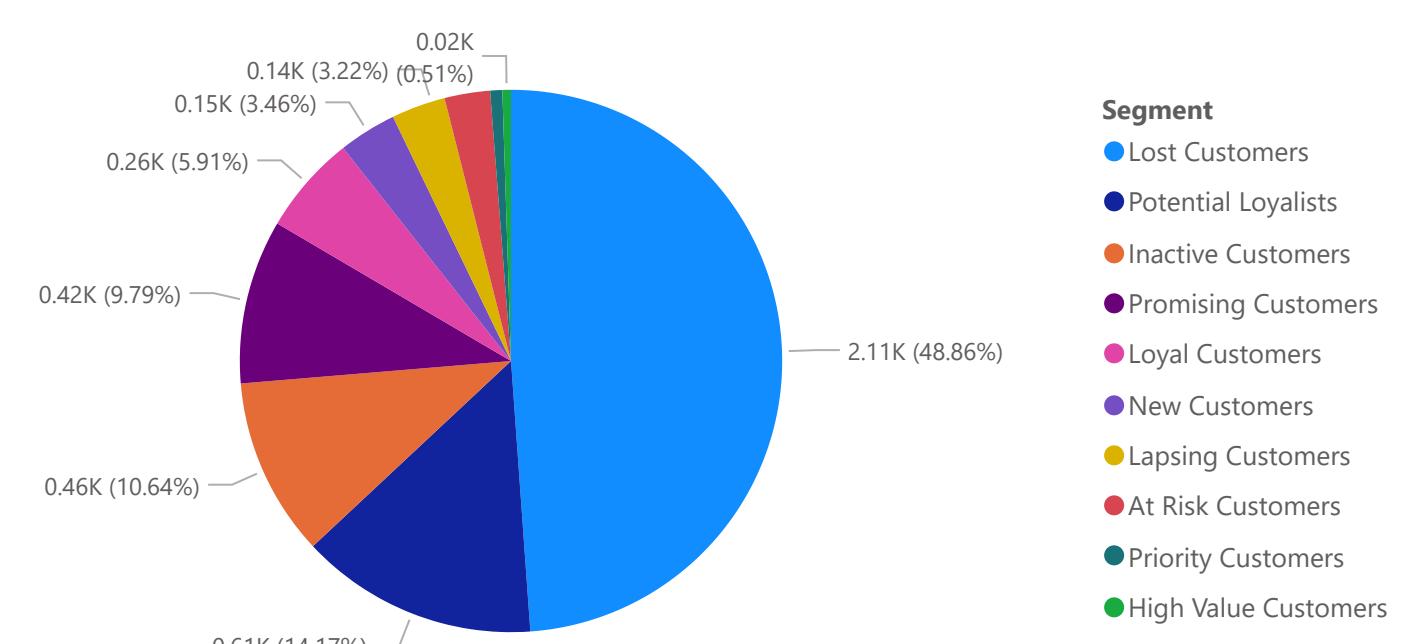
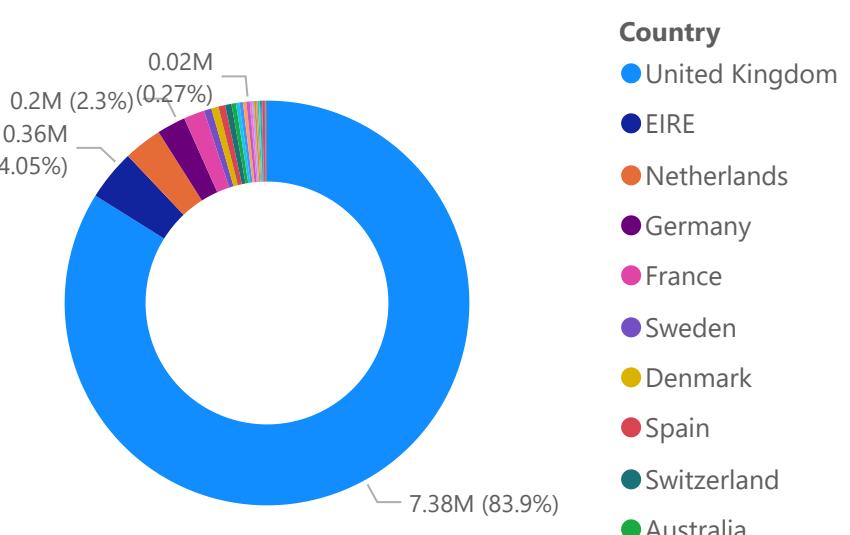
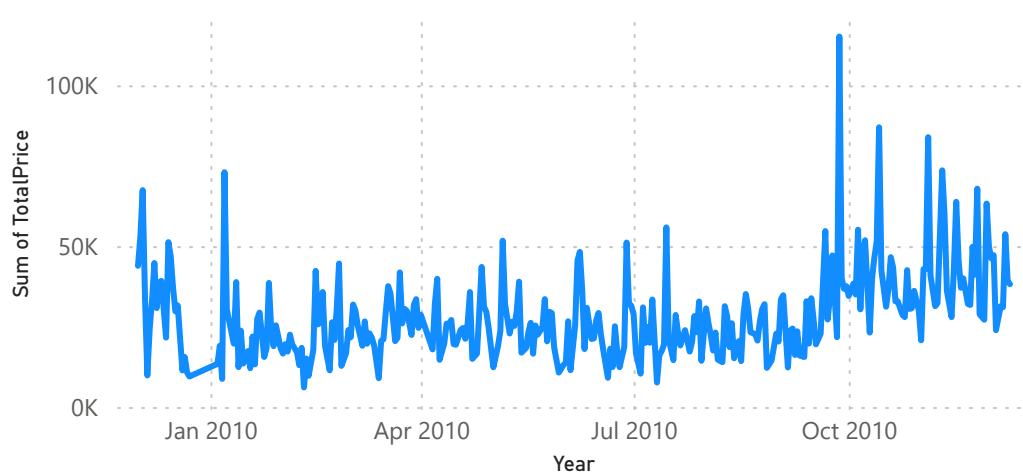
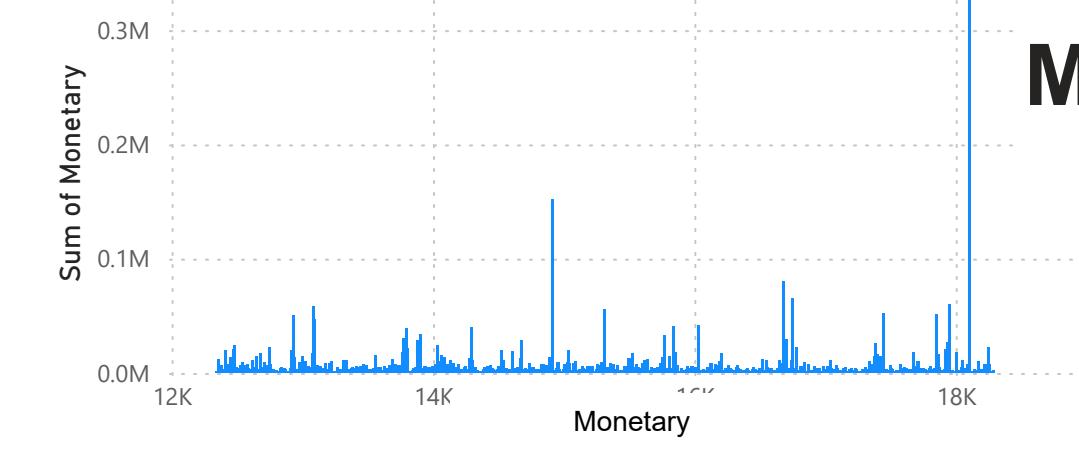
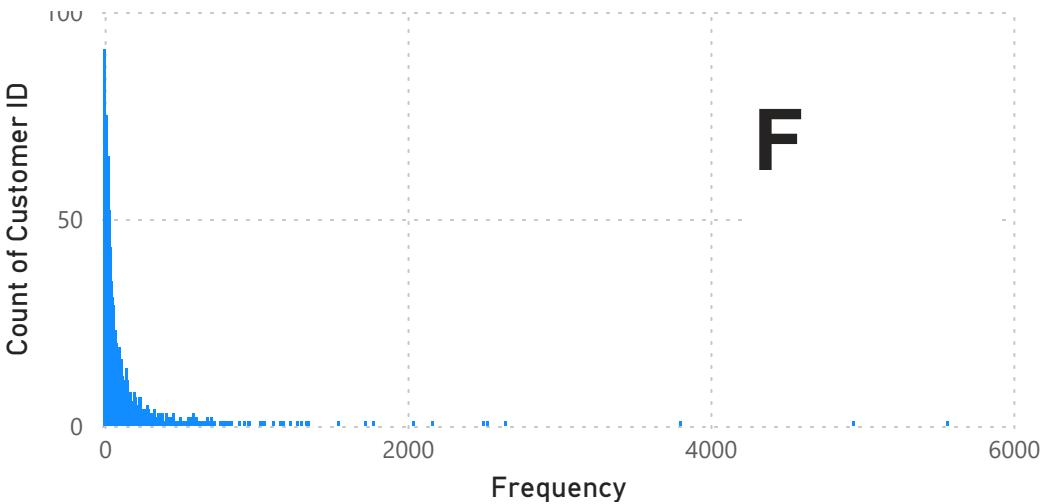
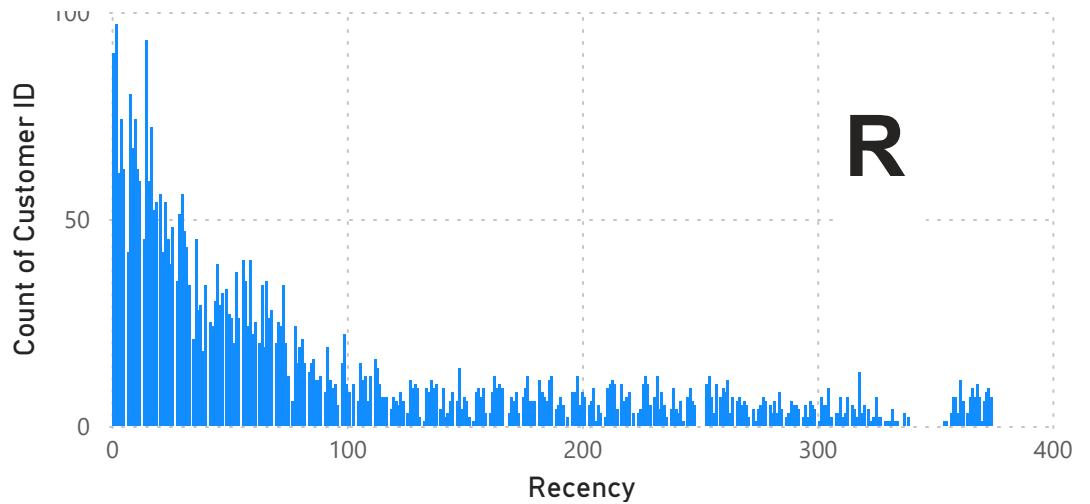
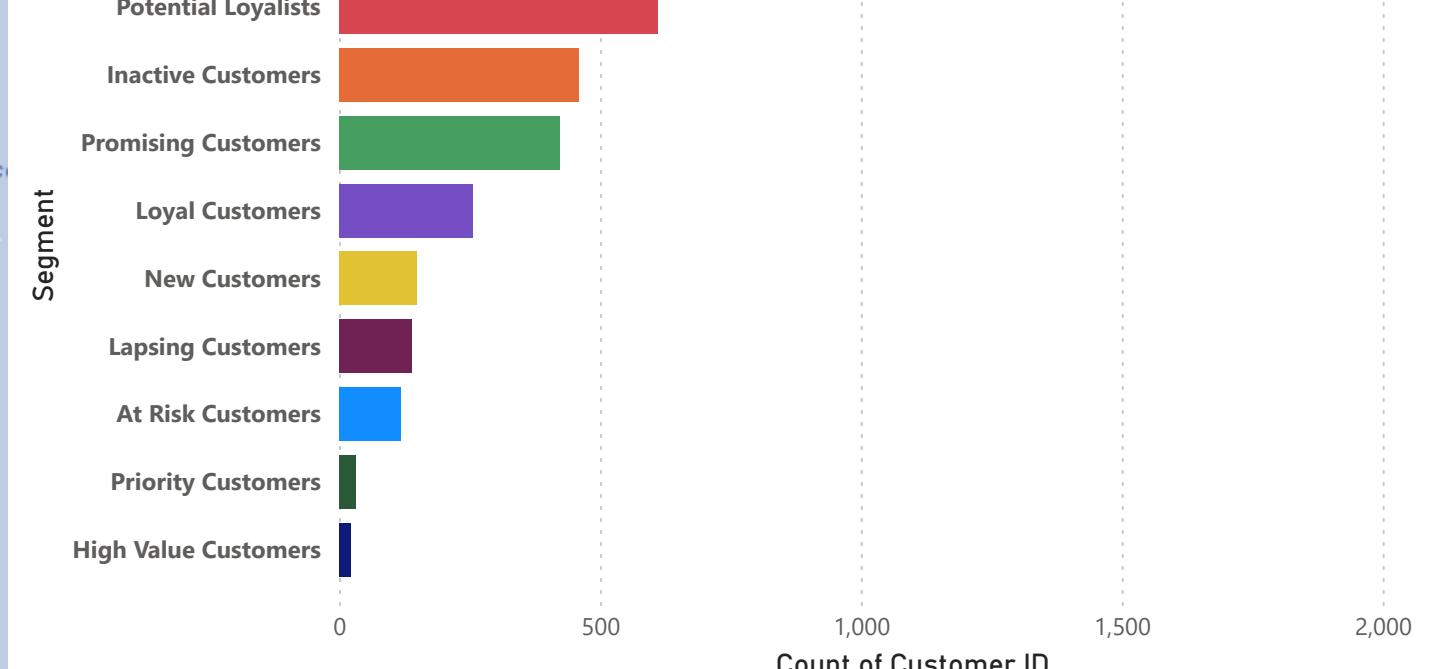


