Merchant RFM customer groups

To Randomly Generated A..	Customer group	Distinct count of From Totally Fake Account
A_CAFE	Important development customers	3,257
	New customers	3,022
	Important recalled customers	1,157
	Important retention customers	196
	Important value customers	191
	Lost customers	28
A_LOCAL_COFFEE_SHOP	Important development customers	3,268
	New customers	3,009
	Important recalled customers	1,191
	Important retention customers	212
	Important value customers	162
	Lost customers	27
A_SUPERMARKET	New customers	2,997
	Lost customers	2,456
	Generally maintain customers	1,647
	Potential customers	457
	Important recalled customers	402
	Important value customers	38
	Important retention customers	13
	Important development customers	8
ACCESSORY_SHOP	Lost customers	154
	New customers	126
	Important recalled customers	34
	Generally maintain customers	14
	Important value customers	12
	Important retention customers	12
	Important development customers	10
	Potential customers	4
BAR	New customers	7,908
	Lost customers	234
BOOKSHOP	Important recalled customers	911
	New customers	853
	Important value customers	629
	Lost customers	458
	Important retention customers	170
	Important development customers	149
BUTCHER	New customers	1,774
	Lost customers	37
BUTCHERS	Important recalled customers	1,509
	Important value customers	1,202
	New customers	413
	Lost customers	301
	Important retention customers	195
	Important development customers	131
	Potential customers	13
	Generally maintain customers	6
CAFE	Important recalled customers	4,193
	New customers	1,567
	Important value customers	896
	Important retention customers	621
	Important development customers	417
	Lost customers	62
CHILDRENDS_SHOP	Important recalled customers	963
	Generally maintain customers	891
	Important value customers	559
	Lost customers	538
	New customers	474
	Potential customers	384
CHINESE_RESTAURANT	New customers	320
	Lost customers	287
	Important recalled customers	91
	Generally maintain customers	20
	Potential customers	16
	Important value customers	6
CHINESE_TAKEAWAY	Lost customers	2,952
	New customers	2,302
	Generally maintain customers	1,161
	Potential customers	491

