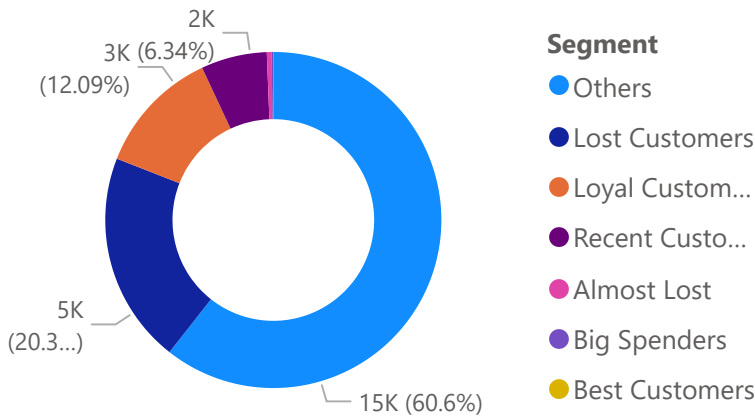


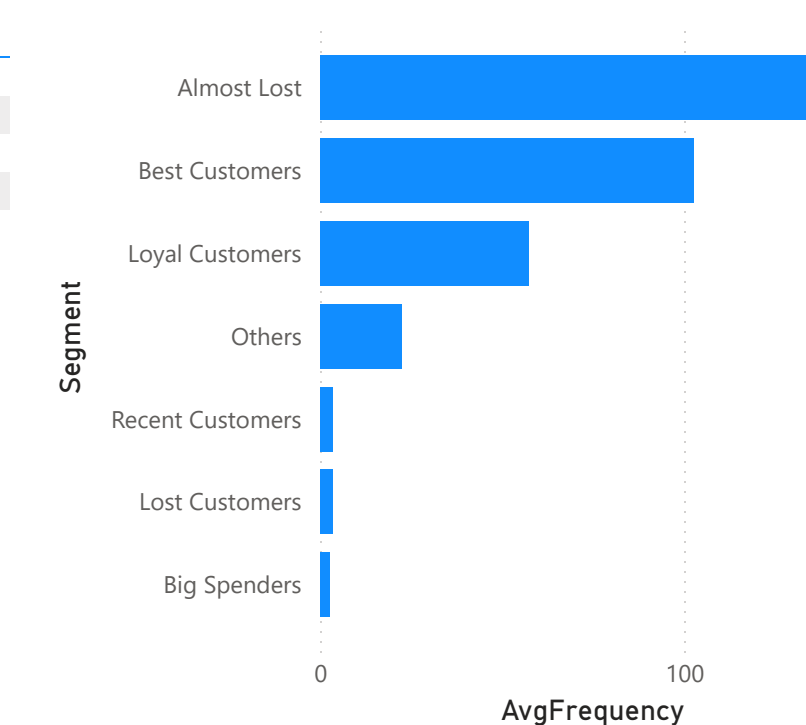
Recency x Frequency (% of Customers)

R_Score	1	2	3	4	5	Total
1	14.57%	6.14%	9.33%	5.40%	8.42%	43.85%
2	6.93%	2.94%	4.45%	2.86%	4.03%	21.20%
3	3.00%	1.17%	2.11%	1.41%	2.18%	9.87%
4	3.47%	1.49%	2.21%	1.45%	2.47%	11.09%
5	4.39%	2.05%	2.97%	1.55%	3.04%	13.99%
Total	32.34%	13.79%	21.06%	12.67%	20.14%	100.00%

of Customers / Segment by Segment



AvgFrequency by Segment



of Customers / Segment

Segment	CustomerCount
Others	14813
Lost Customers	4972
Loyal Customers	2956
Recent Customers	1550
Almost Lost	115
Big Spenders	34
Best Customers	3
Total	24443

AvgRecency by Segment

