alue	Month 1	Month 2	Month 3	Month 4	Value	Month 1	Month 2	Month 3	Month 4	Value	Month 1	Month 2	Month 3	Month 4
o Propensity To Spend	96.23%	95.42%	6 99.84%	99.83%	High Propensity To Spend, No Purchases	2.99%	1.07%	0.07%	6 0.08%	High Propensity To Spend, medium Purchasers	0.149	6 0.12%	0.00%	6 0.02
gh Propensity To Spend, No Purchases	2.99%	1.07%	6 0.07%	0.08%						No Propensity To Spend, Very Low Purchases		6 1.96%	0.08%	6 0.06
gh Propensity To Spend, medium ırchasers	0.14%	0.12%	6 0.00%	0.02%						High Purchasers	0.08%	6 1.44%	0.00%	6 0.0
o Propensity To Spend,Very Low urchases	0.55%	1.96%	6 0.08%	0.06%										
gh Purchasers	0.08%	1.44%	6 0.00%	0.01%										
No Propensity To Spen 100.00% 75.00% 50.00% 25.00%	sity To Spend, mec d,Very Low Purcha	lium Purchasers ses — High Pui		High Pro 3.00% - 9.00 Pund 2.00% - 2.00% - 2.00% - 3.0	pensity To Spend, No Month 1 Month 2 Value	Month 3	Month 4			dium Purchasers ery Low Purchases High	gh Purchasers Month 4			