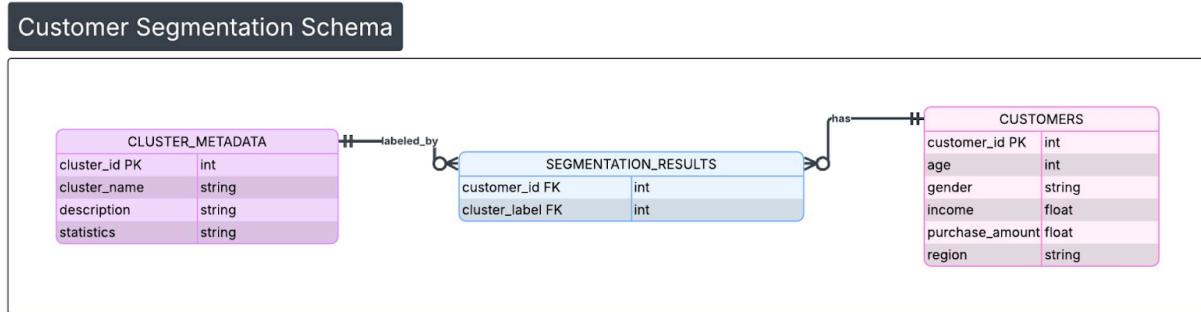
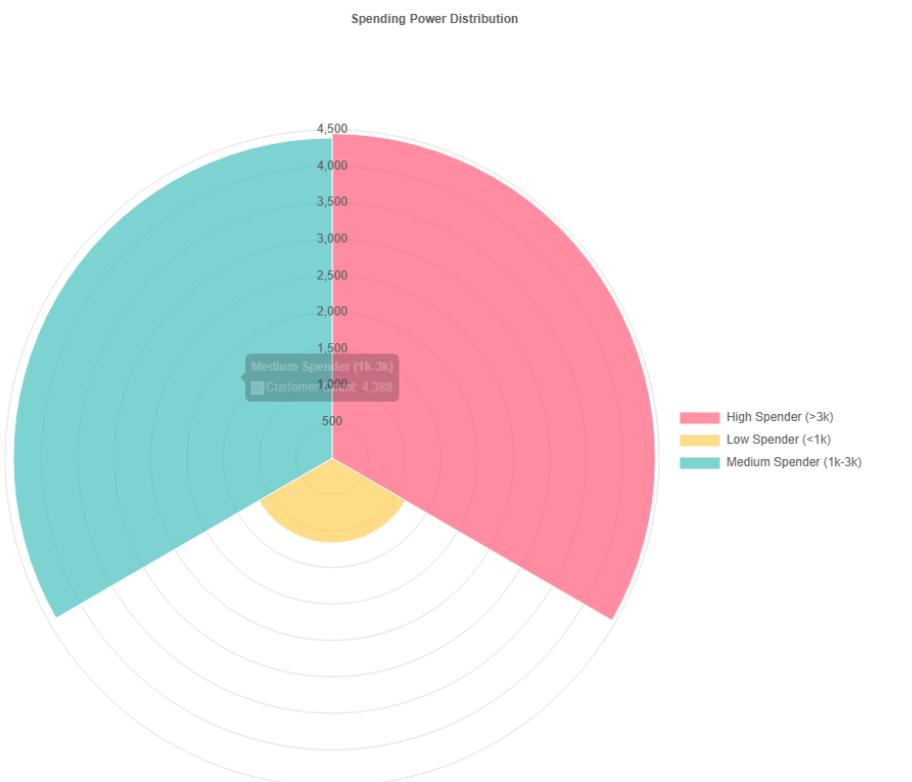


