

Customer Segmentation by RFM model.

1

RFM_Sum=3

Customer Name	Recency	Frequency	Monetary	Rank for Variable Recency	Rank for Variable Frequency	Rank for Variable Monetary	RFM	RFM_Sum
Alexander Brumley	22DEC2015	53	\$8,030.00	1	1	1	111	3
Armstrong Dawkins	15DEC2015	54	\$8,848.00	1	1	1	111	3
Baker Barcio	24NOV2015	50	\$8,384.00	1	1	1	111	3
Banks Ducich	22DEC2015	56	\$8,424.00	1	1	1	111	3
Beard Radford	20DEC2015	47	\$7,008.00	1	1	1	111	3
Beasley Pawlan	21DEC2015	31	\$4,249.00	1	1	1	111	3
Beck Gonzalez	20DEC2015	50	\$7,853.00	1	1	1	111	3
Berry Creighton	16DEC2015	52	\$7,625.00	1	1	1	111	3
Bowman Fjeld	16DEC2015	45	\$6,205.00	1	1	1	111	3
Bradshaw Swindell	06DEC2015	36	\$6,081.00	1	1	1	111	3
Bryant Brumfield	24DEC2015	57	\$8,578.00	1	1	1	111	3
Chapman Donovan	23DEC2015	52	\$8,405.00	1	1	1	111	3
Cooper Blacks	23DEC2015	49	\$8,140.00	1	1	1	111	3
Cortez Mcadams	13DEC2015	53	\$8,553.00	1	1	1	111	3
Craig Gjertsen	21DEC2015	55	\$8,848.00	1	1	1	111	3
Daniel Harton	16DEC2015	57	\$8,698.00	1	1	1	111	3
Douglas Foster	24DEC2015	53	\$7,381.00	1	1	1	111	3
Farrell Sewall	19DEC2015	56	\$8,821.00	1	1	1	111	3
Foster Brown	21DEC2015	50	\$8,326.00	1	1	1	111	3
Fowler Flanagan	19DEC2015	49	\$7,728.00	1	1	1	111	3
Francis Jarboe	13DEC2015	53	\$8,462.00	1	1	1	111	3
Garrison Perrino	28NOV2015	48	\$7,585.00	1	1	1	111	3
Garza Elijah	21DEC2015	52	\$8,070.00	1	1	1	111	3
Gates Moffitt	23DEC2015	56	\$8,712.00	1	1	1	111	3
Glass Schmidt	22DEC2015	56	\$8,552.00	1	1	1	111	3
Glenn Payne	24DEC2015	43	\$7,236.00	1	1	1	111	3
Gomez Carter	21DEC2015	46	\$7,056.00	1	1	1	111	3
Gonzalez Barnes	04DEC2015	50	\$7,054.00	1	1	1	111	3
Goodman Jas	22DEC2015	48	\$7,469.00	1	1	1	111	3
Green Baptist	24DEC2015	44	\$7,999.00	1	1	1	111	3
Hall Atkinson	23NOV2015	53	\$9,016.00	1	1	1	111	3
Hampton Jacobs	23DEC2015	36	\$4,997.00	1	1	1	111	3
Harding Tran	20DEC2015	52	\$8,230.00	1	1	1	111	3
Hart Daly	20DEC2015	55	\$9,031.00	1	1	1	111	3
Herring Stewart	21DEC2015	46	\$6,977.00	1	1	1	111	3
Hoffman Flathmann	11DEC2015	46	\$7,120.00	1	1	1	111	3

Customer Segmentation by RFM model.

2

RFM_Sum=3

Customer Name	Recency	Frequency	Monetary	Rank for Variable Recency	Rank for Variable Frequency	Rank for Variable Monetary	RFM	RFM_Sum
Horton Gastineau	23DEC2015	47	\$7,823.00	1	1	1	111	3
Huffman Nockton	23DEC2015	50	\$8,327.00	1	1	1	111	3
Jacobson Willingham	23DEC2015	46	\$6,726.00	1	1	1	111	3
James Bolton	19DEC2015	51	\$8,095.00	1	1	1	111	3
Keith Percer	22DEC2015	51	\$7,594.00	1	1	1	111	3
Keller Haines	22DEC2015	45	\$6,662.00	1	1	1	111	3
Kelley Devincentis	20DEC2015	31	\$4,411.00	1	1	1	111	3
King Bailliet	21DEC2015	39	\$5,594.00	1	1	1	111	3
Klein Lee	29NOV2015	55	\$8,566.00	1	1	1	111	3
Kline Williamson	21DEC2015	55	\$8,525.00	1	1	1	111	3
Lang Oakman	11DEC2015	57	\$8,485.00	1	1	1	111	3
Leblanc Spruell	20DEC2015	56	\$8,356.00	1	1	1	111	3
Lopez Balk	24DEC2015	48	\$8,260.00	1	1	1	111	3
Mays Weiss	18DEC2015	50	\$7,962.00	1	1	1	111	3
Mckinney Gilcrest	22DEC2015	48	\$7,452.00	1	1	1	111	3
Mendez Grace	02DEC2015	52	\$8,698.00	1	1	1	111	3
Morgan Bertelson	20DEC2015	50	\$8,206.00	1	1	1	111	3
Morin Zettner	23DEC2015	36	\$4,491.00	1	1	1	111	3
Nash Melton	19DEC2015	52	\$8,338.00	1	1	1	111	3
Newman Gonzalez	23DEC2015	47	\$7,265.00	1	1	1	111	3
Olsen Phelps	24DEC2015	48	\$7,253.00	1	1	1	111	3
Pacheco Sayre	15DEC2015	48	\$7,418.00	1	1	1	111	3
Parks Grady	15DEC2015	56	\$8,784.00	1	1	1	111	3
Perez Barton	05DEC2015	55	\$8,940.00	1	1	1	111	3
Ramirez Boland	23DEC2015	57	\$8,910.00	1	1	1	111	3
Reyes Christensen	13DEC2015	43	\$6,459.00	1	1	1	111	3
Richardson Blackwell	06DEC2015	56	\$8,563.00	1	1	1	111	3
Riley Davis	17DEC2015	54	\$7,300.00	1	1	1	111	3
Rivers Sunley	20DEC2015	36	\$5,968.00	1	1	1	111	3
Robles Pryor	24DEC2015	51	\$7,498.00	1	1	1	111	3
Rodriquez Glantz	24DEC2015	51	\$7,259.00	1	1	1	111	3
Rojas Schmidt	20DEC2015	47	\$6,140.00	1	1	1	111	3
Sandoval Kimmel	22DEC2015	53	\$7,521.00	1	1	1	111	3
Sanford Zydlo	08DEC2015	56	\$8,076.00	1	1	1	111	3
Santos Herrera	21DEC2015	50	\$7,975.00	1	1	1	111	3
Shaw Chung	23DEC2015	55	\$8,458.00	1	1	1	111	3

Customer Segmentation by RFM model.

