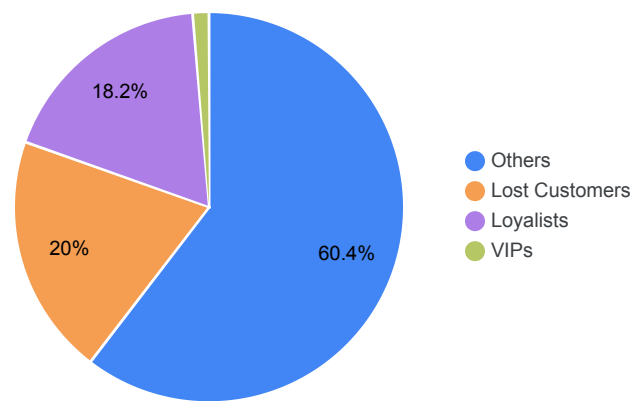
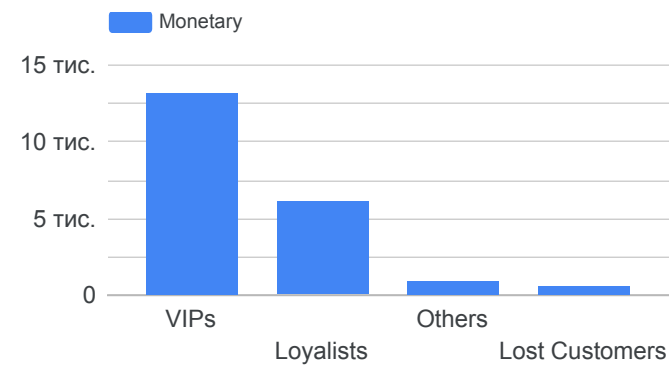


Segment structure



Average spending by segment



Freshness vs. Frequency Matrix



Churn Rate %

61,89%

Risk of outflow by segment