## Diagrams and Visualizations

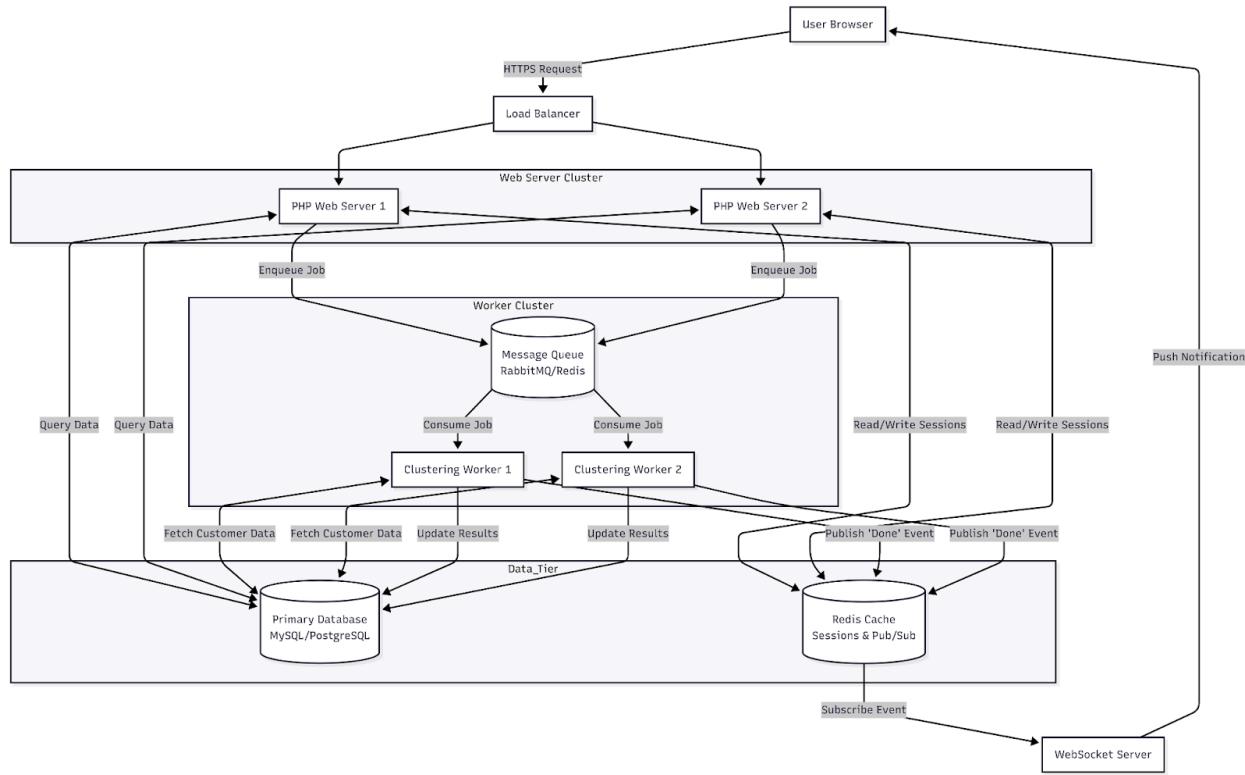
### ERD diagram - 1.2



### Radar chart for Purchase Tier Segmentation:

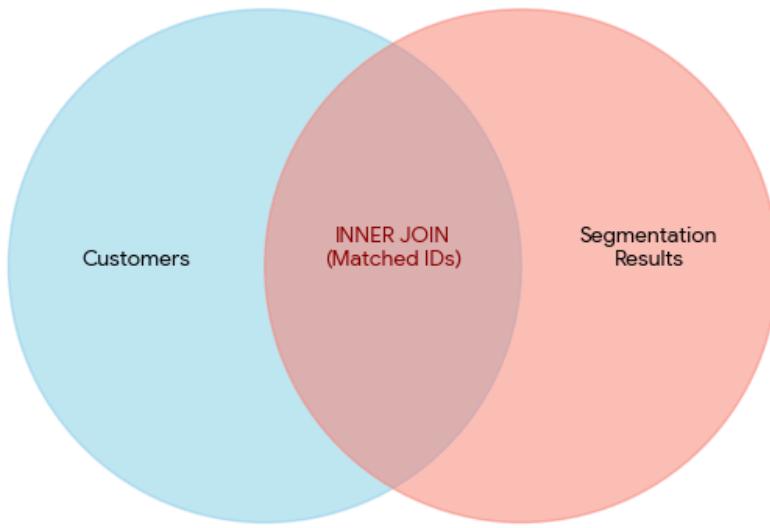


## Architectural Diagram - 6.3



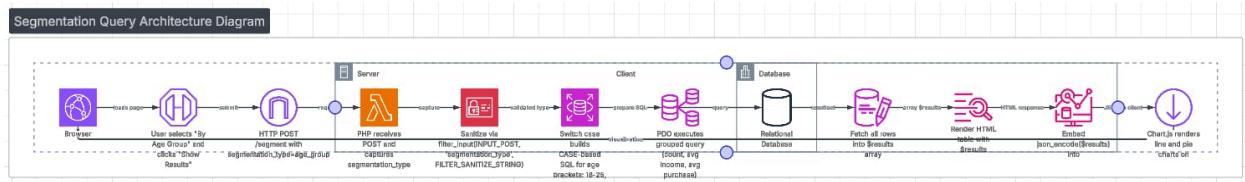
