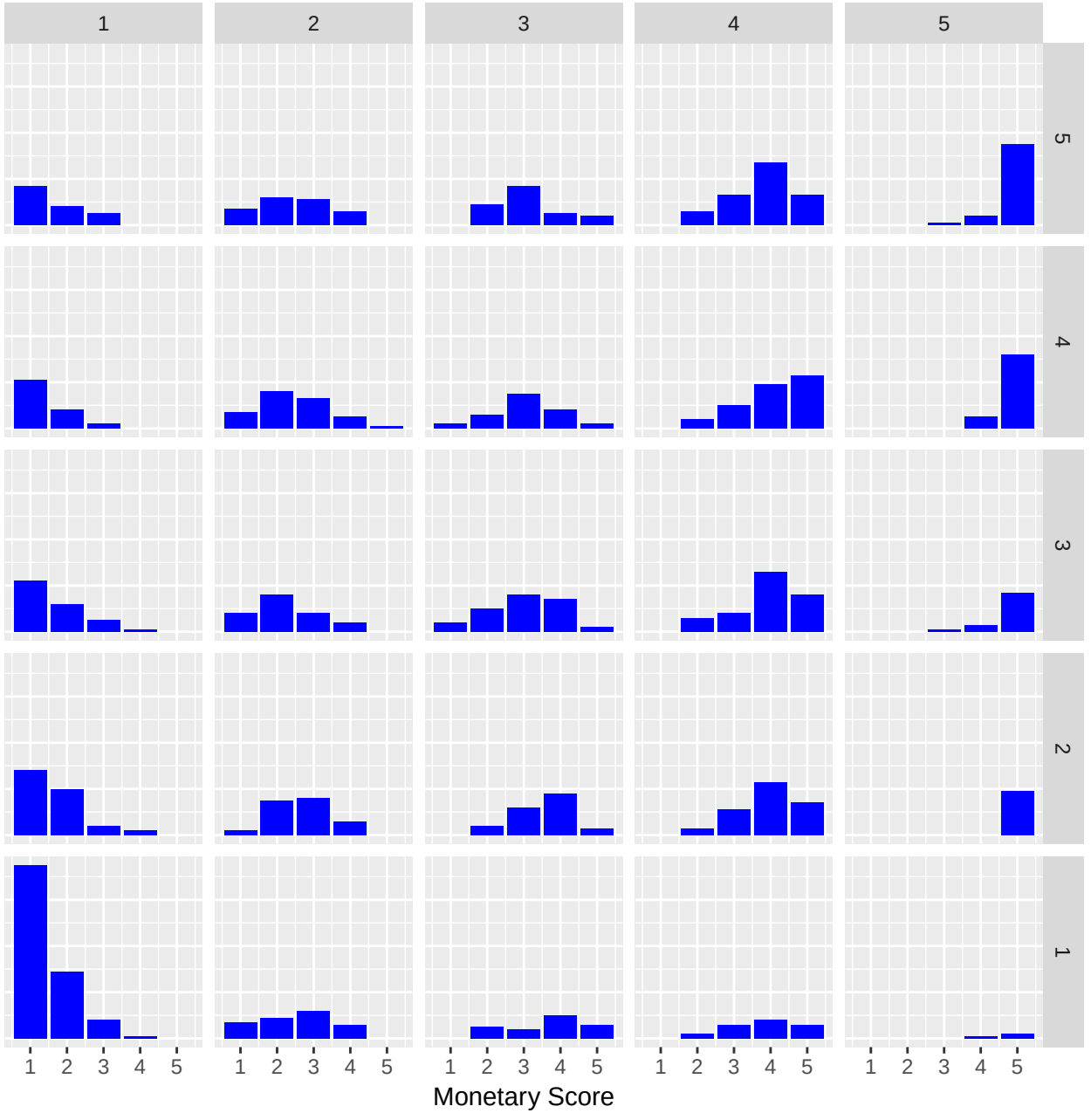
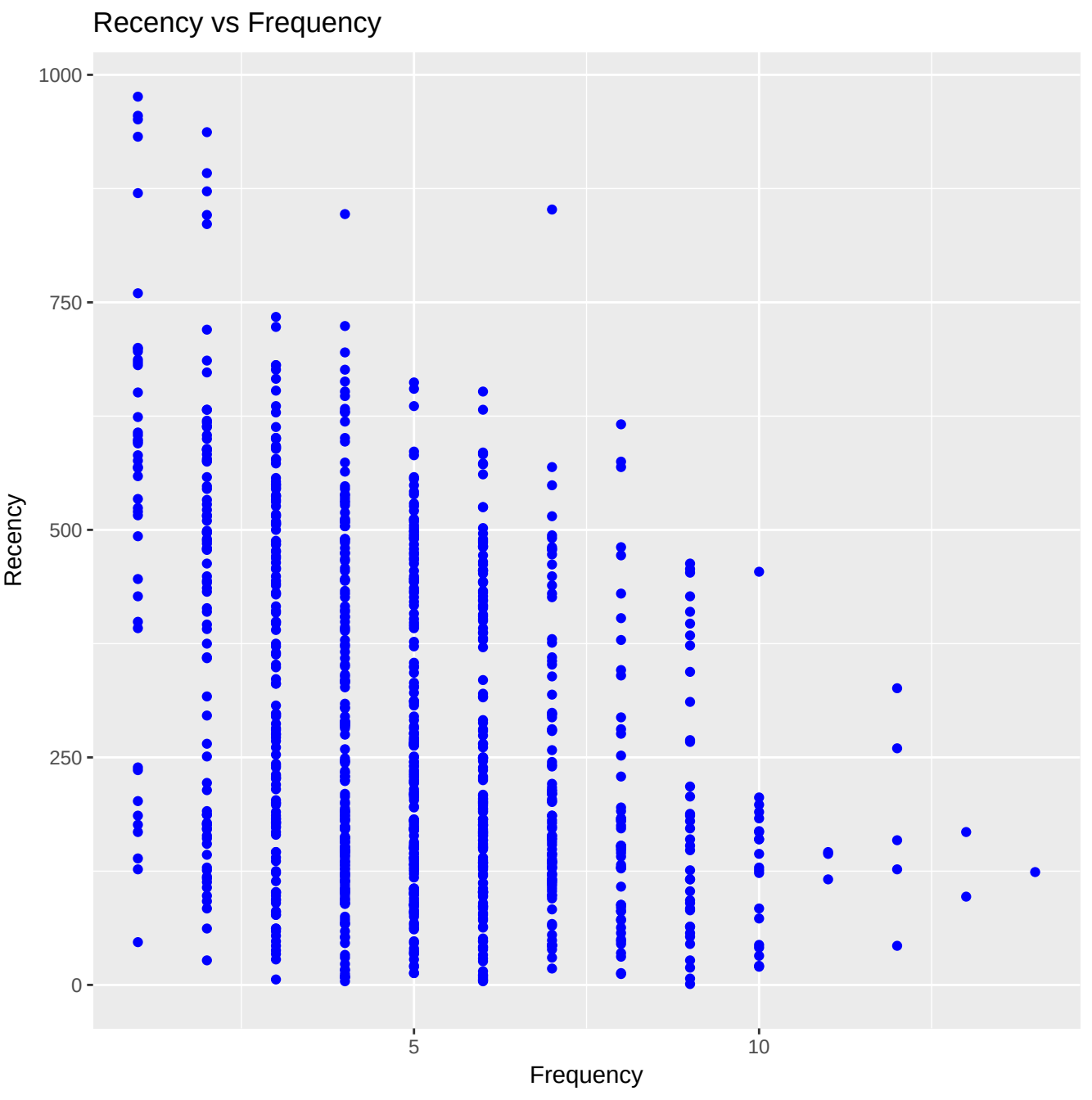
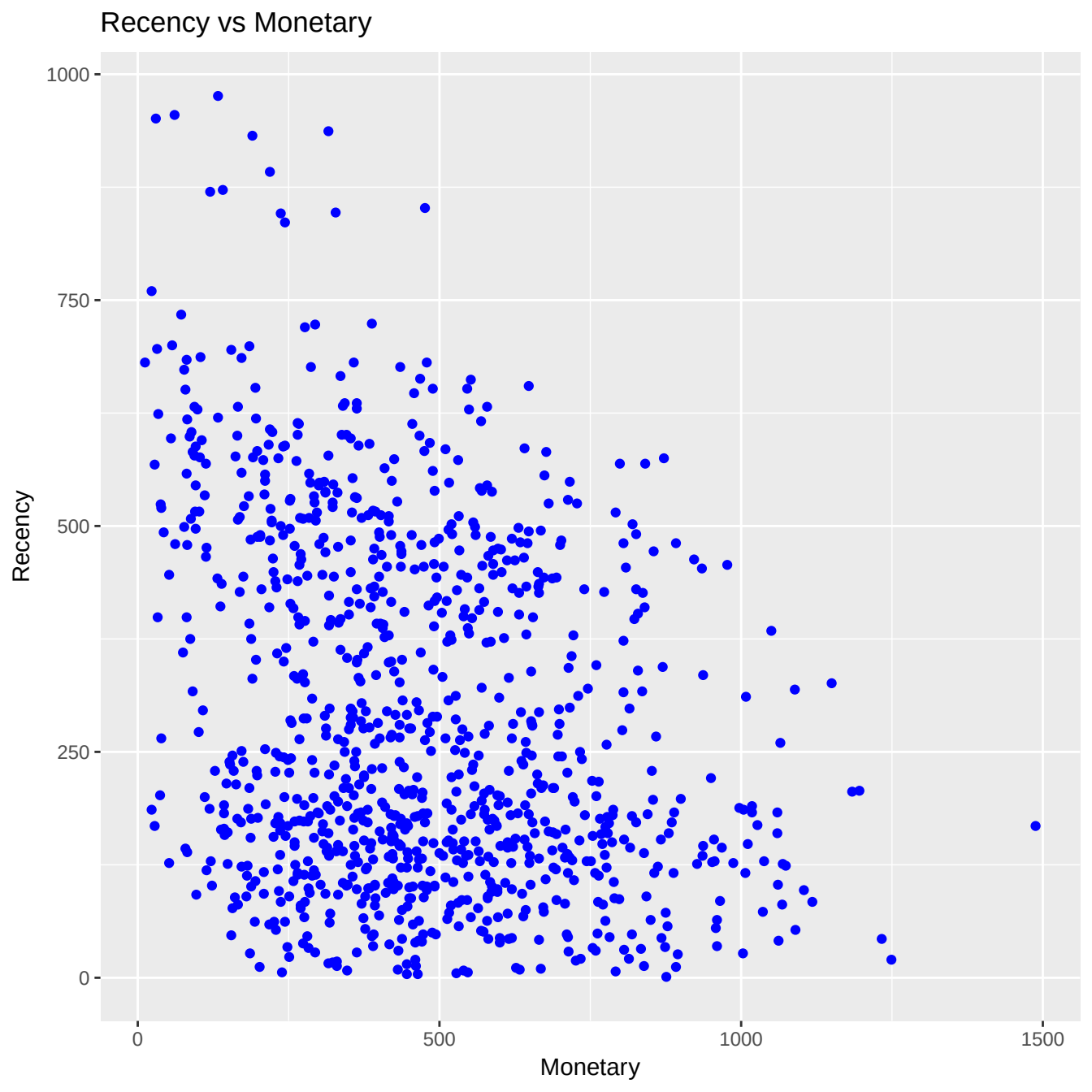