3

RFM_Sum=3

Customer Name	Recency	Frequency	Monetary	Rank for Variable Recency	Rank for Variable Frequency	Rank for Variable Monetary	RFM	RFM_Sum
Shepherd Patel	16DEC2015	50	\$8,343.00	1	1	1	111	3
Sheppard Tate	17DEC2015	46	\$7,233.00	1	1	1	111	3
Stephenson Schild	19DEC2015	45	\$6,444.00	1	1	1	111	3
Summers Merwin	20DEC2015	57	\$8,605.00	1	1	1	111	3
Sutton Gerbode	11DEC2015	51	\$8,950.00	1	1	1	111	3
Sweeney Schnelling	17DEC2015	37	\$5,342.00	1	1	1	111	3
Tyler Kipp	22DEC2015	43	\$6,823.00	1	1	1	111	3
Velez Takahito	15DEC2015	57	\$9,004.00	1	1	1	111	3
Walker Ashbrook	10DEC2015	55	\$7,796.00	1	1	1	111	3
Walls Sumrall	24DEC2015	42	\$6,927.00	1	1	1	111	3
Walton Jackson	13DEC2015	48	\$7,537.00	1	1	1	111	3
Watson Bowman	17DEC2015	55	\$8,794.00	1	1	1	111	3
Whitaker Nazzal	17DEC2015	55	\$7,694.00	1	1	1	111	3
Whitney Yedwab	16DEC2015	45	\$7,840.00	1	1	1	111	3
Winters Shonely	03DEC2015	54	\$7,962.00	1	1	1	111	3
Woods Calhoun	19DEC2015	48	\$6,874.00	1	1	1	111	3

Customer Segmentation by RFM model.

4

RFM_Sum=4

Customer Name	Recency	Frequency	Monetary	Rank for Variable Recency	Rank for Variable Frequency	Rank for Variable Monetary	RFM	RFM_Sum
Adams Barchas	28DEC2015	35	\$4,742.00	2	1	1	211	4
Allen Ausman	27DEC2015	50	\$7,907.00	2	1	1	211	4
Barton Mathis	28DEC2015	41	\$6,405.00	2	1	1	211	4
Blake Kastensmidt	18DEC2015	57	\$9,411.00	1	1	2	112	4
Boyer Skach	28DEC2015	51	\$7,533.00	2	1	1	211	4
Brock Lucas	27DEC2015	56	\$8,250.00	2	1	1	211	4
Burns Chung	27DEC2015	48	\$6,642.00	2	1	1	211	4
Burton Ellison	27DEC2015	51	\$8,327.00	2	1	1	211	4
Callahan Ritter	22DEC2015	54	\$9,233.00	1	1	2	112	4
Cardenas Yedwab	26DEC2015	49	\$7,747.00	2	1	1	211	4
Carey Roper	11DEC2015	59	\$8,710.00	1	2	1	121	4
Castillo Donatelli	19DEC2015	62	\$8,709.00	1	2	1	121	4
Chambers Glassco	26DEC2015	42	\$6,415.00	2	1	1	211	4
Chandler Hale	27DEC2015	44	\$6,378.00	2	1	1	211	4
Chen Tillman	28DEC2015	45	\$6,869.00	2	1	1	211	4
Clayton Marie	28DEC2015	43	\$6,041.00	2	1	1	211	4
Combs Ober	25DEC2015	51	\$7,028.00	2	1	1	211	4
Davidson Französisch	28DEC2015	48	\$7,314.00	2	1	1	211	4
Dawson Granlund	23DEC2015	57	\$9,332.00	1	1	2	112	4
Duncan Dahlen	25DEC2015	54	\$7,555.00	2	1	1	211	4
Dunn Cortes	28DEC2015	53	\$8,380.00	2	1	1	211	4
Eaton Pond	26DEC2015	39	\$6,120.00	2	1	1	211	4
Erickson Jones	25DEC2015	50	\$7,680.00	2	1	1	211	4
Figueroa Martin	28DEC2015	50	\$8,200.00	2	1	1	211	4
Finley Van	25DEC2015	55	\$8,520.00	2	1	1	211	4
Fleming Foster	27DEC2015	35	\$5,782.00	2	1	1	211	4
Ford Byrd	27DEC2015	55	\$7,890.00	2	1	1	211	4
Frazier Ferguson	27DEC2015	54	\$7,790.00	2	1	1	211	4
Gilbert Farhat	25DEC2015	49	\$8,123.00	2	1	1	211	4
Gonzales Brown	16DEC2015	60	\$8,702.00	1	2	1	121	4
Grant Collister	26DEC2015	43	\$6,729.00	2	1	1	211	4
Gross Kirkland	21DEC2015	55	\$9,036.00	1	1	2	112	4
Hanson Ferguson	27DEC2015	42	\$6,683.00	2	1	1	211	4
Hayes Burns	25DEC2015	44	\$5,879.00	2	1	1	211	4
Haynes Goranitis	24DEC2015	58	\$8,772.00	1	2	1	121	4
Hicks Chand	28DEC2015	57	\$8,907.00	2	1	1	211	4

Customer Segmentation by RFM model.

