Merchant RFM customer groups

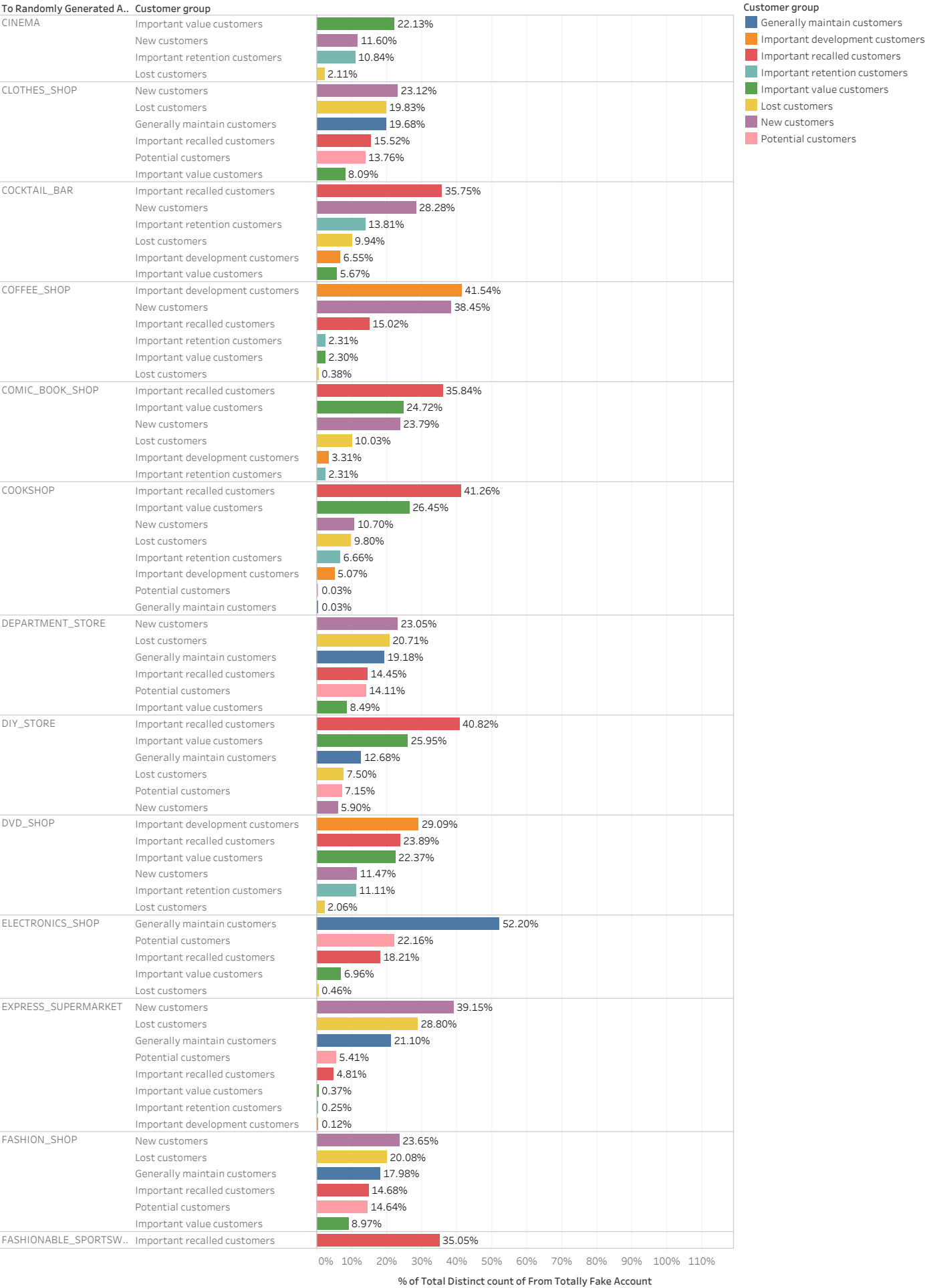| To Randomly Generated A..	Customer group	% of Total Distinct count of From Totally Fake Account
A_CAFE	Important development customers	41.49%
	New customers	38.49%
	Important recalled customers	14.74%
	Important retention customers	2.50%
	Important value customers	2.43%
	Lost customers	0.36%
A_LOCAL_COFFEE_SHOP	Important development customers	41.53%
	New customers	38.24%
	Important recalled customers	15.14%
	Important retention customers	2.69%
	Important value customers	2.06%
	Lost customers	0.34%
A_SUPERMARKET	New customers	37.38%
	Lost customers	30.63%
	Generally maintain customers	20.54%
	Potential customers	5.70%
	Important recalled customers	5.01%
	Important value customers	0.47%
	Important retention customers	0.16%
	Important development customers	0.10%
ACCESSORY_SHOP	Lost customers	42.08%
	New customers	34.43%
	Important recalled customers	9.29%
	Generally maintain customers	3.83%
	Important value customers	3.28%
	Important retention customers	3.28%
	Important development customers	2.73%
	Potential customers	1.09%
BAR	New customers	97.13%
	Lost customers	2.87%
BOOKSHOP	Important recalled customers	28.74%
	New customers	26.91%
	Important value customers	19.84%
	Lost customers	14.45%
	Important retention customers	5.36%
	Important development customers	4.70%
BUTCHER	New customers	97.96%
	Lost customers	2.04%
BUTCHERS	Important recalled customers	40.03%
	Important value customers	31.88%
	New customers	10.95%
	Lost customers	7.98%
	Important retention customers	5.17%
	Important development customers	3.47%
	Potential customers	0.34%
	Generally maintain customers	0.16%
CAFE	Important recalled customers	54.06%
	New customers	20.20%
	Important value customers	11.55%
	Important retention customers	8.01%
	Important development customers	5.38%
	Lost customers	0.80%
CHILDRENDS_SHOP	Important recalled customers	25.28%
	Generally maintain customers	23.39%
	Important value customers	14.68%
	Lost customers	14.12%
	New customers	12.44%
	Potential customers	10.08%
CHINESE_RESTAURANT	New customers	43.24%
	Lost customers	38.78%
	Important recalled customers	12.30%
	Generally maintain customers	2.70%
	Potential customers	2.16%
	Important value customers	0.81%
CHINESE_TAKEAWAY	Lost customers	39.43%
	New customers	30.75%
	Generally maintain customers	15.51%
	Potential customers	6.56%
	Important recalled customers	6.29%
	Important value customers	1.40%
	Important retention customers	0.04%
	Important development customers	0.01%
CINEMA	Important development customers	28.85%
	Important recalled customers	24.47%