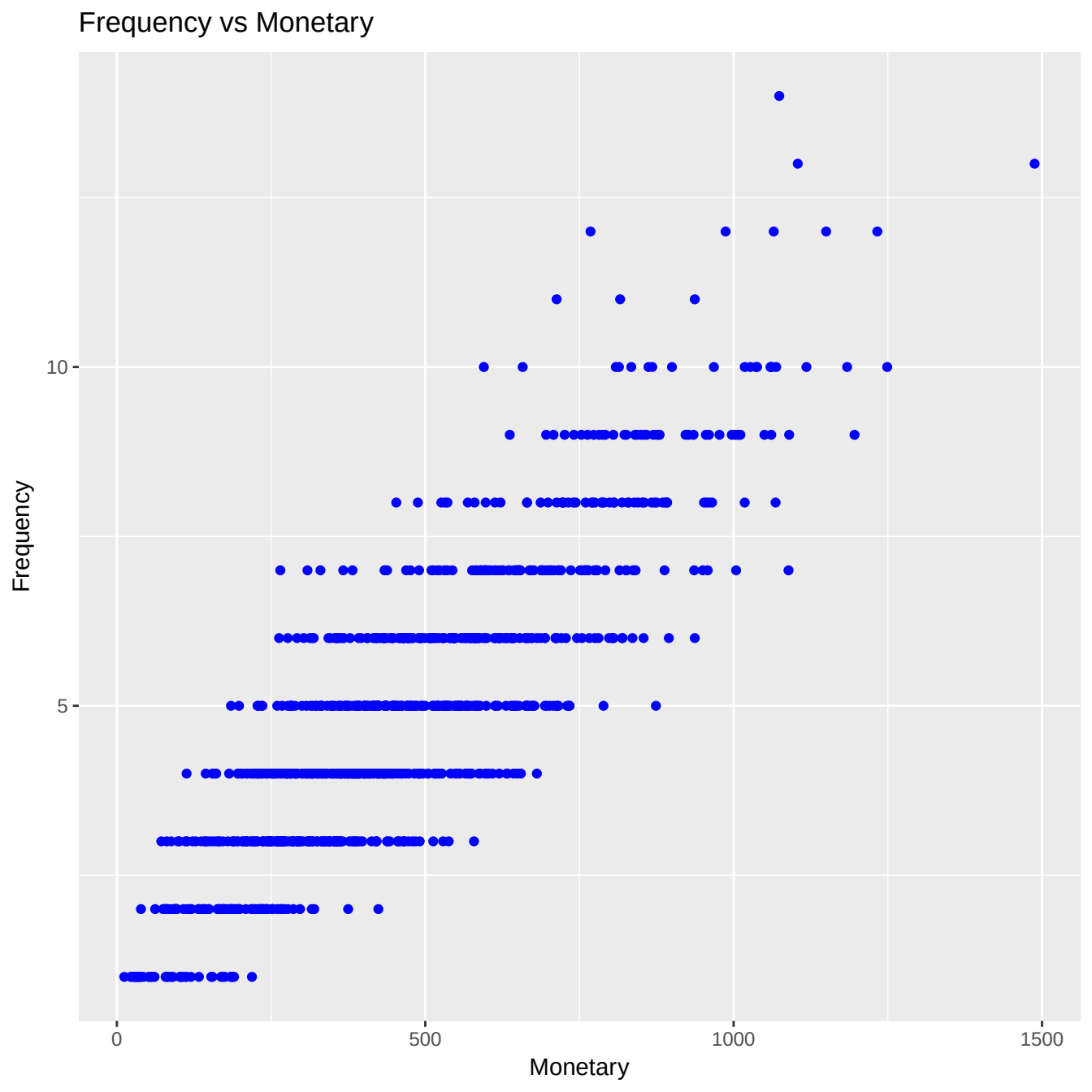

Frequency Score
1
2
3
4
5
Recency Score
5
4
3
2
1
1 2 3 4 5
Monetary Score


Recency vs Frequency
1000
750
500
250
0
Recency
5
10
Frequency


Recency vs Monetary
Recency
Monetary
1000
750
500
250
0
0
500
1000
1500


Frequency vs Monetary
Frequency
10
5
0
500
1000
1500
Monetary