Sheet 1 (4)

Third Party ..	cluster_label	Count of Account No (%)
a yarn story	Developing Customers	50.94%
	High-Value Customers	3.77%
	Low-Value/Risky Custome..	45.28%
amazon	Developing Customers	59.56%
	High-Value Customers	20.85%
	Low-Value/Risky Custome..	19.59%
blackwell's	Developing Customers	54.56%
	High-Value Customers	9.92%
	Low-Value/Risky Custome..	35.52%
blizzard	Developing Customers	29.00%
	High-Value Customers	52.67%
	Low-Value/Risky Custome..	18.33%
boots	Developing Customers	47.15%
	High-Value Customers	24.39%
	Low-Value/Risky Custome..	28.46%
brilliant brushes	Developing Customers	52.32%
	High-Value Customers	15.19%
	Low-Value/Risky Custome..	32.49%
cass art	Developing Customers	73.68%
	High-Value Customers	10.53%
	Low-Value/Risky Custome..	15.79%
cex	Developing Customers	26.07%
	High-Value Customers	6.43%
	Low-Value/Risky Custome..	67.50%
coffee #1	Developing Customers	45.52%
	High-Value Customers	9.70%
	Low-Value/Risky Custome..	44.78%
collector cave	Developing Customers	33.33%
	High-Value Customers	33.33%
	Low-Value/Risky Custome..	33.33%
coop local	Developing Customers	69.07%
	High-Value Customers	5.07%
	Low-Value/Risky Custome..	25.87%
costa coffee	Developing Customers	21.88%
	High-Value Customers	18.75%
	Low-Value/Risky Custome..	59.38%
craftastic	Developing Customers	50.00%
	High-Value Customers	13.46%
	Low-Value/Risky Custome..	36.54%
deliveroo	Developing Customers	66.37%
	High-Value Customers	4.72%
	Low-Value/Risky Custome..	28.91%
disney	Developing Customers	6.36%
	High-Value Customers	92.73%
	Low-Value/Risky Custome..	0.91%
etsy	Developing Customers	43.29%
	High-Value Customers	30.68%
	Low-Value/Risky Custome..	26.03%
fat face	Developing Customers	54.46%
	High-Value Customers	21.16%
	Low-Value/Risky Custome..	24.38%
fitted stitch	Developing Customers	66.51%
	High-Value Customers	7.42%
	Low-Value/Risky Custome..	26.08%
five senses art	Developing Customers	57.38%
	High-Value Customers	17.27%
	Low-Value/Risky Custome..	25.35%
foyles	Developing Customers	20.00%
	High-Value Customers	40.00%
	Low-Value/Risky Custome..	40.00%
gamestation	Developing Customers	24.56%
	High-Value Customers	8.42%
	Low-Value/Risky Custome..	67.02%
grand union bjj	Developing Customers	91.13%
	High-Value Customers	8.47%
	Low-Value/Risky Custome..	0.40%
halifax	Developing Customers	57.25%
	High-Value Customers	42.35%

