

Ship mode	Shipping hours
Standard Class	120
multiple products per order percentage	products purchases per order
28.57	1.86

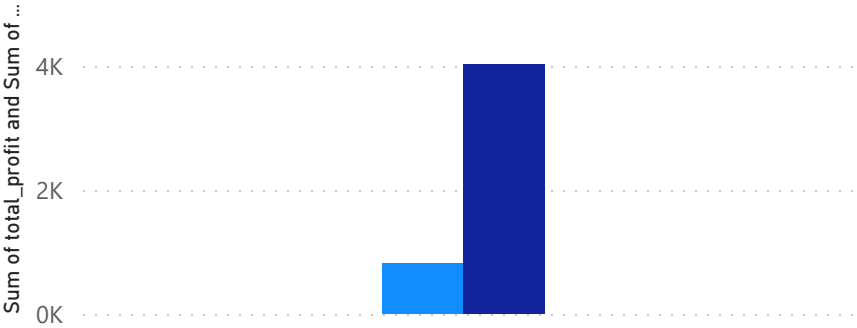
Customer Name	Customer ID
Cathy Armstrong	All

<u>RFM Score</u>	<u>RFM segment</u>	<u>Profitabilty group</u>	<u>Shopper type</u>
234	At Risk	Moderate	promotional_sh...

Median days between transactions	Days since last transaction
132	157
Last year	Growth rate percentage
2018	1733.604496

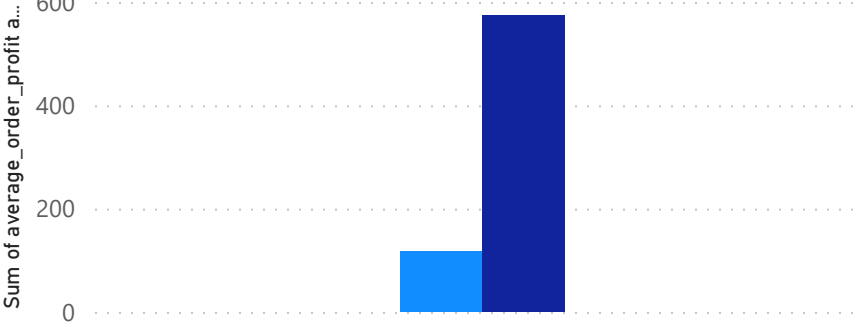
Total profits vs Total revenue

Sum of total_profit Sum of total_revenue



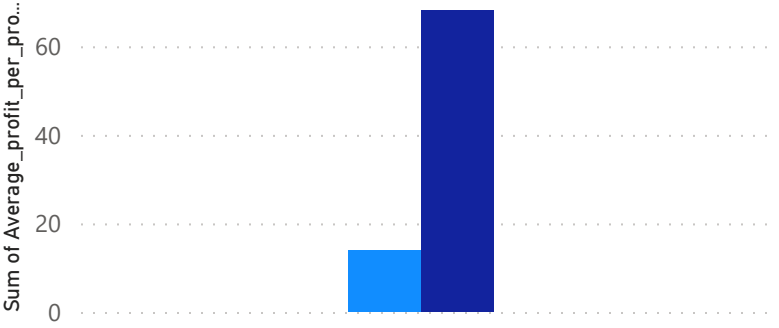
Order profit VS Order value

Sum of average_order_profit Sum of average_order_value



Product profit VS product revenue

Sum of Average_profit_per_product_f... Sum of Average_revenue...



Date of first transaction

Year	Quarter	Month	Day	Customer_name
2016	Qtr 2	June	15	Cathy Armstrong

Date of last transaction

Year	Quarter	Month	Day	Customer_name
2018	Qtr 3	August	27	Cathy Armstrong



Segment	
Home Office	
Most purchased category	Most purchased sub category
Office Supplies	Storage
Most spent on category	Most spent on sub category
52% Furniture	Chairs