Customer group
- Generally maintain customers
- Important development customers
- Important recalled customers
- Important retention customers
- Important value customers
- Lost customers
- New customers
- Potential customers

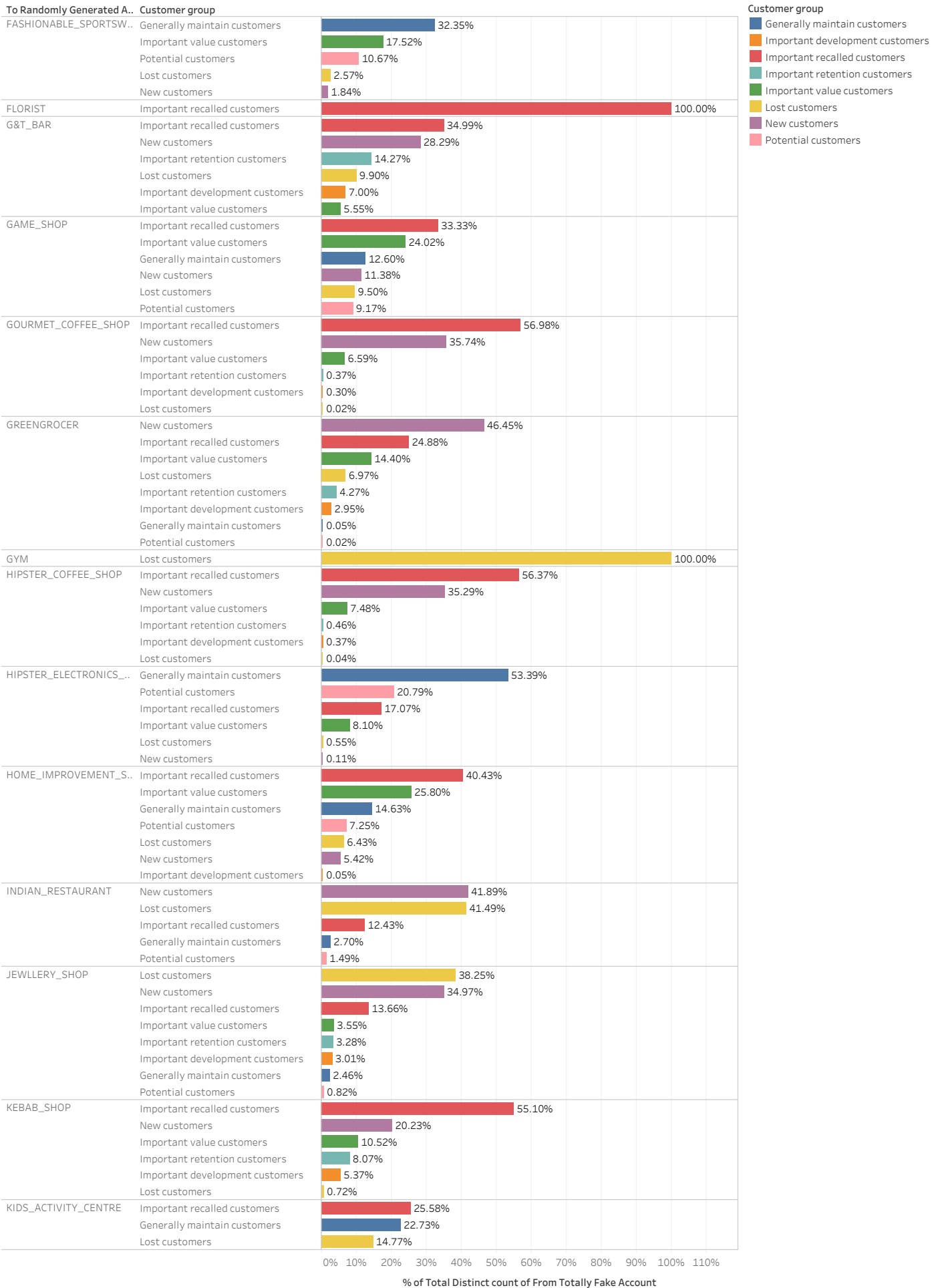% of Total Distinct count of From Totally Fake Account

% of Total Distinct count of From Totally Fake Account for each Customer group broken down by To Randomly Generated Account. Colour shows details about Customer group. Percents are based on each column of each pane of the table.

