

| A | B | C | D | E | F | G | H | I | J | L | M | |
|----|--------------|---------------------------|---------------------------|-------------------------|-----------------------|---|---|------------------|-----------------|---|---|--|
| 2 | Customer_Seg | AVERAGE of SUM of M_Score | AVERAGE of M_Score | COUNTA of customer_id | SUM of SUM of M_Score | Average Spend per Customer by Segment | | product_name | SUM of quantity | | | |
| 3 | At Risk | 58.10 | 3.863636364 | 88 | 5,113.18 |  | | BLUE POLKAI | -200 | | | |
| 4 | Champion | 123.93 | 4.15625 | 128 | 15,862.56 | | | TEA PARTY BI | -144 | | | |
| 5 | Lost | 24.88 | 2.52494577 | 461 | 11,468.90 | | | LUNCH BAG S | -100 | | | |
| 6 | Loyal | 94.13 | 3.9375 | 224 | 21,085.52 | | | ASSORTED TI | -72 | | | |
| 7 | New Customer | 23.41 | 2.56 | 300 | 7,023.06 | | | CARD CHRISI | -72 | | | |
| 8 | Potential | 22.09 | 2.417582418 | 182 | 4,020.71 | | | VINTAGE DOLL | -40 | | | |
| 9 | Grand Total | 46.69 | 2.983369487 | 1383 | 64,573.93 | | | LUNCH BOX I | -36 | | | |
| 10 | | | | | | | | RETROSPOT | -36 | | | |
| 11 | | | | | | | | DOLLY GIRL | -34 | | | |
| 12 | | | | | | | | HEART OF WI | -33 | | | |
| 13 | | | | | | | | SCANDINAVIA | -30 | | | |
| 14 | customer_id | SUM of total_line_value | COUNTUNIQUE of invoice_id | MAX of transaction_date | | Customer Segmentation Distribution | | 60 CAKE CAS | -24 | | | |
| 15 | 12357 | 81.36 | 1 | 11/06/11 | |  | | FOULKART HE | -24 | | | |
| 16 | 12358 | 71.40 | 1 | 12/08/11 | | | | NO SINGING I | -24 | | | |
| 17 | 12359 | 135.00 | 2 | 01/12/11 | | | | SET OF 60 PA | -22 | | | |
| 18 | 12362 | 16.50 | 1 | 10/11/11 | | | | HOT BATHS S | -21 | | | |
| 19 | 12367 | 12.60 | 1 | 12/05/11 | | | | JUMBO BAG V | -20 | | | |
| 20 | 12371 | 44.76 | 1 | 10/11/11 | | | | GLASS JAR E | -17 | | | |
| 21 | 12378 | 32.30 | 1 | 08/02/11 | | | | 36 PENCILS T | -16 | | | |
| 22 | 12380 | 15.00 | 1 | 06/07/11 | | | | JIGSAW TREE | -15 | | | |
| 23 | 12381 | 19.80 | 1 | 08/12/11 | | | | REGENCY CA | -14 | | | |
| 24 | 12383 | 13.52 | 1 | 01/12/11 | | | | LUNCH BAG C | -13 | | | |
| 25 | 12384 | 16.50 | 1 | 11/11/11 | | | | BEACH HUT C | -12 | | | |
| 26 | 12388 | 16.35 | 1 | 02/07/11 | | | | HAND WARMER | -12 | | | |
| 27 | 12395 | 38.40 | 2 | 11/08/11 | | | | PENNY FARTH | -12 | | | |
| 28 | 12399 | 20.80 | 1 | 05/10/11 | | | | PICTURE FRA | -12 | | | |
| 29 | 12406 | 64.80 | 1 | 06/09/11 | | | | PINK BLUE FE | -12 | | | |
| 30 | 12407 | 2.88 | 1 | 07/06/11 | | | | PLASTERS IN | -12 | | | |
| 31 | 12410 | 22.50 | 1 | 02/04/11 | | | | RED STRIPE C | -12 | | | |
| 32 | 12415 | 507.60 | 2 | 10/05/11 | | | | REGENCY CA | -12 | | | |
| 33 | 12417 | 13.00 | 1 | 06/05/11 | | | | YOU'RE CONF | -12 | | | |
| 34 | 12420 | 31.47 | 1 | 10/07/11 | | | | JUMBO BAG F | -10 | | | |
| 35 | 12423 | 10.08 | 1 | 04/07/11 | | | | LUNCH BAG V | -10 | | | |
| 36 | 12427 | 12.48 | 1 | 10/10/11 | | | | CHARLOTTE I | -9 | | | |
| 37 | 12428 | 83.20 | 3 | 07/05/11 | | | | BLUE POLKAI | -8 | | | |
| 38 | 12433 | 131.70 | 3 | 12/09/11 | | | | DAIRY MAID S | -8 | | | |