## Venn Diagram of Customers and Segmentation Results:

Venn Diagram: SQL INNER JOIN Operation

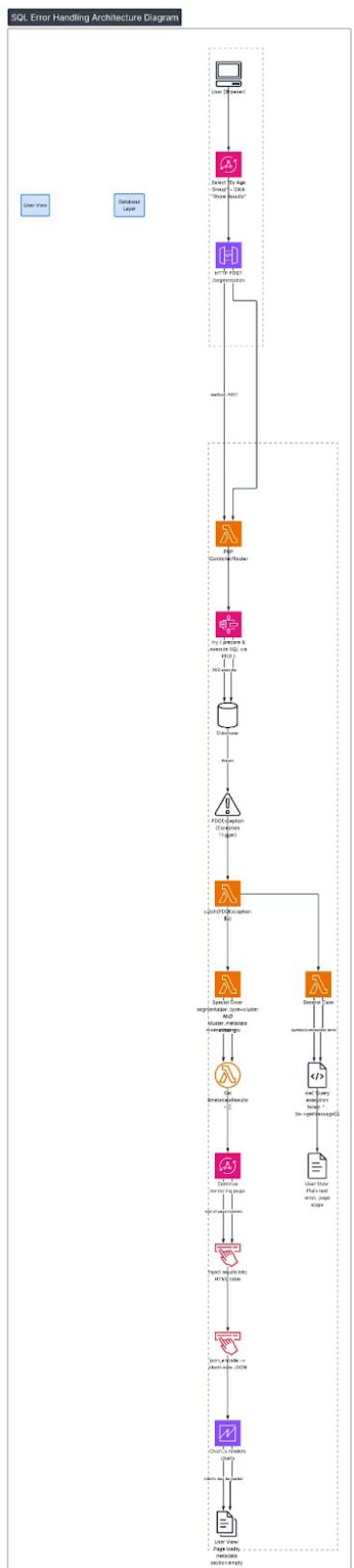


Only records with a matching `customer_id` in BOTH tables are returned.