Merchant RFM customer groups

To Randomly Generated A..	Customer group	
CINEMA	Important value customers	22.13%
	New customers	11.60%
	Important retention customers	10.84%
	Lost customers	2.11%
CLOTHES_SHOP	New customers	23.12%
	Lost customers	19.83%
	Generally maintain customers	19.68%
	Important recalled customers	15.52%
	Potential customers	13.76%
	Important value customers	8.09%
COCKTAIL_BAR	Important recalled customers	35.75%
	New customers	28.28%
	Important retention customers	13.81%
	Lost customers	9.94%
	Important development customers	6.55%
	Important value customers	5.67%
COFFEE_SHOP	Important development customers	41.54%
	New customers	38.45%
	Important recalled customers	15.02%
	Important retention customers	2.31%
	Important value customers	2.30%
	Lost customers	0.38%
COMIC_BOOK_SHOP	Important recalled customers	35.84%
	Important value customers	24.72%
	New customers	23.79%
	Lost customers	10.03%
	Important development customers	3.31%
	Important retention customers	2.31%
COOKSHOP	Important recalled customers	41.26%
	Important value customers	26.45%
	New customers	10.70%
	Lost customers	9.80%
	Important retention customers	6.66%
	Important development customers	5.07%
	Potential customers	0.03%
	Generally maintain customers	0.03%
DEPARTMENT_STORE	New customers	23.05%
	Lost customers	20.71%
	Generally maintain customers	19.18%
	Important recalled customers	14.45%
	Potential customers	14.11%
	Important value customers	8.49%
DIY_STORE	Important recalled customers	40.82%
	Important value customers	25.95%
	Generally maintain customers	12.68%
	Lost customers	7.50%
	Potential customers	7.15%
	New customers	5.90%
DVD_SHOP	Important development customers	29.09%
	Important recalled customers	23.89%
	Important value customers	22.37%
	New customers	11.47%
	Important retention customers	11.11%
	Lost customers	2.06%
ELECTRONICS_SHOP	Generally maintain customers	52.20%
	Potential customers	22.16%
	Important recalled customers	18.21%
	Important value customers	6.96%
	Lost customers	0.46%
EXPRESS_SUPERMARKET	New customers	39.15%
	Lost customers	28.80%
	Generally maintain customers	21.10%
	Potential customers	5.41%
	Important recalled customers	4.81%
	Important value customers	0.37%
	Important retention customers	0.25%
	Important development customers	0.12%
FASHION_SHOP	New customers	23.65%
	Lost customers	20.08%
	Generally maintain customers	17.98%
	Important recalled customers	14.68%
	Potential customers	14.64%
	Important value customers	8.97%
FASHIONABLE_SPORTSW..	Important recalled customers	35.05%

Customer group
- Generally maintain customers
- Important development customers
- Important recalled customers
- Important retention customers
- Important value customers
- Lost customers
- New customers
- Potential customers

0% 10% 20% 30% 40% 50% 60% 70% 80% 90% 100% 110%
% of Total Distinct count of From Totally Fake Account

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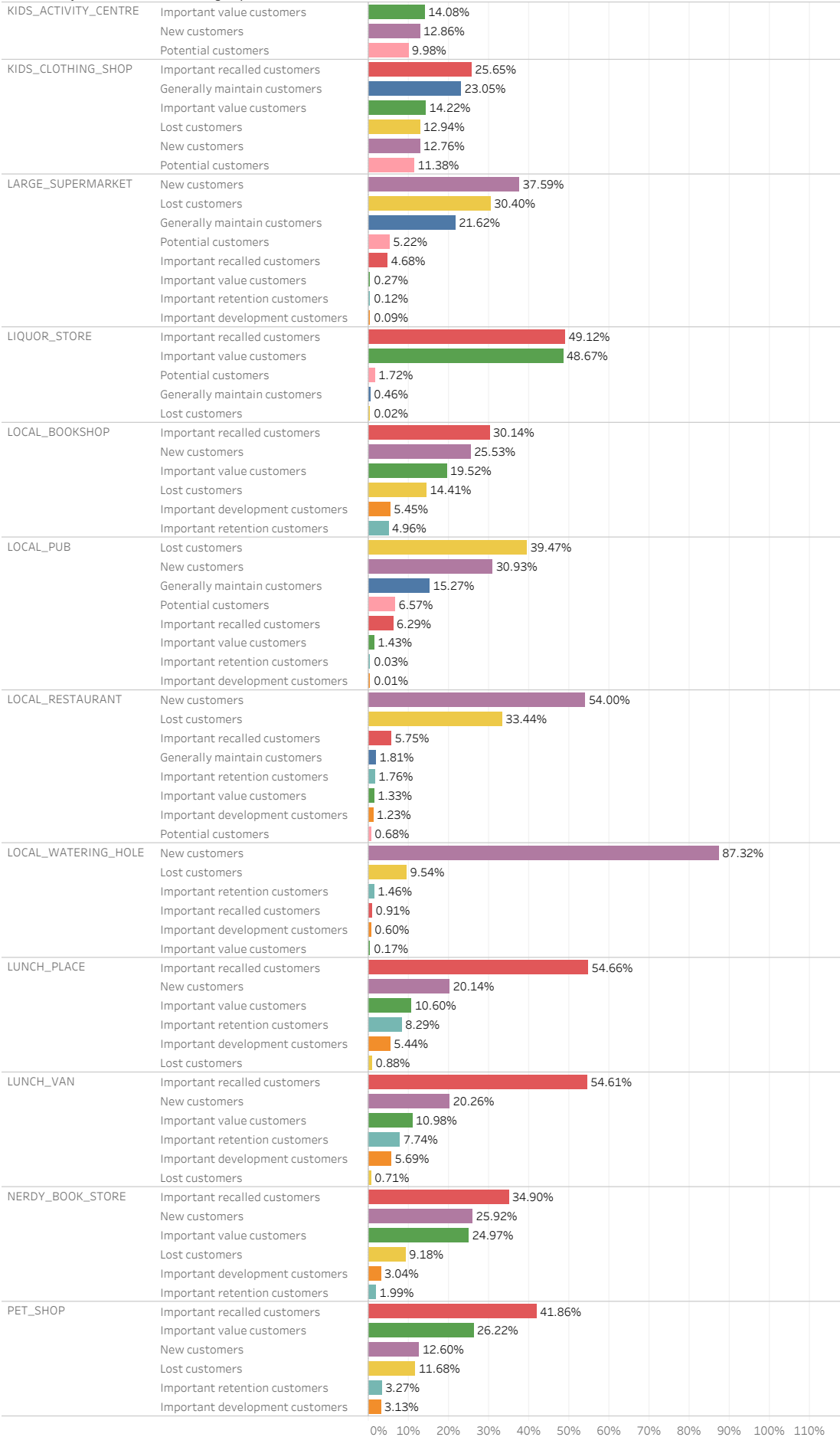
Merchant RFM customer groups