5

RFM_Sum=4

Customer Name	Recency	Frequency	Monetary	Rank for Variable Recency	Rank for Variable Frequency	Rank for Variable Monetary	RFM	RFM_Sum
Hines Hawkins	26DEC2015	39	\$6,255.00	2	1	1	211	4
House Stevenson	28DEC2015	50	\$8,191.00	2	1	1	211	4
Howell Eason	28DEC2015	54	\$8,316.00	2	1	1	211	4
Hubbard Hendricks	15DEC2015	62	\$8,810.00	1	2	1	121	4
Hudson Cox	18DEC2015	60	\$8,835.00	1	2	1	121	4
Jacobs Engle	14DEC2015	63	\$8,577.00	1	2	1	121	4
Jimenez Gastineau	26DEC2015	49	\$6,679.00	2	1	1	211	4
Juarez Shonely	23DEC2015	62	\$8,539.00	1	2	1	121	4
Kane Wallace	26DEC2015	38	\$5,697.00	2	1	1	211	4
Lara Smith	28DEC2015	50	\$7,511.00	2	1	1	211	4
Leach Steele	26DEC2015	53	\$8,736.00	2	1	1	211	4
Lynch Epp	28DEC2015	52	\$7,569.00	2	1	1	211	4
Mack Hoffman	28DEC2015	44	\$6,781.00	2	1	1	211	4
Mathews O'Donnell	28DEC2015	55	\$7,919.00	2	1	1	211	4
Mcdaniel Gordon	12DEC2015	56	\$9,633.00	1	1	2	112	4
Mcintyre Yedwab	20DEC2015	58	\$8,960.00	1	2	1	121	4
Morse Taslimi	27DEC2015	55	\$8,326.00	2	1	1	211	4
Mosley Parks	27DEC2015	54	\$8,092.00	2	1	1	211	4
Mullins Hansen	27DEC2015	57	\$7,457.00	2	1	1	211	4
Newton Hughes	27DEC2015	48	\$7,605.00	2	1	1	211	4
Ochoa Willingham	26DEC2015	48	\$7,313.00	2	1	1	211	4
Oconnor Nelson	25DEC2015	29	\$5,001.00	2	1	1	211	4
Oliver Dortch	15DEC2015	58	\$8,715.00	1	2	1	121	4
Oneal Norvell	13DEC2015	62	\$8,666.00	1	2	1	121	4
Phelps McNair	22DEC2015	57	\$9,033.00	1	1	2	112	4
Pierce Creighton	26DEC2015	42	\$7,090.00	2	1	1	211	4
Rice Clasen	28DEC2015	55	\$7,839.00	2	1	1	211	4
Salinas Reiten	26DEC2015	53	\$7,937.00	2	1	1	211	4
Schneider Hansen	24DEC2015	66	\$9,004.00	1	2	1	121	4
Schwartz Laware	25DEC2015	45	\$6,134.00	2	1	1	211	4
Silva Folk	22DEC2015	54	\$9,142.00	1	1	2	112	4
Simpson Catini	10DEC2015	60	\$8,915.00	1	2	1	121	4
Stevenson Hernandez	28DEC2015	53	\$8,484.00	2	1	1	211	4
Sullivan Cacioppo	20DEC2015	55	\$9,110.00	1	1	2	112	4
Taylor Andreada	25DEC2015	55	\$7,871.00	2	1	1	211	4
Terrell Zeldin	27DEC2015	40	\$6,460.00	2	1	1	211	4

Customer Segmentation by RFM model.

6

RFM_Sum=4

Customer Name	Recency	Frequency	Monetary	Rank for Variable Recency	Rank for Variable Frequency	Rank for Variable Monetary	RFM	RFM_Sum
Thomas Ann	25DEC2015	55	\$8,956.00	2	1	1	211	4
Trevino Reichenbach	24DEC2015	61	\$8,748.00	1	2	1	121	4
Trujillo Sheldon	25DEC2015	55	\$7,708.00	2	1	1	211	4
Turner Becker	28DEC2015	43	\$7,382.00	2	1	1	211	4
Villarreal Skaria	26DEC2015	50	\$7,986.00	2	1	1	211	4
Wade Fritzler	09DEC2015	57	\$9,231.00	1	1	2	112	4
Walter Seio	26DEC2015	45	\$7,274.00	2	1	1	211	4
Washington Brown	26DEC2015	47	\$7,935.00	2	1	1	211	4
Whitehead Pelletier	24DEC2015	59	\$8,795.00	1	2	1	121	4
William Ulpright	27DEC2015	47	\$7,972.00	2	1	1	211	4
Woodward Van	19DEC2015	58	\$8,659.00	1	2	1	121	4
Wright Baird	27DEC2015	39	\$5,689.00	2	1	1	211	4
Zimmerman Lichtenstein	23DEC2015	56	\$9,319.00	1	1	2	112	4

Customer Segmentation by RFM model.

7

RFM_Sum=5

Customer Name	Recency	Frequency	Monetary	Rank for Variable Recency	Rank for Variable Frequency	Rank for Variable Monetary	RFM	RFM_Sum
Abbott Mackendrick	24DEC2015	63	\$10,106.00	1	2	2	122	5
Acosta Morse	19DEC2015	62	\$10,350.00	1	2	2	122	5
Ashley Tran	30DEC2015	43	\$6,694.00	3	1	1	311	5
Avila Radford	29DEC2015	46	\$7,435.00	3	1	1	311	5
Barber Hastings	23DEC2015	67	\$10,476.00	1	2	2	122	5
Barr Sundaresam	24DEC2015	59	\$9,498.00	1	2	2	122	5
Bass Ludwig	17DEC2015	66	\$10,698.00	1	2	2	122	5
Bauer Sundaresam	29DEC2015	52	\$7,973.00	3	1	1	311	5
Black Collins	30DEC2015	44	\$7,145.00	3	1	1	311	5
Blair Hunt	29DEC2015	51	\$8,696.00	3	1	1	311	5
Blankenship Reese	12DEC2015	68	\$10,684.00	1	2	2	122	5
Booker Russell	22DEC2015	66	\$9,840.00	1	2	2	122	5
Boone Maxwell	09DEC2015	58	\$9,316.00	1	2	2	122	5
Bradford Noonan	31DEC2015	47	\$8,096.00	3	1	1	311	5
Bradley Daniels	30DEC2015	54	\$8,779.00	3	1	1	311	5
Brennan Waco	24DEC2015	63	\$10,379.00	1	2	2	122	5
Bruce Nunn	24DEC2015	67	\$9,593.00	1	2	2	122	5
Buck Webber	15DEC2015	65	\$10,518.00	1	2	2	122	5
Bush Grady	20DEC2015	62	\$9,754.00	1	2	2	122	5
Cain Mccrossin	23DEC2015	64	\$10,108.00	1	2	2	122	5
Cameron Packer	31DEC2015	49	\$7,518.00	3	1	1	311	5
Cannon Hwang	31DEC2015	49	\$8,135.00	3	1	1	311	5
Cantu Zandusky	20DEC2015	61	\$9,564.00	1	2	2	122	5
Carlson Flentye	31DEC2015	36	\$5,329.00	3	1	1	311	5
Carter Barreto	17DEC2015	64	\$9,317.00	1	2	2	122	5
Charles Norling	21DEC2015	66	\$9,994.00	1	2	2	122	5
Christian Paige	29DEC2015	57	\$7,900.00	3	1	1	311	5
Clark Arnett	30DEC2015	50	\$6,974.00	3	1	1	311	5
Cline Powers	30DEC2015	47	\$8,261.00	3	1	1	311	5
Cohen Howell	31DEC2015	41	\$6,452.00	3	1	1	311	5
Coleman Bremer	19DEC2015	67	\$10,257.00	1	2	2	122	5
Colon Kriz	31DEC2015	39	\$6,500.00	3	1	1	311	5
Cox Blanton	14DEC2015	60	\$9,930.00	1	2	2	122	5
Cummings Haushalter	29DEC2015	53	\$8,517.00	3	1	1	311	5
Curry Grove	20DEC2015	64	\$9,920.00	1	2	2	122	5
Day Ferrer	31DEC2015	54	\$8,107.00	3	1	1	311	5