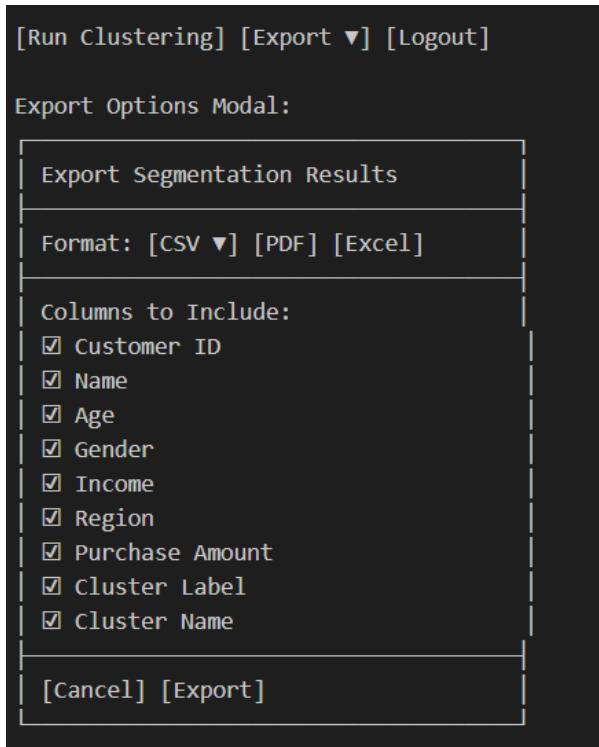
## Segmentation Architecture - 1.3



## Segmentation Architecture - 1.3



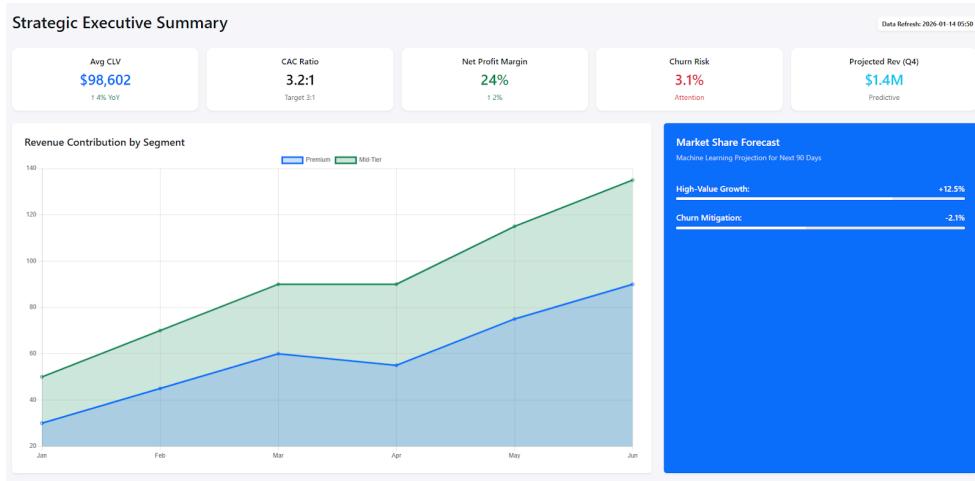
## Mockup Layout:



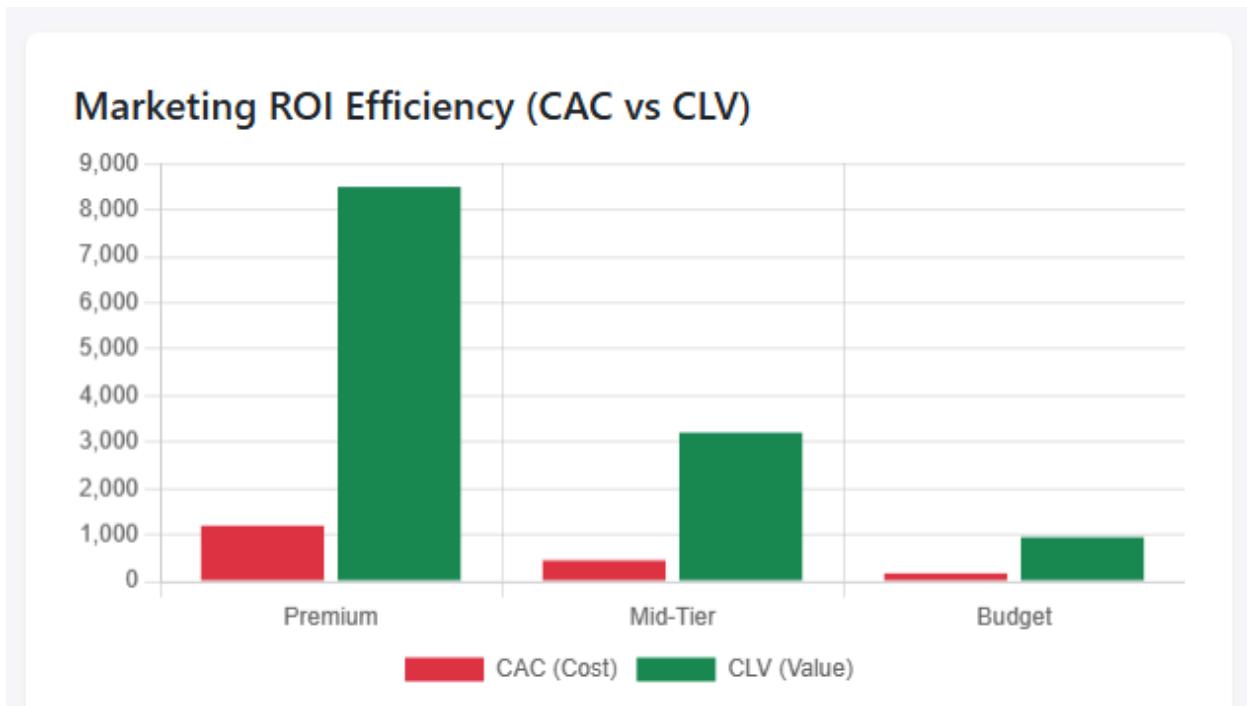
## Export Finalized Layout:

