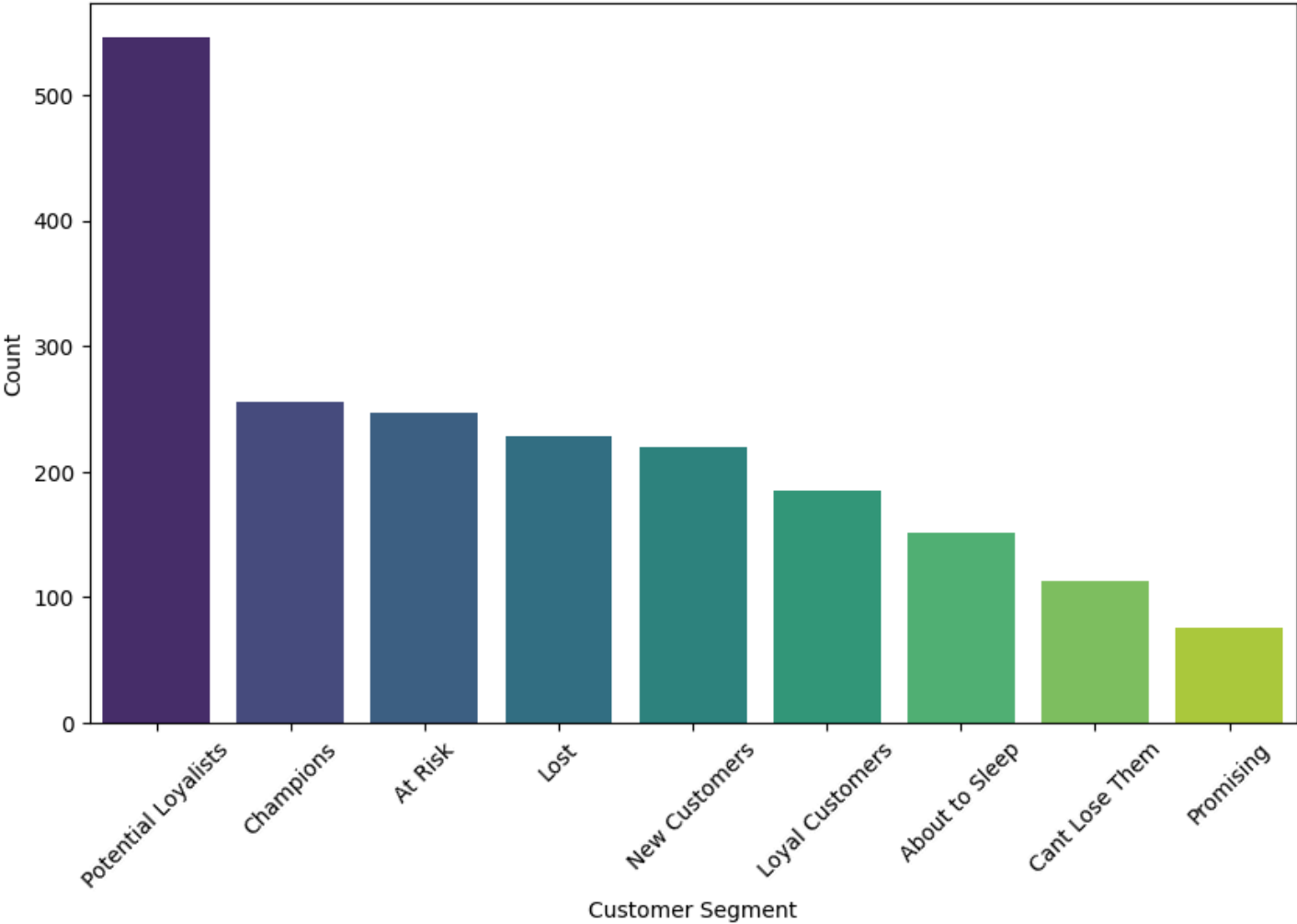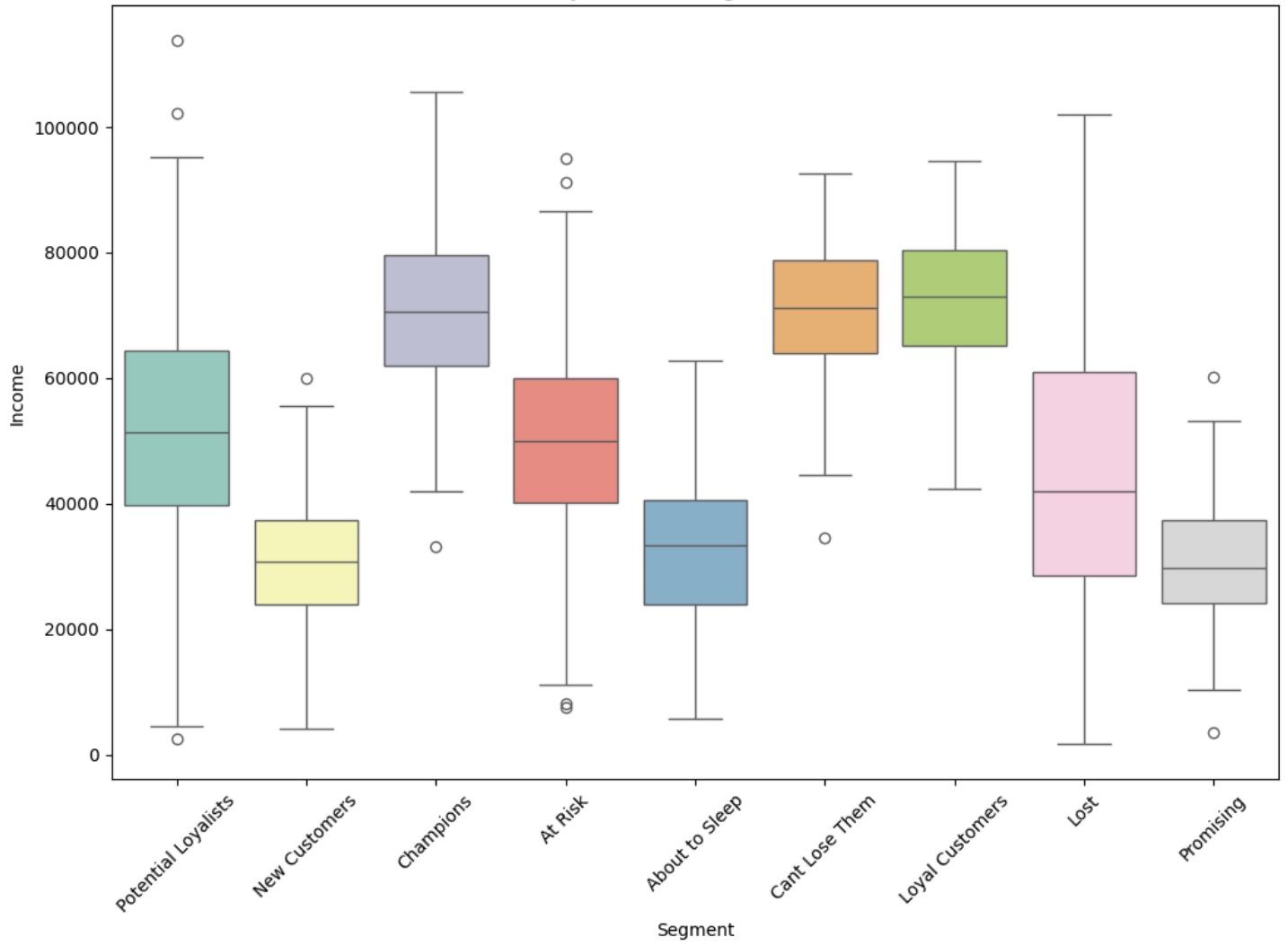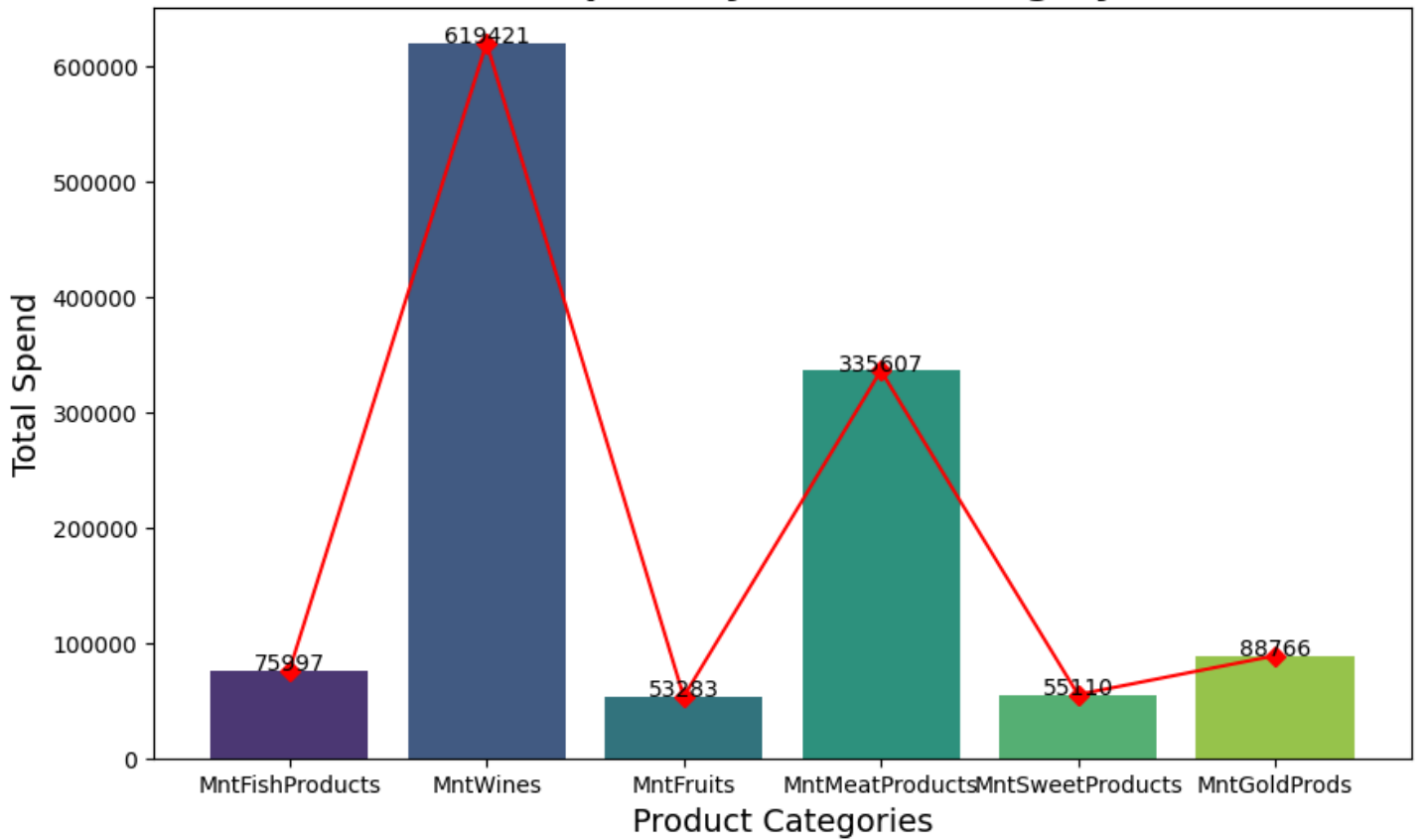Number of Customers in Each Segment
