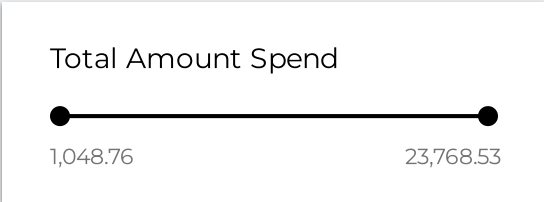
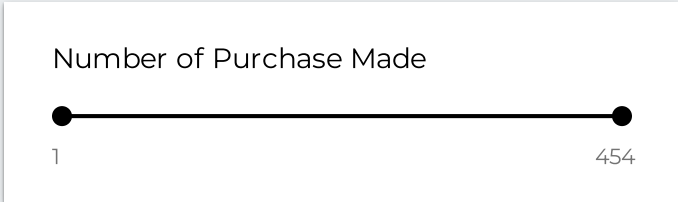


# Customer Segmentation Using RFM Analysis



	Customer Name	Number of Days Since Order Plac...	Number of Purchase Made ▾	Total Amount Spend
1.	Christopher Smith	259	301	17006.64
2.	John Williams	259	216	11338.7
3.	Joshua Smith	259	168	9031.77
4.	Lisa Johnson	259	157	8435.93
5.	Christopher Davis	259	144	7521.87
6.	Steven Smith	259	133	6972.44
7.	James Wilson	259	114	5842.43
8.	Jason Johnson	259	112	5442.51
9.	Justin Smith	259	112	6237.89
10.	Melissa Brown	259	110	5176.25
11.	Jennifer Hernandez	259	106	5477.01
12.	Robert Wilson	259	101	5167.75
13.	Michael Allen	259	100	5454.77
14.	Karen Smith	259	100	5239.01
15.	Robert Rodriguez	259	99	5476.56
16.	Michael Scott	259	99	5404.71
17.	Paul Smith	259	94	4655.3
18.	Ashley Brown	259	92	5123.14

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