

2012	2013	2014
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AVG Basket

100,80 4.195,84



89
Customers

1820
Sum of Frequency

1M
Sum of Monetary

RecencyScore

Select all 2

1 3

FrequencyScore

Select all 2

1 3

MonetaryScore

Select all 2

1 3

Segment	Average of Recency	Average of Frequency	Average Order Amount
At_Risk	101,40	10,40	1.322,64
Champions	6,89	16,67	2.219,25
Hibernating	166,00	3,80	731,01
Loyal_Customers	29,31	11,54	1.713,24
Need_Attention	33,83	4,58	802,62
New_Customers	7,43	5,14	506,92
Promising	8,71	79,86	1.485,02
Total	51,56	20,45	1.631,88

