

# CUSTOMER SEGMENTATION

FOR PERSONALIZED MARKETING

295.88K

Total Spend

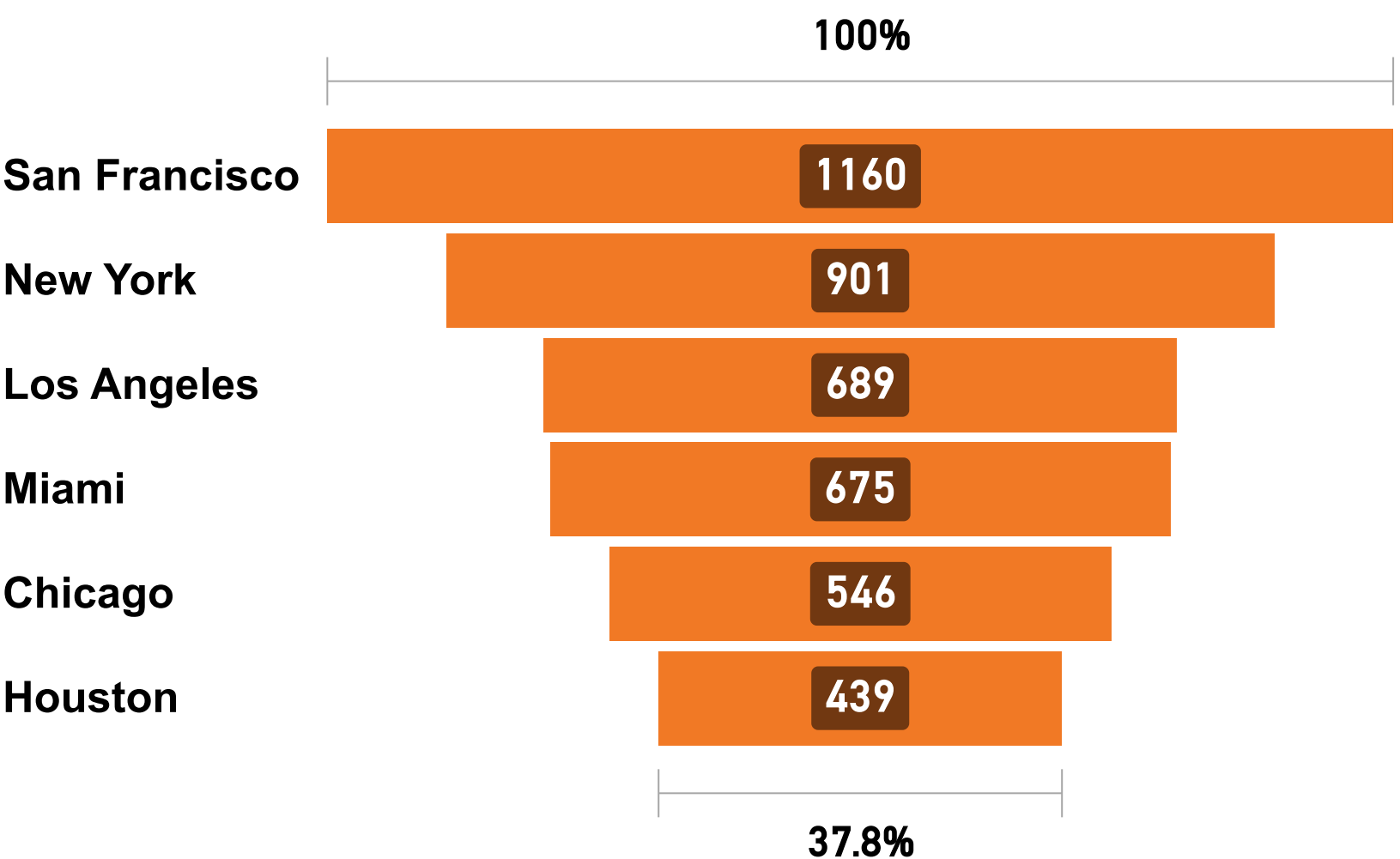
