Sheet 1

Third Party Name	Cluster Label	Count of Account No (% of Total)
a yarn story	Developing Customers	49.06%
	High-Value Customers	3.77%
	Low-Value/Risky Custome..	47.17%
amazon	Developing Customers	62.09%
	High-Value Customers	18.80%
	Low-Value/Risky Custome..	19.12%
blackwell's	Developing Customers	45.24%
	High-Value Customers	18.25%
	Low-Value/Risky Custome..	36.51%
blizzard	Developing Customers	35.02%
	High-Value Customers	55.54%
	Low-Value/Risky Custome..	9.44%
boots	Developing Customers	47.70%
	High-Value Customers	29.54%
	Low-Value/Risky Custome..	22.76%
brilliant brushes	Developing Customers	58.65%
	High-Value Customers	15.61%
	Low-Value/Risky Custome..	25.74%
cass art	Developing Customers	78.95%
	High-Value Customers	10.53%
	Low-Value/Risky Custome..	10.53%
cex	Developing Customers	23.93%
	High-Value Customers	1.79%
	Low-Value/Risky Custome..	74.29%
coffee #1	Developing Customers	35.82%
	High-Value Customers	9.70%
	Low-Value/Risky Custome..	54.48%
collector cave	High-Value Customers	100.00%
coop local	Developing Customers	63.20%
	High-Value Customers	5.07%
	Low-Value/Risky Custome..	31.73%
costa coffee	Developing Customers	21.88%
	High-Value Customers	18.75%
	Low-Value/Risky Custome..	59.38%
craftastic	Developing Customers	40.38%
	High-Value Customers	23.08%
	Low-Value/Risky Custome..	36.54%
deliveroo	Developing Customers	65.69%
	High-Value Customers	8.55%
	Low-Value/Risky Custome..	25.76%
disney	Developing Customers	6.36%
	High-Value Customers	92.73%
	Low-Value/Risky Custome..	0.91%
etsy	Developing Customers	41.64%
	High-Value Customers	10.41%
	Low-Value/Risky Custome..	47.95%
fat face	Developing Customers	53.34%
	High-Value Customers	18.94%
	Low-Value/Risky Custome..	27.72%
fitted stitch	Developing Customers	71.29%
	High-Value Customers	7.66%
	Low-Value/Risky Custome..	21.05%
five senses art	Developing Customers	56.55%
	High-Value Customers	17.27%
	Low-Value/Risky Custome..	26.18%
foyles	Developing Customers	40.00%
	High-Value Customers	40.00%
	Low-Value/Risky Custome..	20.00%
gamestation	Developing Customers	9.12%
	High-Value Customers	13.33%
	Low-Value/Risky Custome..	77.54%
grand union bjj	Developing Customers	93.55%
	High-Value Customers	6.05%
	Low-Value/Risky Custome..	0.40%
halifax	Developing Customers	92.16%
	High-Value Customers	0.39%
	Low-Value/Risky Custome..	7.45%
hobby lobby	Developing Customers	38.46%
	High-Value Customers	25.17%
	Low-Value/Risky Custome..	36.36%
hobbycraft	Developing Customers	46.67%