From Totally Fake Acco..
4,838 — 405M

Distinct count of From Totally Fake Account
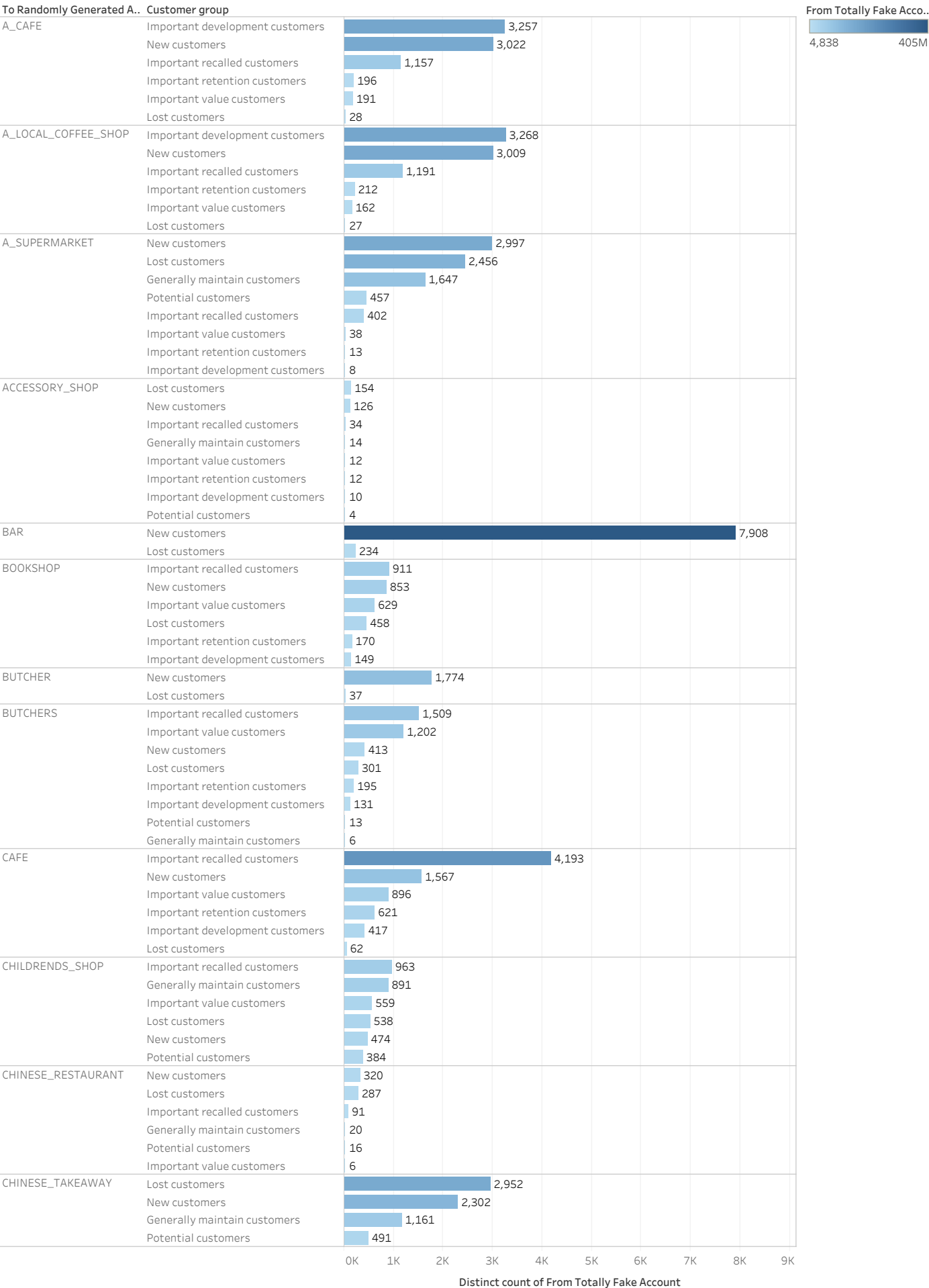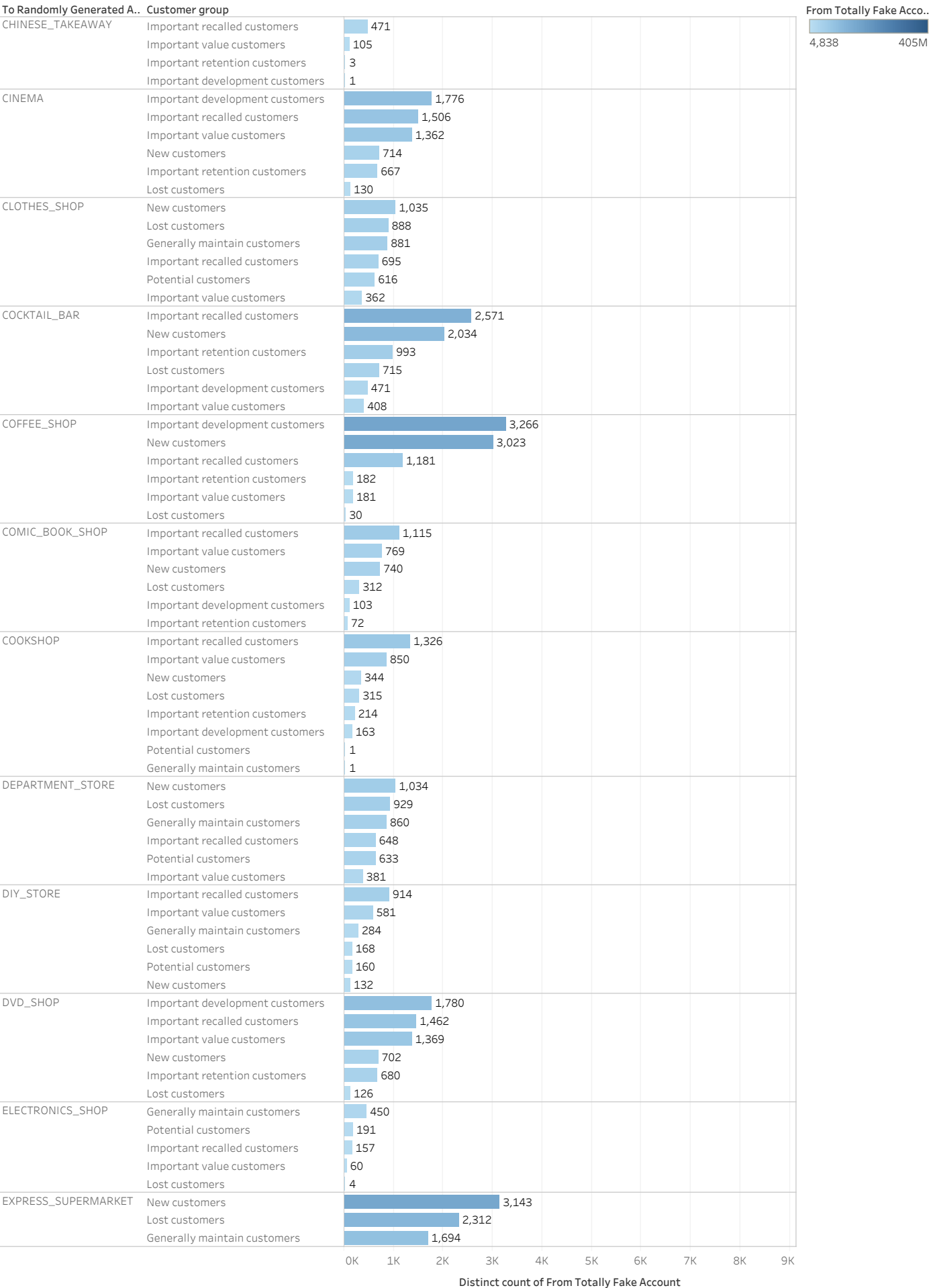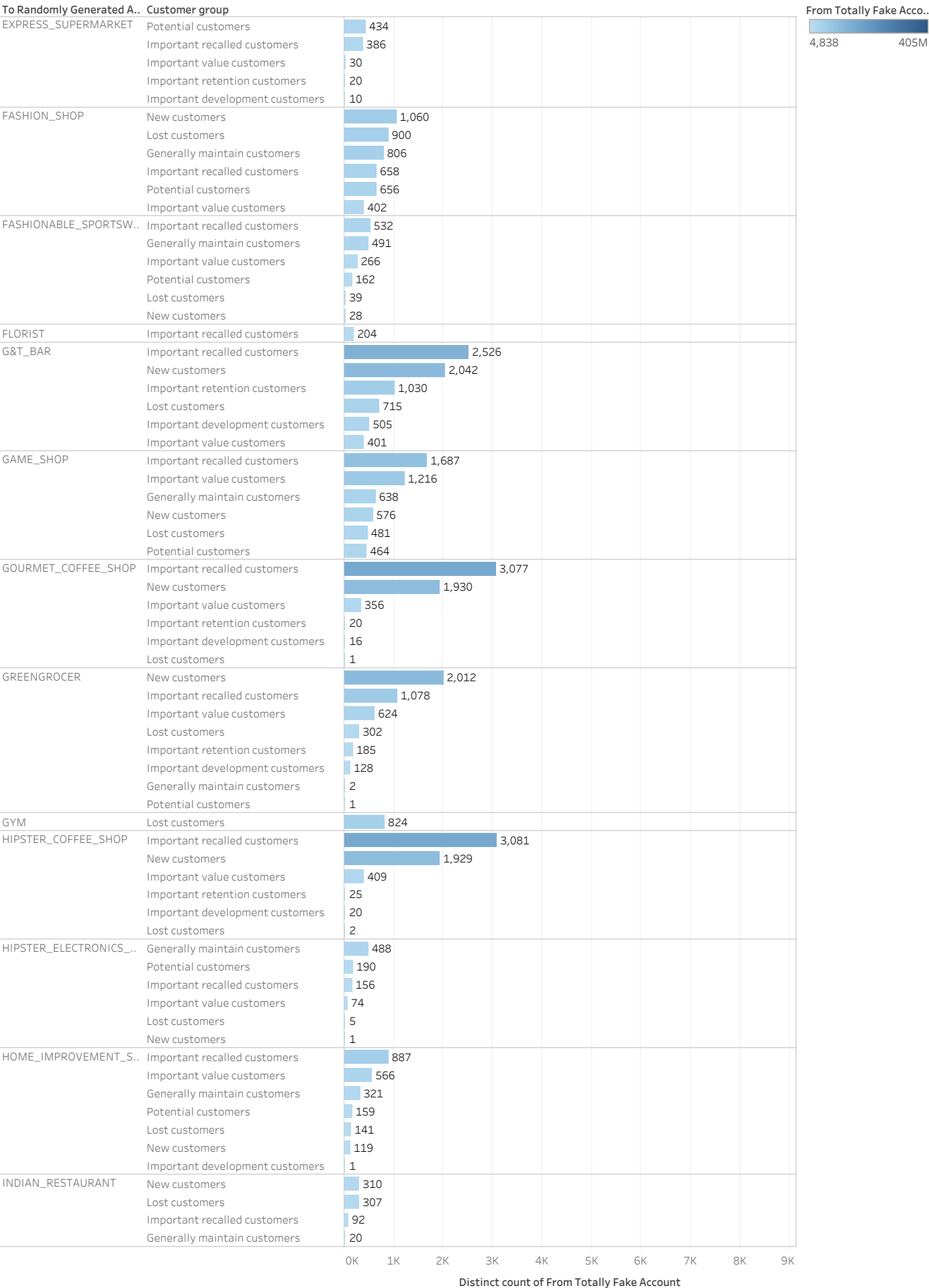
Distinct count of From Totally Fake Account for each Customer group broken down by To Randomly Generated Account. Colour shows sum of From Totally Fake Account.