4410

Total Items Purchased

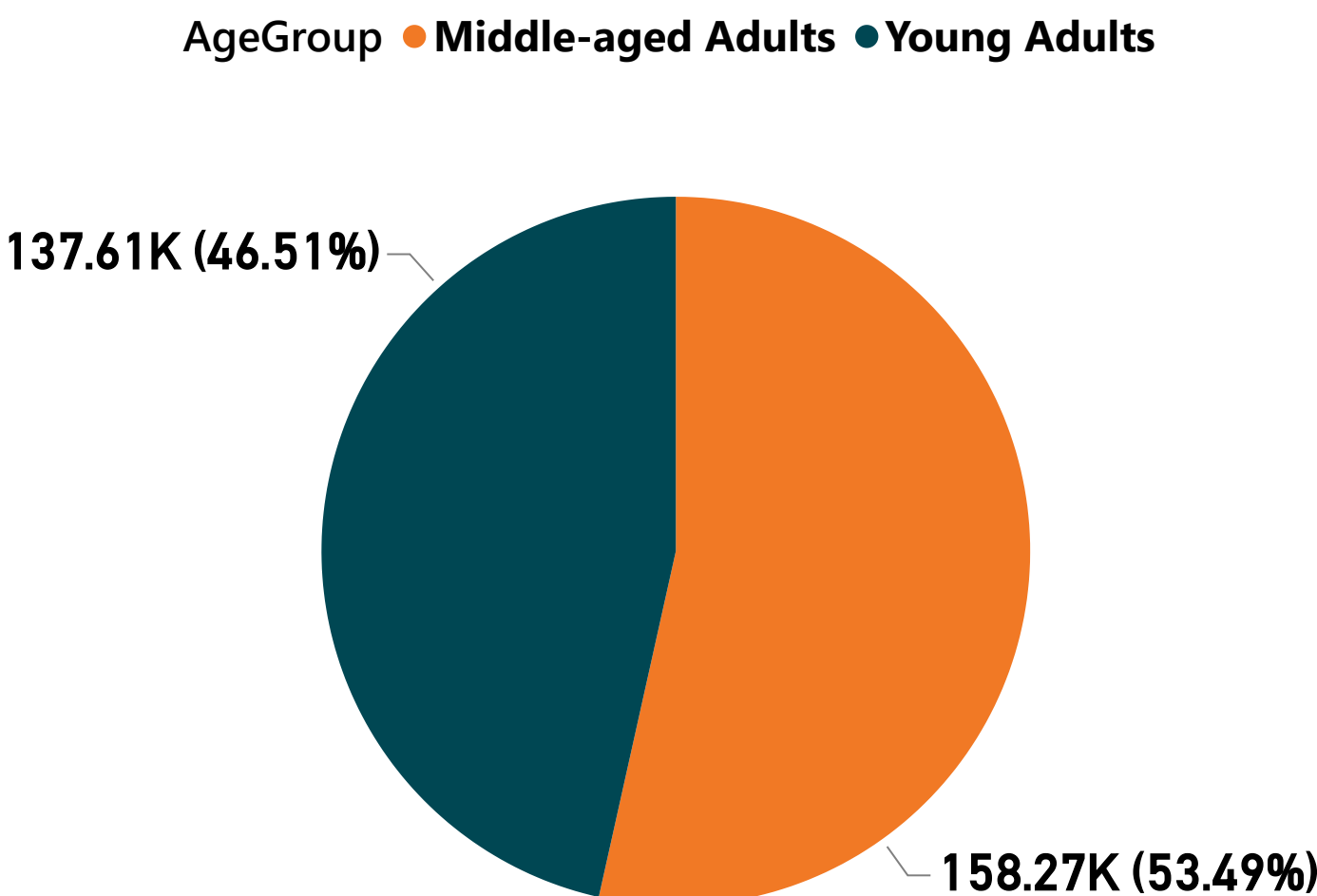
350

Count of Customer ...

