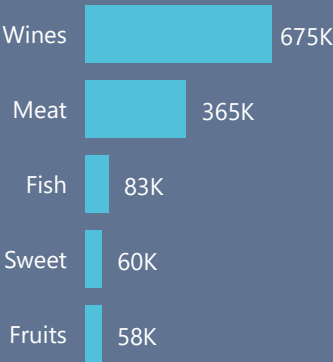


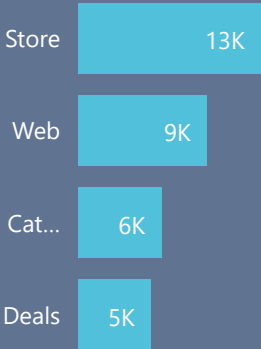
1.24M

SPEND IN 2 YEARS



32.8K

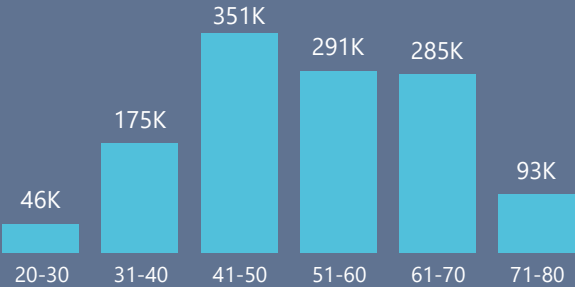
PURCHASES



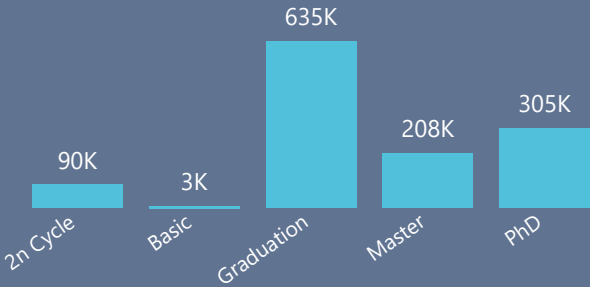
2205

CUSTOMERS

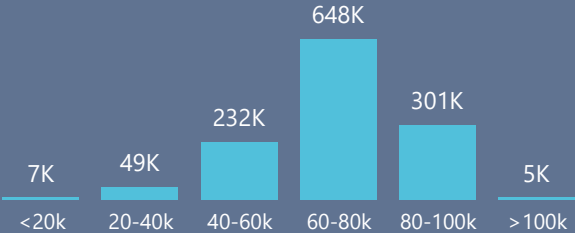
SPEND BY AGE GROUP



SPEND BY EDUCATION LEVEL



SPEND BY INCOME LEVEL



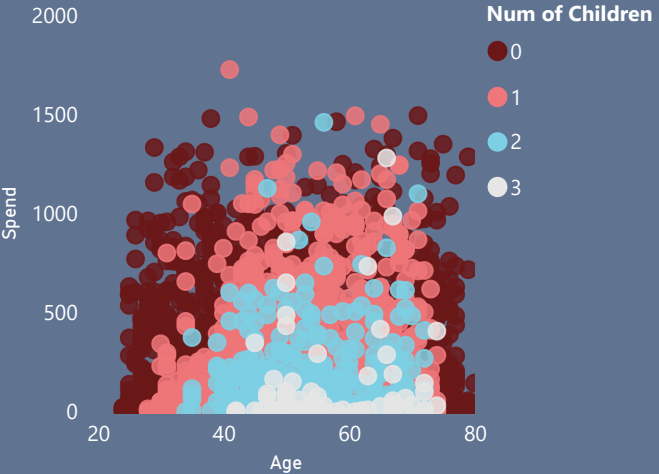
219

LOYAL CUSTOMERS

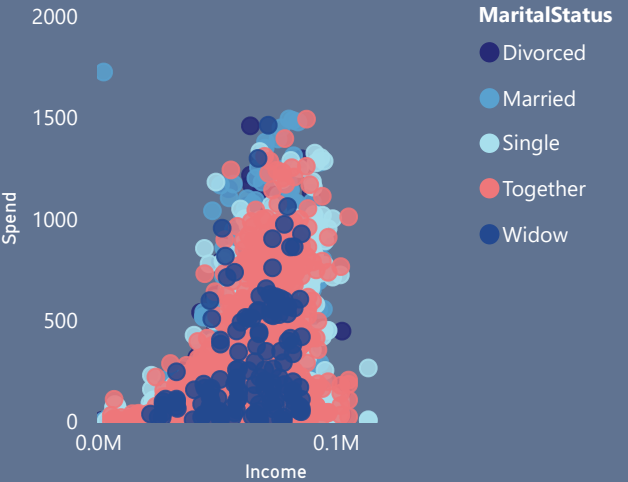
363

CUSTOMERS AT RISK