Merchant RFM customer groups

To Randomly Generated A..	Customer group	Distinct count of From Totally Fake Account
CHINESE_TAKEAWAY	Important recalled customers	471
	Important value customers	105
	Important retention customers	3
	Important development customers	1
CINEMA	Important development customers	1,776
	Important recalled customers	1,506
	Important value customers	1,362
	New customers	714
	Important retention customers	667
	Lost customers	130
CLOTHES_SHOP	New customers	1,035
	Lost customers	888
	Generally maintain customers	881
	Important recalled customers	695
	Potential customers	616
	Important value customers	362
COCKTAIL_BAR	Important recalled customers	2,571
	New customers	2,034
	Important retention customers	993
	Lost customers	715
	Important development customers	471
	Important value customers	408
COFFEE_SHOP	Important development customers	3,266
	New customers	3,023
	Important recalled customers	1,181
	Important retention customers	182
	Important value customers	181
	Lost customers	30
COMIC_BOOK_SHOP	Important recalled customers	1,115
	Important value customers	769
	New customers	740
	Lost customers	312
	Important development customers	103
	Important retention customers	72
COOKSHOP	Important recalled customers	1,326
	Important value customers	850
	New customers	344
	Lost customers	315
	Important retention customers	214
	Important development customers	163
	Potential customers	1
	Generally maintain customers	1
DEPARTMENT_STORE	New customers	1,034
	Lost customers	929
	Generally maintain customers	860
	Important recalled customers	648
	Potential customers	633
	Important value customers	381
DIY_STORE	Important recalled customers	914
	Important value customers	581
	Generally maintain customers	284
	Lost customers	168
	Potential customers	160
	New customers	132
DVD_SHOP	Important development customers	1,780
	Important recalled customers	1,462
	Important value customers	1,369
	New customers	702
	Important retention customers	680
	Lost customers	126
ELECTRONICS_SHOP	Generally maintain customers	450
	Potential customers	191
	Important recalled customers	157
	Important value customers	60
	Lost customers	4
EXPRESS_SUPERMARKET	New customers	3,143
	Lost customers	2,312
	Generally maintain customers	1,694