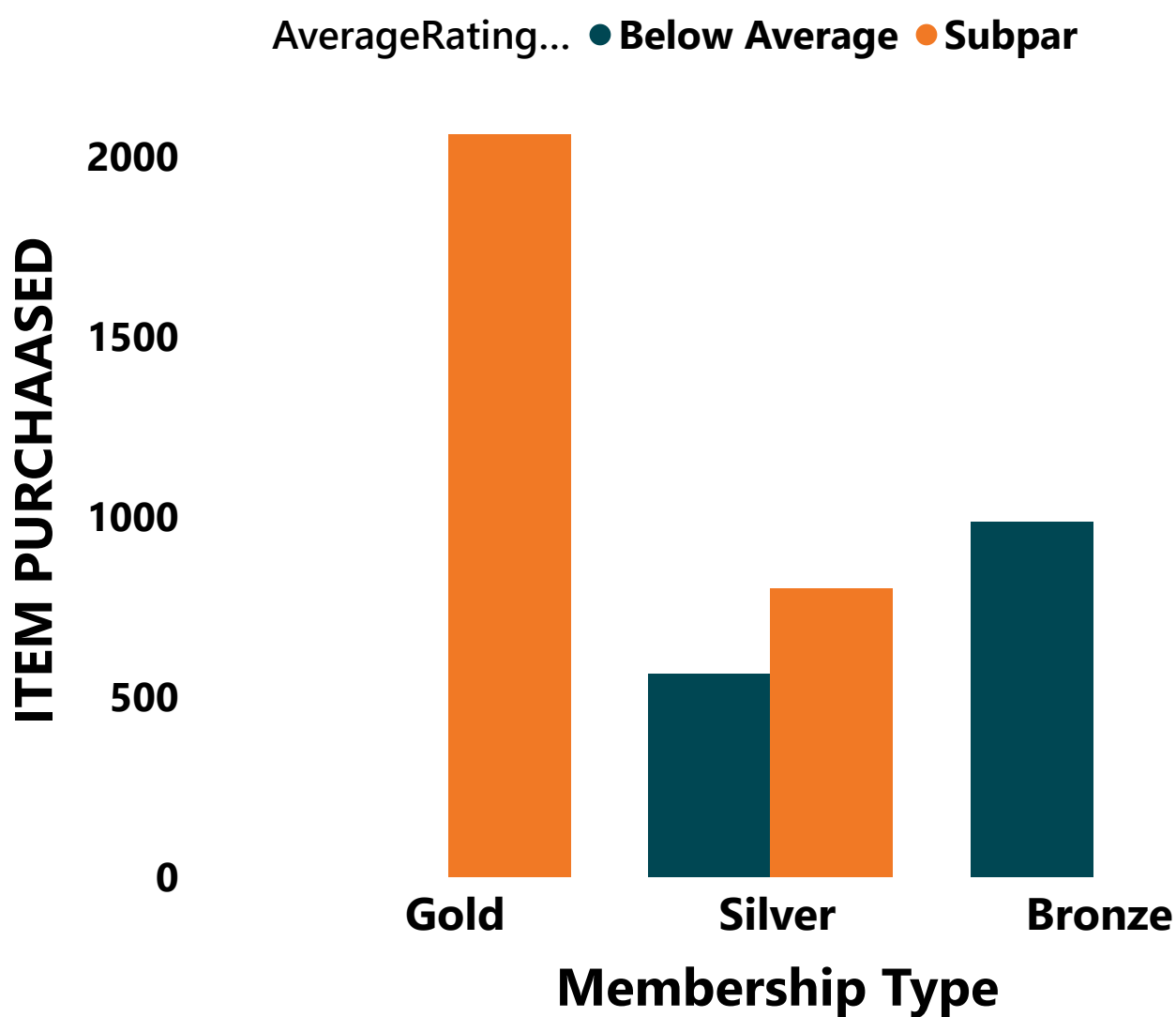
Sum of Items Purchased and Sum of Total Spend by City