RFM - ANALYSIS & SEGMENTATION YEAR (2009-2010)



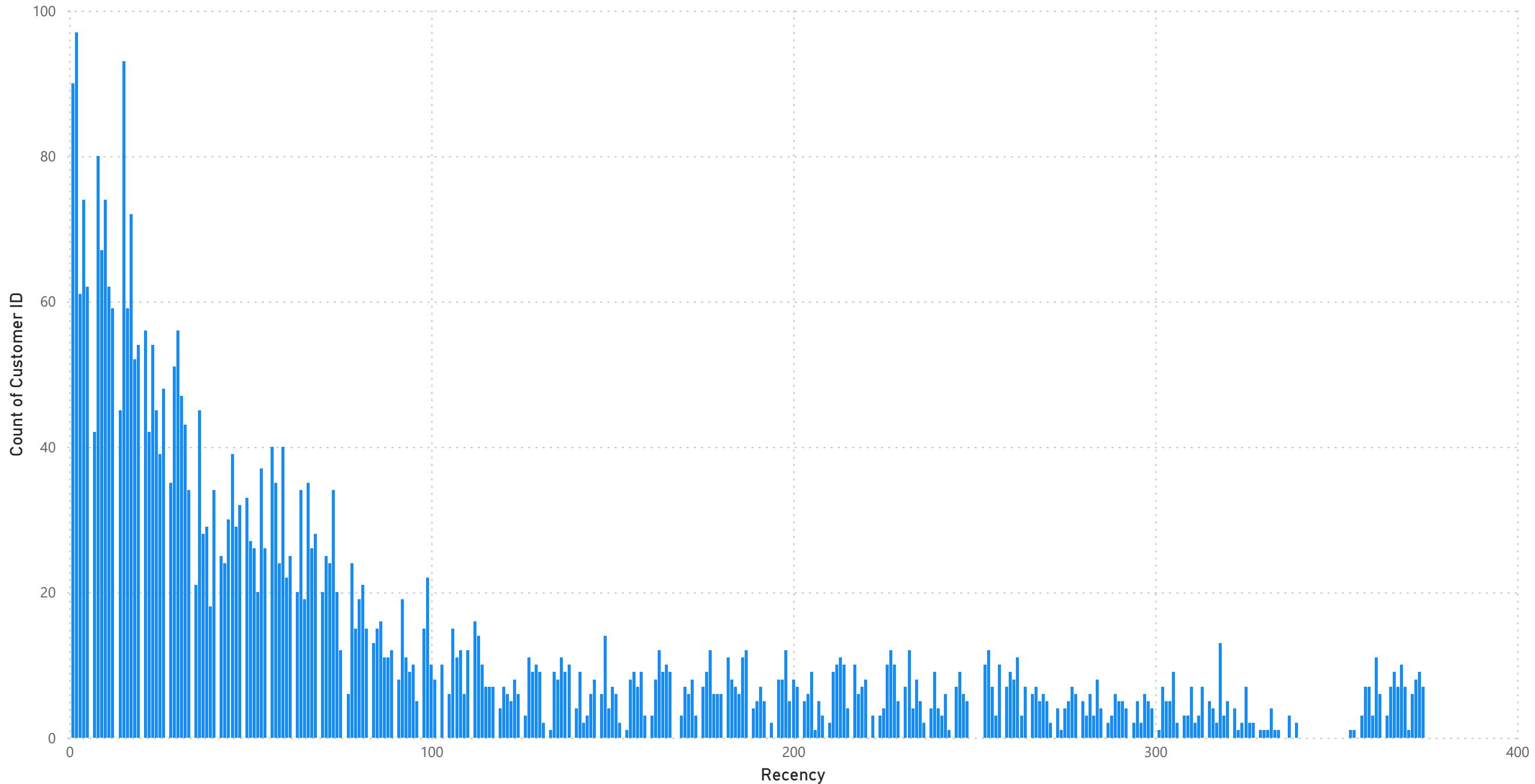
Segment ● At Risk Cust... ● High Value C... ● Inactive Cust... ● Lapsing Cust... ● Lost Custo... ● Loyal Cust... ● New Cust... ● Potential L... ● Priority C... ● Promisin...

Country Segmentation

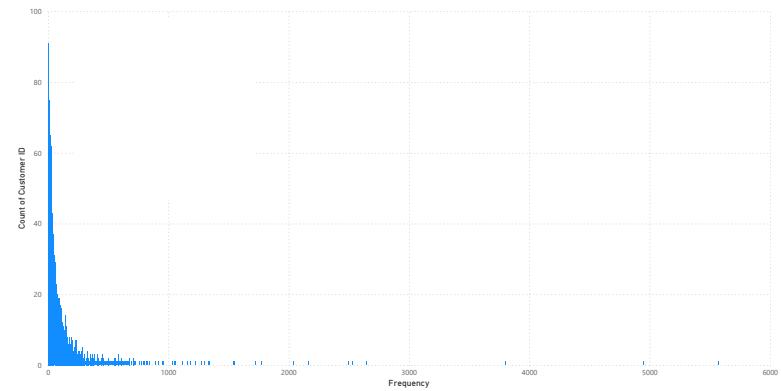


Customer Segmentation

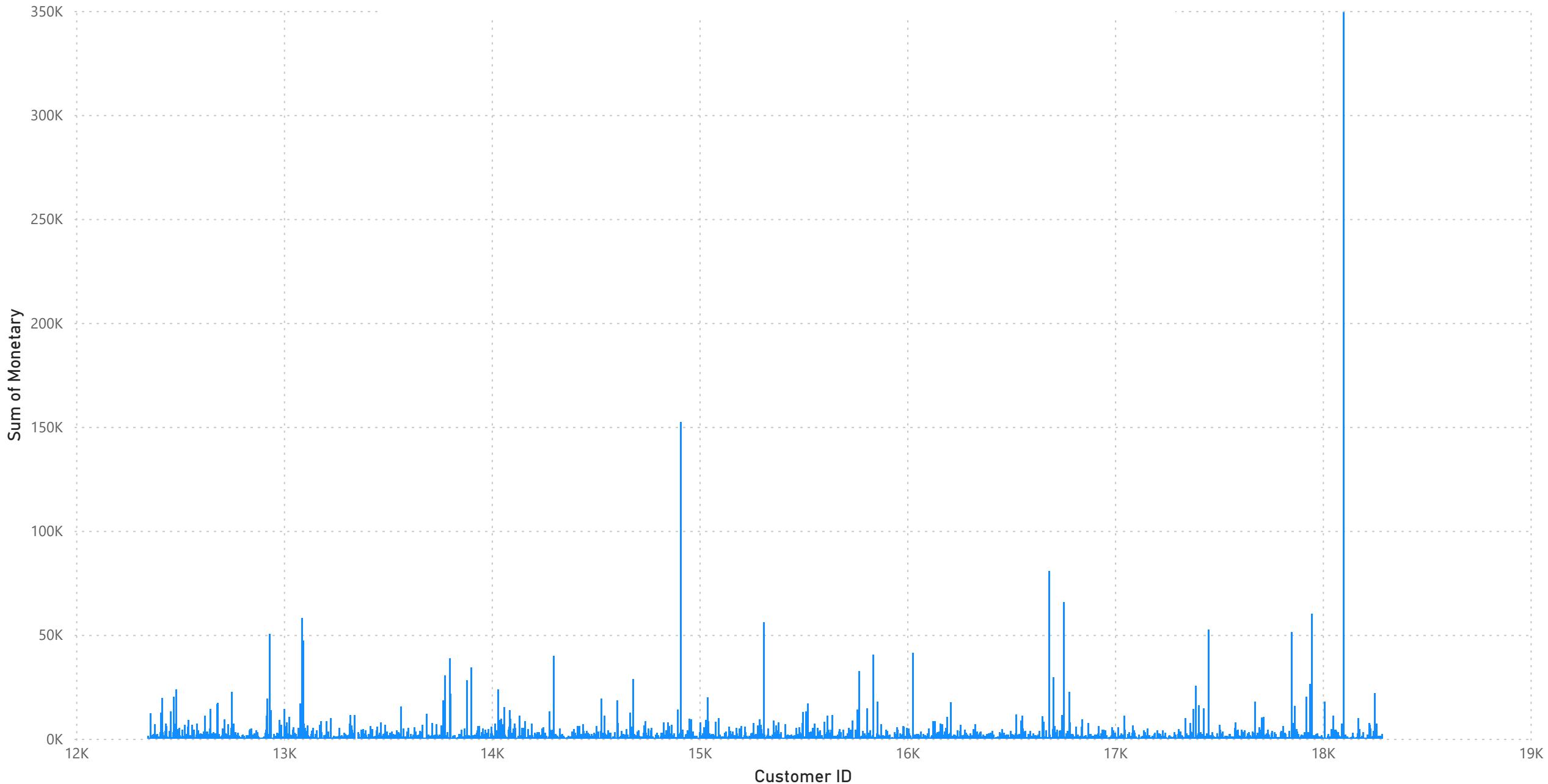
Recency Year (2009-2010)



