



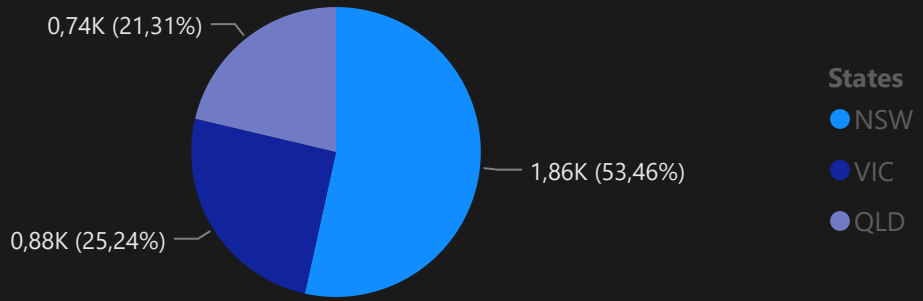
CUSTOMER SEGMENTATION ANALYSIS

Count of New Customer Title	New Customer Title	Sales
848	Champion	\$55 763 515 083
1252	Potential Loyalists	\$36 487 425 877
543	At Risk	\$15 155 720 081
500	About to Sleep	\$4 106 804 587
349	Lost	\$1 069 721 346

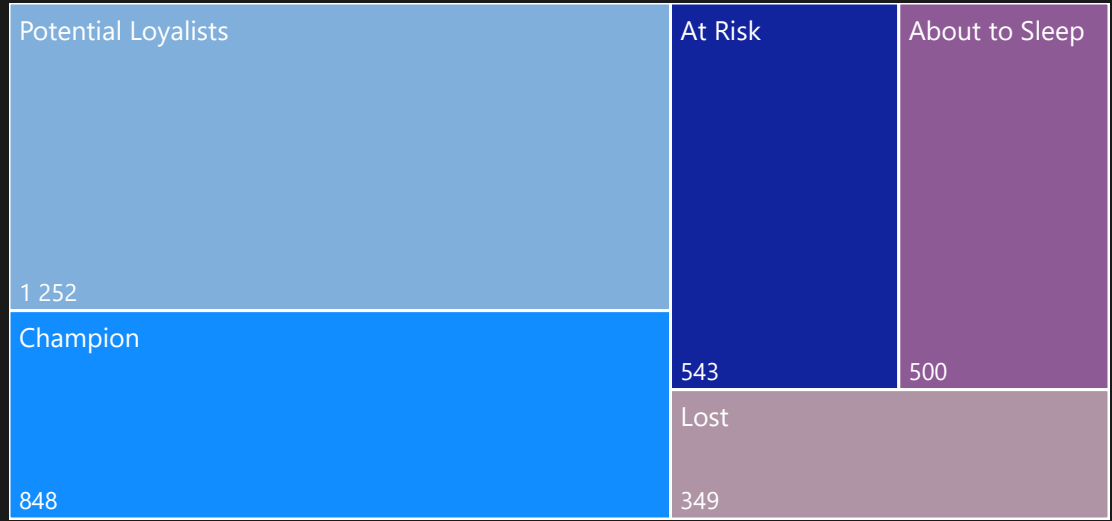
3492

\$418 693 079 095

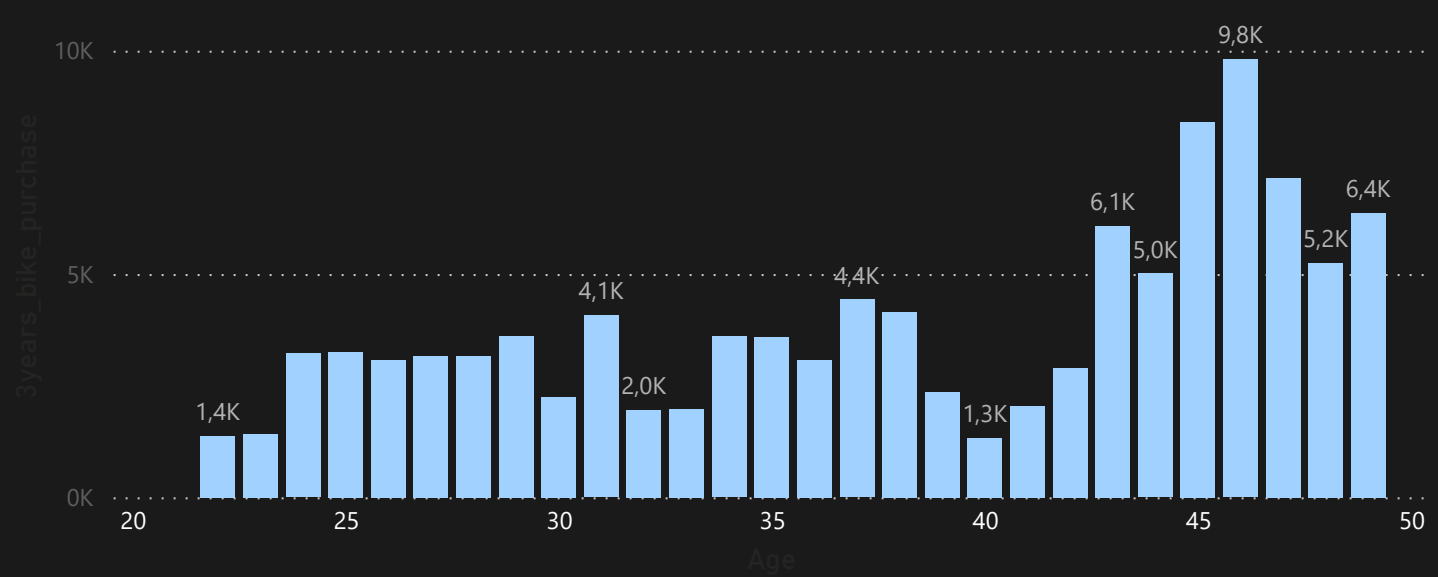
Number of States that Customers from



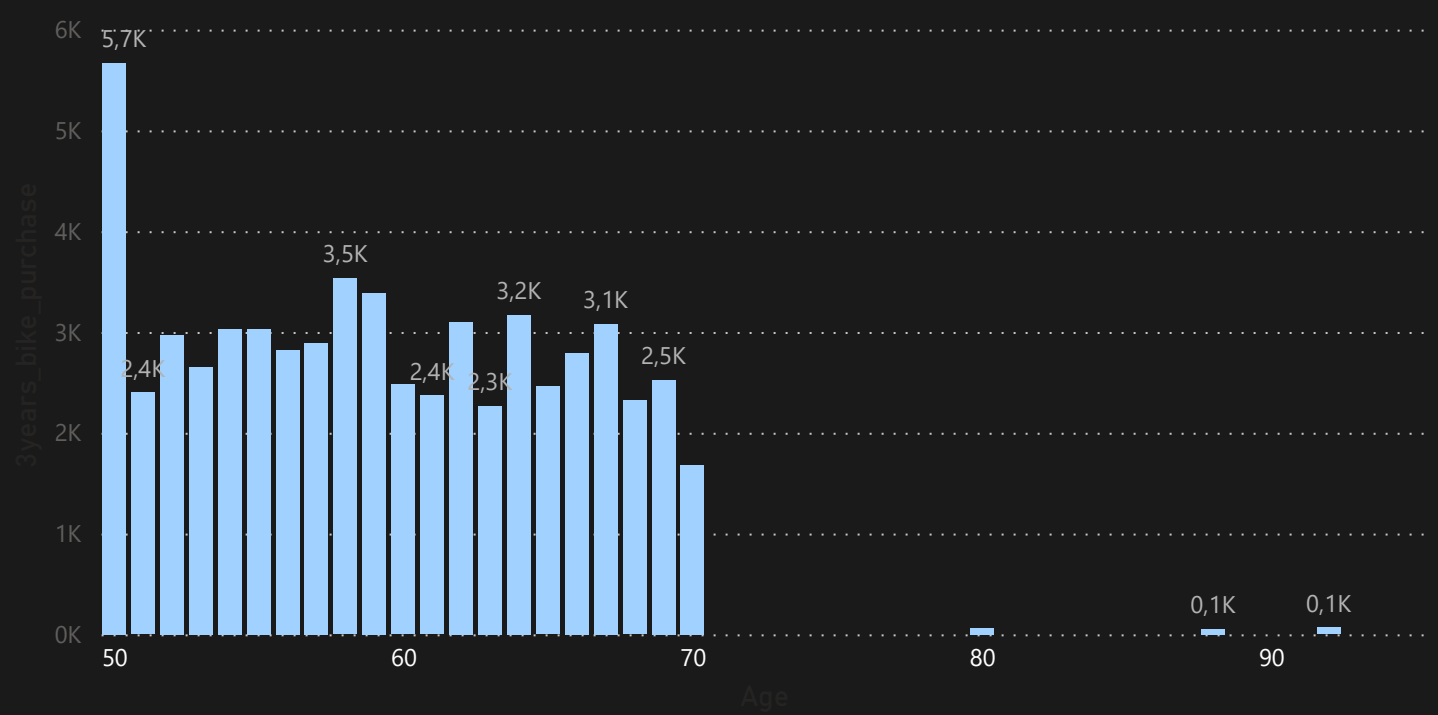