Legend — cluster_label
- Developing Customers
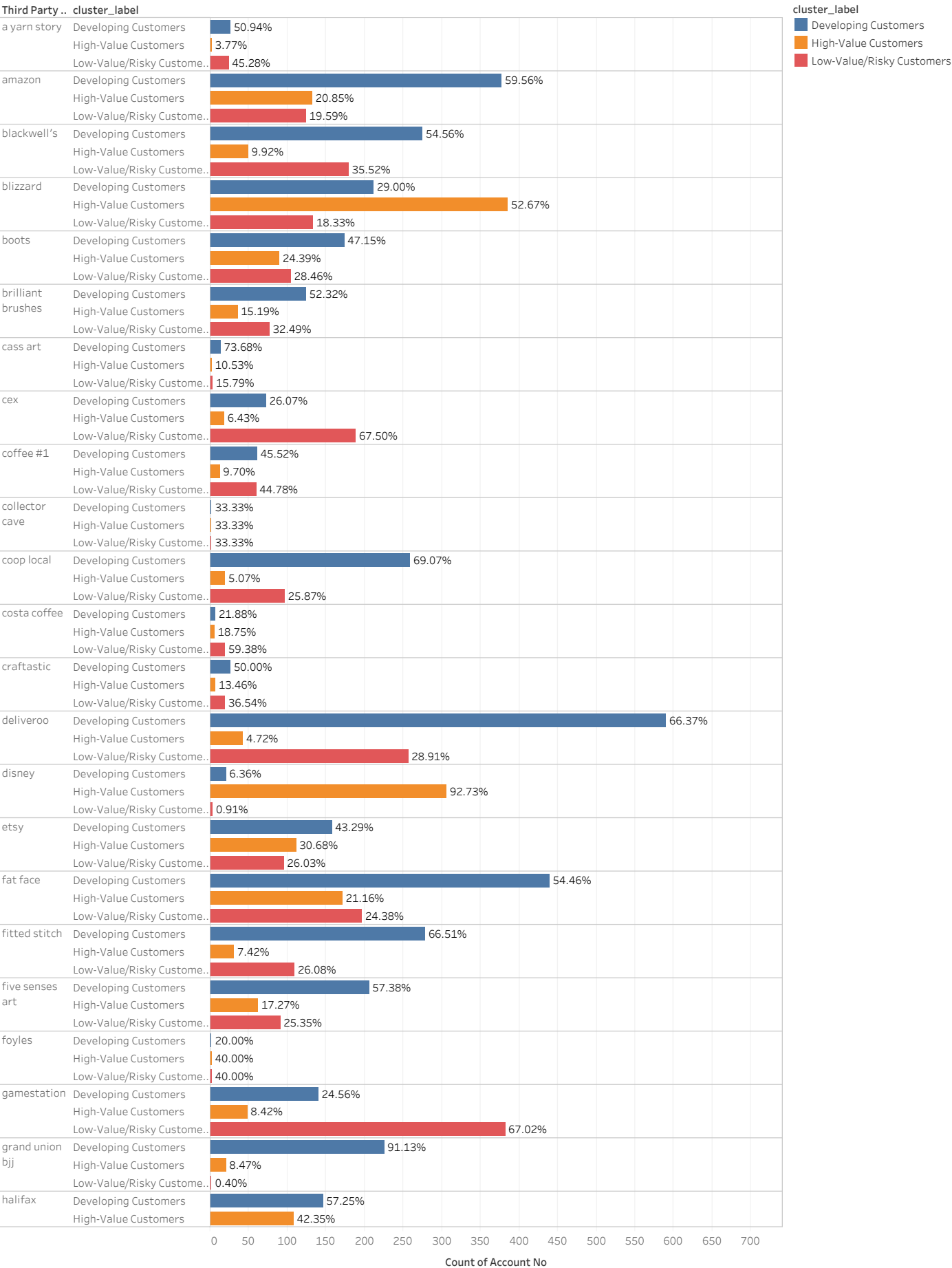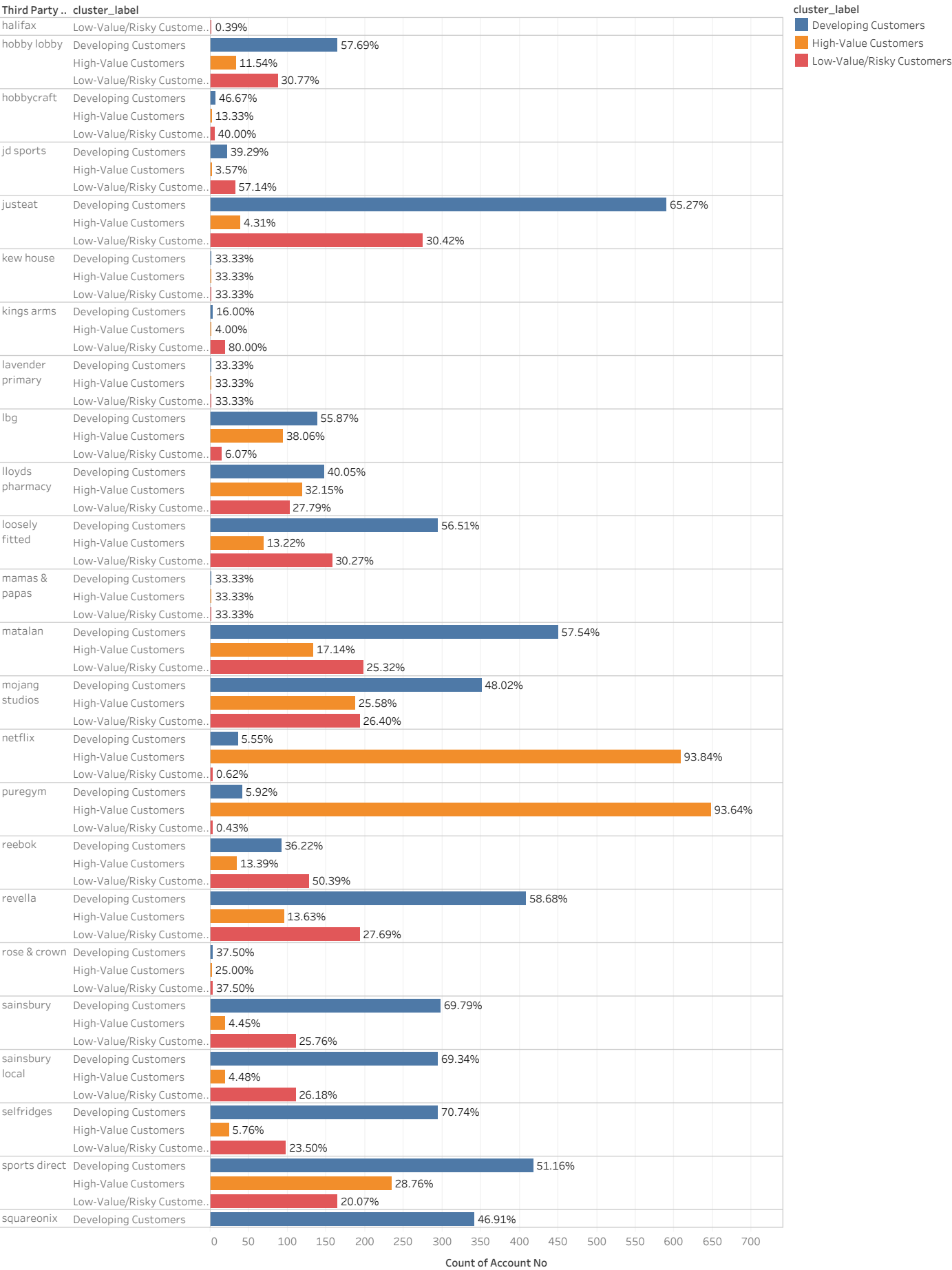- High-Value