



Customer Scoring Measurements

No	Measurement	Condition
1	Store purchasing	If have = 10
2	Delivery purchasing	If have = 10
3	Average basket size/ticket	2 – 10 according to Quintile
4	Frequency sales/month	2 – 10 according to Quintile
5	No. of redemption/month	2 – 10 according to Quintile
6	Recency	If Last Purchase < 45 Days = 10