SPEND BY AGE AND NUMBER OF CHILDREN



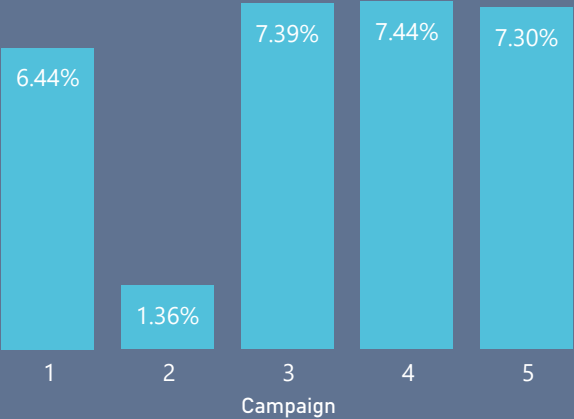
SPEND BY INCOME AND MARITAL STATUS



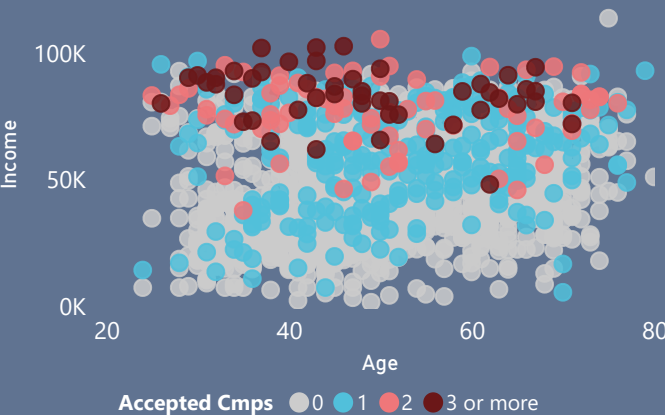
20.8%

OF CUSTOMERS ACCEPTED 1 OR MORE CAMPAIGNS

CAMPAIGN SUCCESS RATE



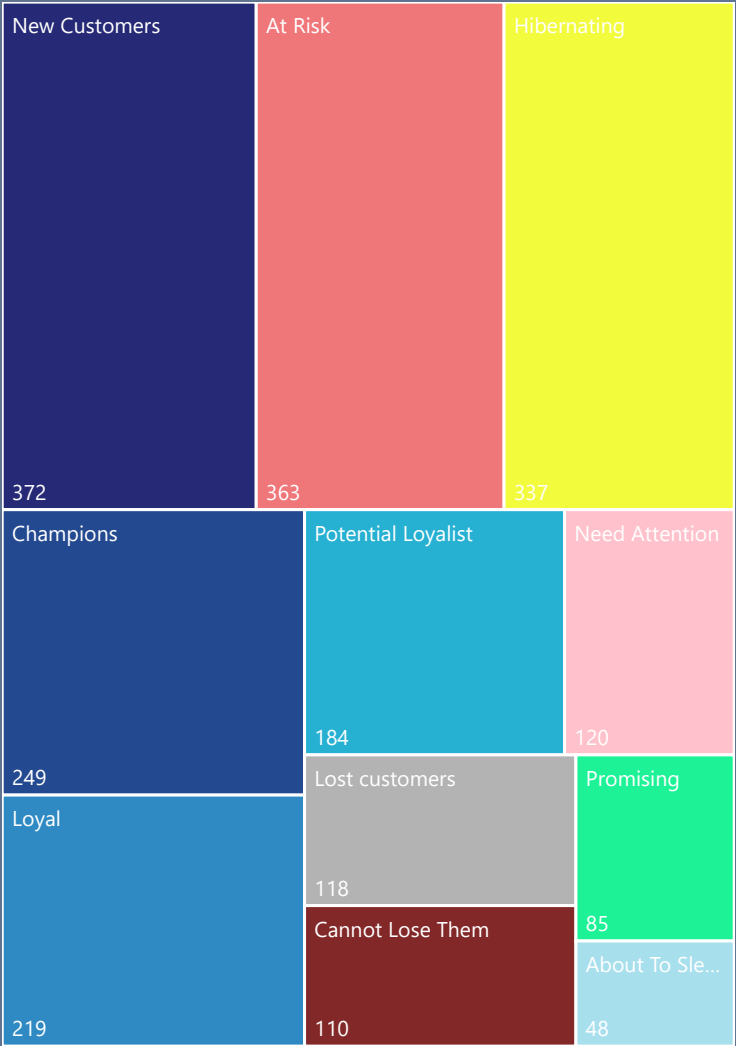
NUMBER OF CAMPAIGNS ACCEPTED BY INCOME AND AGE



Segment

- Select all
- About To Sleep
- At Risk
- Cannot Lose Them
- Champions
- Hibernating
- Lost customers
- Loyal
- Need Attention
- New Customers
- Potential Loyalist
- Promising