To Randomly Generated A..	Customer group	%
FASHIONABLE_SPORTSW..	Generally maintain customers	32.35%
	Important value customers	17.52%
	Potential customers	10.67%
	Lost customers	2.57%
	New customers	1.84%
FLORIST	Important recalled customers	100.00%
G&T_BAR	Important recalled customers	34.99%
	New customers	28.29%
	Important retention customers	14.27%
	Lost customers	9.90%
	Important development customers	7.00%
	Important value customers	5.55%
GAME_SHOP	Important recalled customers	33.33%
	Important value customers	24.02%
	Generally maintain customers	12.60%
	New customers	11.38%
	Lost customers	9.50%
	Potential customers	9.17%
GOURMET_COFFEE_SHOP	Important recalled customers	56.98%
	New customers	35.74%
	Important value customers	6.59%
	Important retention customers	0.37%
	Important development customers	0.30%
	Lost customers	0.02%
GREENGROCER	New customers	46.45%
	Important recalled customers	24.88%
	Important value customers	14.40%
	Lost customers	6.97%
	Important retention customers	4.27%
	Important development customers	2.95%
	Generally maintain customers	0.05%
	Potential customers	0.02%
GYM	Lost customers	100.00%
HIPSTER_COFFEE_SHOP	Important recalled customers	56.37%
	New customers	35.29%
	Important value customers	7.48%
	Important retention customers	0.46%
	Important development customers	0.37%
	Lost customers	0.04%
HIPSTER_ELECTRONICS_..	Generally maintain customers	53.39%
	Potential customers	20.79%
	Important recalled customers	17.07%
	Important value customers	8.10%
	Lost customers	0.55%
	New customers	0.11%
HOME_IMPROVEMENT_S..	Important recalled customers	40.43%
	Important value customers	25.80%
	Generally maintain customers	14.63%
	Potential customers	7.25%
	Lost customers	6.43%
	New customers	5.42%
	Important development customers	0.05%
INDIAN_RESTAURANT	New customers	41.89%
	Lost customers	41.49%
	Important recalled customers	12.43%
	Generally maintain customers	2.70%
	Potential customers	1.49%
JEWLLERY_SHOP	Lost customers	38.25%
	New customers	34.97%
	Important recalled customers	13.66%
	Important value customers	3.55%
	Important retention customers	3.28%
	Important development customers	3.01%
	Generally maintain customers	2.46%
	Potential customers	0.82%
KEBAB_SHOP	Important recalled customers	55.10%
	New customers	20.23%
	Important value customers	10.52%
	Important retention customers	8.07%
	Important development customers	5.37%
	Lost customers	0.72%
KIDS_ACTIVITY_CENTRE	Important recalled customers	25.58%
	Generally maintain customers	22.73%
	Lost customers	14.77%

Customer group
- Generally maintain customers
- Important development customers
- Important recalled customers
- Important retention customers
- Important value customers
- Lost customers
- New customers
- Potential customers

% of Total Distinct count of From Totally Fake Account

% of Total Distinct count of From Totally Fake Account for each Customer group broken down by To Randomly Generated Account. Colour shows details about Customer group. Percents are based on each column of each pane of the table.