Cluster Label
- Developing Customers
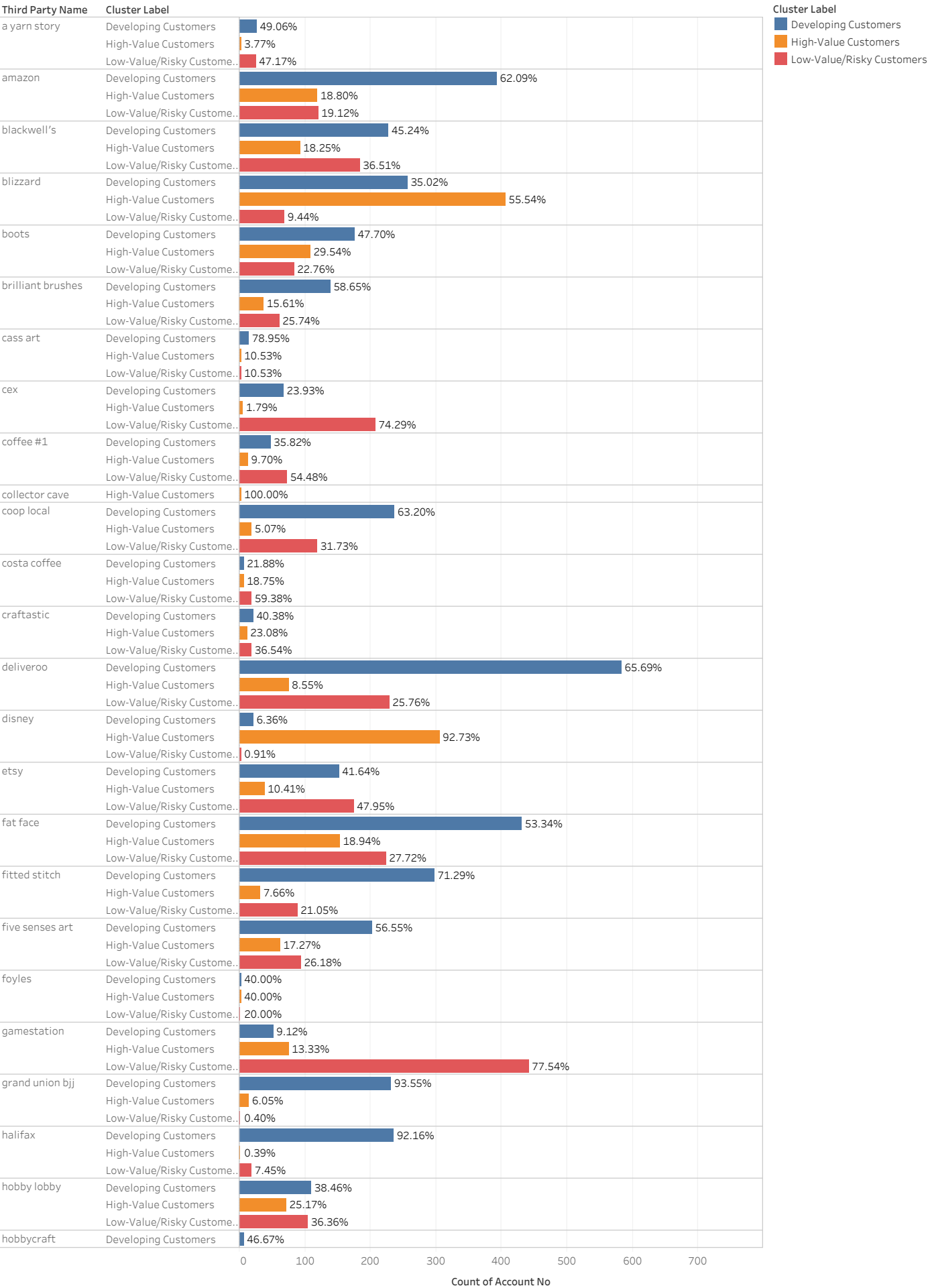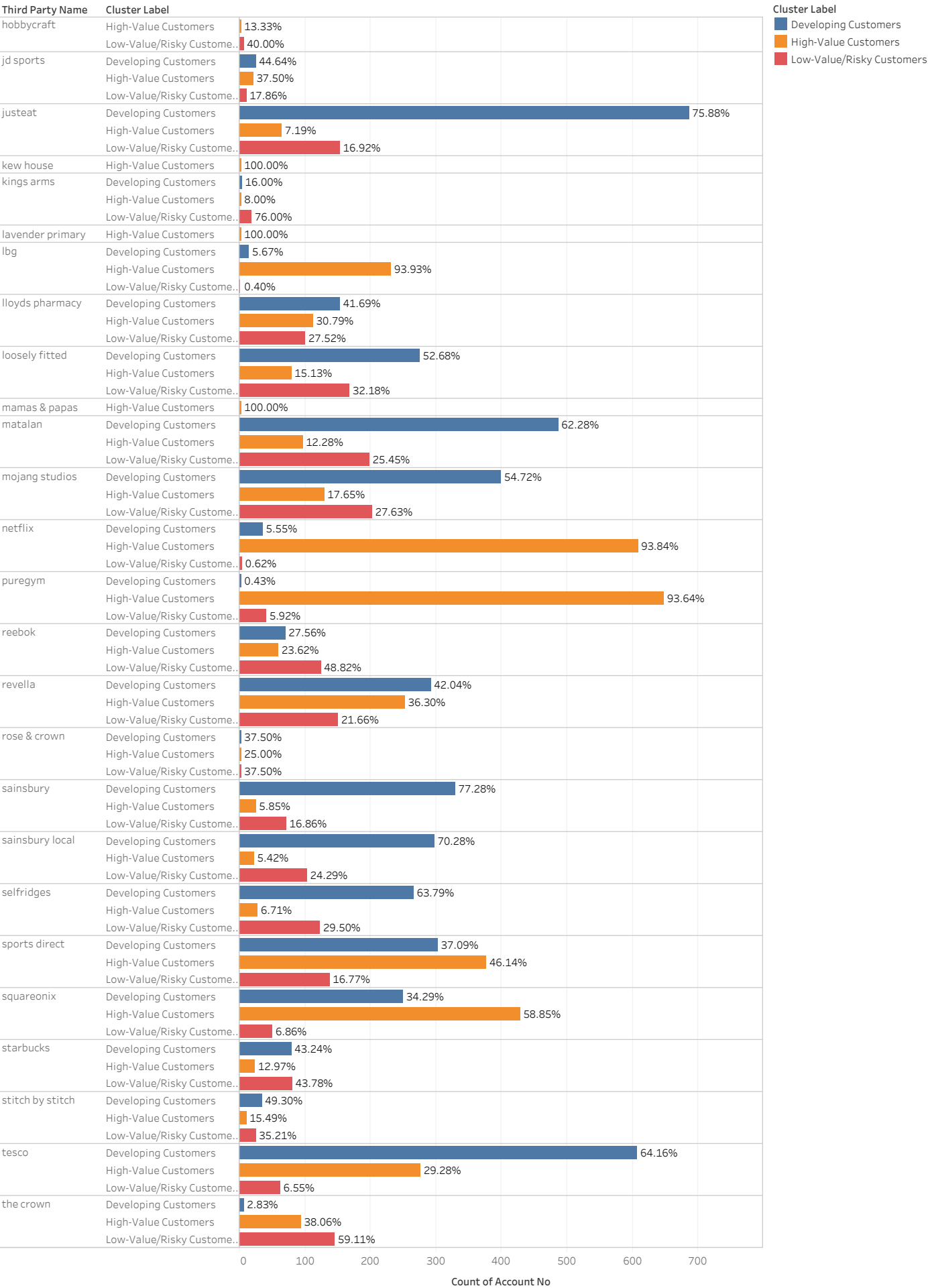