

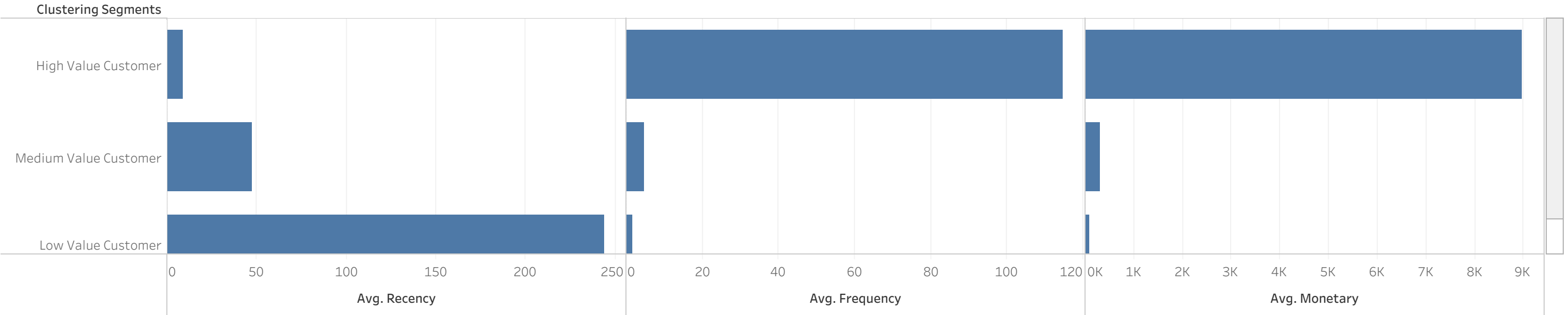
Marketing Analysis Results

The three main Categories that we divide our Customers into by seperating the Recency, Frequency and Monetary into three levels: (Low Recency, High Frequency and High Monetary)
(Meduim Recency, Meduim Frequency and Meduim Monetary)
(Low Recency, Low Frequency and Low Monetary).

The CLustering Segments Description:
Here is the Description of the three main Clustering Segments. We show the Minimum, Maximum and Average of the Recency, Frequency and Monetary for Each Clustering Segment.

Here we divide the customers more inside each clustering segments.as we can be more detailed about our customers. We need to give more attention for the Meduim Value Customers (Need Attention, Promising, Can't Loose and New Customer) as they have more potential to become High Value Customers.

The RFM segments Description:
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Clustering Segments			
	High Value Customer	Low Value Customer	Medium Value Customer
Avg. Recency	9	244	47
Min. Recency	7	134	7
Max. Recency	14	380	154
Avg. Frequency	115	2	5
Min. Frequency	69	1	1
Max. Frequency	184	19	65
Avg. Monetary	8,979	91	299
Min. Monetary	3,953	0	1
Max. Monetary	18,265	1,221	5,235

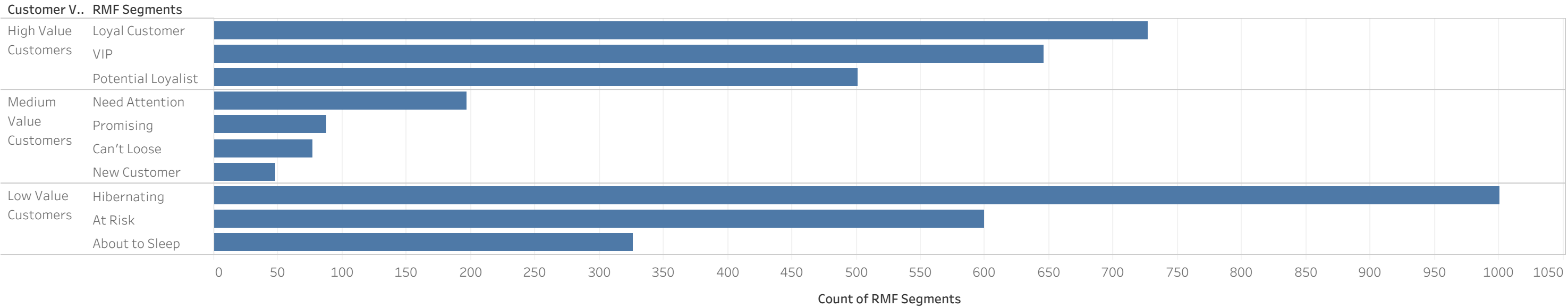
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RMF Segments	Avg. Frequency (rfm ma..	Avg. Monetary (rfm mar..	Avg. Recency (rfm mark..	Min. Frequency (rfm ma..	Min. Monetary (rfm mar..	Min. Recency (rfm mark..	Max. Frequency (rfm ma..	Max. Monetary (rfm ma..	Max. Recency (rfm mark..
About to Sleep	1	70	59	1	1	43	2	615	76
At Risk	3	173	157	2	1	77	6	952	378
Can't Loose	9	479	132	6	21	77	46	5,235	304
Hibernating	1	65	218	1	0	77	2	672	380
Loyal Customer	7	433	42	3	18	22	41	4,461	76
Need Attention	2	169	59	2	3	43	3	1,771	76
New Customer	1	75	15	1	3	7	1	319	21
Potential Loyalist	2	138	25	1	2	7	3	1,041	42
Promising	1	83	32	1	1	22	1	531	42
VIP	12	710	13	3	12	7	184	18,265	21