Sheet 1 (2)

Third Party ..	Cluster Label	Count of Account No
topshop	Developing Customers	51.74%
	High-Value Customers	27.44%
	Low-Value/Risky Custome..	20.82%
sports direct	Developing Customers	44.80%
	High-Value Customers	35.99%
	Low-Value/Risky Custome..	19.22%
revella	Developing Customers	49.21%
	High-Value Customers	25.54%
	Low-Value/Risky Custome..	25.25%
a yarn story	Developing Customers	50.94%
	High-Value Customers	5.66%
	Low-Value/Risky Custome..	43.40%
amazon	Developing Customers	57.19%
	High-Value Customers	23.70%
	Low-Value/Risky Custome..	19.12%
blackwell's	Developing Customers	48.81%
	High-Value Customers	18.25%
	Low-Value/Risky Custome..	32.94%
blizzard	Developing Customers	31.74%
	High-Value Customers	40.63%
	Low-Value/Risky Custome..	27.63%
boots	Developing Customers	43.63%
	High-Value Customers	30.35%
	Low-Value/Risky Custome..	26.02%
brilliant brushes	Developing Customers	50.63%
	High-Value Customers	18.99%
	Low-Value/Risky Custome..	30.38%
cass art	Developing Customers	78.95%
	High-Value Customers	10.53%
	Low-Value/Risky Custome..	10.53%
cex	Developing Customers	24.64%
	High-Value Customers	26.43%
	Low-Value/Risky Custome..	48.93%
coffee #1	Developing Customers	17.91%
	High-Value Customers	41.79%
	Low-Value/Risky Custome..	40.30%
collector cave	Developing Customers	33.33%
	High-Value Customers	33.33%
	Low-Value/Risky Custome..	33.33%
coop local	Developing Customers	41.60%
	High-Value Customers	35.47%
	Low-Value/Risky Custome..	22.93%
costa coffee	Developing Customers	31.25%
	High-Value Customers	40.62%
	Low-Value/Risky Custome..	28.12%
craftastic	Developing Customers	51.92%
	High-Value Customers	15.38%
	Low-Value/Risky Custome..	32.69%
deliveroo	Developing Customers	27.45%
	High-Value Customers	53.21%
	Low-Value/Risky Custome..	19.35%
disney	Developing Customers	7.27%
	High-Value Customers	92.73%
etsy	Developing Customers	38.90%
	High-Value Customers	36.16%
	Low-Value/Risky Custome..	24.93%
fat face	Developing Customers	49.88%
	High-Value Customers	27.10%
	Low-Value/Risky Custome..	23.02%
fitted stitch	Developing Customers	50.96%
	High-Value Customers	24.16%
	Low-Value/Risky Custome..	24.88%
five senses art	Developing Customers	51.81%
	High-Value Customers	23.68%
	Low-Value/Risky Custome..	24.51%
foyles	Developing Customers	20.00%
	High-Value Customers	20.00%
	Low-Value/Risky Custome..	60.00%
gamestation	Developing Customers	34.74%
	High-Value Customers	15.61%
	Low-Value/Risky Custome..	49.65%

