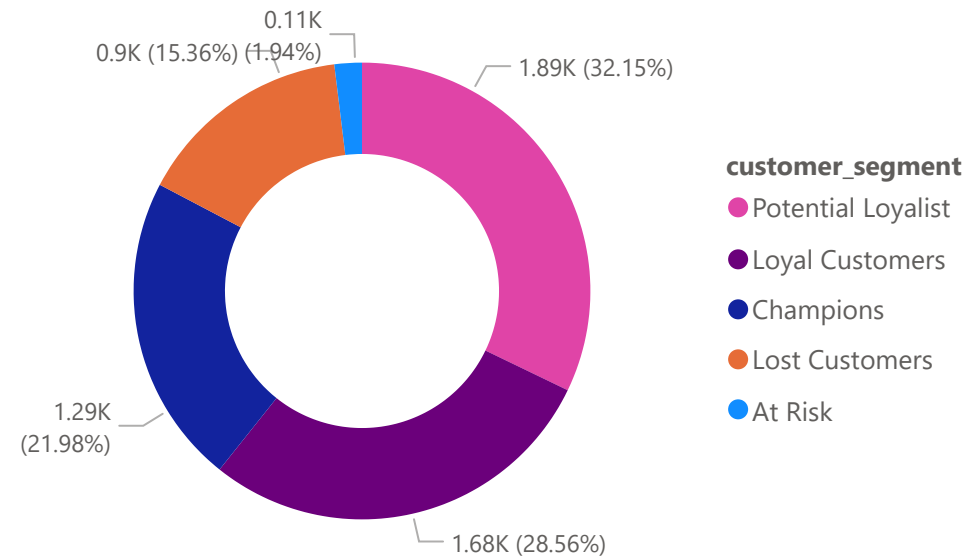
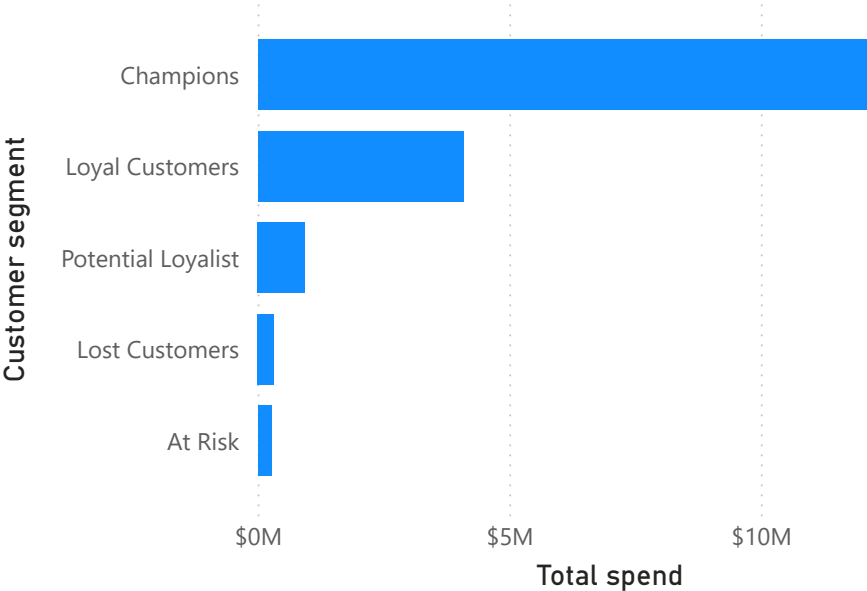


Customer Segmentation Mix



Revenue by Customer Segment



Total Revenue

\$17.74M

Total Number of Customers

5878

Customer ID		Customer Segment	Total Spend	Recency Score	Frequency Score
12482	At Risk		\$23,691.40	1	5
12835	At Risk		\$6,043.31	1	5
12986	At Risk		\$2,729.84	1	5
13446	At Risk		\$3,881.89	1	5
14063	At Risk		\$22,710.20	1	5
14249	At Risk		\$5,625.46	1	5
14590	At Risk		\$3,006.62	1	5
14648	At Risk		\$4,546.86	1	5
15013	At Risk		\$1,641.30	1	5
15015	At Risk		\$2,365.02	1	5
15369	At Risk		\$6,251.26	1	5
15633	At Risk		\$4,352.46	1	5
15751	At Risk		\$1,380.44	1	5
16158	At Risk		\$628.32	1	5
16197	At Risk		\$2,016.71	1	5
17032	At Risk		\$3,004.60	1	5
17448	At Risk		\$14,556.97	1	5
12352	Champions		\$2,849.84	4	5
12359	Champions		\$8,935.94	4	5
12360	Champions		\$4,252.89	4	5
12362	Champions		\$5,356.23	5	5
12380	Champions		\$9,676.30	4	5
12395	Champions		\$5,067.27	5	5
12415	Champions		\$1,44,458.37	4	5
Total			\$1,77,43,429.16	17631	17631