Merchant RFM customer groups

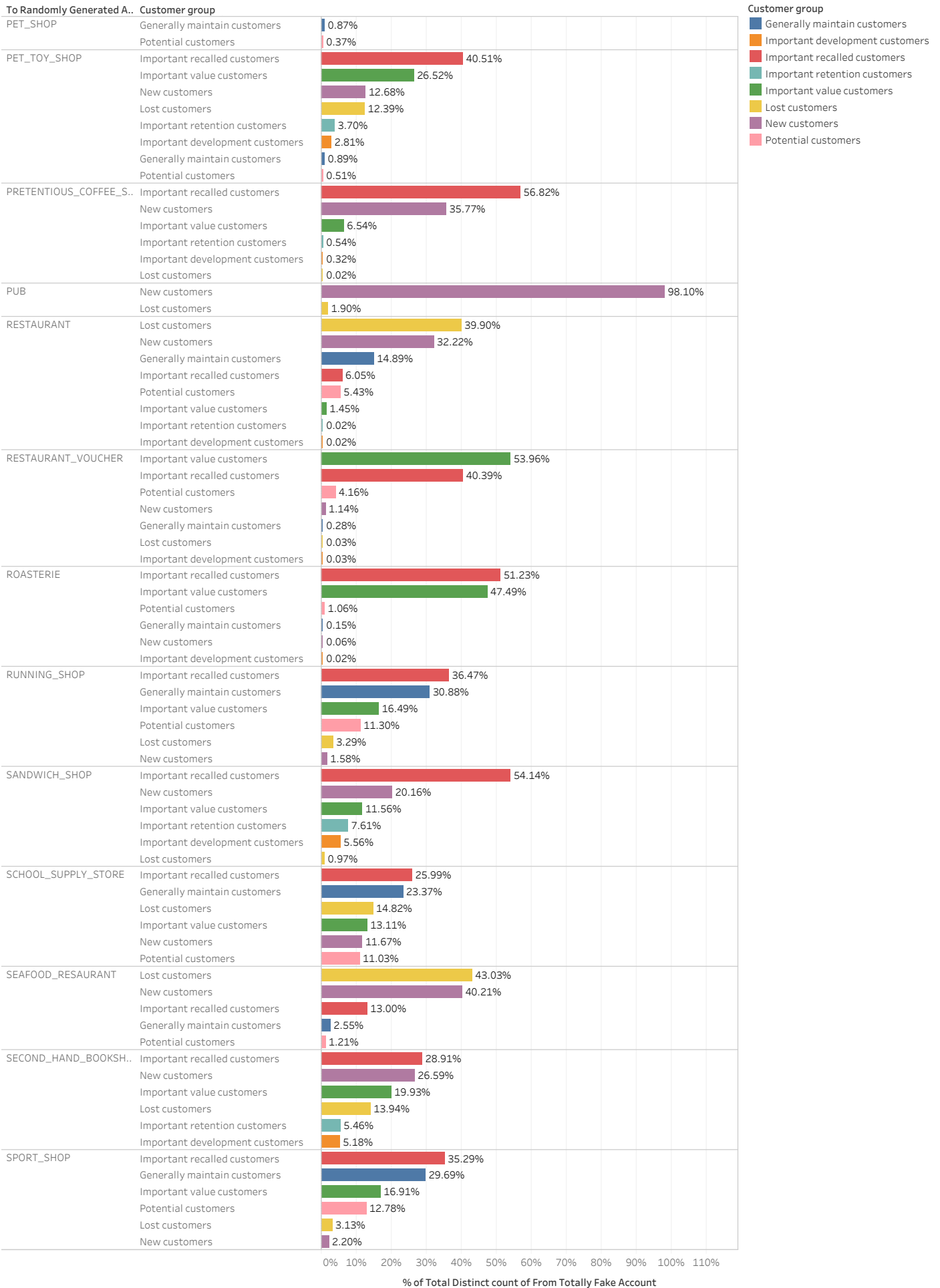| To Randomly Generated A..	Customer group	% of Total Distinct count of From Totally Fake Account
KIDS_ACTIVITY_CENTRE	Important value customers	14.08%
	New customers	12.86%
	Potential customers	9.98%
KIDS_CLOTHING_SHOP	Important recalled customers	25.65%
	Generally maintain customers	23.05%
	Important value customers	14.22%
	Lost customers	12.94%
	New customers	12.76%
	Potential customers	11.38%
LARGE_SUPERMARKET	New customers	37.59%
	Lost customers	30.40%
	Generally maintain customers	21.62%
	Potential customers	5.22%
	Important recalled customers	4.68%
	Important value customers	0.27%
	Important retention customers	0.12%
	Important development customers	0.09%
LIQUOR_STORE	Important recalled customers	49.12%
	Important value customers	48.67%
	Potential customers	1.72%
	Generally maintain customers	0.46%
	Lost customers	0.02%
LOCAL_BOOKSHOP	Important recalled customers	30.14%
	New customers	25.53%
	Important value customers	19.52%
	Lost customers	14.41%
	Important development customers	5.45%
	Important retention customers	4.96%
LOCAL_PUB	Lost customers	39.47%
	New customers	30.93%
	Generally maintain customers	15.27%
	Potential customers	6.57%
	Important recalled customers	6.29%
	Important value customers	1.43%
	Important retention customers	0.03%
	Important development customers	0.01%
LOCAL_RESTAURANT	New customers	54.00%
	Lost customers	33.44%
	Important recalled customers	5.75%
	Generally maintain customers	1.81%
	Important retention customers	1.76%
	Important value customers	1.33%
	Important development customers	1.23%
	Potential customers	0.68%
LOCAL_WATERING_HOLE	New customers	87.32%
	Lost customers	9.54%
	Important retention customers	1.46%
	Important recalled customers	0.91%
	Important development customers	0.60%
	Important value customers	0.17%
LUNCH_PLACE	Important recalled customers	54.66%
	New customers	20.14%
	Important value customers	10.60%
	Important retention customers	8.29%
	Important development customers	5.44%
	Lost customers	0.88%
LUNCH_VAN	Important recalled customers	54.61%
	New customers	20.26%
	Important value customers	10.98%
	Important retention customers	7.74%
	Important development customers	5.69%
	Lost customers	0.71%
NERDY_BOOK_STORE	Important recalled customers	34.90%
	New customers	25.92%
	Important value customers	24.97%
	Lost customers	9.18%
	Important development customers	3.04%
	Important retention customers	1.99%
PET_SHOP	Important recalled customers	41.86%
	Important value customers	26.22%
	New customers	12.60%
	Lost customers	11.68%
	Important retention customers	3.27%
	Important development customers	3.13%