Customer Segmentation by RFM model.

8

RFM_Sum=5

Customer Name	Recency	Frequency	Monetary	Rank for Variable Recency	Rank for Variable Frequency	Rank for Variable Monetary	RFM	RFM_Sum
Deleon Pisteka	29DEC2015	45	\$7,244.00	3	1	1	311	5
Donaldson Zandusky	30DEC2015	50	\$8,423.00	3	1	1	311	5
Dorsey Pritchep	29DEC2015	56	\$8,114.00	3	1	1	311	5
Dudley Vittorini	14DEC2015	59	\$9,640.00	1	2	2	122	5
Durham Stugart	31DEC2015	56	\$8,306.00	3	1	1	311	5
Edwards Beltran	29DEC2015	55	\$8,192.00	3	1	1	311	5
Ellison Shifley	31DEC2015	50	\$7,717.00	3	1	1	311	5
Fischer O'Donnell	29DEC2015	43	\$6,199.00	3	1	1	311	5
Fisher Carlisle	29DEC2015	49	\$7,998.00	3	1	1	311	5
French Liebe	28DEC2015	57	\$9,620.00	2	1	2	212	5
Gallegos Rosenblatt	23DEC2015	67	\$10,435.00	1	2	2	122	5
Garrett Farry	23DEC2015	66	\$10,884.00	1	2	2	122	5
George Engle	23DEC2015	60	\$9,683.00	1	2	2	122	5
Gibson Carroll	29DEC2015	56	\$7,781.00	3	1	1	311	5
Graham Cacioppo	31DEC2015	36	\$5,486.00	3	1	1	311	5
Gregory Gibson	31DEC2015	44	\$5,877.00	3	1	1	311	5
Gutierrez Doherty	21DEC2015	68	\$10,632.00	1	2	2	122	5
Guzman Haberlin	15DEC2015	62	\$10,065.00	1	2	2	122	5
Hale Goldenen	28DEC2015	58	\$8,299.00	2	2	1	221	5
Hancock O'Brill	14DEC2015	62	\$10,017.00	1	2	2	122	5
Harper Dartt	24DEC2015	61	\$10,032.00	1	2	2	122	5
Hatfield Trafton	31DEC2015	46	\$7,264.00	3	1	1	311	5
Hawkins Coram	31DEC2015	56	\$8,882.00	3	1	1	311	5
Henry Chand	29DEC2015	52	\$7,837.00	3	1	1	311	5
Herman Triggs	31DEC2015	41	\$6,256.00	3	1	1	311	5
Hernandez Badders	21DEC2015	65	\$10,640.00	1	2	2	122	5
Herrera Freymann	30DEC2015	51	\$8,599.00	3	1	1	311	5
Higgins Huston	31DEC2015	53	\$8,710.00	3	1	1	311	5
Hogan Mcgrath	29DEC2015	53	\$8,395.00	3	1	1	311	5
Holland Foster	31DEC2015	57	\$8,891.00	3	1	1	311	5
Holloway Lucas	30DEC2015	50	\$8,228.00	3	1	1	311	5
Holman Zandusky	24DEC2015	66	\$9,692.00	1	2	2	122	5
Hood Mitchum	30DEC2015	51	\$7,853.00	3	1	1	311	5
Horne Wilson	30DEC2015	56	\$8,335.00	3	1	1	311	5
Jefferson Macintyre	29DEC2015	55	\$8,998.00	3	1	1	311	5
Jones Adams	22DEC2015	68	\$10,683.00	1	2	2	122	5

Customer Segmentation by RFM model.