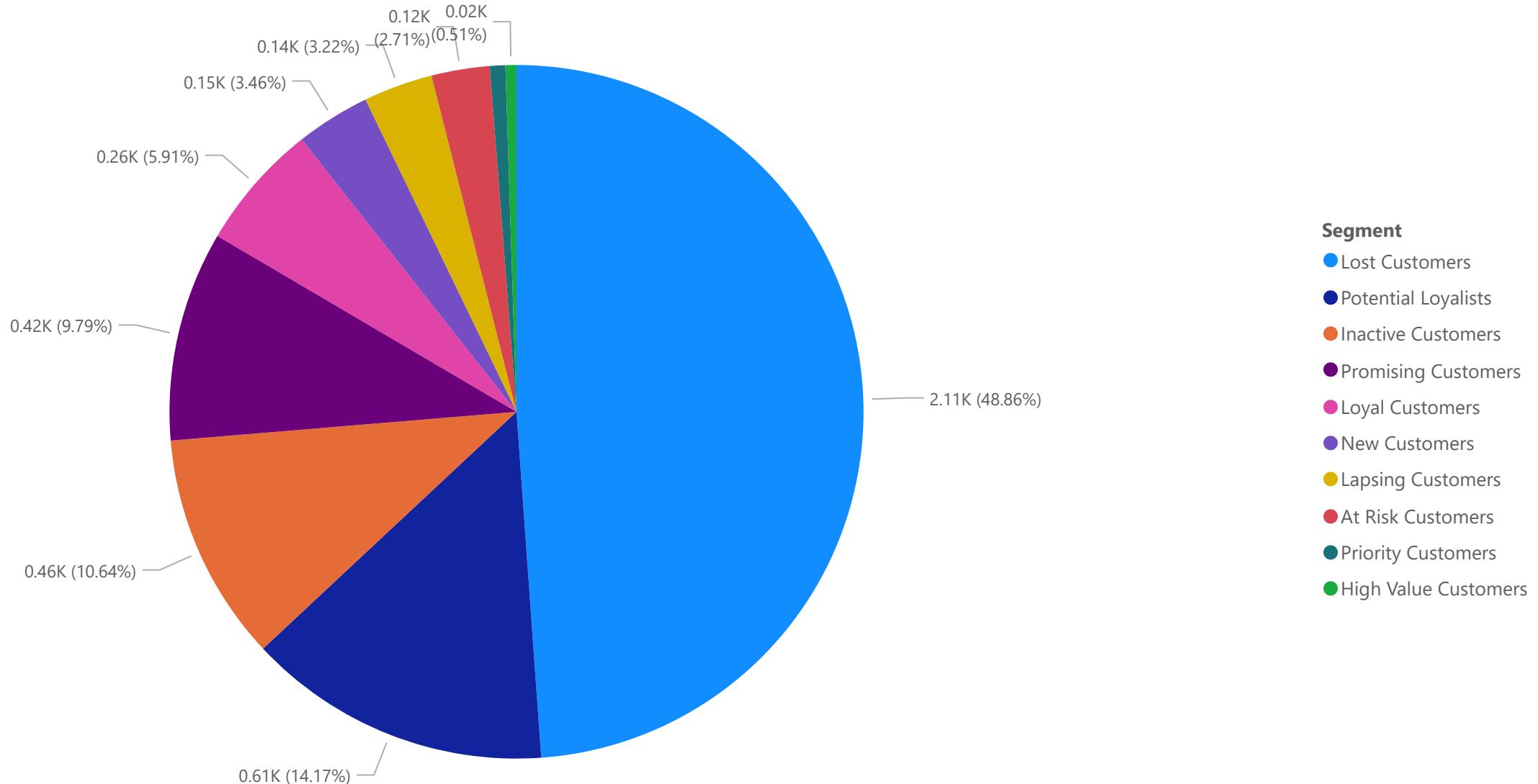
Frequency Year (2009-2010)



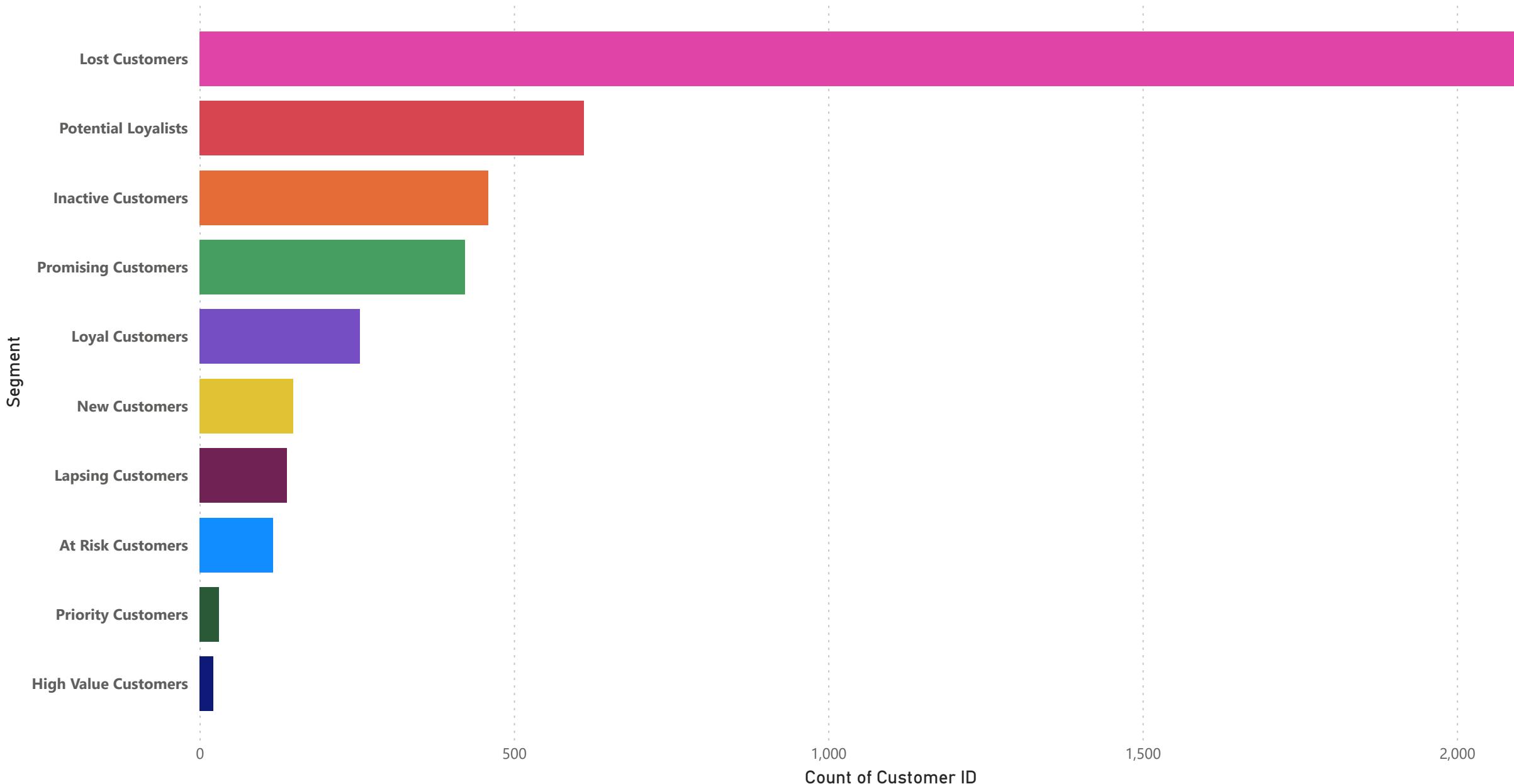
Monetary Year (2009-2010)



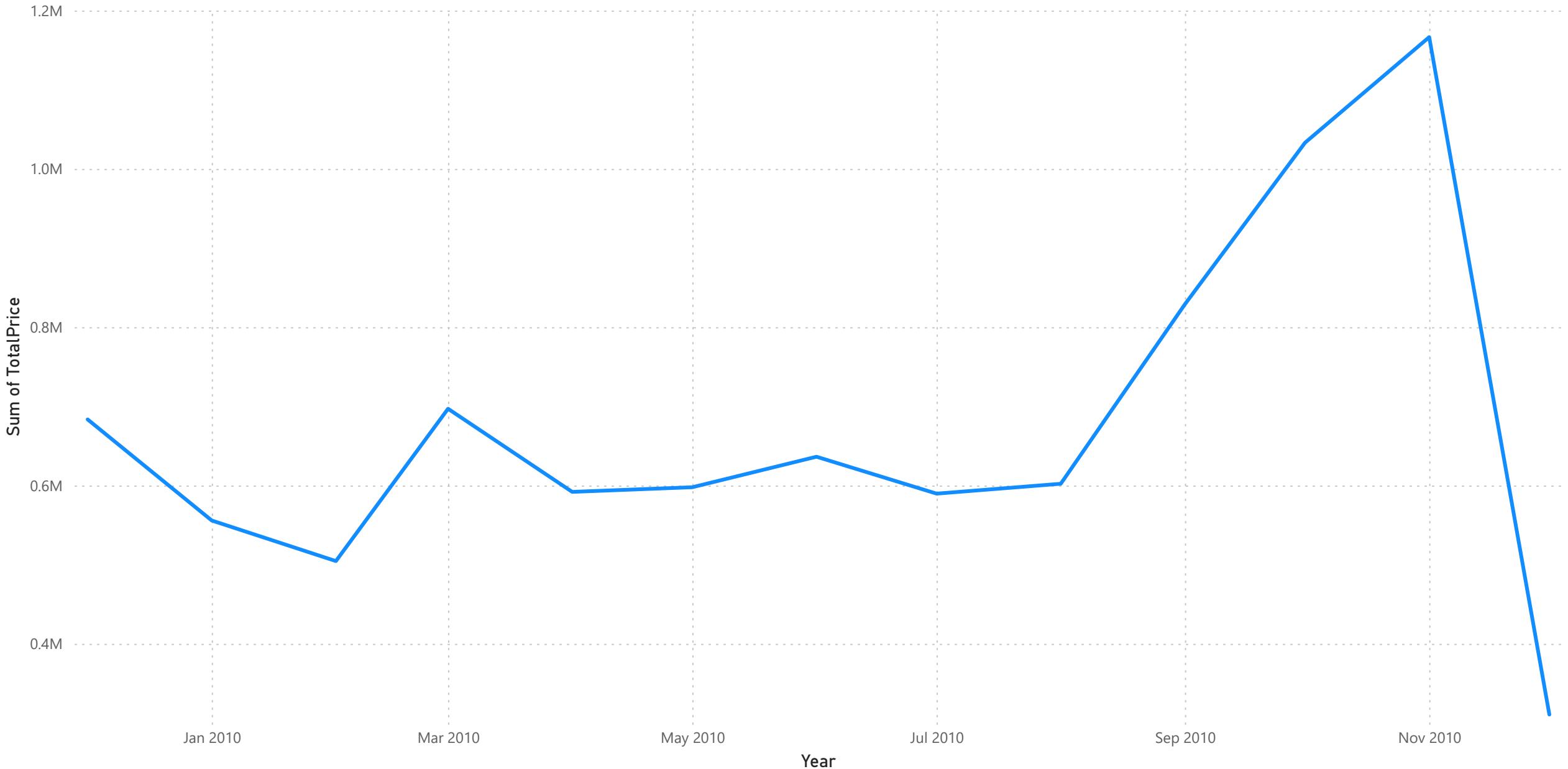
Customer Segmentation (2009-2010)



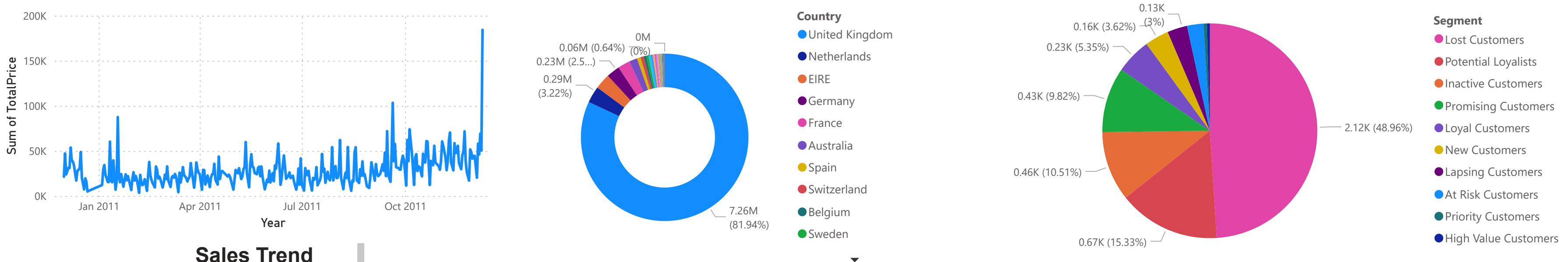
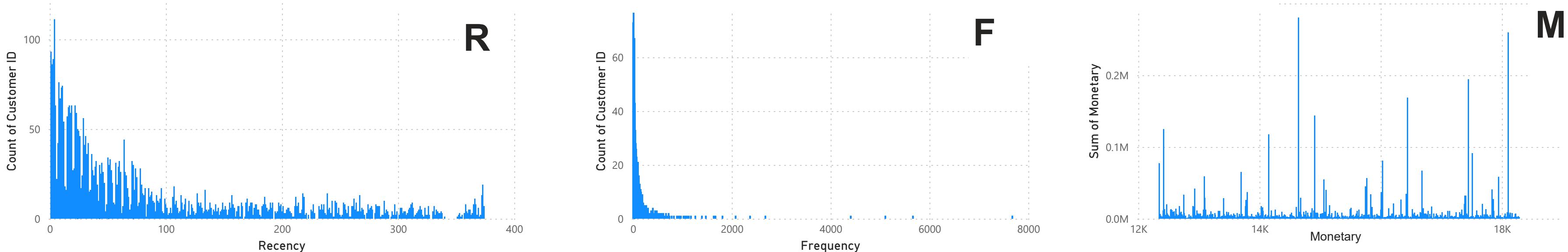
Customers Segmentation (2009-2010)