Customers
- Low-Value/Risky Customers
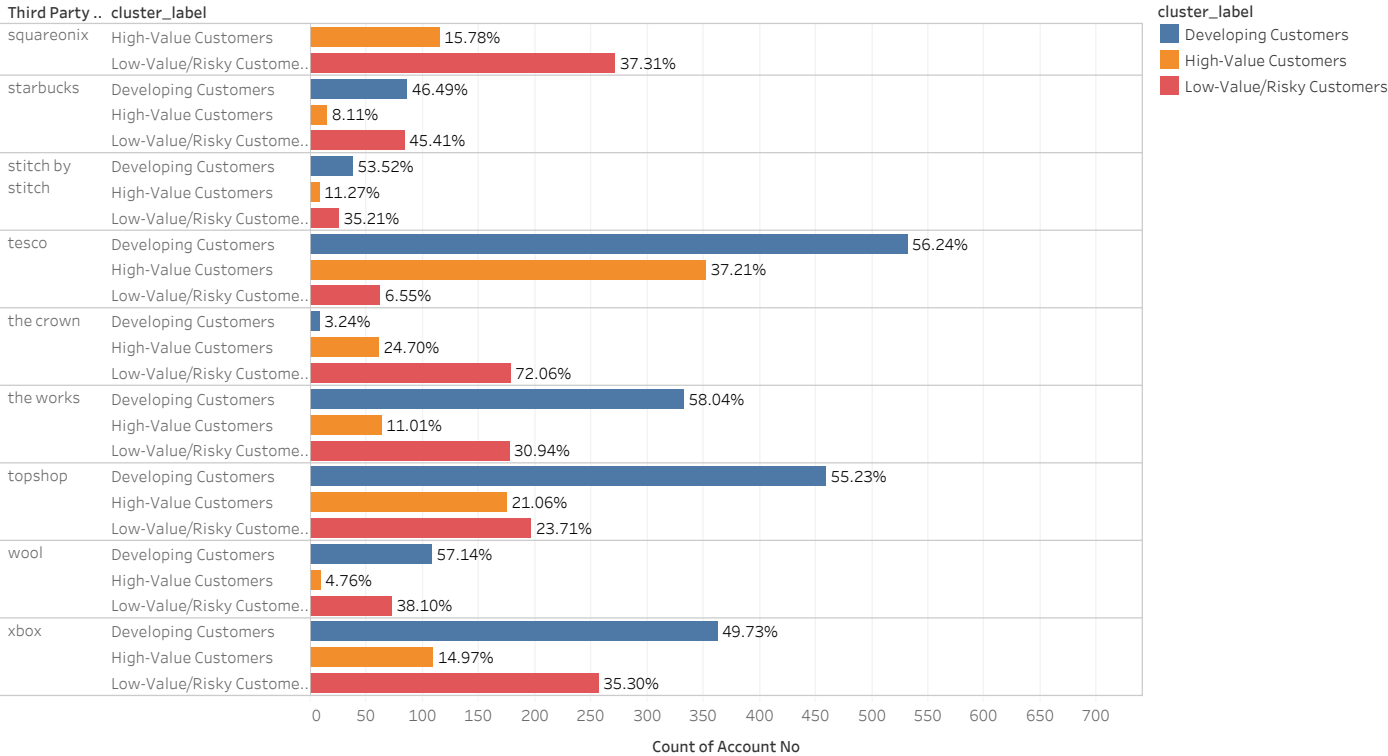
X-axis: Count of Account No