- High-Value Customers
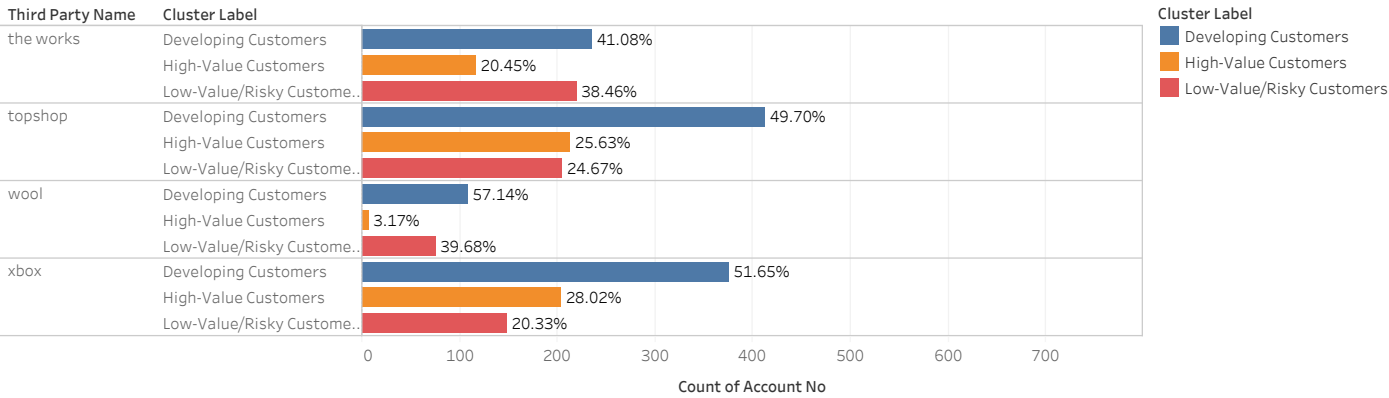- Low-Value/Risky Customers