From Totally Fake Acco..
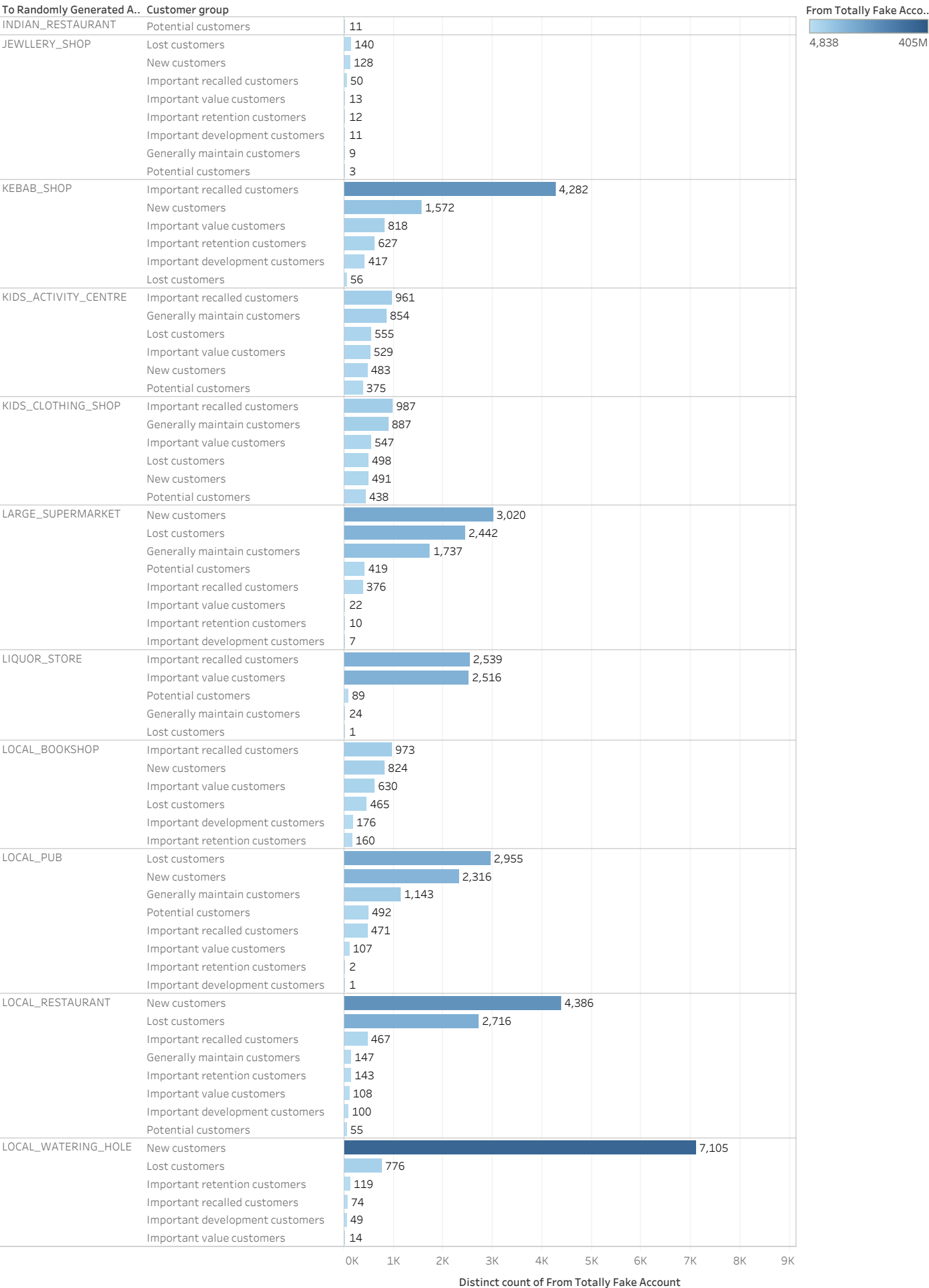4,838 — 405M

Distinct count of From Totally Fake Account

Distinct count of From Totally Fake Account for each Customer group broken down by To Randomly Generated Account. Colour shows sum of From Totally Fake Account.

Merchant RFM customer groups

To Randomly Generated A..	Customer group	Distinct count of From Totally Fake Account
EXPRESS_SUPERMARKET	Potential customers	434
	Important recalled customers	386
	Important value customers	30
	Important retention customers	20
	Important development customers	10
FASHION_SHOP	New customers	1,060
	Lost customers	900
	Generally maintain customers	806
	Important recalled customers	658
	Potential customers	656
	Important value customers	402
FASHIONABLE_SPORTSW..	Important recalled customers	532
	Generally maintain customers	491
	Important value customers	266
	Potential customers	162
	Lost customers	39
	New customers	28
FLORIST	Important recalled customers	204
G&T_BAR	Important recalled customers	2,526
	New customers	2,042
	Important retention customers	1,030
	Lost customers	715
	Important development customers	505
	Important value customers	401
GAME_SHOP	Important recalled customers	1,687
	Important value customers	1,216
	Generally maintain customers	638
	New customers	576
	Lost customers	481
	Potential customers	464
GOURMET_COFFEE_SHOP	Important recalled customers	3,077
	New customers	1,930
	Important value customers	356
	Important retention customers	20
	Important development customers	16
	Lost customers	1
GREENGROCER	New customers	2,012
	Important recalled customers	1,078
	Important value customers	624
	Lost customers	302
	Important retention customers	185
	Important development customers	128
	Generally maintain customers	2
	Potential customers	1
GYM	Lost customers	824
HIPSTER_COFFEE_SHOP	Important recalled customers	3,081
	New customers	1,929
	Important value customers	409
	Important retention customers	25
	Important development customers	20
	Lost customers	2
HIPSTER_ELECTRONICS_..	Generally maintain customers	488
	Potential customers	190
	Important recalled customers	156
	Important value customers	74
	Lost customers	5
	New customers	1
HOME_IMPROVEMENT_S..	Important recalled customers	887
	Important value customers	566
	Generally maintain customers	321
	Potential customers	159
	Lost customers	141
	New customers	119
	Important development customers	1
INDIAN_RESTAURANT	New customers	310
	Lost customers	307
	Important recalled customers	92
	Generally maintain customers	20