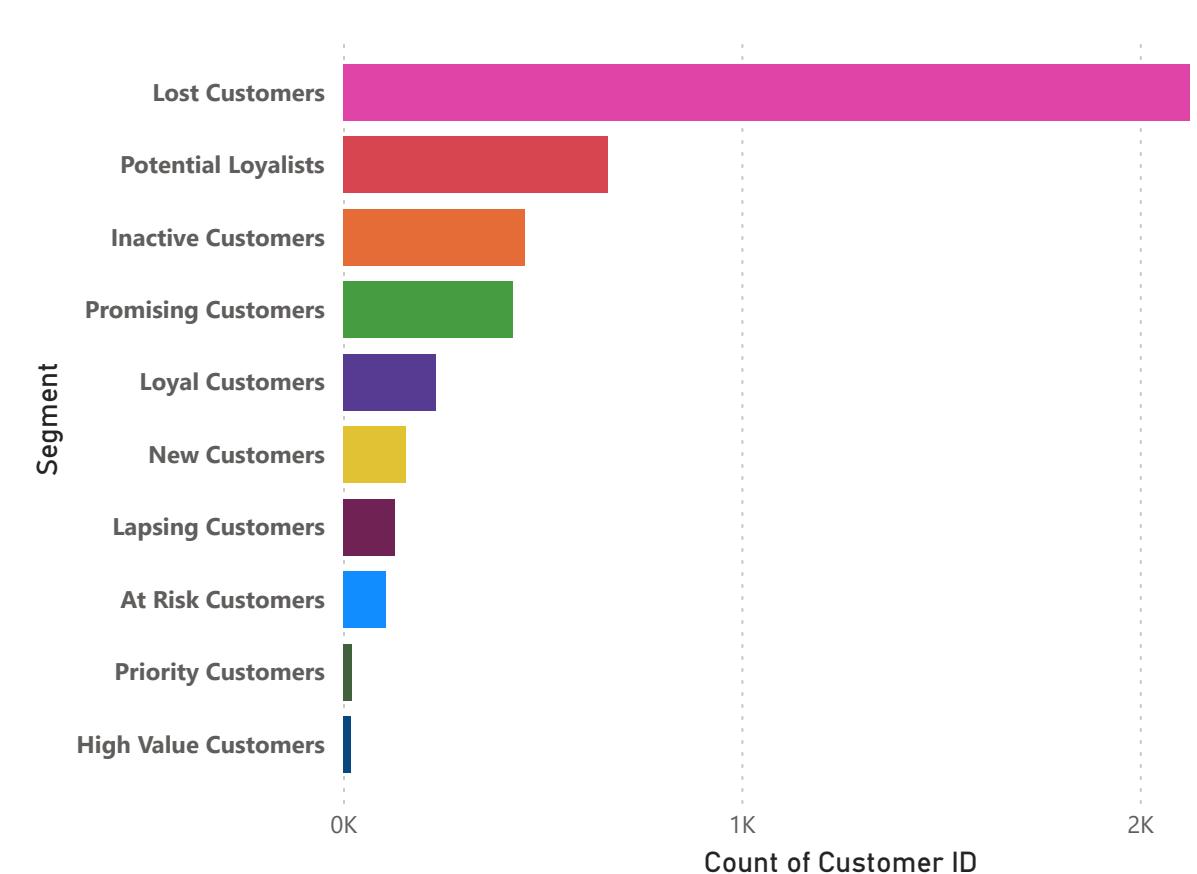
Sales Trend Analysis (2009-2010)



RFM - ANALYSIS & SEGMENTATION YEAR (2010-2011)