Customer group
- Generally maintain customers
- Important development customers
- Important recalled customers
- Important retention customers
- Important value customers
- Lost customers
- New customers
- Potential customers

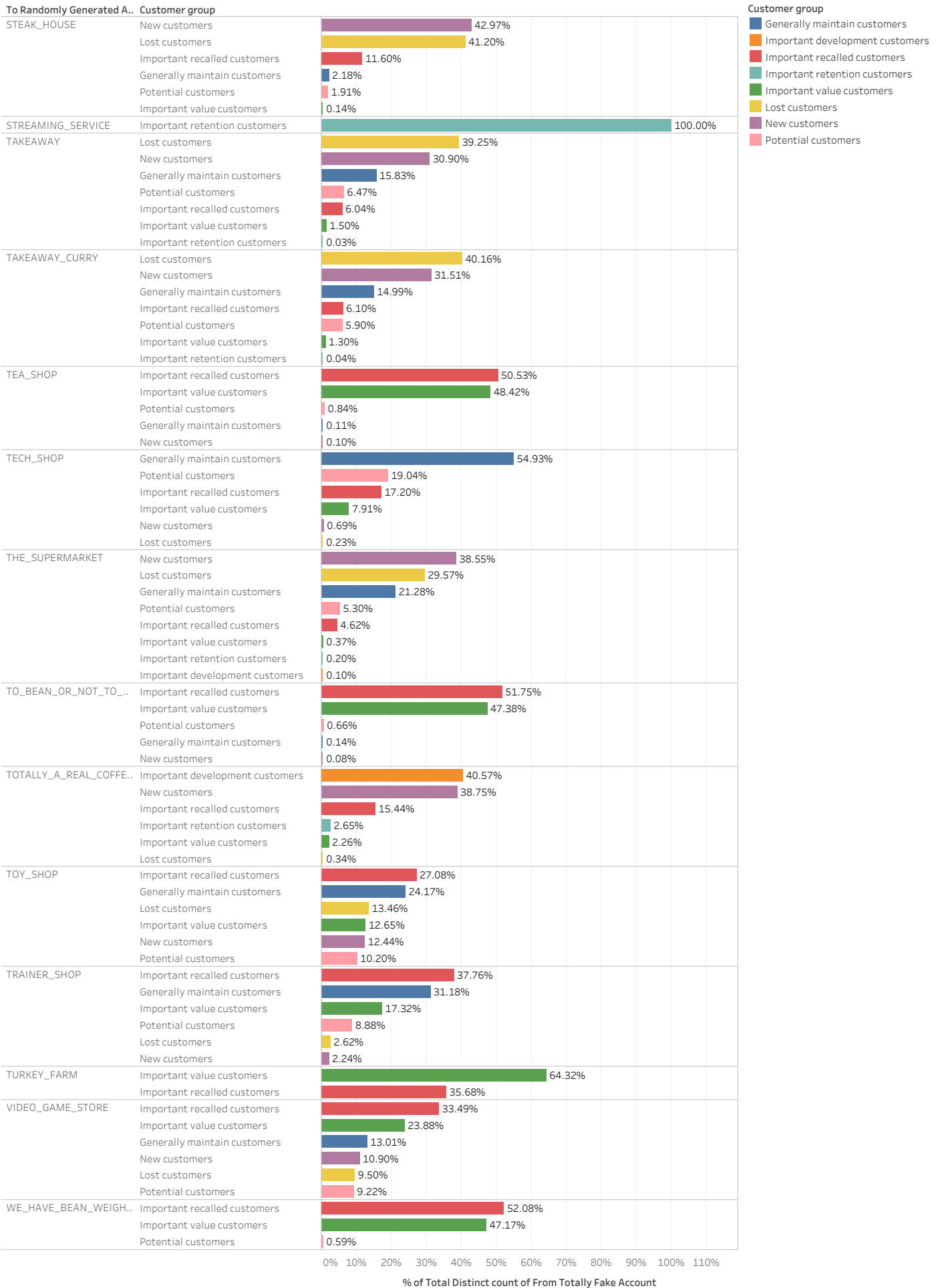% of Total Distinct count of From Totally Fake Account

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Merchant RFM customer groups