Count of Account No (New_dataset_RFM_with_K_means_customer_groups (2)) for each cluster_label (New_dataset_RFM_with_K_means_customer_groups (2)) broken down by Third Party Name (New_dataset_RFM_with_K_means_customer_groups (2)). Colour shows details about cluster_label (New_dataset_RFM_with_K_means_customer_groups (2)). The marks are labelled by % of Total Count of Account No (New_dataset_RFM_with_K_means_customer_groups (2)). Details are shown for cluster_label (New_dataset_RFM_with_K_means_customer_groups (2)). The data is filtered on Third Party Name, which keeps 54 of 54 members.

Sheet 1 (4)

Third Party ..	cluster_label	
halifax	Low-Value/Risky Custome..	0.39%
hobby lobby	Developing Customers	57.69%
	High-Value Customers	11.54%
	Low-Value/Risky Custome..	30.77%
hobbycraft	Developing Customers	46.67%
	High-Value Customers	13.33%
	Low-Value/Risky Custome..	40.00%
jd sports	Developing Customers	39.29%
	High-Value Customers	3.57%
	Low-Value/Risky Custome..	57.14%
justeat	Developing Customers	65.27%
	High-Value Customers	4.31%
	Low-Value/Risky Custome..	30.42%
kew house	Developing Customers	33.33%
	High-Value Customers	33.33%
	Low-Value/Risky Custome..	33.33%
kings arms	Developing Customers	16.00%
	High-Value Customers	4.00%
	Low-Value/Risky Custome..	80.00%
lavender primary	Developing Customers	33.33%
	High-Value Customers	33.33%
	Low-Value/Risky Custome..	33.33%
lbg	Developing Customers	55.87%
	High-Value Customers	38.06%
	Low-Value/Risky Custome..	6.07%
lloyds pharmacy	Developing Customers	40.05%
	High-Value Customers	32.15%
	Low-Value/Risky Custome..	27.79%
loosely fitted	Developing Customers	56.51%
	High-Value Customers	13.22%
	Low-Value/Risky Custome..	30.27%
mamas & papas	Developing Customers	33.33%
	High-Value Customers	33.33%
	Low-Value/Risky Custome..	33.33%
matalan	Developing Customers	57.54%
	High-Value Customers	17.14%
	Low-Value/Risky Custome..	25.32%
mojang studios	Developing Customers	48.02%
	High-Value Customers	25.58%
	Low-Value/Risky Custome..	26.40%
netflix	Developing Customers	5.55%
	High-Value Customers	93.84%
	Low-Value/Risky Custome..	0.62%
puregym	Developing Customers	5.92%
	High-Value Customers	93.64%
	Low-Value/Risky Custome..	0.43%
reebok	Developing Customers	36.22%
	High-Value Customers	13.39%
	Low-Value/Risky Custome..	50.39%
revella	Developing Customers	58.68%
	High-Value Customers	13.63%
	Low-Value/Risky Custome..	27.69%
rose & crown	Developing Customers	37.50%
	High-Value Customers	25.00%
	Low-Value/Risky Custome..	37.50%
sainsbury	Developing Customers	69.79%
	High-Value Customers	4.45%
	Low-Value/Risky Custome..	25.76%
sainsbury local	Developing Customers	69.34%
	High-Value Customers	4.48%
	Low-Value/Risky Custome..	26.18%
selfridges	Developing Customers	70.74%
	High-Value Customers	5.76%
	Low-Value/Risky Custome..	23.50%
sports direct	Developing Customers	51.16%
	High-Value Customers	28.76%
	Low-Value/Risky Custome..	20.07%
squareonix	Developing Customers	46.91%