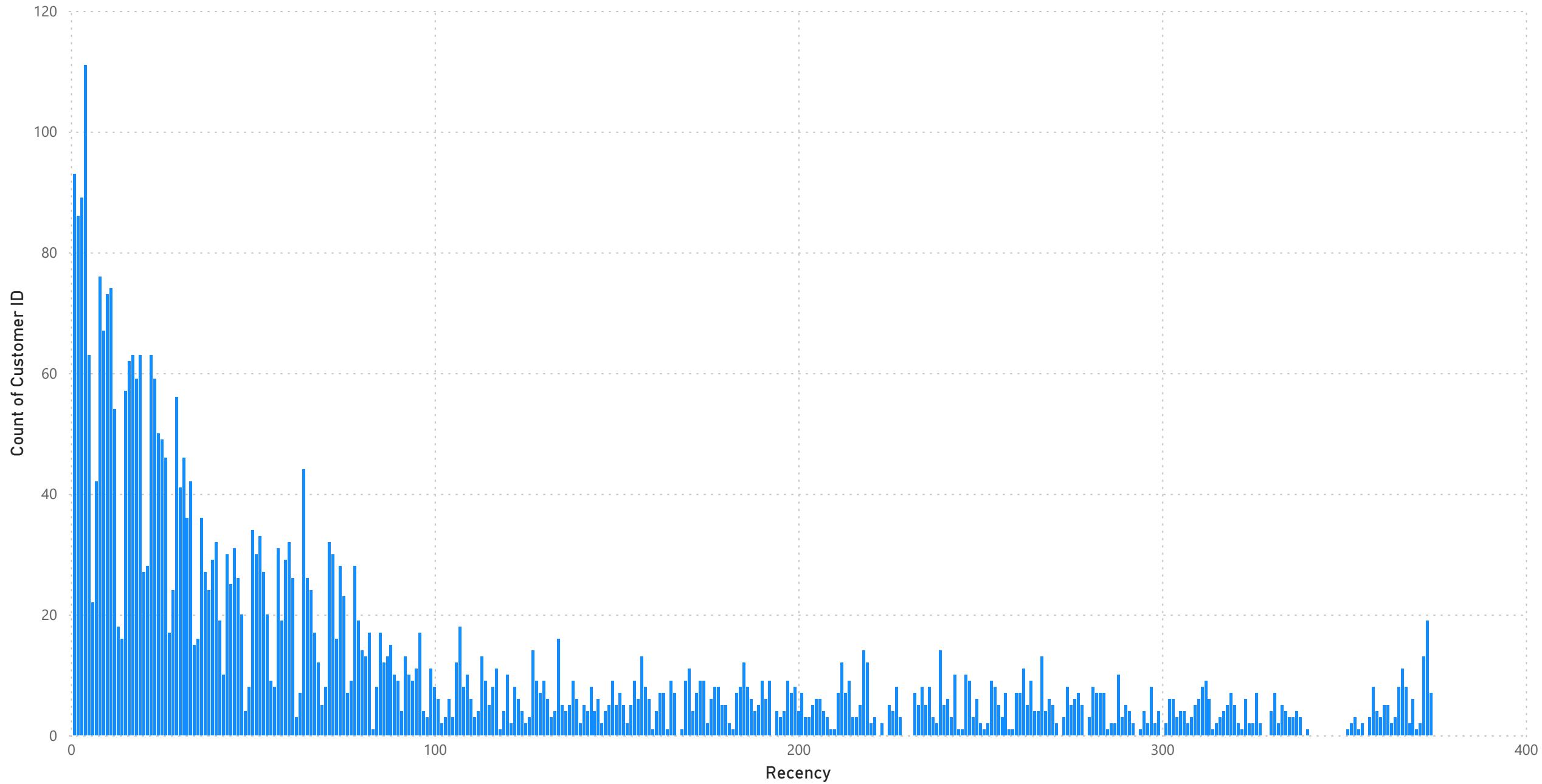


Country Segmentation

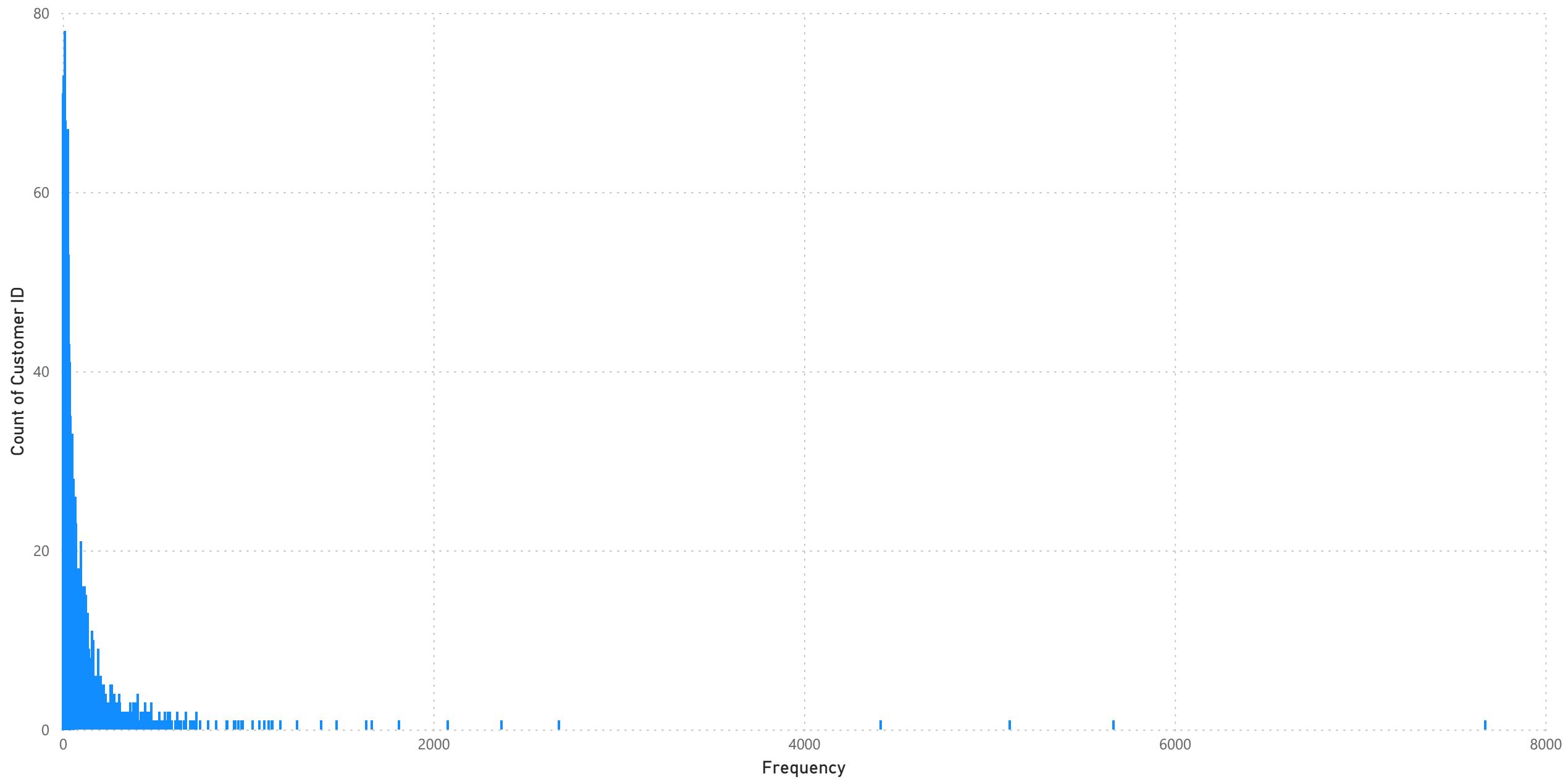


Customer Segmentation

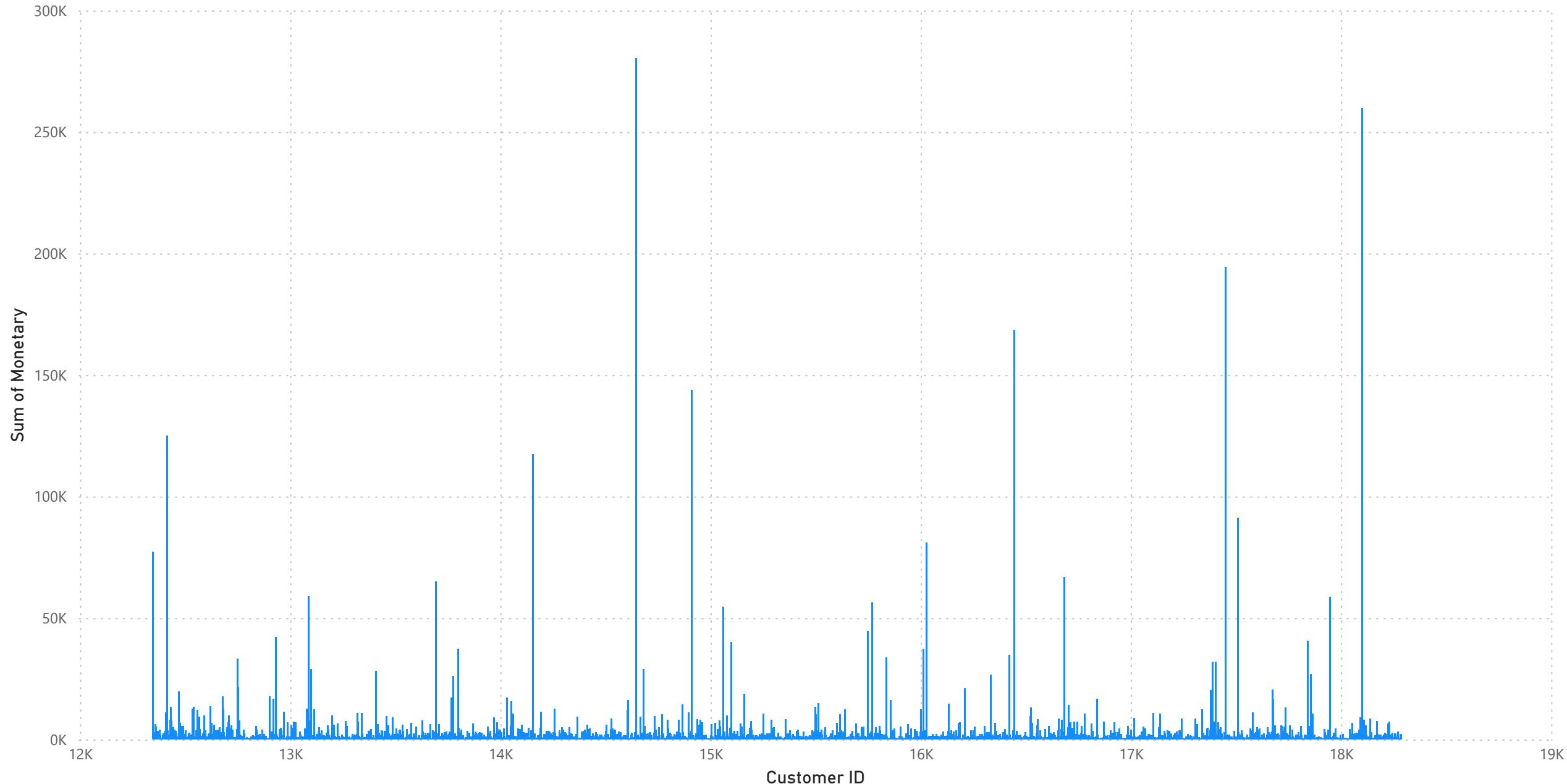
Recency (2010-2011)



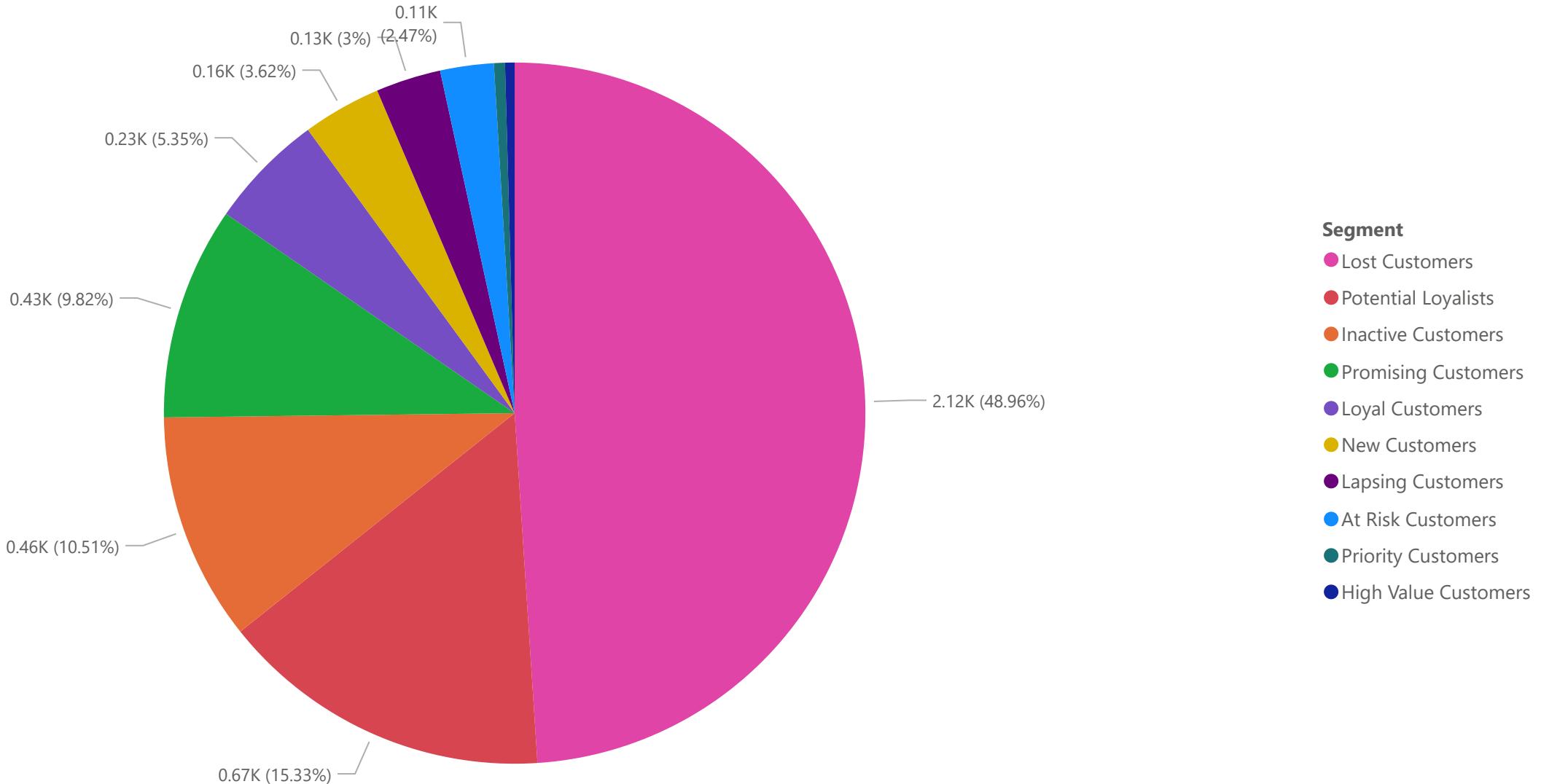
Frequency (2010-2011)



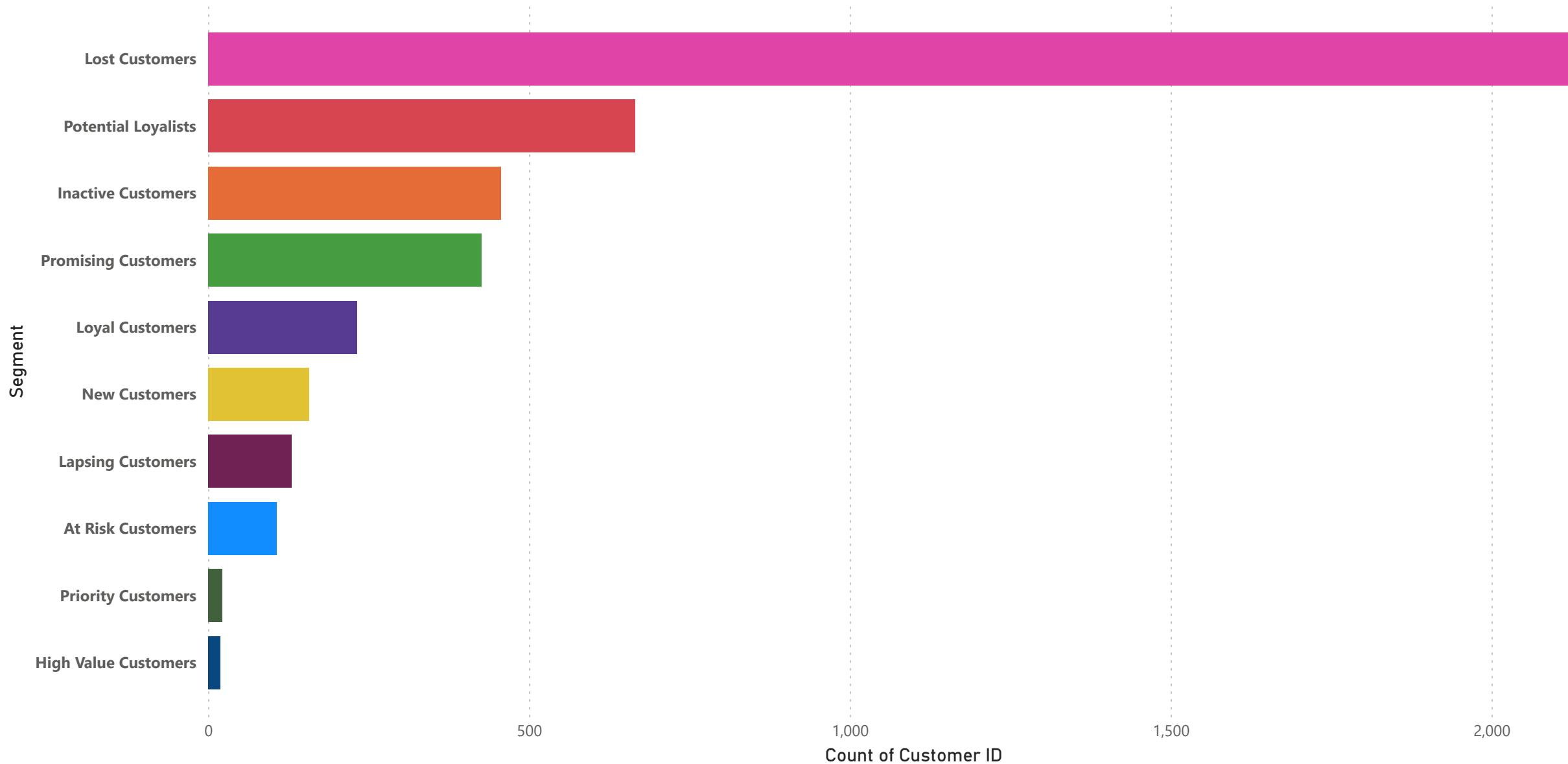
Monetary Year (2010-2011)