Customer Segmentation



Bike Purchases of 3 years by Age under 55



Bike Purchases of 3 years by Age over 55



Recency of Last Order



RFM	Customer Segment	R Value (month)	F Value	M Value	R Score	F Score	M Score
211	About to Sleep	2	3	\$99	2	1	1
211	About to Sleep	2	4	\$99	2	1	1
222	About to Sleep	3	5	\$99	2	2	2
233	At Risk	2	6	\$99	2	3	3
144	At Risk	4	7	\$99	1	4	4
244	At Risk	3	7	\$99	2	4	4
255	At Risk	3	8	\$99	2	5	5
111	Lost	6	3	\$99	1	1	1
111	Lost	4	4	\$99	1	1	1
111	Lost	5	4	\$99	1	1	1
111	Lost	8	4	\$99	1	1	1
411	Potential Loyalists	1	4	\$99	4	1	1
511	Potential Loyalists	0	4	\$99	5	1	1
422	Potential Loyalists	1	5	\$99	4	2	2
522	Potential Loyalists	0	5	\$99	5	2	2
533	Potential Loyalists	0	6	\$99	5	3	3
544	Champion	0	7	\$99	5	4	4
455	Champion	1	8	\$99	4	5	5
555	Champion	0	8	\$99	5	5	5

\$418 693M

Total Sales

19K

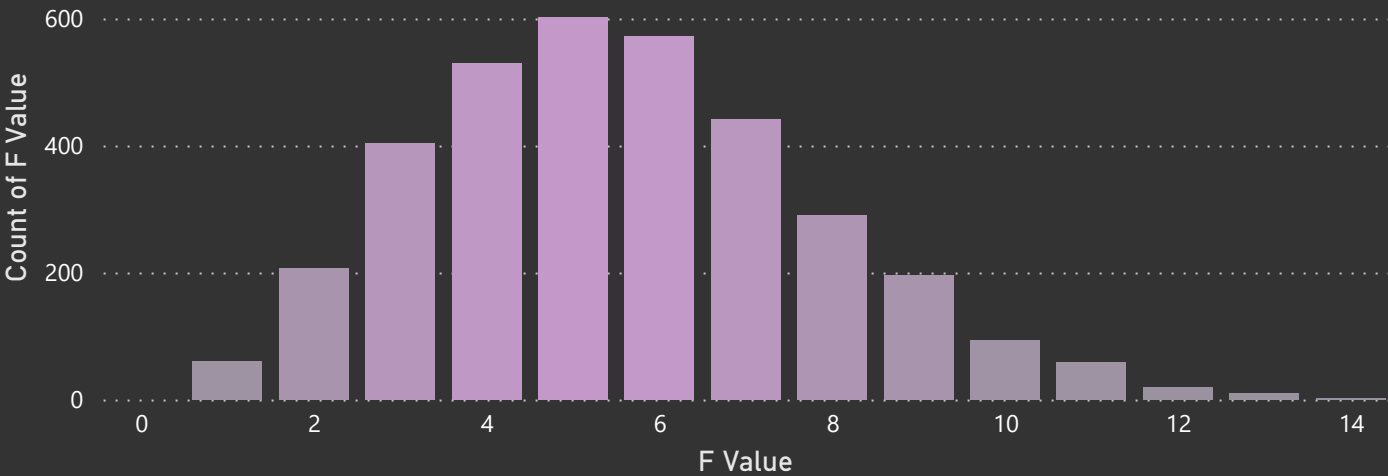
Total Orders

\$11M

Profit

Frequency of Orders

Count of F Value 3 602



Monetary Value of Customer Segments