9

RFM_Sum=5

Customer Name	Recency	Frequency	Monetary	Rank for Variable Recency	Rank for Variable Frequency	Rank for Variable Monetary	RFM	RFM_Sum
Kim Eno	31DEC2015	56	\$7,813.00	3	1	1	311	5
Kirby Nguyen	31DEC2015	49	\$7,773.00	3	1	1	311	5
Knapp Williams	31DEC2015	55	\$8,753.00	3	1	1	311	5
Knox Sayre	25DEC2015	65	\$8,750.00	2	2	1	221	5
Koch Vanderzanden	27DEC2015	53	\$9,521.00	2	1	2	212	5
Lambert Glotzbach	31DEC2015	46	\$7,580.00	3	1	1	311	5
Landry Stobb	29DEC2015	52	\$8,107.00	3	1	1	311	5
Lester Preis	18DEC2015	68	\$9,578.00	1	2	2	122	5
Lewis Ashbrook	23DEC2015	64	\$10,187.00	1	2	2	122	5
Lindsey Kennedy	29DEC2015	53	\$8,120.00	3	1	1	311	5
Little Ellison	29DEC2015	57	\$8,805.00	3	1	1	311	5
Lloyd Martin	26DEC2015	58	\$9,032.00	2	2	1	221	5
Lowe Gannaway	18DEC2015	61	\$9,751.00	1	2	2	122	5
Luna Mcmath	29DEC2015	56	\$8,965.00	3	1	1	311	5
Lyons Hane	28DEC2015	60	\$8,875.00	2	2	1	221	5
Maddox Watters	22DEC2015	67	\$9,403.00	1	2	2	122	5
Marks Schneider	30DEC2015	54	\$6,915.00	3	1	1	311	5
Mathis McCarthy	30DEC2015	54	\$8,043.00	3	1	1	311	5
Maxwell Katz	29DEC2015	48	\$7,852.00	3	1	1	311	5
Mcconnell Tom	21DEC2015	64	\$9,588.00	1	2	2	122	5
Mcintosh Van	15DEC2015	59	\$9,355.00	1	2	2	122	5
Mcknight Webber	23DEC2015	63	\$9,404.00	1	2	2	122	5
Mclaughlin Leslie	29DEC2015	56	\$8,316.00	3	1	1	311	5
Melton Ordway	18DEC2015	66	\$10,841.00	1	2	2	122	5
Merritt Ryan	25DEC2015	56	\$9,882.00	2	1	2	212	5
Middleton Thornton	12DEC2015	65	\$10,728.00	1	2	2	122	5
Montgomery Dowd	21DEC2015	68	\$10,201.00	1	2	2	122	5
Moore Andreada	31DEC2015	44	\$7,195.00	3	1	1	311	5
Morales Chapman	29DEC2015	35	\$5,755.00	3	1	1	311	5
Mueller Pistek	24DEC2015	62	\$9,479.00	1	2	2	122	5
Navarro Preis	31DEC2015	48	\$7,594.00	3	1	1	311	5
Neal Gainer	27DEC2015	62	\$8,964.00	2	2	1	221	5
Nelson Barnett	29DEC2015	49	\$8,272.00	3	1	1	311	5
Nichols Collister	28DEC2015	60	\$8,942.00	2	2	1	221	5
Norman Joy	29DEC2015	53	\$7,649.00	3	1	1	311	5
Norris Greene	30DEC2015	48	\$7,551.00	3	1	1	311	5

Customer Segmentation by RFM model.

10

RFM_Sum=5

Customer Name	Recency	Frequency	Monetary	Rank for Variable Recency	Rank for Variable Frequency	Rank for Variable Monetary	RFM	RFM_Sum
Norton Magee	14DEC2015	58	\$9,358.00	1	2	2	122	5
Nunez Lanier	22DEC2015	66	\$10,869.00	1	2	2	122	5
Owen Ludwig	20DEC2015	63	\$10,721.00	1	2	2	122	5
Padilla Kunitz	23DEC2015	68	\$10,032.00	1	2	2	122	5
Page Häberlin	24DEC2015	61	\$9,533.00	1	2	2	122	5
Palmer Collins	04DEC2015	69	\$10,494.00	1	2	2	122	5
Parrish Preis	30DEC2015	48	\$7,925.00	3	1	1	311	5
Payne Crebassa	08DEC2015	62	\$9,070.00	1	2	2	122	5
Pearson Fortune-	18DEC2015	64	\$10,188.00	1	2	2	122	5
Perkins Cousins	29DEC2015	49	\$8,290.00	3	1	1	311	5
Perry Brennan	15DEC2015	64	\$10,405.00	1	2	2	122	5
Pittman Lonsdale	29DEC2015	46	\$7,916.00	3	1	1	311	5
Porter Cazamias	30DEC2015	42	\$6,837.00	3	1	1	311	5
Potter Irving	30DEC2015	43	\$6,990.00	3	1	1	311	5
Powell Brennan	18DEC2015	58	\$9,345.00	1	2	2	122	5
Reeves Herman	29DEC2015	51	\$8,543.00	3	1	1	311	5
Rhodes Goldwyn	29DEC2015	43	\$6,505.00	3	1	1	311	5
Richard Minnotte	31DEC2015	55	\$8,878.00	3	1	1	311	5
Rios Jones	31DEC2015	42	\$6,511.00	3	1	1	311	5
Roach Wendt	24DEC2015	69	\$10,333.00	1	2	2	122	5
Rodgers Huffman	30DEC2015	43	\$6,739.00	3	1	1	311	5
Santiago Grayson	21DEC2015	65	\$9,939.00	1	2	2	122	5
Sherman Knutson	29DEC2015	43	\$6,841.00	3	1	1	311	5
Shields Phan	15DEC2015	62	\$10,356.00	1	2	2	122	5
Simmons Brown	12DEC2015	66	\$10,311.00	1	2	2	122	5
Simon Lacy	22DEC2015	67	\$10,806.00	1	2	2	122	5
Sparks Mackendrick	30DEC2015	50	\$9,011.00	3	1	1	311	5
Stafford Rosenberg	20DEC2015	68	\$10,299.00	1	2	2	122	5
Stevens Catlett	31DEC2015	55	\$8,289.00	3	1	1	311	5
Strong Schoenberger	29DEC2015	49	\$7,240.00	3	1	1	311	5
Tanner Sayre	30DEC2015	47	\$6,871.00	3	1	1	311	5
Thornton Holden	31DEC2015	55	\$7,865.00	3	1	1	311	5
Townsend Hwang	24DEC2015	69	\$10,067.00	1	2	2	122	5
Valdez Heidel	15DEC2015	64	\$10,447.00	1	2	2	122	5
Valentine Wasserman	29DEC2015	55	\$8,949.00	3	1	1	311	5
Velasquez Staebel	24DEC2015	68	\$10,159.00	1	2	2	122	5

Customer Segmentation by RFM model.

11

RFM_Sum=5

Customer Name	Recency	Frequency	Monetary	Rank for Variable Recency	Rank for Variable Frequency	Rank for Variable Monetary	RFM	RFM_Sum
Vincent Peterman	17DEC2015	66	\$10,006.00	1	2	2	122	5
Wall Olsen	19DEC2015	65	\$10,200.00	1	2	2	122	5
Watkins Cunningham	24DEC2015	61	\$10,498.00	1	2	2	122	5
Webb Castell	25DEC2015	56	\$9,925.00	2	1	2	212	5
Webster Jordon	14DEC2015	59	\$9,667.00	1	2	2	122	5
Welch Fein	28DEC2015	58	\$8,819.00	2	2	1	221	5
Wells Castell	24DEC2015	60	\$9,326.00	1	2	2	122	5
Wheeler Donatelli	29DEC2015	34	\$5,575.00	3	1	1	311	5
Williamson Dryer	29DEC2015	56	\$8,351.00	3	1	1	311	5
Willis Crouse	31DEC2015	41	\$6,320.00	3	1	1	311	5
Wilson Anderson	28DEC2015	54	\$9,138.00	2	1	2	212	5
Wolf Murray	23DEC2015	59	\$10,064.00	1	2	2	122	5
Wolfe Hansen	23DEC2015	63	\$9,943.00	1	2	2	122	5
Wong Macintyre	24DEC2015	69	\$10,409.00	1	2	2	122	5
Woodard Pippenger	31DEC2015	41	\$6,483.00	3	1	1	311	5
York Redmond	09DEC2015	69	\$10,495.00	1	2	2	122	5

Customer Segmentation by RFM model.