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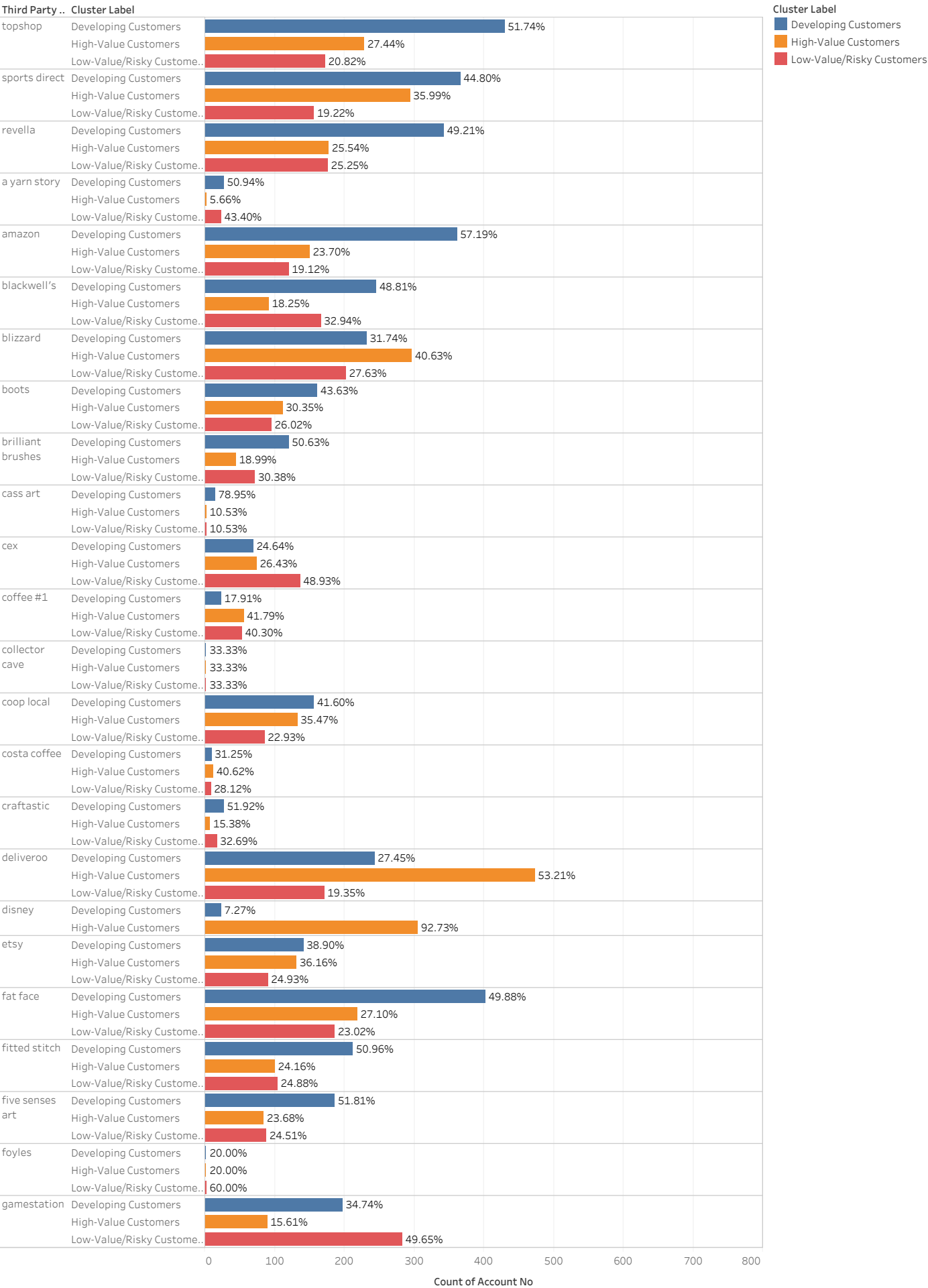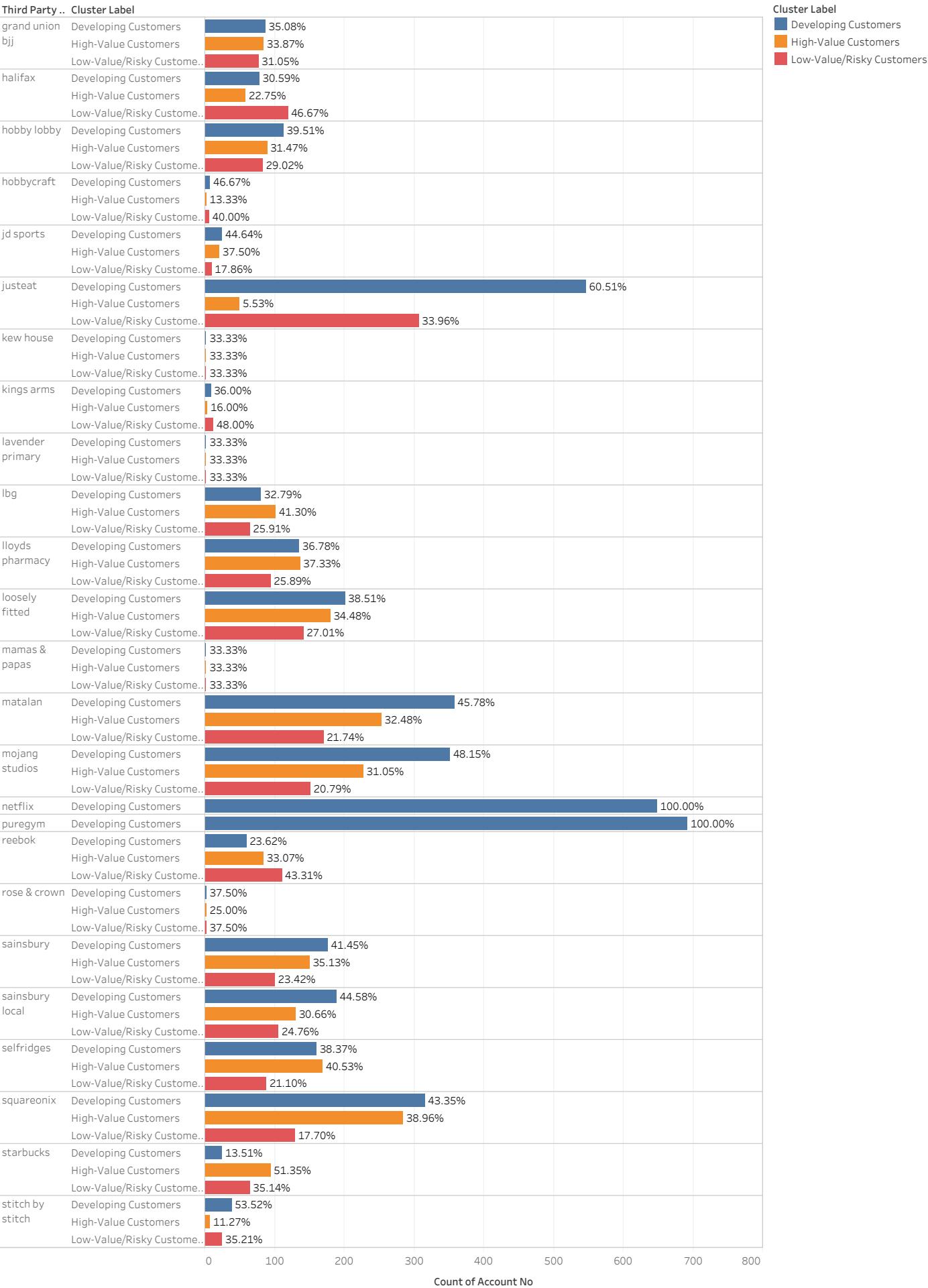