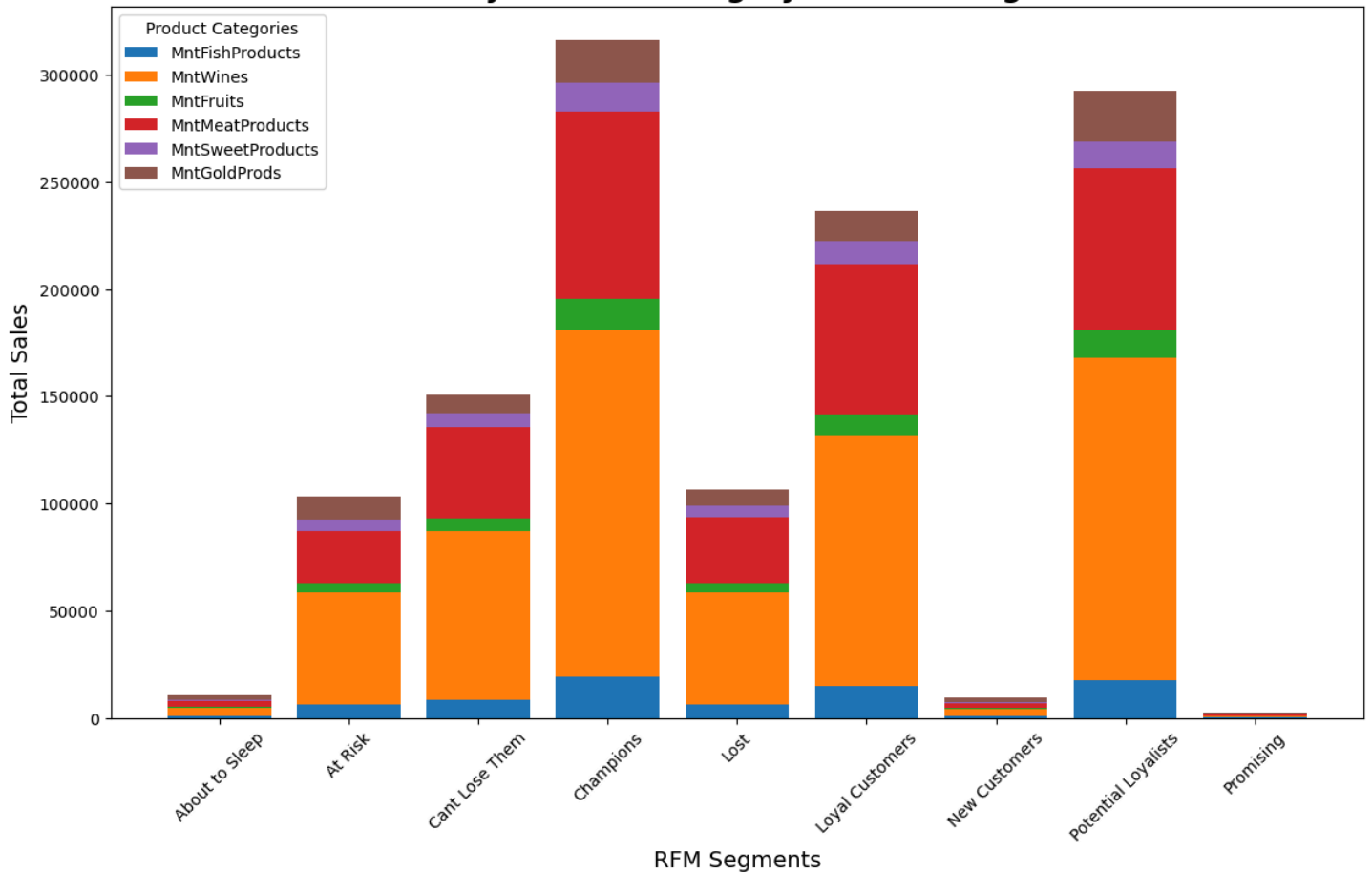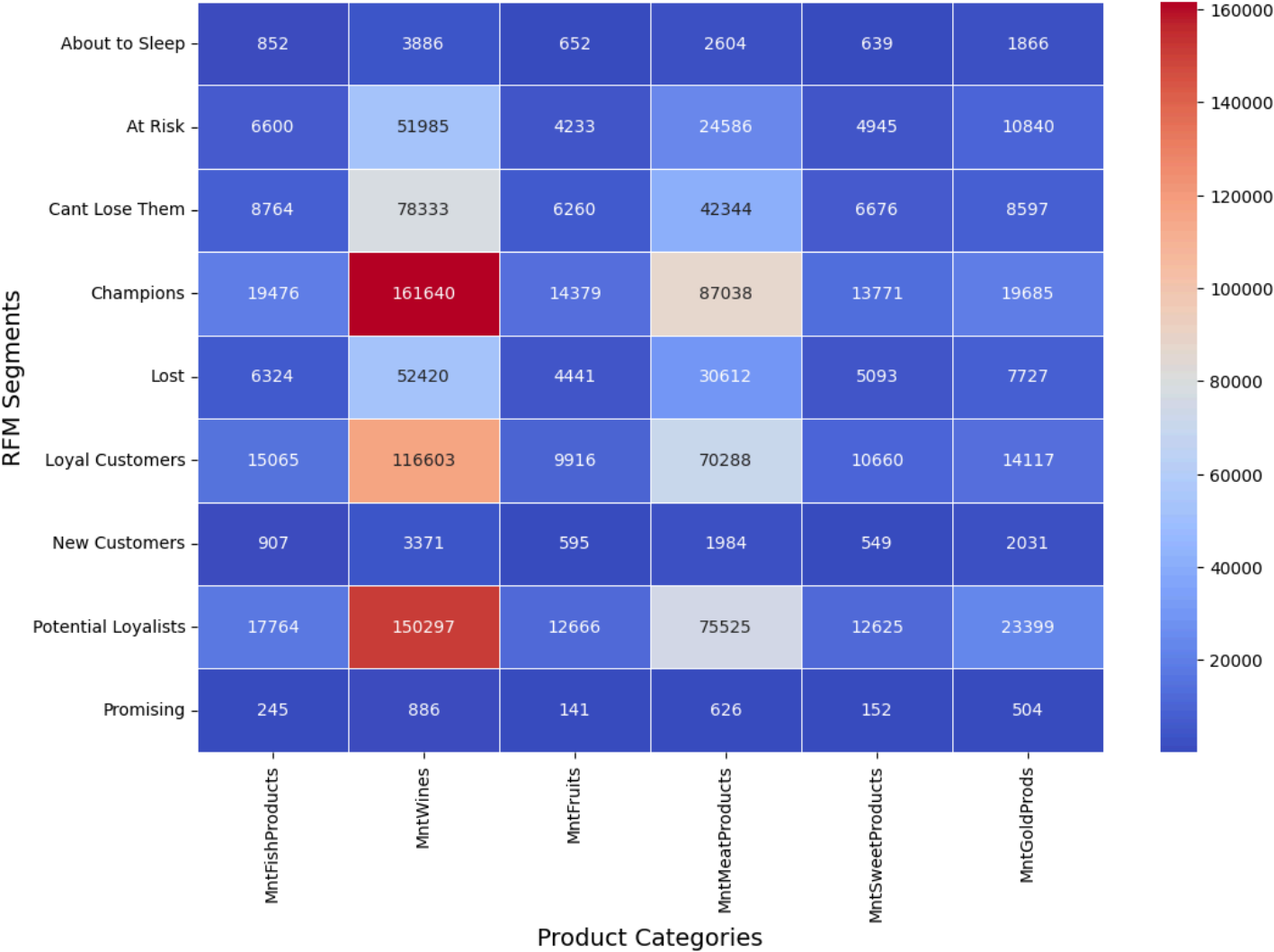
Income Distribution by Customer Segment with Min to Max Income

Total Spend by Product Category

