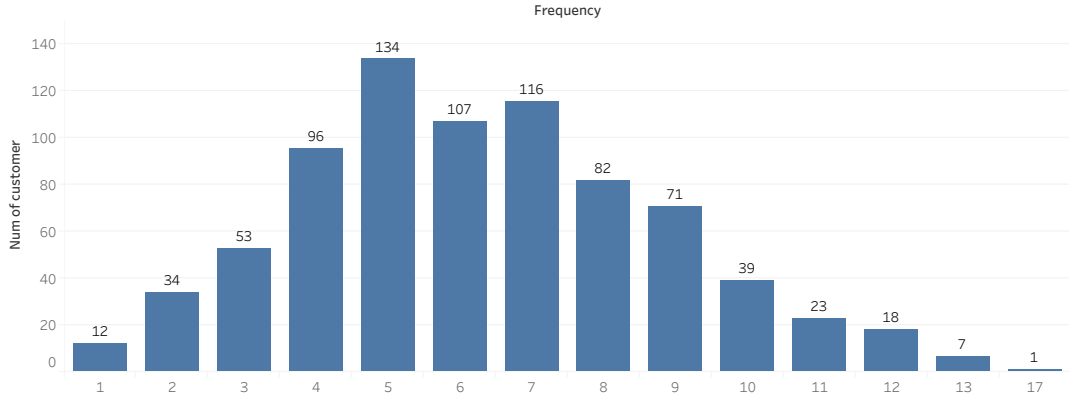


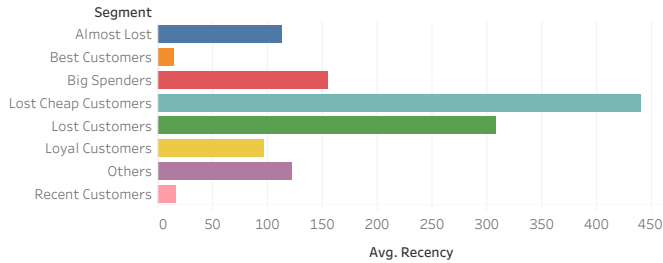
Num of customer

Segment	
Almost Lost	15
Best Customers	30
Big Spenders	94
Lost Cheap Customers	121
Lost Customers	9
Loyal Customers	77
Others	274
Recent Customers	173

Num of Customer



Average Recency (days)



RFM

Customer	Segment	RFM Class	Frequency	Recency	Monetary
Alan Hwang	Best Customers	111	9	6	4,806
Annie Thurman	Best Customers	111	10	13	3,831
Arianne Irving	Best Customers	111	10	13	4,376
Ben Ferrer	Best Customers	111	11	16	5,907
Brenda Bowman	Best Customers	111	9	28	6,766
Chris Cortes	Best Customers	111	12	20	3,913
Dan Reichenbach	Best Customers	111	9	3	6,528
Dean Katz	Best Customers	111	9	10	4,801
Emily Phan	Best Customers	111	17	12	5,479
Erin Smith	Best Customers	111	9	28	4,659
Gary Zandusky	Best Customers	111	9	7	4,354
Harry Marie	Best Customers	111	10	2	8,237
James Galang	Best Customers	111	11	1	6,367
John Lee	Best Customers	111	11	21	9,801
Lena Creighton	Best Customers	111	12	16	7,661
Michael Moore	Best Customers	111	11	7	3,794
Michael Moore	Best Customers	111	9	6	5,500