12

RFM_Sum=6

Customer Name	Recency	Frequency	Monetary	Rank for Variable Recency	Rank for Variable Frequency	Rank for Variable Monetary	RFM	RFM_Sum
Alvarez Eaton	27DEC2015	64	\$9,895.00	2	2	2	222	6
Atkins Messe	30DEC2015	57	\$9,398.00	3	1	2	312	6
Atkinson Ryan	24DEC2015	73	\$9,936.00	1	3	2	132	6
Barrett Gayman	25DEC2015	66	\$10,389.00	2	2	2	222	6
Barron Thompson	27DEC2015	61	\$9,378.00	2	2	2	222	6
Bishop Dunbar	31DEC2015	55	\$9,066.00	3	1	2	312	6
Blackburn Tyler	28DEC2015	64	\$9,380.00	2	2	2	222	6
Brooks Boyes	19DEC2015	70	\$10,394.00	1	3	2	132	6
Bryan Mcfarland	31DEC2015	60	\$8,553.00	3	2	1	321	6
Buckley Wasserman	22DEC2015	67	\$10,943.00	1	2	3	123	6
Butler Brown	27DEC2015	68	\$10,496.00	2	2	2	222	6
Carson Martin	30DEC2015	54	\$9,496.00	3	1	2	312	6
Cochran Mitchell	30DEC2015	58	\$8,556.00	3	2	1	321	6
Contreras Paige	17DEC2015	75	\$10,506.00	1	3	2	132	6
Copeland Lomonaco	31DEC2015	53	\$9,326.00	3	1	2	312	6
Cruz Carroll	27DEC2015	64	\$10,589.00	2	2	2	222	6
Curtis Fuller	25DEC2015	58	\$9,974.00	2	2	2	222	6
Dean Etezadi	27DEC2015	62	\$9,788.00	2	2	2	222	6
Delgado Hooks	26DEC2015	67	\$10,208.00	2	2	2	222	6
Dennis Holloman	28DEC2015	62	\$9,361.00	2	2	2	222	6
Dixon Childs	28DEC2015	65	\$9,658.00	2	2	2	222	6
Drake Macallister	25DEC2015	66	\$10,188.00	2	2	2	222	6
Duran Prescott	26DEC2015	65	\$9,767.00	2	2	2	222	6
English Schnelling	30DEC2015	59	\$8,989.00	3	2	1	321	6
Espinoza Mull	26DEC2015	59	\$9,121.00	2	2	2	222	6
Evans Bellavance	27DEC2015	63	\$9,999.00	2	2	2	222	6
Everett Sweed	26DEC2015	65	\$9,936.00	2	2	2	222	6
Fernandez Elias	31DEC2015	59	\$8,876.00	3	2	1	321	6
Fitzgerald Klamczynski	27DEC2015	63	\$9,804.00	2	2	2	222	6
Flynn Moss	27DEC2015	58	\$9,073.00	2	2	2	222	6
Fox D'Ascenzo	27DEC2015	68	\$10,438.00	2	2	2	222	6
Franklin Dickinson	26DEC2015	64	\$10,530.00	2	2	2	222	6
Frost Tron	26DEC2015	68	\$10,613.00	2	2	2	222	6
Gibbs Kinney	30DEC2015	57	\$9,385.00	3	1	2	312	6
Giles Turnell	28DEC2015	67	\$10,713.00	2	2	2	222	6
Gordon Chung	30DEC2015	59	\$8,578.00	3	2	1	321	6

Customer Segmentation by RFM model.

13

RFM_Sum=6

Customer Name	Recency	Frequency	Monetary	Rank for Variable Recency	Rank for Variable Frequency	Rank for Variable Monetary	RFM	RFM_Sum
Greer Krohn	31DEC2015	59	\$7,953.00	3	2	1	321	6
Grimes Paige	26DEC2015	65	\$9,568.00	2	2	2	222	6
Hardin Roach	24DEC2015	71	\$10,545.00	1	3	2	132	6
Harrington Matthias	16DEC2015	69	\$11,315.00	1	2	3	123	6
Harris Armstrong	13DEC2015	73	\$10,728.00	1	3	2	132	6
Hartman Phonely	29DEC2015	58	\$8,421.00	3	2	1	321	6
Henderson Braxton	25DEC2015	62	\$9,233.00	2	2	2	222	6
Hensley O'Rourke	30DEC2015	63	\$8,881.00	3	2	1	321	6
Henson Rozendal	26DEC2015	67	\$10,193.00	2	2	2	222	6
Hobbs Saunders	27DEC2015	62	\$9,079.00	2	2	2	222	6
Hoover Patterson	27DEC2015	66	\$9,314.00	2	2	2	222	6
Howard Blume	26DEC2015	62	\$10,250.00	2	2	2	222	6
Huff Manning	29DEC2015	58	\$8,217.00	3	2	1	321	6
Hunter Chance	28DEC2015	68	\$10,506.00	2	2	2	222	6
Johnson Abelman	30DEC2015	56	\$9,079.00	3	1	2	312	6
Kennedy Cheatham	30DEC2015	56	\$9,166.00	3	1	2	312	6
Kirk Murray	26DEC2015	63	\$10,802.00	2	2	2	222	6
Larson Ferguson	29DEC2015	58	\$8,716.00	3	2	1	321	6
Long Breyer	31DEC2015	55	\$9,033.00	3	1	2	312	6
Mason Chapman	30DEC2015	59	\$8,651.00	3	2	1	321	6
Mccoy Duston	28DEC2015	58	\$9,080.00	2	2	2	222	6
Mccullough Visinsky	28DEC2015	60	\$9,239.00	2	2	2	222	6
Mclean Sievert	17DEC2015	69	\$10,998.00	1	2	3	123	6
Mejia Waldorf	26DEC2015	69	\$10,617.00	2	2	2	222	6
Monroe Murray	28DEC2015	65	\$10,041.00	2	2	2	222	6
Montoya Ritter	27DEC2015	63	\$9,462.00	2	2	2	222	6
Moreno Fjeld	25DEC2015	65	\$10,126.00	2	2	2	222	6
Morrow Murray	29DEC2015	61	\$8,921.00	3	2	1	321	6
Moses Rittenbach	25DEC2015	64	\$9,760.00	2	2	2	222	6
Moss Hoffmann	13DEC2015	73	\$10,817.00	1	3	2	132	6
Nolan Vittorini	26DEC2015	64	\$9,667.00	2	2	2	222	6
Obrien Geld	28DEC2015	69	\$10,354.00	2	2	2	222	6
Osborne Kelly	25DEC2015	63	\$10,487.00	2	2	2	222	6
Owens Carlisle	21DEC2015	71	\$10,657.00	1	3	2	132	6
Park Macintyre	27DEC2015	65	\$10,568.00	2	2	2	222	6
Paul Kendrick	26DEC2015	65	\$9,972.00	2	2	2	222	6