| 39 | 12437 | 89.88 | 2 | 11/03/11 | | | | RECYCLING E | -8 | | | |
| 40 | 12449 | 49.00 | 2 | 09/09/11 | | | | RED VINTAGE | -8 | | | |
| 41 | 12451 | 84.75 | 2 | 10/05/11 | | | | 15CM CHRIST | -7 | | | |
| 42 | 12461 | 10.20 | 1 | 07/08/11 | | | | EMPIRE TISSI | -7 | | | |
| 43 | 12468 | 17.40 | 1 | 06/05/11 | | | | RECIPE BOX I | -7 | | | |
| 44 | 12471 | 17.76 | 3 | 04/04/11 | | | | 6 RIBBONS RI | -6 | | | |
| 45 | 12472 | 20.35 | 2 | 07/07/11 | | | | ASSTD FRUIT | -6 | | | |
| 46 | 12473 | 25.20 | 1 | 06/01/11 | | | | BAKING SET S | -6 | | | |
| 47 | 12474 | 39.00 | 1 | 09/02/11 | | | | BEADED PEAL | -6 | | | |
| 48 | 12477 | 63.75 | 1 | 02/11/11 | | | | BLUE FLOCK | -6 | | | |
| 49 | 12478 | 5.04 | 1 | 12/06/11 | | | | DIAMANTE HA | -6 | | | |
| 50 | 12484 | 9.43 | 2 | 01/07/11 | | | | DRAWER KNC | -6 | | | |
| 51 | 12490 | 42.60 | 2 | 09/07/11 | | | | GOLD MUG B | -6 | | | |
| 52 | 12501 | 45.60 | 1 | 01/07/11 | | | | METAL MERR | -6 | | | |
| 53 | 12502 | 34.00 | 1 | 09/05/11 | | | | NECKLACE+B | -6 | | | |
| 54 | 12517 | 38.39 | 2 | 11/11/11 | | | | PACK 3 BOXE | -6 | | | |
| 55 | 12520 | 16.50 | 1 | 03/11/11 | | | | 1650 PAPER BUNTI | -6 | | | |
| 56 | 12526 | 9.96 | 1 | 09/06/11 | | | | 1351 RED RETROS | -6 | | | |
| 57 | 12530 | 15.00 | 1 | 10/11/11 | | | | 1126 TREASURE IS | -6 | | | |
| 58 | 12536 | 49.20 | 1 | 10/11/11 | | | | 1015 ROUND SNAC | -5 | | | |
| 59 | 12539 | 27.45 | 1 | 01/10/11 | | | | SILVER HANG | -5 | | | |
| 60 | 12540 | 39.93 | 2 | 11/08/11 | | | | CITRONELLA | -4 | | | |
| 61 | 12541 | 17.70 | 1 | 03/04/11 | | | | FRYING PAN F | -4 | | | |
| 62 | 12553 | 15.00 | 1 | 07/08/11 | | | | RABBIT NIGHT | -4 | | | |
| 63 | 12556 | 25.45 | 1 | 07/11/11 | | | | ROSE COLOUR | -4 | | | |
| 64 | 12567 | 67.65 | 3 | 06/08/11 | | | | VINTAGE REC | -4 | | | |
| 65 | 12569 | 70.80 | 3 | 10/06/11 | | | | ALARM CLOC | -3 | | | |
| 66 | 12576 | 38.26 | 2 | 05/05/11 | | | | CUPBOARD 3 | -3 | | | |
| 67 | 12577 | 6.60 | 1 | 11/04/11 | | | | Discount | -3 | | | |
| 68 | 12580 | 36.30 | 1 | 04/07/11 | | | | ENAMEL BRE | -3 | | | |
| 69 | 12583 | 75.00 | 2 | 11/08/11 | | | | JAM JAR WITH | -3 | | | |
| 70 | 12585 | -8.75 | 1 | 01/05/11 | | | | NATURAL SLA | -3 | | | |
| 71 | 12590 | 111.00 | 1 | 05/12/11 | | | | NOVELTY BIS | -3 | | | |
| 72 | 12607 | -21.20 | 2 | 10/12/11 | | | | RECIPE BOX I | -3 | | | |
| 73 | 12609 | 15.30 | 1 | 06/06/11 | | | | REGENCY TE | -3 | | | |
| 74 | 12616 | 15.60 | 1 | 09/05/11 | | | | SILVER GLAS | -3 | | | |
| 75 | 12617 | 7.99 | 1 | 11/10/11 | | | | STRAWBERR | -3 | | | |
| 76 | 12621 | 55.08 | 2 | 05/09/11 | | | | 12 PENCIL SW | -2 | | | |
| 77 | 12625 | 20.40 | 1 | 05/12/11 | | | | 3 HOOK PHOT | -2 | | | |
| 78 | 12626 | 22.29 | 3 | 07/07/11 | | | | 3 TIER CAKE | -2 | | | |
| 79 | 12627 | 51.30 | 2 | 10/06/11 | | | | ANTIQUE HEA | -2 | | | |
| 80 | 12635 | 15.00 | 1 | 07/08/11 | | | | CARD HOLDE | -2 | | | |
| 81 | 12637 | 11.80 | 2 | 09/09/11 | | | | CERAMIC CAH | -2 | | | |
| 82 | 12644 | 17.40 | 1 | 08/02/11 | | | | COTTON APR | -2 | | | |
| 83 | 12646 | 23.40 | 1 | 12/05/11 | | | | CREAM SWEET | -2 | | | |
| | | | | | | | | | | | | |