The Export Finalized Layout is a simplified version of the export interface. It features a green header bar with a download icon and the text "Export Segmentation Data". Below the header, the "Export Format" is set to "CSV File". To the right, a "Select Columns to Export" section contains a grid of checkboxes for selecting specific columns. The columns available are Customer Id, Name, Age, Gender, Income, Region, and Purchase Amount. The "Customer Id" and "Purchase Amount" checkboxes are checked. On the far right, there is a large green "Export" button with a download icon, and a smaller "Select All" button below it.

## Dashboard for Executives:



## Marketing ROI Efficiency Bar Chart:



## Executive Design Revenue Forecast Layout:

### Executive Revenue Forecaster

Current Monthly Revenue (\$)

Target Growth (e.g. 0.05)

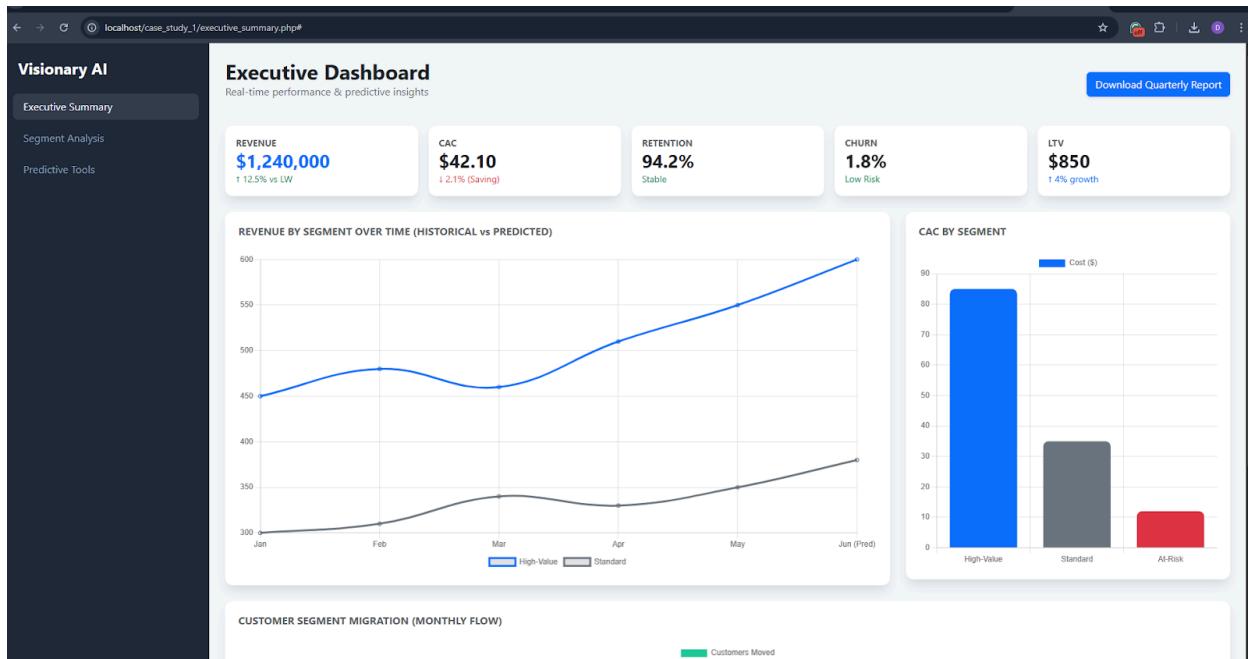
Generate Forecast

PROJECTED REVENUE (NEXT MONTH)

# \$52,500.00

Confidence: 92%

## Executive Dashboard Wideframe Version:



# CLV Tier Distribution Distribution

## CLV Tier Distribution

Customer Lifetime Value segmentation based on calculated CLV percentiles

Platinum Tier	Gold Tier	Silver Tier	Bronze Tier
<b>2,500 customers</b> 25.00% of total customers CLV Range: \$28,035.63 - \$89,976.06 Avg CLV: \$48,205.88	<b>2,500 customers</b> 25.00% of total customers CLV Range: \$12,316.20 - \$28,012.80 Avg CLV: \$18,826.76	<b>2,500 customers</b> 25.00% of total customers CLV Range: \$4,833.07 - \$12,312.27 Avg CLV: \$8,175.30	<b>2,500 customers</b> 25.00% of total customers CLV Range: \$400.42 - \$4,831.78 Avg CLV: \$2,604.19

