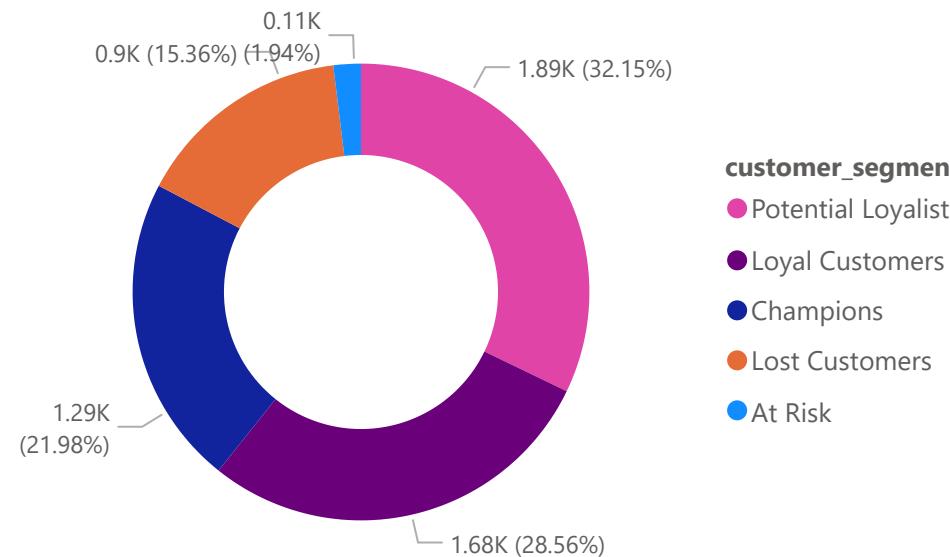


## Customer Segmentation Mix



## Total Revenue

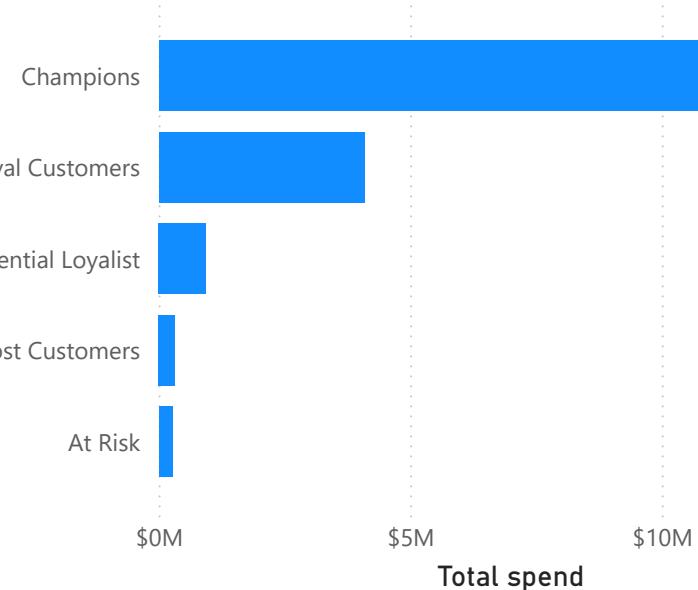
**\$17.74M**

## Total Number of Customers

**5878**

Customer segment

## Revenue by Customer Segment



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	\$14,445.83	4	5
<b>Total</b>		<b>\$1,77,43,429.16</b>	<b>17631</b>	<b>17631</b>