To Randomly Generated A..	Customer group	% of Total Distinct count of From Totally Fake Account
PET_SHOP	Generally maintain customers	0.87%
	Potential customers	0.37%
PET_TOY_SHOP	Important recalled customers	40.51%
	Important value customers	26.52%
	New customers	12.68%
	Lost customers	12.39%
	Important retention customers	3.70%
	Important development customers	2.81%
	Generally maintain customers	0.89%
	Potential customers	0.51%
PRETENTIOUS_COFFEE_S..	Important recalled customers	56.82%
	New customers	35.77%
	Important value customers	6.54%
	Important retention customers	0.54%
	Important development customers	0.32%
	Lost customers	0.02%
PUB	New customers	98.10%
	Lost customers	1.90%
RESTAURANT	Lost customers	39.90%
	New customers	32.22%
	Generally maintain customers	14.89%
	Important recalled customers	6.05%
	Potential customers	5.43%
	Important value customers	1.45%
	Important retention customers	0.02%
	Important development customers	0.02%
RESTAURANT_VOUCHER	Important value customers	53.96%
	Important recalled customers	40.39%
	Potential customers	4.16%
	New customers	1.14%
	Generally maintain customers	0.28%
	Lost customers	0.03%
	Important development customers	0.03%
ROASTERIE	Important recalled customers	51.23%
	Important value customers	47.49%
	Potential customers	1.06%
	Generally maintain customers	0.15%
	New customers	0.06%
	Important development customers	0.02%
RUNNING_SHOP	Important recalled customers	36.47%
	Generally maintain customers	30.88%
	Important value customers	16.49%
	Potential customers	11.30%
	Lost customers	3.29%
	New customers	1.58%
SANDWICH_SHOP	Important recalled customers	54.14%
	New customers	20.16%
	Important value customers	11.56%
	Important retention customers	7.61%
	Important development customers	5.56%
	Lost customers	0.97%
SCHOOL_SUPPLY_STORE	Important recalled customers	25.99%
	Generally maintain customers	23.37%
	Lost customers	14.82%
	Important value customers	13.11%
	New customers	11.67%
	Potential customers	11.03%
SEAFOOD_RESAURANT	Lost customers	43.03%
	New customers	40.21%
	Important recalled customers	13.00%
	Generally maintain customers	2.55%
	Potential customers	1.21%
SECOND_HAND_BOOKSH..	Important recalled customers	28.91%
	New customers	26.59%
	Important value customers	19.93%
	Lost customers	13.94%
	Important retention customers	5.46%
	Important development customers	5.18%
SPORT_SHOP	Important recalled customers	35.29%
	Generally maintain customers	29.69%
	Important value customers	16.91%
	Potential customers	12.78%
	Lost customers	3.13%
	New customers	2.20%

Customer group
- Generally maintain customers
- Important development customers
- Important recalled customers
- Important retention customers
- Important value customers
- Lost customers
- New customers
- Potential customers

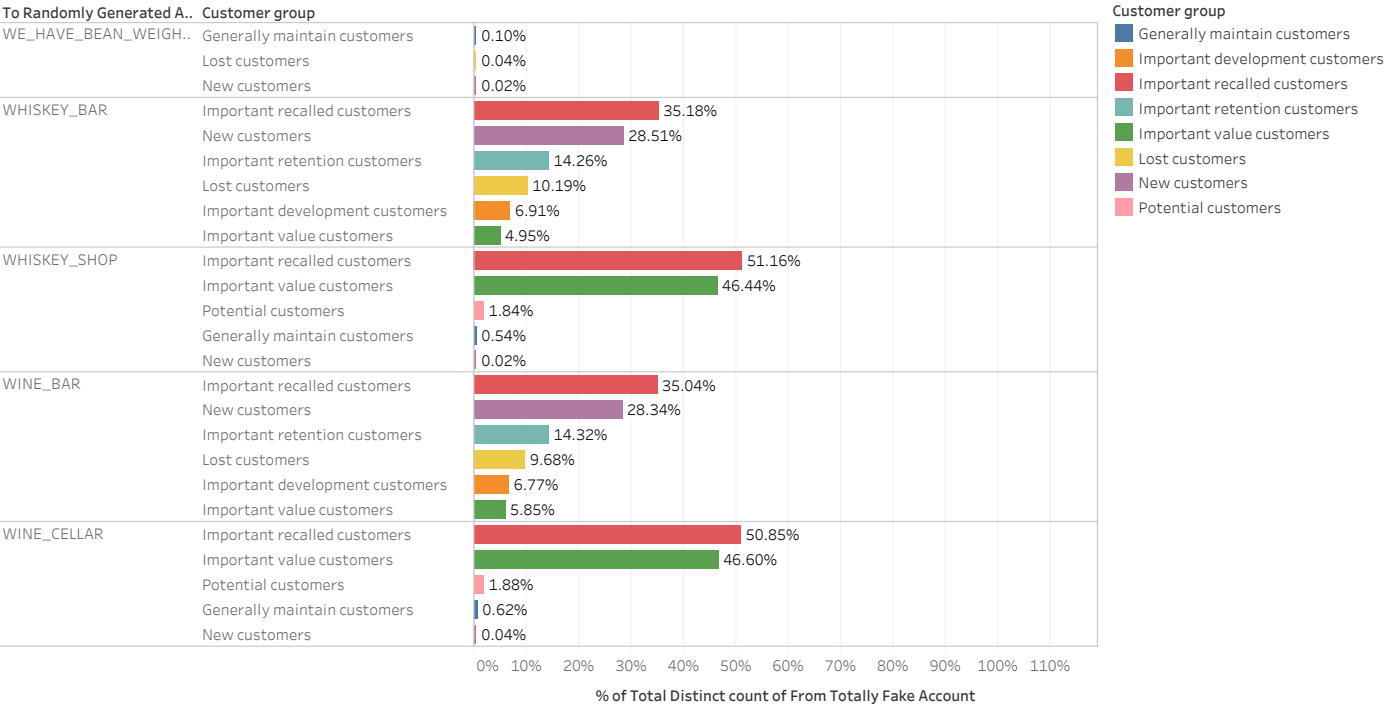% of Total Distinct count of From Totally Fake Account