Customer Segmentation by RFM model.

14

RFM_Sum=6

Customer Name	Recency	Frequency	Monetary	Rank for Variable Recency	Rank for Variable Frequency	Rank for Variable Monetary	RFM	RFM_Sum
Peck	31DEC2015	54	\$9,116.00	3	1	2	312	6
Ramos Chong	28DEC2015	58	\$9,033.00	2	2	2	222	6
Reese Huthwaite	29DEC2015	58	\$7,980.00	3	2	1	321	6
Reynolds Carlisle	29DEC2015	58	\$8,988.00	3	2	1	321	6
Rich Ratner	27DEC2015	67	\$10,050.00	2	2	2	222	6
Robbins Hughes	29DEC2015	57	\$9,225.00	3	1	2	312	6
Ruiz Darley	28DEC2015	69	\$10,402.00	2	2	2	222	6
Rush Takahito	26DEC2015	61	\$9,147.00	2	2	2	222	6
Russo Webber	23DEC2015	67	\$11,124.00	1	2	3	123	6
Savage Phan	24DEC2015	73	\$10,547.00	1	3	2	132	6
Schmidt Dominguez	21DEC2015	70	\$9,510.00	1	3	2	132	6
Sellers Stevenson	28DEC2015	60	\$9,899.00	2	2	2	222	6
Sharp Harrigan	25DEC2015	64	\$9,527.00	2	2	2	222	6
Singleton Mcclure	27DEC2015	66	\$10,697.00	2	2	2	222	6
Snyder Dahlen	25DEC2015	67	\$10,417.00	2	2	2	222	6
Soto Fritzler	21DEC2015	67	\$11,252.00	1	2	3	123	6
Spencer Coyne	25DEC2015	58	\$9,467.00	2	2	2	222	6
Stokes Knudson	26DEC2015	64	\$10,762.00	2	2	2	222	6
Strickland Hwang	28DEC2015	64	\$9,861.00	2	2	2	222	6
Vasquez Dona	28DEC2015	64	\$10,315.00	2	2	2	222	6
Wallace Caffey	28DEC2015	58	\$10,092.00	2	2	2	222	6
Waller Yotov	28DEC2015	60	\$9,034.00	2	2	2	222	6
Ward Blumstein	28DEC2015	62	\$9,168.00	2	2	2	222	6
Wilkerson Medina	26DEC2015	64	\$10,348.00	2	2	2	222	6

Customer Segmentation by RFM model.

15

RFM_Sum=7

Customer Name	Recency	Frequency	Monetary	Rank for Variable Recency	Rank for Variable Frequency	Rank for Variable Monetary	RFM	RFM_Sum
Aguilar Hopkins	21DEC2015	75	\$10,943.00	1	3	3	133	7
Anderson Andreadi	30DEC2015	60	\$10,510.00	3	2	2	322	7
Andrews Daniels	31DEC2015	60	\$9,219.00	3	2	2	322	7
Anthony Myrick	20DEC2015	78	\$13,158.00	1	3	3	133	7
Arnold Crestani	29DEC2015	60	\$9,119.00	3	2	2	322	7
Austin Demoss	24DEC2015	85	\$12,745.00	1	3	3	133	7
Ball Hagelstein	25DEC2015	71	\$10,617.00	2	3	2	232	7
Ballard Latchford	23DEC2015	82	\$14,102.00	1	3	3	133	7
Barnes Braxton	21DEC2015	74	\$11,021.00	1	3	3	133	7
Baxter Pak	29DEC2015	63	\$9,742.00	3	2	2	322	7
Bennett Braun	31DEC2015	58	\$9,669.00	3	2	2	322	7
Benton Ward	31DEC2015	68	\$10,005.00	3	2	2	322	7
Best Venier	28DEC2015	76	\$10,229.00	2	3	2	232	7
Blanchard Vittorini	21DEC2015	88	\$13,605.00	1	3	3	133	7
Blevins Thurman	24DEC2015	75	\$12,921.00	1	3	3	133	7
Boyd Chapman	31DEC2015	58	\$9,873.00	3	2	2	322	7
Branch Thornton	19DEC2015	83	\$11,759.00	1	3	3	133	7
Briggs Lee	25DEC2015	71	\$10,153.00	2	3	2	232	7
Buchanan Liston	24DEC2015	82	\$12,888.00	1	3	3	133	7
Burke Ferguson	28DEC2015	68	\$11,815.00	2	2	3	223	7
Burnett Mills	23DEC2015	75	\$11,339.00	1	3	3	133	7
Calhoun Poirier	25DEC2015	72	\$10,422.00	2	3	2	232	7
Casey Mautz	31DEC2015	61	\$10,108.00	3	2	2	322	7
Castro Gelder	29DEC2015	62	\$9,705.00	3	2	2	322	7
Chan West	20DEC2015	84	\$12,233.00	1	3	3	133	7
Chase Mitchum	31DEC2015	60	\$10,265.00	3	2	2	322	7
Chavez Delaney	30DEC2015	65	\$9,462.00	3	2	2	322	7
Christensen Lebron	18DEC2015	86	\$14,076.00	1	3	3	133	7
Cobb Kane	24DEC2015	84	\$13,064.00	1	3	3	133	7
Cole Campbell	31DEC2015	67	\$10,600.00	3	2	2	322	7
Collins Benoit	26DEC2015	68	\$10,971.00	2	2	3	223	7
Conley Miller	24DEC2015	76	\$12,592.00	1	3	3	133	7
Crawford Chand	29DEC2015	68	\$9,962.00	3	2	2	322	7
Cross Hildebrand	25DEC2015	69	\$11,306.00	2	2	3	223	7
Decker Satty	30DEC2015	60	\$9,823.00	3	2	2	322	7
Dickerson Moray	29DEC2015	63	\$10,532.00	3	2	2	322	7

Customer Segmentation by RFM model.