From Totally Fake Acco..
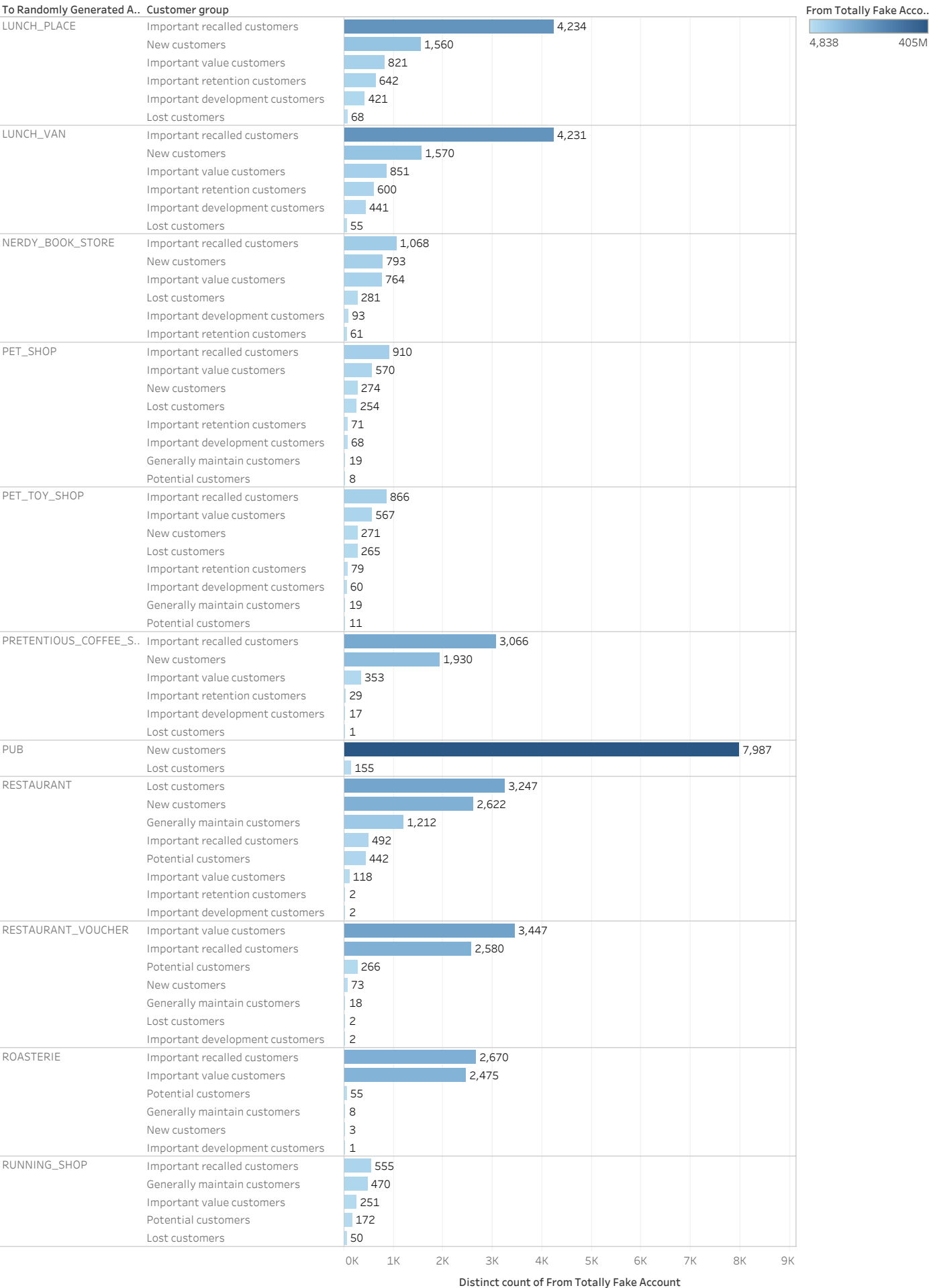4,838 — 405M

Distinct count of From Totally Fake Account

Distinct count of From Totally Fake Account for each Customer group broken down by To Randomly Generated Account. Colour shows sum of From Totally Fake Account.