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Merchant RFM customer groups

To Randomly Generated A..	Customer group	% of Total Distinct count of From Totally Fake Account
STEAK_HOUSE	New customers	42.97%
	Lost customers	41.20%
	Important recalled customers	11.60%
	Generally maintain customers	2.18%
	Potential customers	1.91%
	Important value customers	0.14%
STREAMING_SERVICE	Important retention customers	100.00%
TAKEAWAY	Lost customers	39.25%
	New customers	30.90%
	Generally maintain customers	15.83%
	Potential customers	6.47%
	Important recalled customers	6.04%
	Important value customers	1.50%
	Important retention customers	0.03%
TAKEAWAY_CURRY	Lost customers	40.16%
	New customers	31.51%
	Generally maintain customers	14.99%
	Important recalled customers	6.10%
	Potential customers	5.90%
	Important value customers	1.30%
	Important retention customers	0.04%
TEA_SHOP	Important recalled customers	50.53%
	Important value customers	48.42%
	Potential customers	0.84%
	Generally maintain customers	0.11%
	New customers	0.10%
TECH_SHOP	Generally maintain customers	54.93%
	Potential customers	19.04%
	Important recalled customers	17.20%
	Important value customers	7.91%
	New customers	0.69%
	Lost customers	0.23%
THE_SUPERMARKET	New customers	38.55%
	Lost customers	29.57%
	Generally maintain customers	21.28%
	Potential customers	5.30%
	Important recalled customers	4.62%
	Important value customers	0.37%
	Important retention customers	0.20%
	Important development customers	0.10%
TO_BEAN_OR_NOT_TO_..	Important recalled customers	51.75%
	Important value customers	47.38%
	Potential customers	0.66%
	Generally maintain customers	0.14%
	New customers	0.08%
TOTALLY_A_REAL_COFFE..	Important development customers	40.57%
	New customers	38.75%
	Important recalled customers	15.44%
	Important retention customers	2.65%
	Important value customers	2.26%
	Lost customers	0.34%
TOY_SHOP	Important recalled customers	27.08%
	Generally maintain customers	24.17%
	Lost customers	13.46%
	Important value customers	12.65%
	New customers	12.44%
	Potential customers	10.20%
TRAINER_SHOP	Important recalled customers	37.76%
	Generally maintain customers	31.18%
	Important value customers	17.32%
	Potential customers	8.88%
	Lost customers	2.62%
	New customers	2.24%
TURKEY_FARM	Important value customers	64.32%
	Important recalled customers	35.68%
VIDEO_GAME_STORE	Important recalled customers	33.49%
	Important value customers	23.88%
	Generally maintain customers	13.01%
	New customers	10.90%
	Lost customers	9.50%
	Potential customers	9.22%
WE_HAVE_BEAN_WEIGH..	Important recalled customers	52.08%
	Important value customers	47.17%
	Potential customers	0.59%

Customer group
- Generally maintain customers
- Important development customers
- Important recalled customers
- Important retention customers
- Important value customers
- Lost customers
- New customers
- Potential customers

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% of Total Distinct count of From Totally Fake Account for each Customer group broken down by To Randomly Generated Account. Colour shows details about Customer group. Percents are based on each column of each pane of the table.

Merchant RFM customer groups

To Randomly Generated A..	Customer group	% of Total Distinct count of From Totally Fake Account
WE_HAVE_BEAN_WEIGH..	Generally maintain customers	0.10%
	Lost customers	0.04%
	New customers	0.02%
WHISKEY_BAR	Important recalled customers	35.18%
	New customers	28.51%
	Important retention customers	14.26%
	Lost customers	10.19%
	Important development customers	6.91%
	Important value customers	4.95%
WHISKEY_SHOP	Important recalled customers	51.16%
	Important value customers	46.44%
	Potential customers	1.84%
	Generally maintain customers	0.54%
	New customers	0.02%
WINE_BAR	Important recalled customers	35.04%
	New customers	28.34%
	Important retention customers	14.32%
	Lost customers	9.68%
	Important development customers	6.77%
	Important value customers	5.85%
WINE_CELLAR	Important recalled customers	50.85%
	Important value customers	46.60%
	Potential customers	1.88%
	Generally maintain customers	0.62%
	New customers	0.04%

% of Total Distinct count of From Totally Fake Account

Customer group
- Generally maintain customers
- Important development customers
- Important recalled customers
- Important retention customers
- Important value customers
- Lost customers
- New customers
- Potential customers

% of Total Distinct count of From Totally Fake Account for each Customer group broken down by To Randomly Generated Account. Colour shows details about Customer group. Percents are based on each column of each pane of the table.