

segment_assignment	N Obs	Variable	Label	Mean	Std Dev	Minimum	Maximum	Median	N
At Risk Customers	2013	recency frequency monetary	Number of days since last Champion product purchase Number of different Champion purchase events in last 12 months Total revenue on Champion products in last 12 months	267.2155986 3.9458520 242.2402285	51.4501942 1.4133519 160.7215630	183.0000000 3.0000000 49.3600000	365.0000000 18.0000000 981.4800000	253.0000000 3.0000000 207.3000000	2013 2013 2013
Growth Customers	7633	recency frequency monetary	Number of days since last Champion product purchase Number of different Champion purchase events in last 12 months Total revenue on Champion products in last 12 months	84.0123149 1.4028560 74.9873025	51.3541559 0.4905044 63.7122969	1.0000000 1.0000000 5.6500000	176.0000000 2.0000000 503.3200000	78.0000000 1.0000000 56.6800000	7633 7633 7633
Inactive Customers	8311	recency frequency monetary	Number of days since last Champion product purchase Number of different Champion purchase events in last 12 months Total revenue on Champion products in last 12 months	262.3743232 1.3726387 68.3196896	48.9118838 0.4835362 62.4530101	183.0000000 1.0000000 4.2400000	365.0000000 2.0000000 497.8500000	253.0000000 1.0000000 49.4500000	8311 8311 8311
Loyal Customers	2950	recency frequency monetary	Number of days since last Champion product purchase Number of different Champion purchase events in last 12 months Total revenue on Champion products in last 12 months	69.6640678 4.2979661 246.7652407	47.6362535 1.7097934 158.3951282	1.0000000 3.0000000 22.5700000	176.0000000 12.0000000 871.1700000	64.0000000 4.0000000 207.5500000	2950 2950 2950