

CUSTOMER_SEGMENT

OTHER	About to Sleep	Champions	Loyal Customers	Promisi...
37	17	17	16	5

CUSTOMERNAME	R_SCORE	F_SCORE	M_SCORE	CUSTOMER_SEGMENT
Alpha Cognac	4	4	2	Loyal Customers
Amica Models & Co.	1	1	3	About to Sleep
Anna's Decorations, Ltd	4	5	5	Champions
Atelier graphique	3	3	1	OTHER
Australian Collectables, Ltd	5	2	1	OTHER
Australian Collectors, Co.	3	5	5	Loyal Customers
Australian Gift Network, Co	4	4	1	Loyal Customers
Auto Assoc. & Cie.	2	2	2	OTHER
Auto Canal Petit	4	4	3	Loyal Customers
Auto-Moto Classics Inc.	3	3	1	OTHER
AV Stores, Co.	3	3	5	OTHER
Baane Mini Imports	2	4	4	Promising Customers
Bavarian Collectables Imports, Co.	1	1	1	About to Sleep
Blauer See Auto, Co.	2	4	3	Promising Customers
Boards & Toys Co.	4	2	1	OTHER
CAF Imports	1	1	1	About to Sleep
Cambridge Collectables Co.	1	1	1	About to Sleep
Canadian Gift Exchange Network	2	2	2	OTHER
Classic Gift Ideas, Inc	2	2	2	OTHER
Classic Legends Inc.	3	3	2	OTHER
Clover Collections, Co.	2	2	1	OTHER
Collectable Mini Designs Co.	1	1	3	About to Sleep
Collectables For Less Inc.	4	3	3	OTHER
Corporate Gift Ideas Co.	4	5	5	Champions
Corrida Auto Replicas, Ltd	2	2	4	OTHER
Cruz & Sons Co.	2	3	3	OTHER
Daedalus Designs Imports	1	1	2	About to Sleep
Danish Wholesale Imports	5	5	5	Champions

Customer segment by RFM Value