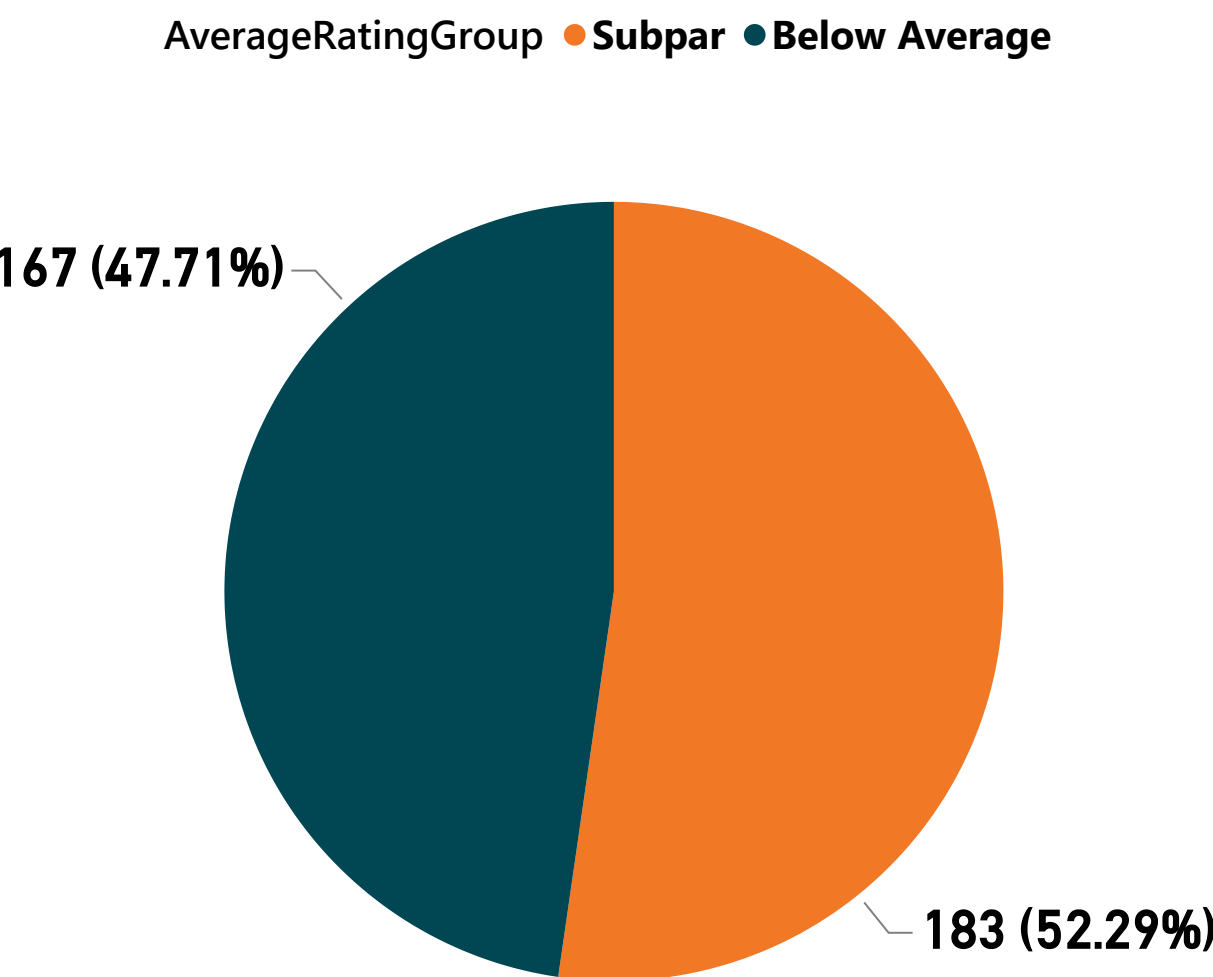
Sum of Total Spend by AgeGroup



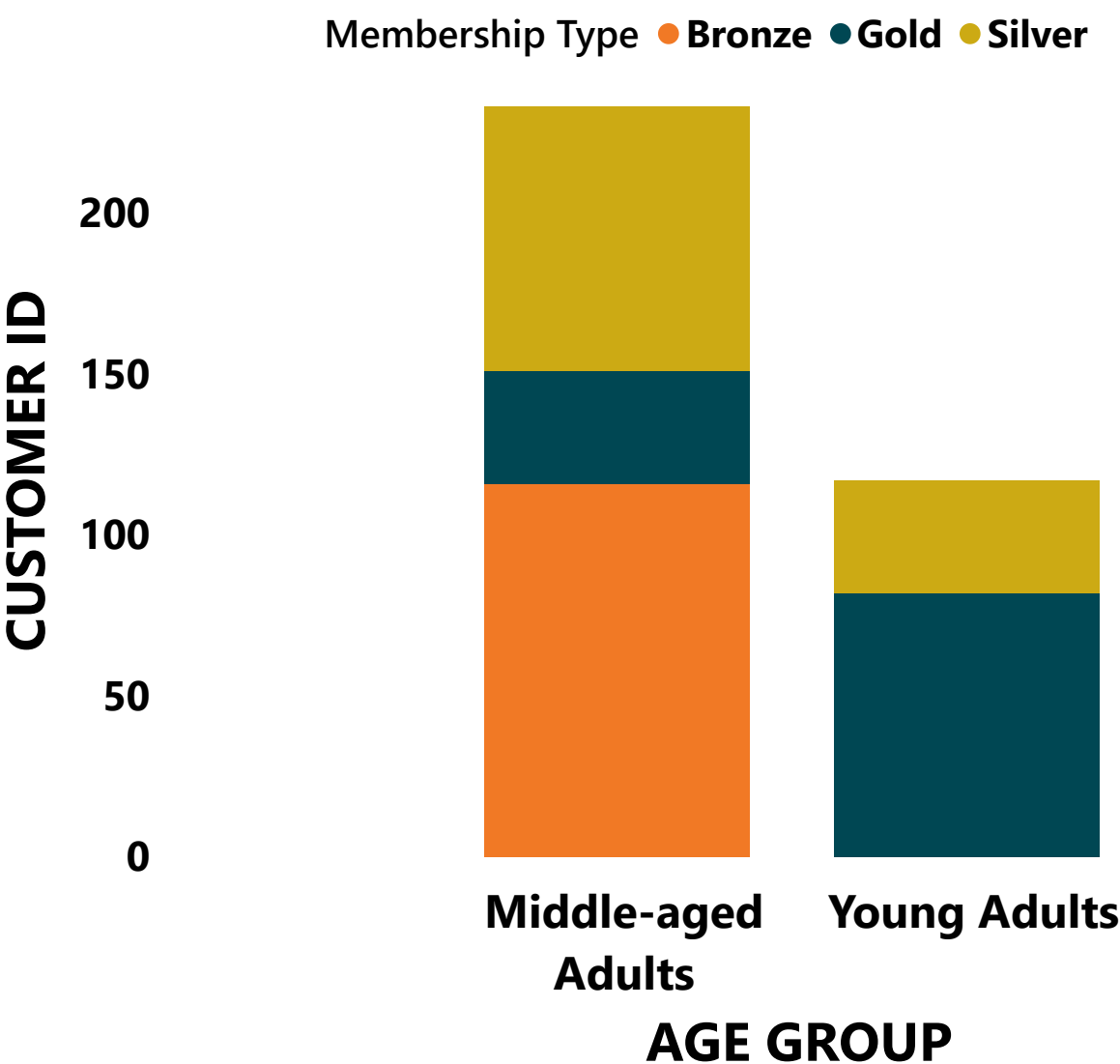
Sum of ItemPurchased by Membership & Rating



Count of Discount Applied by AverageRatingGroup



Count of Customer ID by AgeGroup and Membership Type



Sum of Total Spend by Gender and AgeGroup