## CLV Tier Statistics

Tier	Customers	Percentage	CLV Range	Avg CLV	Avg Income	Avg Age	Avg Purchase
Platinum	2,500	25.00%	\$28,035.63 - \$89,976.06	\$48,205.88	\$69,149.33	52 years	\$4,186.28
Gold	2,500	25.00%	\$12,316.20 - \$28,012.80	\$18,826.76	\$53,963.01	51 years	\$3,223.47
Silver	2,500	25.00%	\$4,833.07 - \$12,312.27	\$8,175.30	\$49,511.21	47 years	\$2,369.29
Bronze	2,500	25.00%	\$400.42 - \$4,831.78	\$2,604.19	\$47,529.86	42.2 years	\$1,198.16

## Sample Customers by CLV Tier

Platinum Tier Customers (Top 5 by CLV)							
ID	Name	Age	Gender	Region	Income	Purchase Amount	CLV
6476	Pedro Rivera	66	Male	CAR	\$86,603.77	\$4,998.67	\$89,976.06
1153	Jose Rodriguez	57	Other	Region VIII	\$98,908.99	\$4,995.62	\$89,921.16
4581	Ana Fernandez	58	Other	Region I	\$90,441.27	\$4,995.50	\$89,919.00
2576	Maria Dela Cruz	60	Female	CAR	\$87,247.90	\$4,993.86	\$89,889.48

Bronze Tier Customers (Top 5 by CLV)							
ID	Name	Age	Gender	Region	Income	Purchase Amount	CLV
5611	Elena Martinez	25	Male	Region XII	\$73,211.02	\$1,342.16	\$4,831.78
9641	Pedro Torres	40	Female	Region IV-A	\$83,400.83	\$1,342.02	\$4,831.27
2463	Maria Torres	78	Other	Region XII	\$15,159.57	\$1,341.89	\$4,830.80
5402	Carlos Torres	65	Female	Region VIII	\$72,325.22	\$1,006.14	\$4,829.47
9111	Carmen Dela Cruz	71	Male	BARMM	\$57,851.59	\$1,340.81	\$4,826.92

... and 2495 more customers

## CLV Tier Insights & Recommendations

- Key Insights:
- Total Customers Segmented: 10,000
  - Highest Value Tier (Platinum): Top 25% of customers by CLV
  - Revenue Concentration: Platinum and Gold tiers (top 50%) represent the majority of lifetime value
  - Targeted Marketing: Focus premium services and loyalty programs on higher tiers