NUMBER OF CUSTOMERS BY SEGMENT



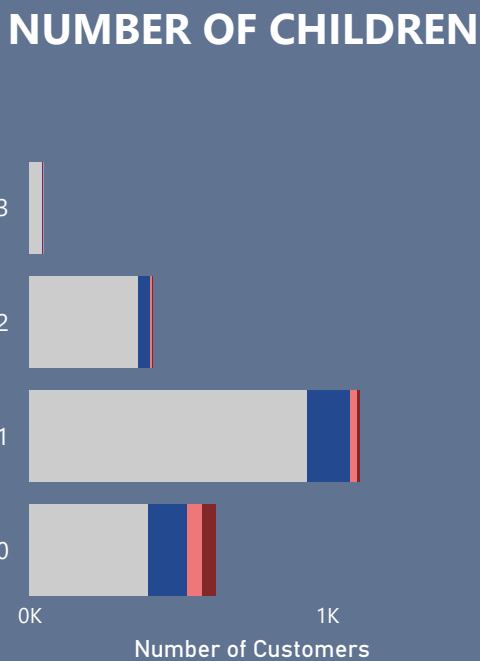
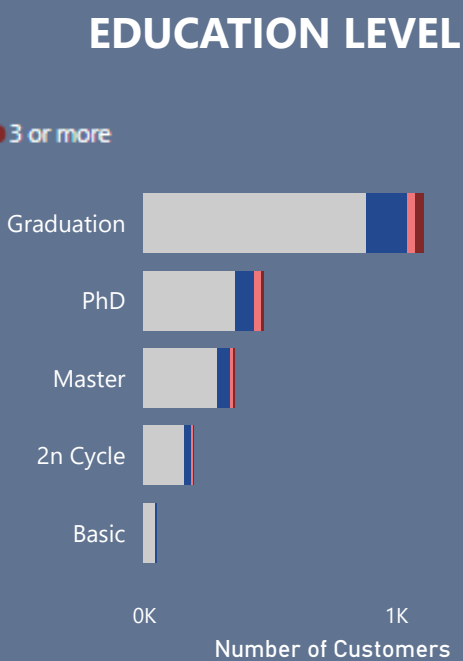
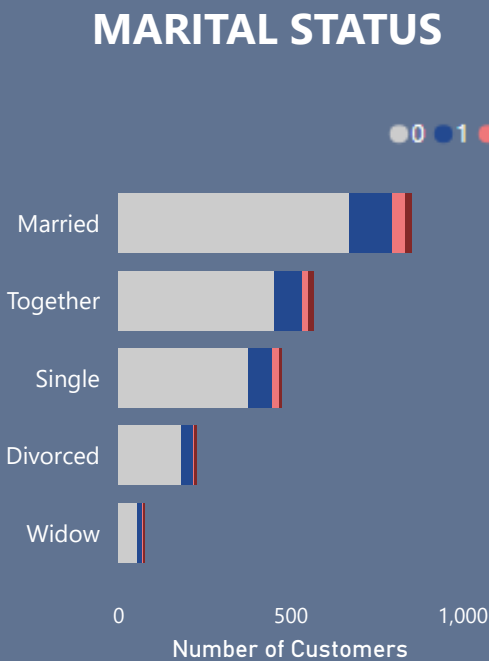
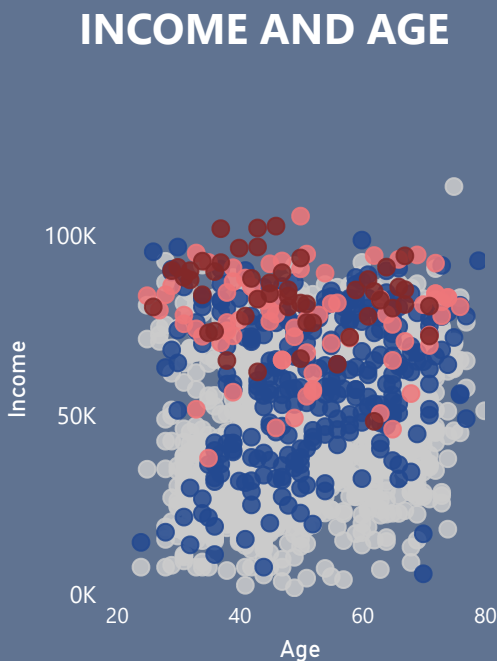
TOP 4 SEGMENTS BY AGE AND INCOME



CUSTOMER RFM SCORE

Cust ID	Recency	Frequency	Monetary	RFM	Segment
1	58	25	1529	355	Loyal
2	38	6	21	411	New Customers
3	26	21	734	444	Loyal
4	26	8	48	422	New Customers
5	94	19	407	143	At Risk
6	16	22	702	544	Champions
7	34	21	563	443	Need Attention
8	32	10	146	422	New Customers
9	19	6	44	512	New Customers
10	68	2	36	211	Hibernating
11	59	6	45	212	Hibernating
12	82	16	1072	134	At Risk
13	53	15	296	333	Potential Loyalist
14	38	5	41	411	New Customers
15	23	26	1270	455	Champions
16	51	9	92	322	Hibernating
17	20	13	289	433	Potential Loyalist
18	91	26	1606	155	Cannot Lose Them
19	86	8	94	122	Hibernating
20	41	12	268	323	Potential

CAMPAIGN
COUNT BY
CUSTOMER



CUSTOMER
COUNT BY
CAMPAIGN

Campaign: All

1	4
2	5
3	

