1. Segmentation: Identification and profiling of customer groups by key business parameters price paid, sales, discounts, units sold of a software company



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| **VARIABLES** | **DESCRIPTION** |  |
| Cust\_id | Customer ID |  |
| AVG\_Actual\_price\_12 | Average price paid in the last 12 months |  |
| AVG\_DAILY\_ORDER\_NET\_AMT\_12 | Average sales paid in the last 12 months |  |
| AVG\_DOLLAR\_DISCOUNT\_12 | Average discount($) paid in the last 12 months |  |
| AVG\_LINE\_ITEM\_QTY\_12 | Average units sold in last 12 months |  |
| MONTH\_SINCE\_LAST\_TRANSACTION | Months since last transaction |  |
| RATIO\_DISC\_SALES |  |  |
| TOTAL\_DAILY\_ORDER\_NET\_AMT\_12 |  |  |
| TOTAL\_DOLLAR\_DISCOUNT\_12 |  |  |
| TOTA\_LINE\_ITEM\_QTY\_12 |  |  |
| Avg\_wtd\_disc\_per |  |  |
| Count |  |  |
| Med\_Actual\_price\_12 |  |  |
| Med\_DAILY\_ORDER\_NET\_AMT\_12 |  |  |
| Med\_DOLLAR\_DISCOUNT\_12 |  |  |
| Med\_LINE\_ITEM\_QTY\_12 |  |  |
| SIZE\_DOLLAR\_DISC |  |  |
| SIZE\_NET\_SALES |  |  |
| SIZE\_QTY |  |  |