Merchant RFM customer groups

To Randomly Generated A..	Customer group	Distinct count value
INDIAN_RESTAURANT	Potential customers	11
JEWLLERY_SHOP	Lost customers	140
	New customers	128
	Important recalled customers	50
	Important value customers	13
	Important retention customers	12
	Important development customers	11
	Generally maintain customers	9
	Potential customers	3
KEBAB_SHOP	Important recalled customers	4,282
	New customers	1,572
	Important value customers	818
	Important retention customers	627
	Important development customers	417
	Lost customers	56
KIDS_ACTIVITY_CENTRE	Important recalled customers	961
	Generally maintain customers	854
	Lost customers	555
	Important value customers	529
	New customers	483
	Potential customers	375
KIDS_CLOTHING_SHOP	Important recalled customers	987
	Generally maintain customers	887
	Important value customers	547
	Lost customers	498
	New customers	491
	Potential customers	438
LARGE_SUPERMARKET	New customers	3,020
	Lost customers	2,442
	Generally maintain customers	1,737
	Potential customers	419
	Important recalled customers	376
	Important value customers	22
	Important retention customers	10
	Important development customers	7
LIQUOR_STORE	Important recalled customers	2,539
	Important value customers	2,516
	Potential customers	89
	Generally maintain customers	24
	Lost customers	1
LOCAL_BOOKSHOP	Important recalled customers	973
	New customers	824
	Important value customers	630
	Lost customers	465
	Important development customers	176
	Important retention customers	160
LOCAL_PUB	Lost customers	2,955
	New customers	2,316
	Generally maintain customers	1,143
	Potential customers	492
	Important recalled customers	471
	Important value customers	107
	Important retention customers	2
	Important development customers	1
LOCAL_RESTAURANT	New customers	4,386
	Lost customers	2,716
	Important recalled customers	467
	Generally maintain customers	147
	Important retention customers	143
	Important value customers	108
	Important development customers	100
	Potential customers	55
LOCAL_WATERING_HOLE	New customers	7,105
	Lost customers	776
	Important retention customers	119
	Important recalled customers	74
	Important development customers	49
	Important value customers	14

From Totally Fake Acco..
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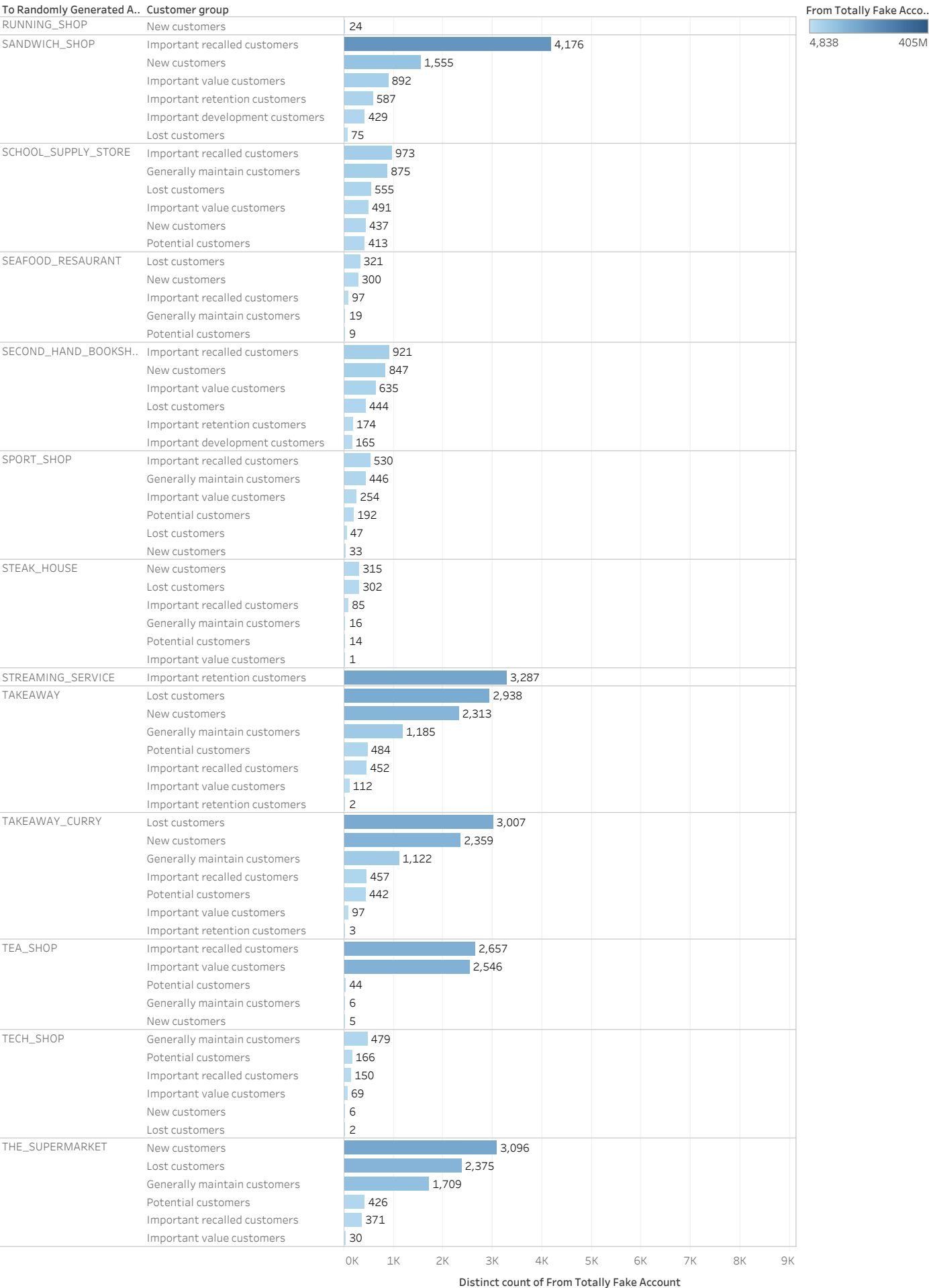Distinct count of From Totally Fake Account

Distinct count of From Totally Fake Account for each Customer group broken down by To Randomly Generated Account. Colour shows sum of From Totally Fake Account.