Count of Account No

Count of Account No for each Cluster Label broken down by Third Party Name. Colour shows details about Cluster Label. The marks are labelled by % of Total Count of Account No.

Sheet 1

Third Party Name	Cluster Label	% of Total Count of Account No
hobbycraft	High-Value Customers	13.33%
	Low-Value/Risky Custome..	40.00%
jd sports	Developing Customers	44.64%
	High-Value Customers	37.50%
	Low-Value/Risky Custome..	17.86%
justeat	Developing Customers	75.88%
	High-Value Customers	7.19%
	Low-Value/Risky Custome..	16.92%
kew house	High-Value Customers	100.00%
kings arms	Developing Customers	16.00%
	High-Value Customers	8.00%
	Low-Value/Risky Custome..	76.00%
lavender primary	High-Value Customers	100.00%
lbg	Developing Customers	5.67%
	High-Value Customers	93.93%
	Low-Value/Risky Custome..	0.40%
lloyds pharmacy	Developing Customers	41.69%
	High-Value Customers	30.79%
	Low-Value/Risky Custome..	27.52%
loosely fitted	Developing Customers	52.68%
	High-Value Customers	15.13%
	Low-Value/Risky Custome..	32.18%
mamas & papas	High-Value Customers	100.00%
matalan	Developing Customers	62.28%
	High-Value Customers	12.28%
	Low-Value/Risky Custome..	25.45%
mojang studios	Developing Customers	54.72%
	High-Value Customers	17.65%
	Low-Value/Risky Custome..	27.63%
netflix	Developing Customers	5.55%
	High-Value Customers	93.84%
	Low-Value/Risky Custome..	0.62%
puregym	Developing Customers	0.43%
	High-Value Customers	93.64%
	Low-Value/Risky Custome..	5.92%
reebok	Developing Customers	27.56%
	High-Value Customers	23.62%
	Low-Value/Risky Custome..	48.82%
revella	Developing Customers	42.04%
	High-Value Customers	36.30%
	Low-Value/Risky Custome..	21.66%
rose & crown	Developing Customers	37.50%
	High-Value Customers	25.00%
	Low-Value/Risky Custome..	37.50%
sainsbury	Developing Customers	77.28%
	High-Value Customers	5.85%
	Low-Value/Risky Custome..	16.86%
sainsbury local	Developing Customers	70.28%
	High-Value Customers	5.42%
	Low-Value/Risky Custome..	24.29%
selfridges	Developing Customers	63.79%
	High-Value Customers	6.71%
	Low-Value/Risky Custome..	29.50%
sports direct	Developing Customers	37.09%
	High-Value Customers	46.14%
	Low-Value/Risky Custome..	16.77%
squareonix	Developing Customers	34.29%
	High-Value Customers	58.85%
	Low-Value/Risky Custome..	6.86%
starbucks	Developing Customers	43.24%
	High-Value Customers	12.97%
	Low-Value/Risky Custome..	43.78%
stitch by stitch	Developing Customers	49.30%
	High-Value Customers	15.49%
	Low-Value/Risky Custome..	35.21%
tesco	Developing Customers	64.16%
	High-Value Customers	29.28%
	Low-Value/Risky Custome..	6.55%
the crown	Developing Customers	2.83%
	High-Value Customers	38.06%
	Low-Value/Risky Custome..	59.11%

Cluster Label
- Developing Customers
- High-Value Customers
- Low-Value/Risky Customers

Count of Account No

Count of Account No for each Cluster Label broken down by Third Party Name. Colour shows details about Cluster Label. The marks are labelled by % of Total Count of Account No.

Sheet 1

Third Party Name	Cluster Label	
the works	Developing Customers	41.08%
	High-Value Customers	20.45%
	Low-Value/Risky Custome..	38.46%
topshop	Developing Customers	49.70%
	High-Value Customers	25.63%
	Low-Value/Risky Custome..	24.67%
wool	Developing Customers	57.14%
	High-Value Customers	3.17%
	Low-Value/Risky Custome..	39.68%
xbox	Developing Customers	51.65%
	High-Value Customers	28.02%
	Low-Value/Risky Custome..	20.33%

Count of Account No

0   100   200   300   400   500   600   700

Cluster Label
- Developing Customers
- High-Value Customers
- Low-Value/Risky Customers

Count of Account No for each Cluster Label broken down by Third Party Name. Colour shows details about Cluster Label. The marks are labelled by % of Total Count of Account No.