- Developing Customers
- High-Value Customers
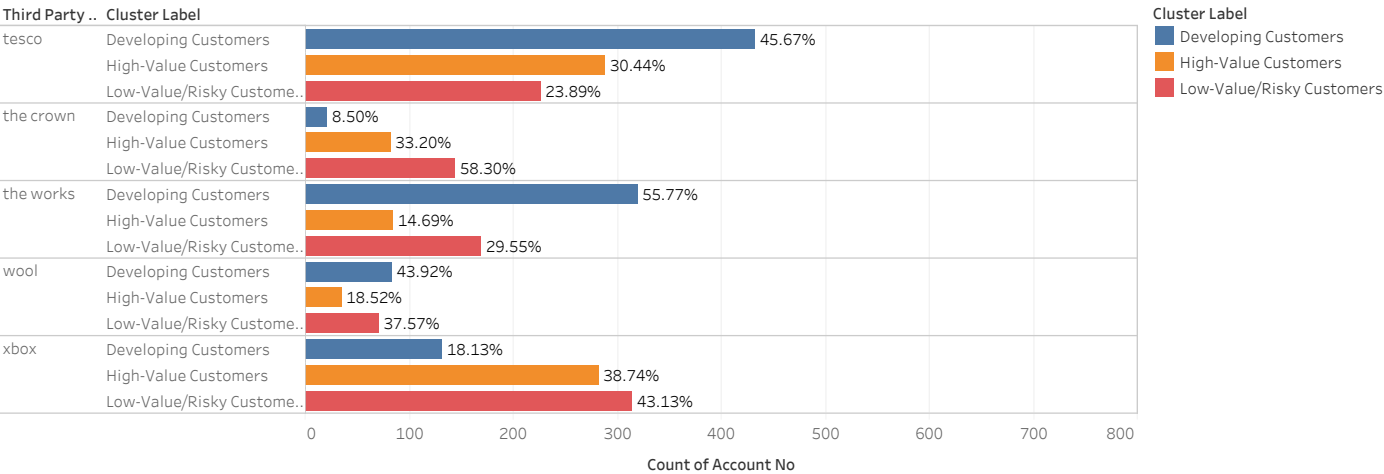- Low-Value/Risky Customers