Merchant RFM customer groups

To Randomly Generated A..	Customer group	Distinct count of From Totally Fake Account
LUNCH_PLACE	Important recalled customers	4,234
	New customers	1,560
	Important value customers	821
	Important retention customers	642
	Important development customers	421
	Lost customers	68
LUNCH_VAN	Important recalled customers	4,231
	New customers	1,570
	Important value customers	851
	Important retention customers	600
	Important development customers	441
	Lost customers	55
NERDY_BOOK_STORE	Important recalled customers	1,068
	New customers	793
	Important value customers	764
	Lost customers	281
	Important development customers	93
	Important retention customers	61
PET_SHOP	Important recalled customers	910
	Important value customers	570
	New customers	274
	Lost customers	254
	Important retention customers	71
	Important development customers	68
	Generally maintain customers	19
	Potential customers	8
PET_TOY_SHOP	Important recalled customers	866
	Important value customers	567
	New customers	271
	Lost customers	265
	Important retention customers	79
	Important development customers	60
	Generally maintain customers	19
	Potential customers	11
PRETENTIOUS_COFFEE_S..	Important recalled customers	3,066
	New customers	1,930
	Important value customers	353
	Important retention customers	29
	Important development customers	17
	Lost customers	1
PUB	New customers	7,987
	Lost customers	155
RESTAURANT	Lost customers	3,247
	New customers	2,622
	Generally maintain customers	1,212
	Important recalled customers	492
	Potential customers	442
	Important value customers	118
	Important retention customers	2
	Important development customers	2
RESTAURANT_VOUCHER	Important value customers	3,447
	Important recalled customers	2,580
	Potential customers	266
	New customers	73
	Generally maintain customers	18
	Lost customers	2
	Important development customers	2
ROASTERIE	Important recalled customers	2,670
	Important value customers	2,475
	Potential customers	55
	Generally maintain customers	8
	New customers	3
	Important development customers	1
RUNNING_SHOP	Important recalled customers	555
	Generally maintain customers	470
	Important value customers	251
	Potential customers	172
	Lost customers	50

Distinct count of From Totally Fake Account
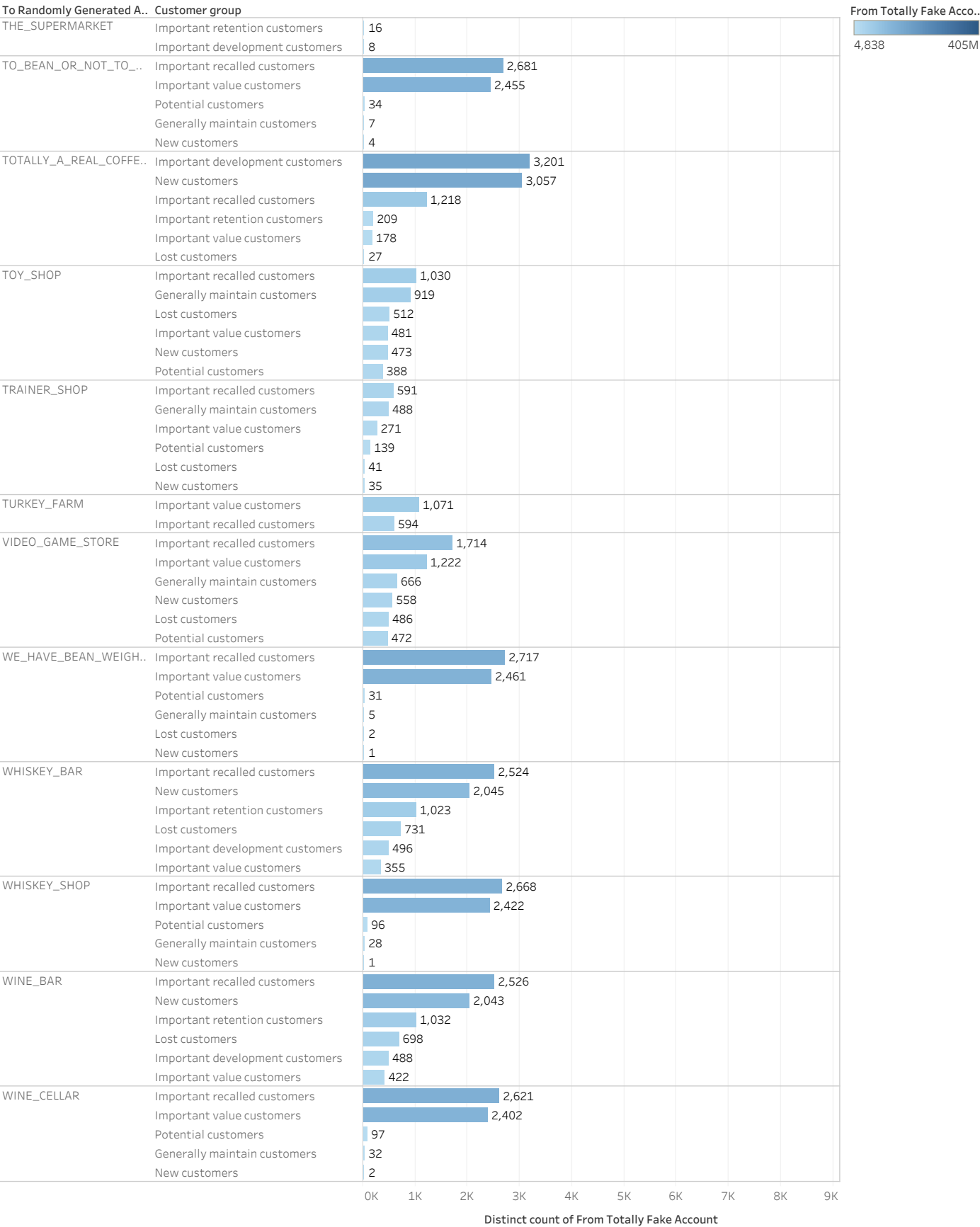
From Totally Fake Acco..
4,838 — 405M

Distinct count of From Totally Fake Account for each Customer group broken down by To Randomly Generated Account. Colour shows sum of From Totally Fake Account.

