		fx	=YEAR(TODAY())-B2

	B	C	D
	Year_Birth	Age	Education
	1957	67	Graduate
	1954	70	Graduate
	1965	59	Graduate
	1984	40	Graduate
	1981	43	Postgraduate
	1967	57	Postgraduate
	1971	53	Graduate
	1985	39	Postgraduate
	1974	50	Postgraduate
	1950	74	Postgraduate
	1983	41	Graduate
	1976	48	Undergraduate
	1959	65	Graduate
	1952	72	Postgraduate
	1987	37	Graduate
	1946	78	Postgraduate
	1980	44	Graduate

=SUM(G2:H2)

Kidhome	Teenhome	No_of_Children
0	0	0
1	1	2
0	0	0
1	0	1
1	0	1
0	1	1
0	1	1
1	0	1
1	0	1
1	1	2
1	0	1
0	0	0
0	0	0
1	1	2
0	0	0
0	0	0
1	1	2
0	0	0

Formula bar: `=(1-PERCENTRANK.INC(K:K,K2,1))*10`

K Recency	L Recency_Score	M MntWines
58	5	63
38	7	1
26	8	42
26	8	1
94	1	17
16	9	52
34	7	23
32	7	7
19	9	1
68	4	2
11	9	
59	5	
82	2	19
53	5	23
38	7	
23	8	100
51	5	5
20	8	8

MntWines	MntFruits	MntMeatProducts	MntFishProducts	MntSweetProducts	MntGoldProds	Monetry_Value	N
635	88	546	172	88	88	1617	
11	1	6	2	1	6	27	
426	49	127	111	21	42	776	
11	4	20	10	3	5	53	
173	43	118	46	27	15	422	
520	42	98	0	42	14	716	
235	65	164	50	49	27	590	
76	10	56	3	1	23	169	
14	0	24	3	3	2	46	
28	0	6	1	1	13	49	
5	5	6	0	2	1	19	
6	16	11	11	1	16	61	
194	61	480	225	112	30	1102	
233	2	53	3	5	14	310	
3	14	17	6	1	5	46	
1006	22	115	59	68	45	1315	
53	5	19	2	13	4	96	
84	5	38	150	12	28	317	
1012	80	498	0	16	176	1782	
4	17	19	30	24	39	133	
86	2	73	69	38	48	316	
1	1	1725	1	1	1	1730	
867	0	86	0	0	19	972	
384	0	102	21	32	5	544	

Formula bar: `=PERCENTRANK.INC($S:$S,S2,1)*10`

ntGoldProds	Monetry_Value	Monetry_Score	NumDea
88	1617	9	
6	27	0	
42	776	6	
5	53	1	
15	422	5	
14	716	6	
27	590	5	
23	169	3	
2	46	1	
13	49	1	
1	19	0	
16	61	2	
30	1102	7	
14	310	4	
5	46	1	
45	1315	8	
4	96	3	
28	317	4	
176	1782	9	
39	133	3	
48	316	4	
1	1730	9	
19	972	7	
5	544	5	

Formula bar: `=SUM(V2:X2)`

NumWebPurchases	NumCatalogPurchases	NumStorePurchases	Frequency
8	10	4	22
1	1	2	4
8	2	10	20
2	0	4	6
5	3	6	14
6	4	10	20
7	3	7	17
4	0	4	8
3	0	2	5
1	0	0	1
1	0	2	3
2	0	3	5
3	4	8	15
6	1	5	12
1	0	3	4
7	6	12	25
3	0	3	6
4	1	6	11
11	4	9	24
2	1	3	6
4	2	5	11
0	28	0	28
2	3	9	14
6	2	9	17

=PERCENTRANK.INC($Y:$Y,Y2,1)*10

X	Y	Z	
ePurchases	Frequency	Frequency_Score	
4	22	8	
2	4	0	
10	20	7	
4	6	2	
6	14	5	
10	20	7	
7	17	6	
4	8	3	
2	5	1	
0	1	0	
2	3	0	
3	5	1	
8	15	5	
5	12	4	
3	4	0	
12	25	9	
3	6	2	
6	11	4	
9	24	9	
3	6	2	
5	11	4	
0	28	9	
9	14	5	
8	17	6	

=SUM(L2:N2)

Recency_Score	Frequency_Score	Monetry_Score	RFM
5	8	9	22
7	0	0	7
8	7	6	21
8	2	1	11
1	5	5	11
9	7	6	22
7	6	5	18
7	3	3	13
9	1	1	11
4	0	1	5
4	1	2	7
2	5	7	14
5	4	4	13
7	0	1	8
8	9	8	25
5	2	3	10
8	4	4	16
1	9	9	19
2	2	3	7
6	4	4	14
6	9	9	24
4	5	7	16
10	6	5	21
4	5	5	14

`fx` =PERCENTRANK.INC($O:$O,O2,1)*10

O	P	Mr
RFM	RFM_Score	
22		8
7		1
21		8
11		3
11		3
22		8
18		6
13		3
11		3
5		0
7		1
14		4
13		3
8		1
25		9
10		2
16		5
19		7
7		1
14		4
24		9
16		5
21		8
14		4

Formula bar: `=VLOOKUP(P2,$T$4:$U$15,2,FALSE)`

P	Q	R	S	T	U	V
RFM_Score	Customer_Segment					
8	Top Customer					
1	Immediate Attention					
8	Top Customer			RFM_Score	Customer_Segment	
3	At Risk/Need Attention			10	Top Customer	
3	At Risk/Need Attention			9	Top Customer	
8	Top Customer			8	Top Customer	
6	Loyal Customer			7	Loyal Customer	
3	At Risk/Need Attention			6	Loyal Customer	
3	At Risk/Need Attention			5	Loyal Customer	
0	Immediate Attention			4	At Risk/Need Attention	
1	Immediate Attention			3	At Risk/Need Attention	
4	At Risk/Need Attention			2	At Risk/Need Attention	
3	At Risk/Need Attention			1	Immediate Attention	
1	Immediate Attention			0	Immediate Attention	
9	Top Customer					
2	At Risk/Need Attention					
5	Loyal Customer					
7	Loyal Customer					
1	Immediate Attention					
4	At Risk/Need Attention					
9	Top Customer					
5	Loyal Customer					
8	Top Customer					

Customer Count by Education within each Segment	
Row Labels ▾	**Count of Education**
⊟ **At Risk/Need Attention**	**741**
Graduate	366
Postgraduate	286
Undergraduate	89
⊟ **Immediate Attention**	**470**
Graduate	231
Postgraduate	156
Undergraduate	83
⊟ **Loyal Customer**	**584**
Graduate	307
Postgraduate	239
Undergraduate	38
⊟ **Top Customer**	**418**
Graduate	212
Postgraduate	164
Undergraduate	42
Grand Total	**2213**

Customer Count by Marital Staus within each Segment	
Row Labels ▾	**Count of Education**
⊟ **At Risk/Need Attention**	**741**
Graduate	366
Postgraduate	286
Undergraduate	89
⊟ **Immediate Attention**	**470**
Graduate	231
Postgraduate	156
Undergraduate	83
⊟ **Loyal Customer**	**584**
Graduate	307
Postgraduate	239
Undergraduate	38
⊟ **Top Customer**	**418**
Graduate	212
Postgraduate	164
Undergraduate	42
Grand Total	**2213**