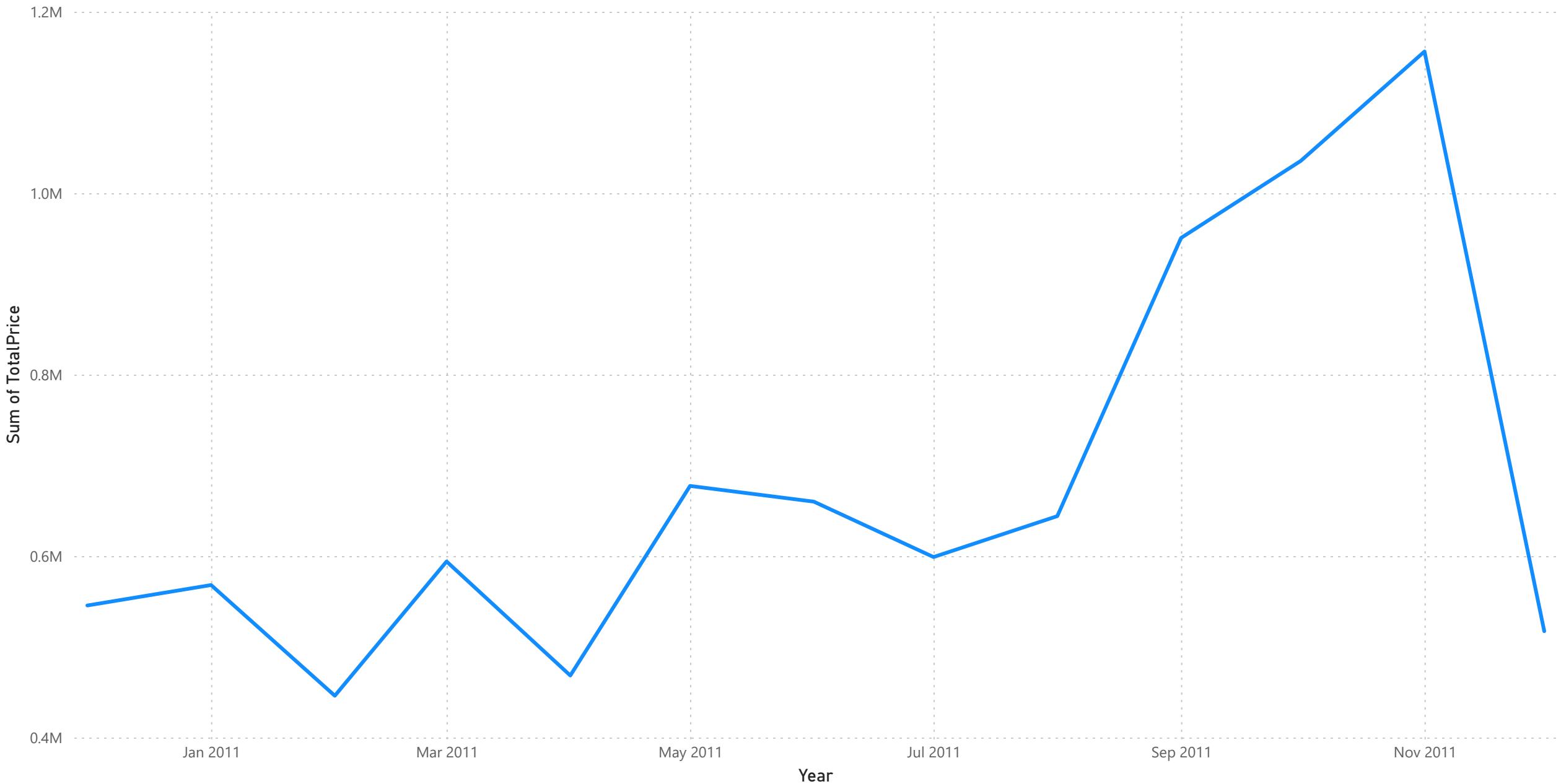
Customers Segmentation (2010-2011)



Customers Segmentation (2010-2011)

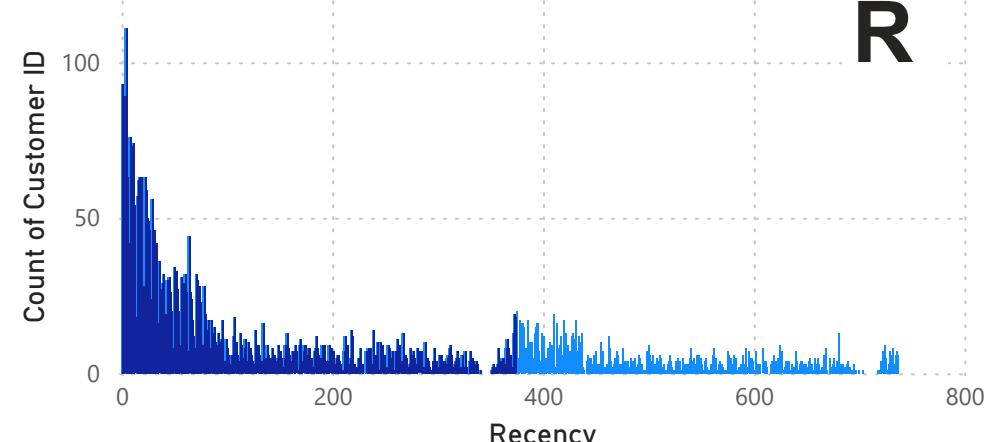


Sales Trend Analysis (2010-2011)

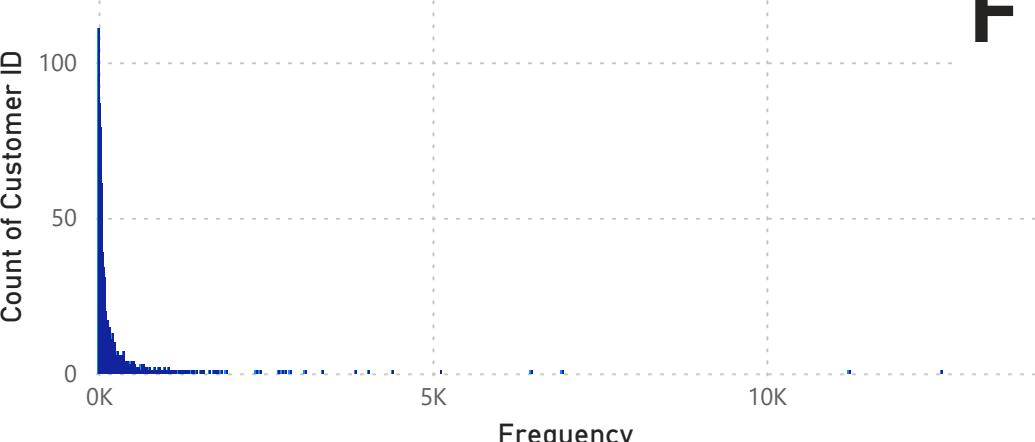


RFM - ANALYSIS & SEGMENTATION YEAR (2009-2011)

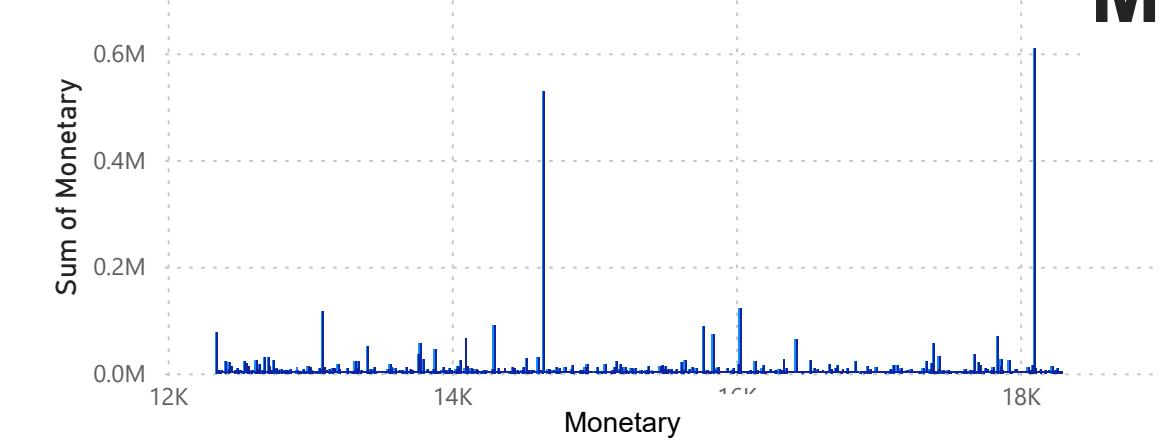
Year ● 2009-2010 ● 2010-2011



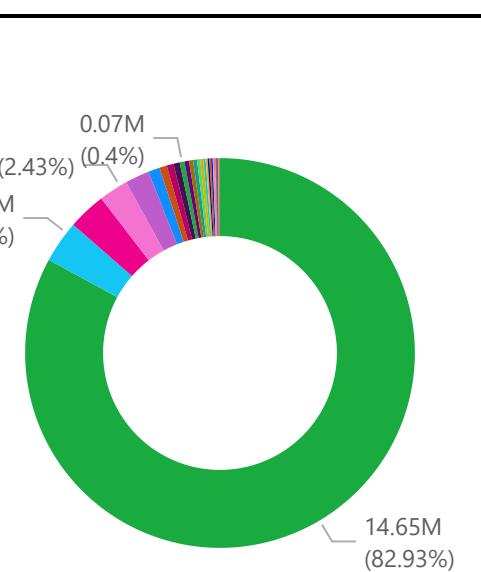
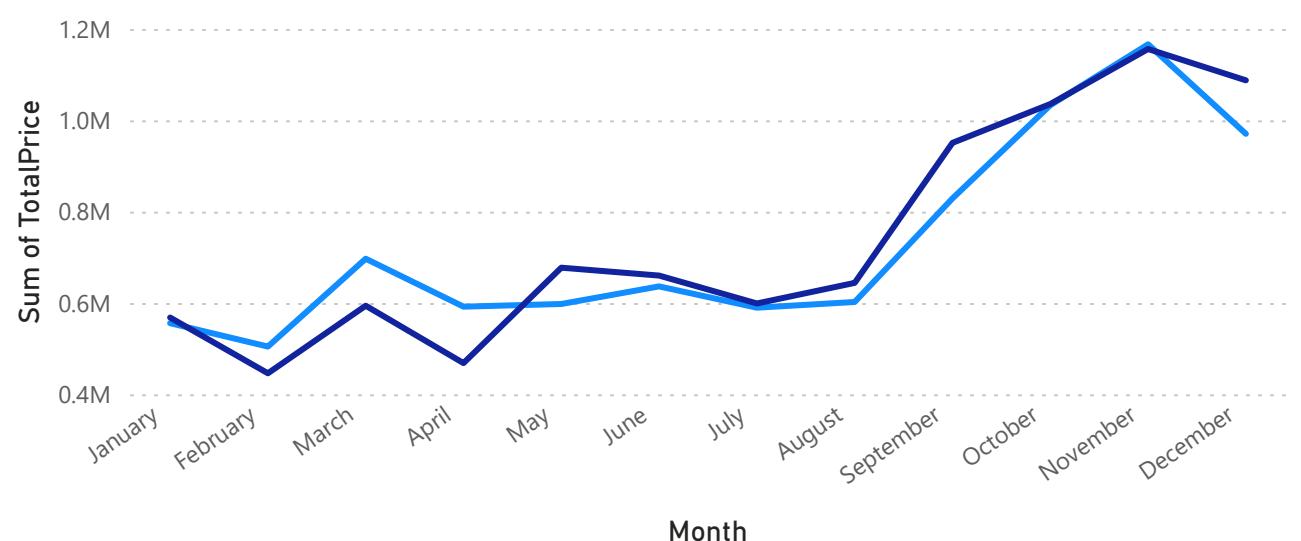
Year ● 2009-2010 ● 2010-2011