Merchant RFM customer groups

To Randomly Generated A..	Customer group	
RUNNING_SHOP	New customers	24
SANDWICH_SHOP	Important recalled customers	4,176
	New customers	1,555
	Important value customers	892
	Important retention customers	587
	Important development customers	429
	Lost customers	75
SCHOOL_SUPPLY_STORE	Important recalled customers	973
	Generally maintain customers	875
	Lost customers	555
	Important value customers	491
	New customers	437
	Potential customers	413
SEAFOOD_RESAURANT	Lost customers	321
	New customers	300
	Important recalled customers	97
	Generally maintain customers	19
	Potential customers	9
SECOND_HAND_BOOKSH..	Important recalled customers	921
	New customers	847
	Important value customers	635
	Lost customers	444
	Important retention customers	174
	Important development customers	165
SPORT_SHOP	Important recalled customers	530
	Generally maintain customers	446
	Important value customers	254
	Potential customers	192
	Lost customers	47
	New customers	33
STEAK_HOUSE	New customers	315
	Lost customers	302
	Important recalled customers	85
	Generally maintain customers	16
	Potential customers	14
	Important value customers	1
STREAMING_SERVICE	Important retention customers	3,287
TAKEAWAY	Lost customers	2,938
	New customers	2,313
	Generally maintain customers	1,185
	Potential customers	484
	Important recalled customers	452
	Important value customers	112
	Important retention customers	2
TAKEAWAY_CURRY	Lost customers	3,007
	New customers	2,359
	Generally maintain customers	1,122
	Important recalled customers	457
	Potential customers	442
	Important value customers	97
	Important retention customers	3
TEA_SHOP	Important recalled customers	2,657
	Important value customers	2,546
	Potential customers	44
	Generally maintain customers	6
	New customers	5
TECH_SHOP	Generally maintain customers	479
	Potential customers	166
	Important recalled customers	150
	Important value customers	69
	New customers	6
	Lost customers	2
THE_SUPERMARKET	New customers	3,096
	Lost customers	2,375
	Generally maintain customers	1,709
	Potential customers	426
	Important recalled customers	371
	Important value customers	30

From Totally Fake Acco..

4,838   405M

0K 1K 2K 3K 4K 5K 6K 7K 8K 9K

Distinct count of From Totally Fake Account

Distinct count of From Totally Fake Account for each Customer group broken down by To Randomly Generated Account. Colour shows sum of From Totally Fake Account.

Merchant RFM customer groups

To Randomly Generated A..	Customer group	Distinct count of From Totally Fake Account
THE_SUPERMARKET	Important retention customers	16
	Important development customers	8
TO_BEAN_OR_NOT_TO_..	Important recalled customers	2,681
	Important value customers	2,455
	Potential customers	34
	Generally maintain customers	7
	New customers	4
TOTALLY_A_REAL_COFFE..	Important development customers	3,201
	New customers	3,057
	Important recalled customers	1,218
	Important retention customers	209
	Important value customers	178
	Lost customers	27
TOY_SHOP	Important recalled customers	1,030
	Generally maintain customers	919
	Lost customers	512
	Important value customers	481
	New customers	473
	Potential customers	388
TRAINER_SHOP	Important recalled customers	591
	Generally maintain customers	488
	Important value customers	271
	Potential customers	139
	Lost customers	41
	New customers	35
TURKEY_FARM	Important value customers	1,071
	Important recalled customers	594
VIDEO_GAME_STORE	Important recalled customers	1,714
	Important value customers	1,222
	Generally maintain customers	666
	New customers	558
	Lost customers	486
	Potential customers	472
WE_HAVE_BEAN_WEIGH..	Important recalled customers	2,717
	Important value customers	2,461
	Potential customers	31
	Generally maintain customers	5
	Lost customers	2
	New customers	1
WHISKEY_BAR	Important recalled customers	2,524
	New customers	2,045
	Important retention customers	1,023
	Lost customers	731
	Important development customers	496
	Important value customers	355
WHISKEY_SHOP	Important recalled customers	2,668
	Important value customers	2,422
	Potential customers	96
	Generally maintain customers	28
	New customers	1
WINE_BAR	Important recalled customers	2,526
	New customers	2,043
	Important retention customers	1,032
	Lost customers	698
	Important development customers	488
	Important value customers	422
WINE_CELLAR	Important recalled customers	2,621
	Important value customers	2,402
	Potential customers	97
	Generally maintain customers	32
	New customers	2

From Totally Fake Acco..
4,838 — 405M

X-axis: Distinct count of From Totally Fake Account (0K, 1K, 2K, 3K, 4K, 5K, 6K, 7K, 8K, 9K)

Distinct count of From Totally Fake Account for each Customer group broken down by To Randomly Generated Account. Colour shows sum of From Totally Fake Account.