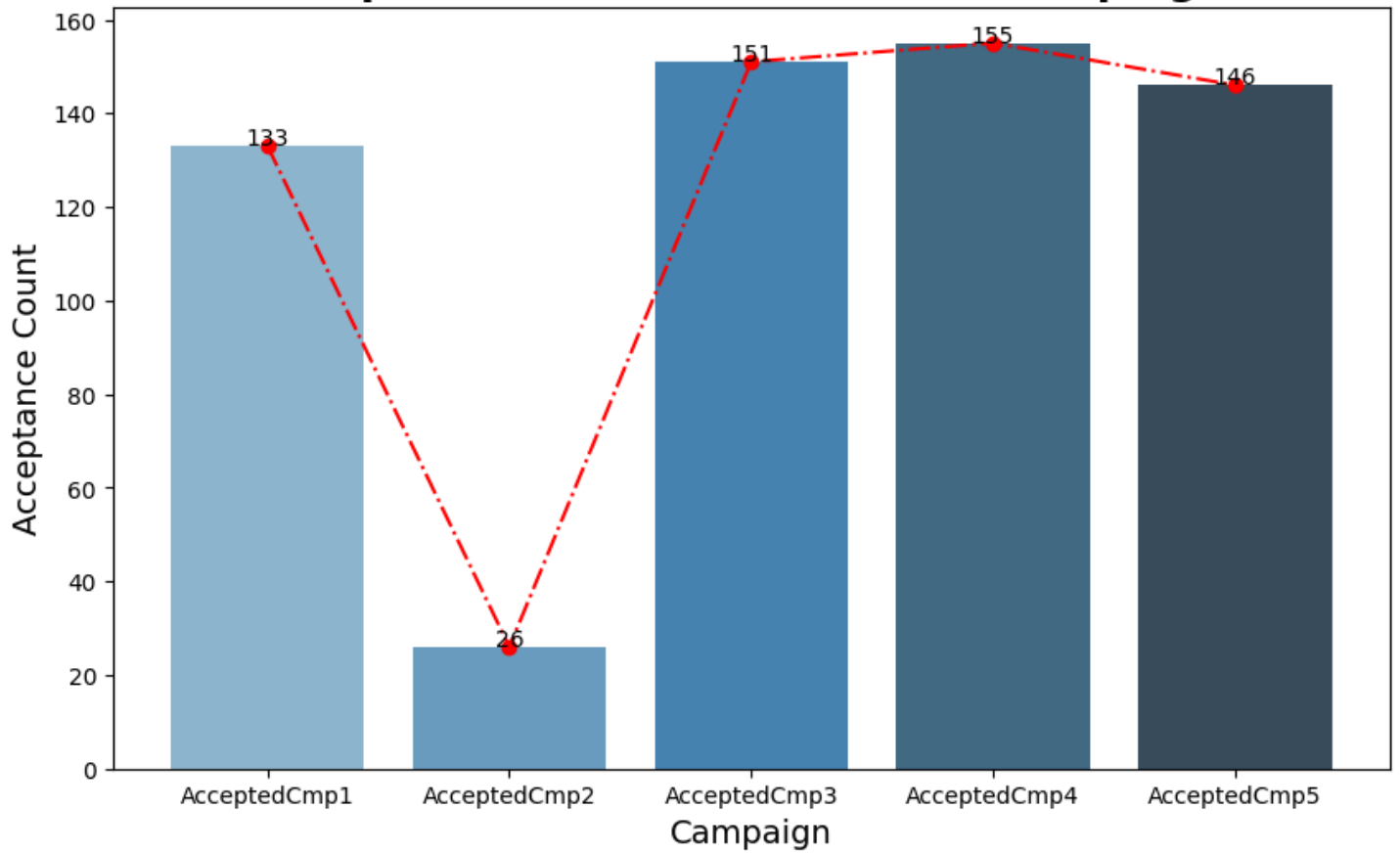## Sales by Product Category and RFM Segment

Sales by Product Category and RFM Segment

RFM Segments	MntFishProducts	MntWines	MntFruits	MntMeatProducts	MntSweetProducts	MntGoldProds
About to Sleep	852	3886	652	2604	639	1866
At Risk	6600	51985	4233	24586	4945	10840
Cant Lose Them	8764	78333	6260	42344	6676	8597
Champions	19476	161640	14379	87038	13771	19685
Lost	6324	52420	4441	30612	5093	7727
Loyal Customers	15065	116603	9916	70288	10660	14117
New Customers	907	3371	595	1984	549	2031
Potential Loyalists	17764	150297	12666	75525	12625	23399
Promising	245	886	141	626	152	504

Product Categories

Acceptance Counts of Different Campaigns

Heatmap of Campaign Acceptance by RFM Segment