Year ● 2009-2010 ● 2010-2011



Year ● 2009-2010 ● 2010-2011

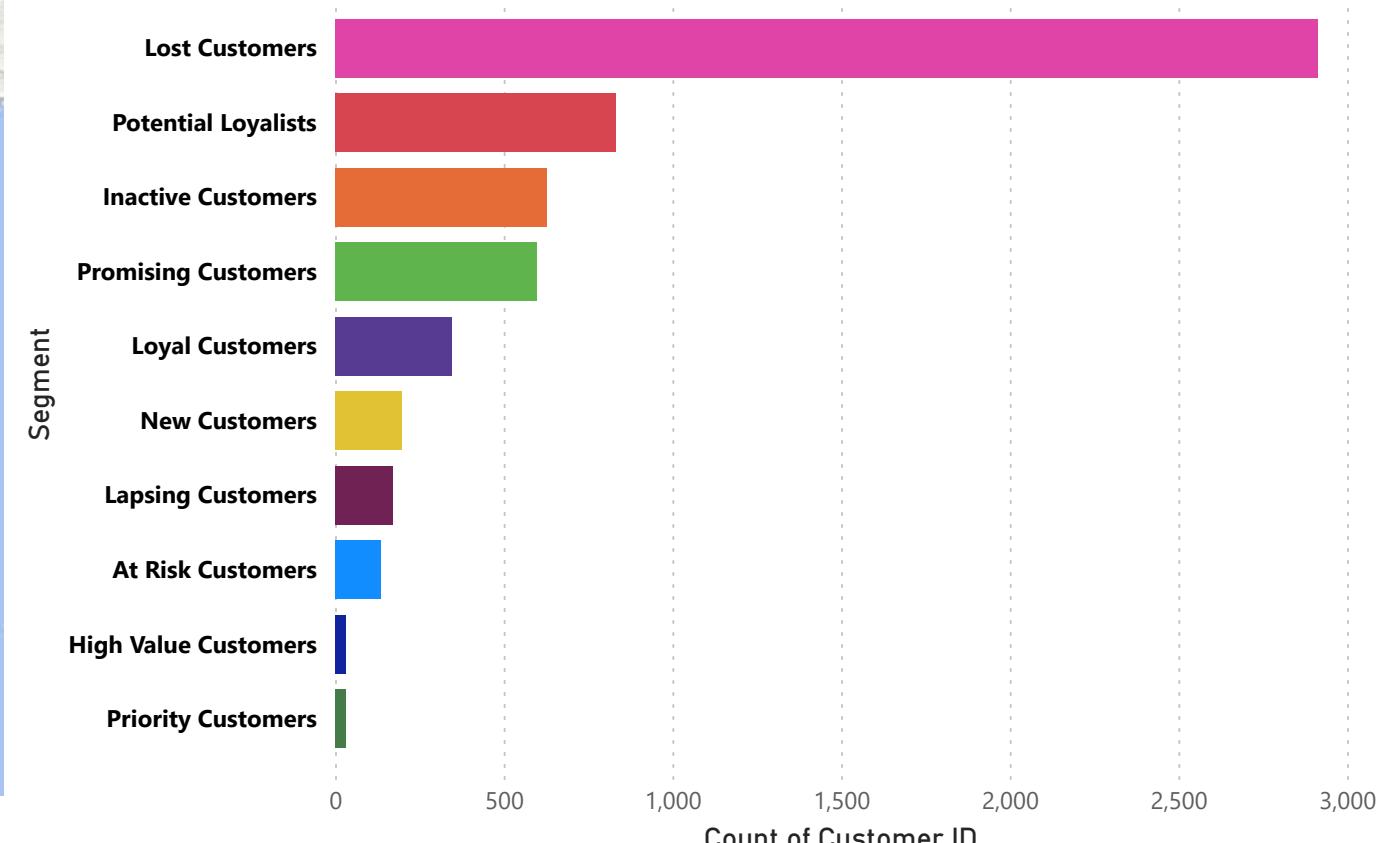
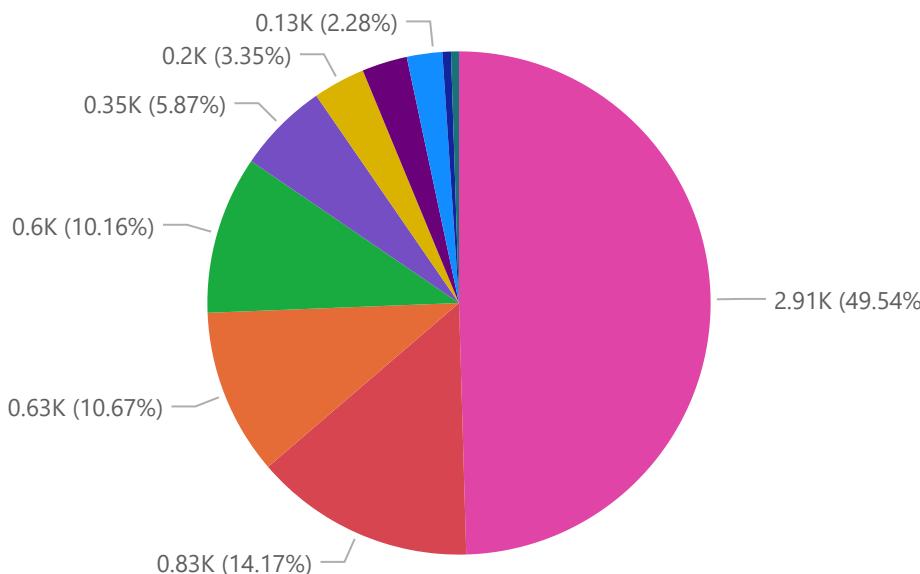


Country

- United Kingdom
- EIRE
- Netherlands
- Germany
- France
- Australia
- Spain
- Switzerland
- Sweden
- Denmark
- Belgium
- Norway

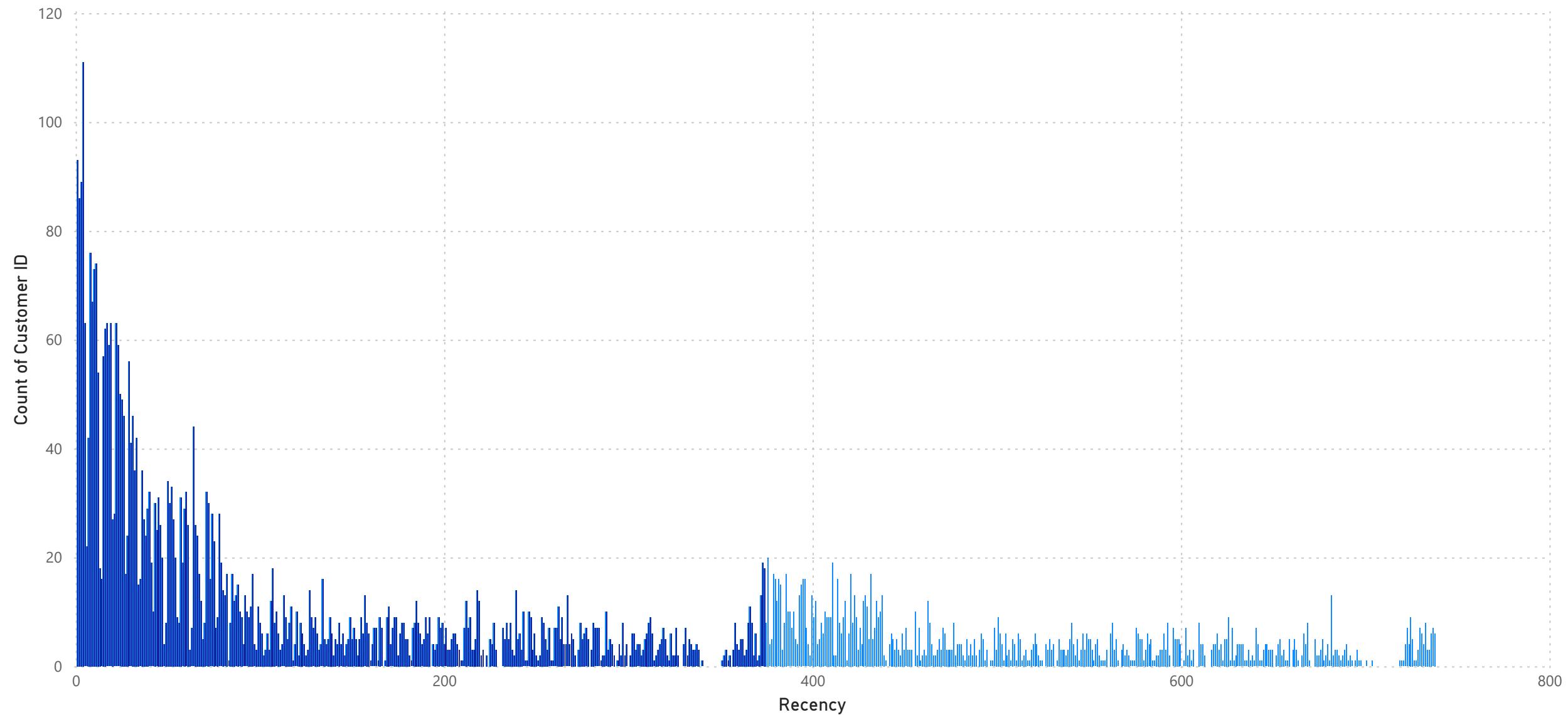
Segment

- Lost Customers
- Potential Loyalists
- Inactive Customers
- Promising Customers
- Loyal Customers
- New Customers
- Lapsing Customers
- At Risk Customers
- High Value Customers
- Priority Customers



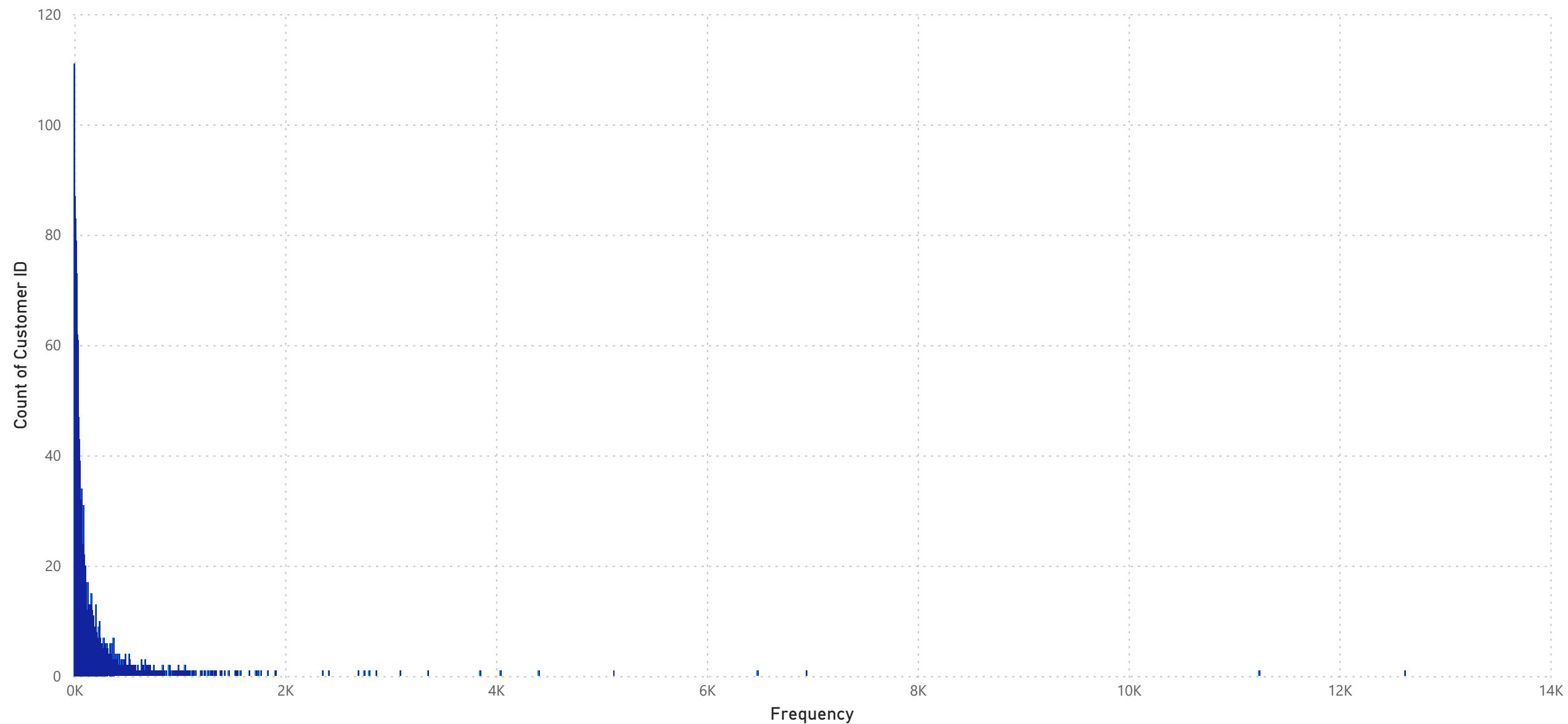
Recency (2009-2011)

