RFM SCORE & ORDER COUNT BY COUNTRY

Geographical Customer Segmentation

NORTHWIND TRADERS

RFM Mean   3.0 — 14.0
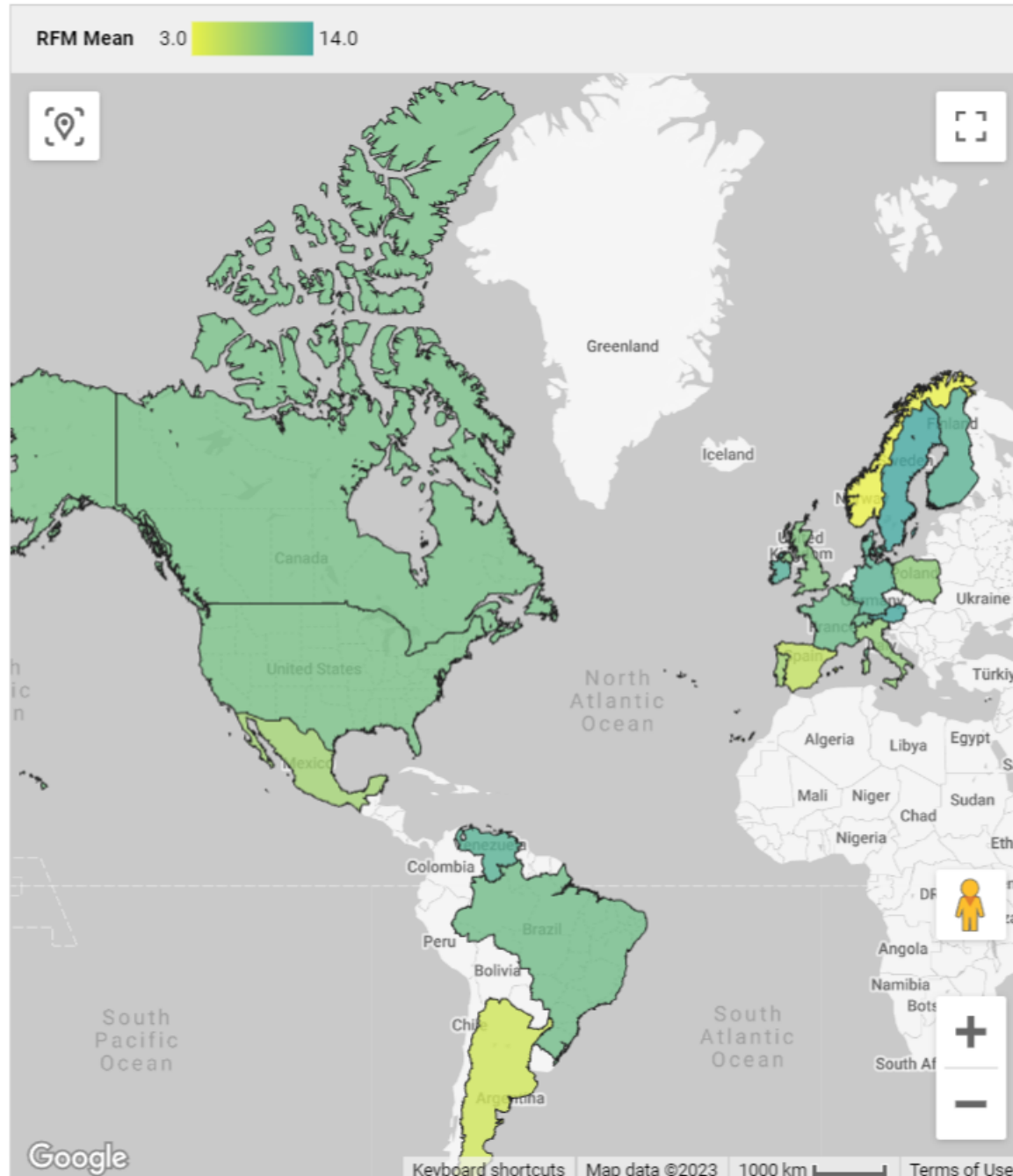
	Country	RFM Mean ▾	Order Count
1.	Sweden	14	17
2.	Austria	13.93	21
3.	Ireland	13	10
4.	Venezuela	12.59	20
5.	Germany	12.46	64
6.	Denmark	12.41	11
7.	Finland	12.4	13
8.	Switzerland	11.28	8
9.	France	11.14	39
10.	Brazil	10.95	42
11.	Canada	10.65	17
12.	United States of America	10.52	60
13.	Belgium	10.16	7
14.	United Kingdom	9.88	30
15.	Poland	9	2
16.	Italy	8.86	15
17.	Portugal	7.89	7
18.	Mexico	7.85	12
19.	Spain	5.73	5
20.	Argentina	4.83	6
21.	Norway	3	2

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