cluster_label
- Developing Customers
- High-Value Customers
- Low-Value/Risky Customers

Count of Account No

Count of Account No (New_dataset_RFM_with_K_means_customer_groups (2)) for each cluster_label (New_dataset_RFM_with_K_means_customer_groups (2)) broken down by Third Party Name (New_dataset_RFM_with_K_means_customer_groups (2)). Colour shows details about cluster_label (New_dataset_RFM_with_K_means_customer_groups (2)). The marks are labelled by % of Total Count of Account No (New_dataset_RFM_with_K_means_customer_groups (2)). Details are shown for cluster_label (New_dataset_RFM_with_K_means_customer_groups (2)). The data is filtered on Third Party Name, which keeps 54 of 54 members.

Sheet 1 (4)

Third Party ..	cluster_label	
squareonix	High-Value Customers	15.78%
	Low-Value/Risky Custome..	37.31%
starbucks	Developing Customers	46.49%
	High-Value Customers	8.11%
	Low-Value/Risky Custome..	45.41%
stitch by stitch	Developing Customers	53.52%
	High-Value Customers	11.27%
	Low-Value/Risky Custome..	35.21%
tesco	Developing Customers	56.24%
	High-Value Customers	37.21%
	Low-Value/Risky Custome..	6.55%
the crown	Developing Customers	3.24%
	High-Value Customers	24.70%
	Low-Value/Risky Custome..	72.06%
the works	Developing Customers	58.04%
	High-Value Customers	11.01%
	Low-Value/Risky Custome..	30.94%
topshop	Developing Customers	55.23%
	High-Value Customers	21.06%
	Low-Value/Risky Custome..	23.71%
wool	Developing Customers	57.14%
	High-Value Customers	4.76%
	Low-Value/Risky Custome..	38.10%
xbox	Developing Customers	49.73%
	High-Value Customers	14.97%
	Low-Value/Risky Custome..	35.30%

Count of Account No

cluster_label
- Developing Customers
- High-Value Customers
- Low-Value/Risky Customers

Count of Account No (New_dataset_RFM_with_K_means_customer_groups (2)) for each cluster_label
(New_dataset_RFM_with_K_means_customer_groups (2)) broken down by Third Party Name (New_dataset_RFM_with_K_means_customer_groups (2)).
Colour shows details about cluster_label (New_dataset_RFM_with_K_means_customer_groups (2)). The marks are labelled by % of Total Count of Account
No (New_dataset_RFM_with_K_means_customer_groups (2)). Details are shown for cluster_label (New_dataset_RFM_with_K_means_customer_groups
(2)). The data is filtered on Third Party Name, which keeps 54 of 54 members.