Year ● 2009-2010 ● 2010-2011



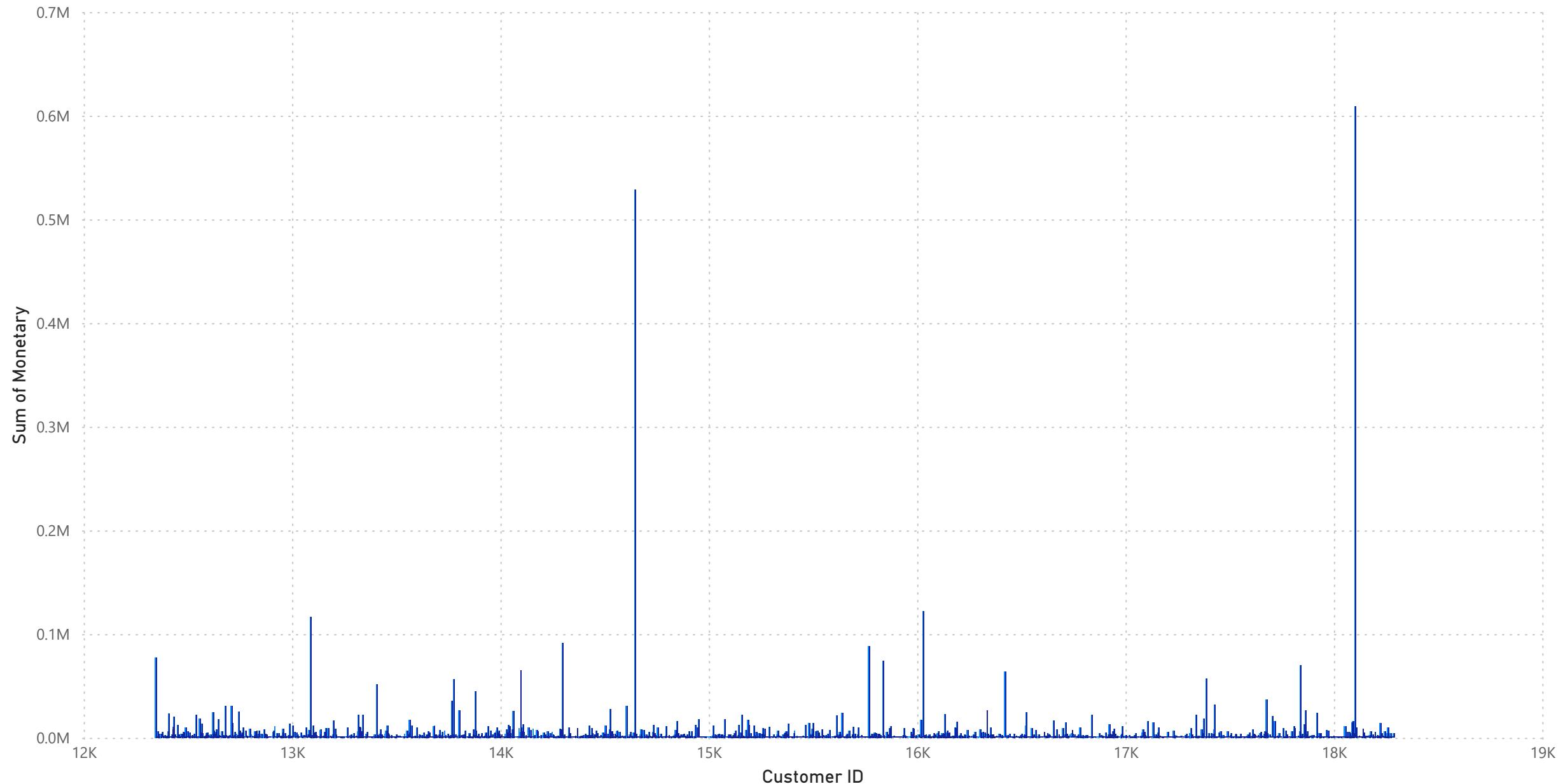
Frequency (2009-2011)

Year ● 2009-2010 ● 2010-2011

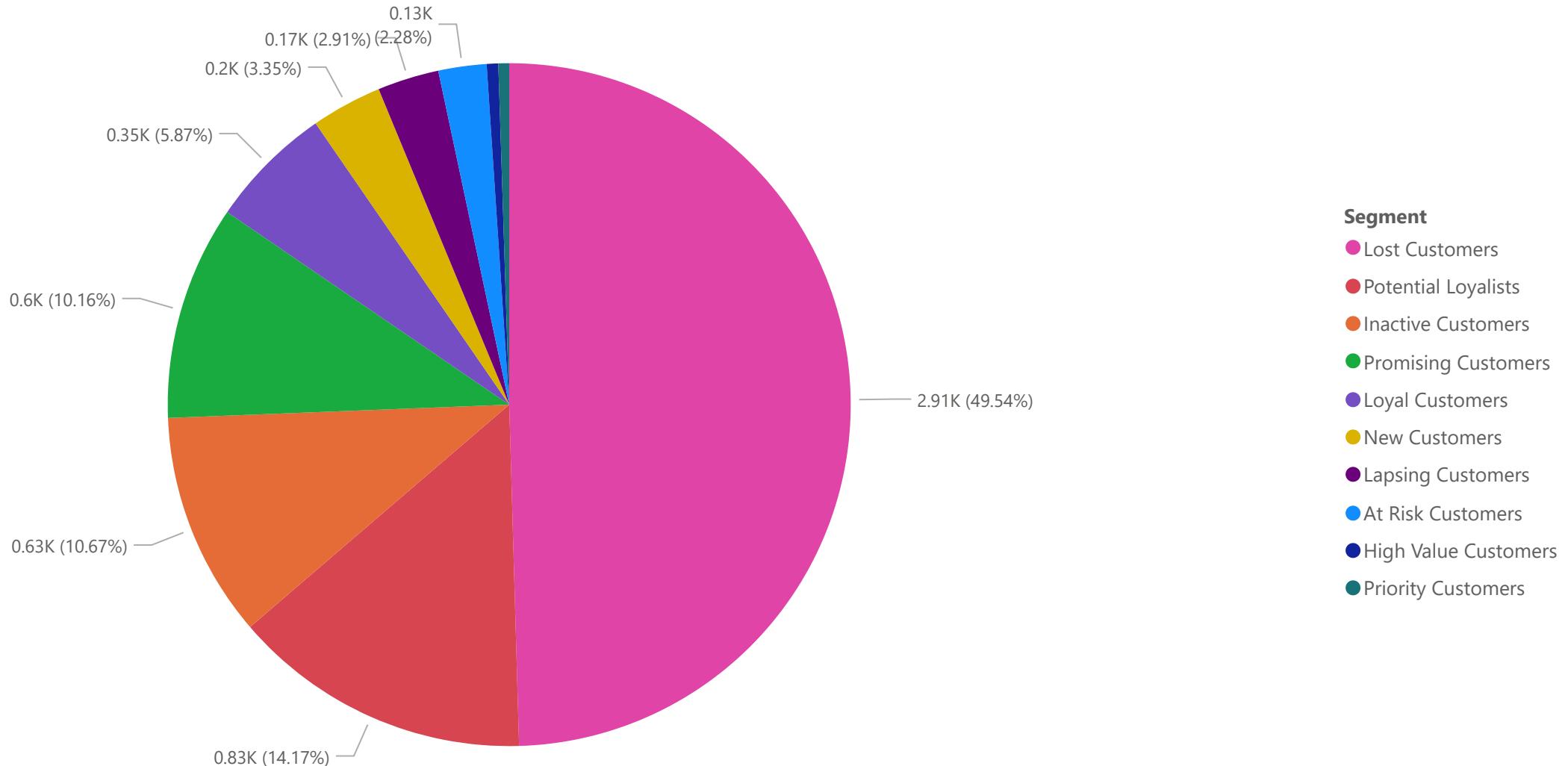


Monetary (2009-2011)

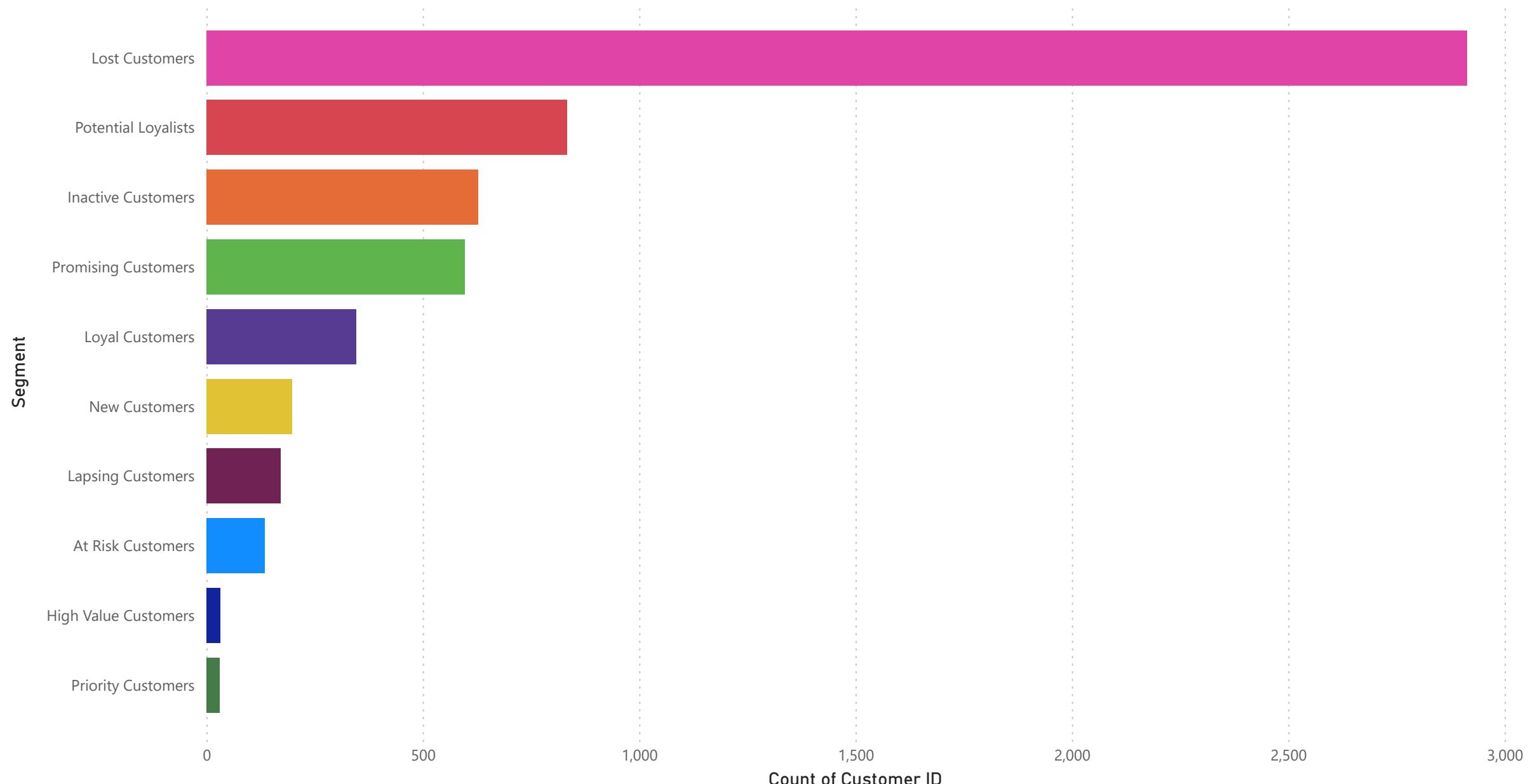
Year ● 2009-2010 ● 2010-2011



Customers Segmentation (2009-2011)



Customers Segmentation (2009-2011)



Sales Trend (2009-2011)

Year ● 2009-2010 ● 2010-2011

1.2M

1.0M

Sum of TotalPrice

0.8M

0.6M

0.4M

January

February

March

April

May

June

July

August

September

October

November

December

Month