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.

Sheet 1 (2)

Third Party ..	Cluster Label	Count of Account No	%
grand union bjj	Developing Customers		35.08%
	High-Value Customers		33.87%
	Low-Value/Risky Custome..		31.05%
halifax	Developing Customers		30.59%
	High-Value Customers		22.75%
	Low-Value/Risky Custome..		46.67%
hobby lobby	Developing Customers		39.51%
	High-Value Customers		31.47%
	Low-Value/Risky Custome..		29.02%
hobbycraft	Developing Customers		46.67%
	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		60.51%
	High-Value Customers		5.53%
	Low-Value/Risky Custome..		33.96%
kew house	Developing Customers		33.33%
	High-Value Customers		33.33%
	Low-Value/Risky Custome..		33.33%
kings arms	Developing Customers		36.00%
	High-Value Customers		16.00%
	Low-Value/Risky Custome..		48.00%
lavender primary	Developing Customers		33.33%
	High-Value Customers		33.33%
	Low-Value/Risky Custome..		33.33%
lbg	Developing Customers		32.79%
	High-Value Customers		41.30%
	Low-Value/Risky Custome..		25.91%
lloyds pharmacy	Developing Customers		36.78%
	High-Value Customers		37.33%
	Low-Value/Risky Custome..		25.89%
loosely fitted	Developing Customers		38.51%
	High-Value Customers		34.48%
	Low-Value/Risky Custome..		27.01%
mamas & papas	Developing Customers		33.33%
	High-Value Customers		33.33%
	Low-Value/Risky Custome..		33.33%
matalan	Developing Customers		45.78%
	High-Value Customers		32.48%
	Low-Value/Risky Custome..		21.74%
mojang studios	Developing Customers		48.15%
	High-Value Customers		31.05%
	Low-Value/Risky Custome..		20.79%
netflix	Developing Customers		100.00%
puregym	Developing Customers		100.00%
reebok	Developing Customers		23.62%
	High-Value Customers		33.07%
	Low-Value/Risky Custome..		43.31%
rose & crown	Developing Customers		37.50%
	High-Value Customers		25.00%
	Low-Value/Risky Custome..		37.50%
sainsbury	Developing Customers		41.45%
	High-Value Customers		35.13%
	Low-Value/Risky Custome..		23.42%
sainsbury local	Developing Customers		44.58%
	High-Value Customers		30.66%
	Low-Value/Risky Custome..		24.76%
selfridges	Developing Customers		38.37%
	High-Value Customers		40.53%
	Low-Value/Risky Custome..		21.10%
squareonix	Developing Customers		43.35%
	High-Value Customers		38.96%
	Low-Value/Risky Custome..		17.70%
starbucks	Developing Customers		13.51%
	High-Value Customers		51.35%
	Low-Value/Risky Custome..		35.14%
stitch by stitch	Developing Customers		53.52%
	High-Value Customers		11.27%
	Low-Value/Risky Custome..		35.21%

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 (2)

Third Party ..	Cluster Label	
tesco	Developing Customers	45.67%
	High-Value Customers	30.44%
	Low-Value/Risky Custome..	23.89%
the crown	Developing Customers	8.50%
	High-Value Customers	33.20%
	Low-Value/Risky Custome..	58.30%
the works	Developing Customers	55.77%
	High-Value Customers	14.69%
	Low-Value/Risky Custome..	29.55%
wool	Developing Customers	43.92%
	High-Value Customers	18.52%
	Low-Value/Risky Custome..	37.57%
xbox	Developing Customers	18.13%
	High-Value Customers	38.74%
	Low-Value/Risky Custome..	43.13%

Count of Account No

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.