16

RFM_Sum=7

Customer Name	Recency	Frequency	Monetary	Rank for Variable Recency	Rank for Variable Frequency	Rank for Variable Monetary	RFM	RFM_Sum
Dominguez Norvell	28DEC2015	71	\$10,490.00	2	3	2	232	7
Dotson Weiss	22DEC2015	93	\$14,147.00	1	3	3	133	7
Doyle Knutson	31DEC2015	62	\$9,465.00	3	2	2	322	7
Estes Takahito	30DEC2015	66	\$10,814.00	3	2	2	322	7
Farmer Hood	31DEC2015	64	\$10,151.00	3	2	2	322	7
Faulkner Williams	31DEC2015	66	\$10,902.00	3	2	2	322	7
Ferguson Conant	23DEC2015	82	\$11,741.00	1	3	3	133	7
Fields Dodson	31DEC2015	66	\$9,442.00	3	2	2	322	7
Fletcher Gnade	12DEC2015	72	\$12,416.00	1	3	3	133	7
Flowers Kampe	22DEC2015	85	\$13,193.00	1	3	3	133	7
Foley Stewart	10DEC2015	85	\$12,770.00	1	3	3	133	7
Fuentes Zic	30DEC2015	61	\$9,192.00	3	2	2	322	7
Fuller Eplett	23DEC2015	78	\$12,516.00	1	3	3	133	7
Gaines O'Carroll	22DEC2015	74	\$11,278.00	1	3	3	133	7
Gallagher Ocampo	29DEC2015	68	\$10,232.00	3	2	2	322	7
Garcia Armstrong	30DEC2015	67	\$10,388.00	3	2	2	322	7
Garner Hirasaki	31DEC2015	67	\$10,796.00	3	2	2	322	7
Gillespie Zewe	20DEC2015	84	\$13,785.00	1	3	3	133	7
Gilmore Norris	27DEC2015	68	\$12,400.00	2	2	3	223	7
Glover Hopkins	30DEC2015	66	\$9,820.00	3	2	2	322	7
Gray Boeckenhauer	29DEC2015	67	\$10,656.00	3	2	2	322	7
Greene Decherney	26DEC2015	68	\$11,645.00	2	2	3	223	7
Guerra Roberts	30DEC2015	62	\$9,439.00	3	2	2	322	7
Hamilton Bzostek	30DEC2015	63	\$10,068.00	3	2	2	322	7
Hardy Greer	20DEC2015	75	\$11,552.00	1	3	3	133	7
Harrell Preis	22DEC2015	79	\$12,503.00	1	3	3	133	7
Hill Ballard	20DEC2015	78	\$12,470.00	1	3	3	133	7
Hodge Moren	21DEC2015	73	\$11,194.00	1	3	3	133	7
Holmes Clark	31DEC2015	62	\$9,840.00	3	2	2	322	7
Holt Glocke	24DEC2015	82	\$12,107.00	1	3	3	133	7
Houston Leatherbury	22DEC2015	79	\$12,727.00	1	3	3	133	7
Hughes Brockman	28DEC2015	69	\$11,465.00	2	2	3	223	7
Hull Sperren	29DEC2015	64	\$10,592.00	3	2	2	322	7
Humphrey Preis	28DEC2015	65	\$11,207.00	2	2	3	223	7
Hutchinson Prescott	31DEC2015	69	\$10,878.00	3	2	2	322	7
Jenkins Brennan	31DEC2015	61	\$9,449.00	3	2	2	322	7

Customer Segmentation by RFM model.

17

RFM_Sum=7

Customer Name	Recency	Frequency	Monetary	Rank for Variable Recency	Rank for Variable Frequency	Rank for Variable Monetary	RFM	RFM_Sum
Jennings Gardner	29DEC2015	64	\$10,454.00	3	2	2	322	7
Joyce Wardle	30DEC2015	63	\$9,790.00	3	2	2	322	7
Kerr Toch	29DEC2015	62	\$9,042.00	3	2	2	322	7
Knight Company	30DEC2015	67	\$10,464.00	3	2	2	322	7
Larsen Patt	31DEC2015	68	\$10,599.00	3	2	2	322	7
Lawson Dilbeck	23DEC2015	82	\$12,843.00	1	3	3	133	7
Logan Ludwig	31DEC2015	61	\$10,498.00	3	2	2	322	7
Lowery Shagiari	23DEC2015	75	\$11,483.00	1	3	3	133	7
Maldonado Jenkins	19DEC2015	95	\$14,327.00	1	3	3	133	7
Malone Jumper	30DEC2015	60	\$9,586.00	3	2	2	322	7
Marquez Miller	21DEC2015	82	\$12,015.00	1	3	3	133	7
Martin Armstrong	30DEC2015	63	\$9,417.00	3	2	2	322	7
May Französisch	15DEC2015	100	\$14,430.00	1	3	3	133	7
Maynard Selesnick	21DEC2015	72	\$11,593.00	1	3	3	133	7
Mccormick Lopez	31DEC2015	63	\$9,661.00	3	2	2	322	7
Mcgee Holt	17DEC2015	73	\$12,460.00	1	3	3	133	7
Mcguire Mcvee	30DEC2015	60	\$9,183.00	3	2	2	322	7
Mckenzie Mcguire	28DEC2015	70	\$10,602.00	2	3	2	232	7
Mcmillan Weimer	30DEC2015	67	\$10,631.00	3	2	2	322	7
Meadows Wiener	24DEC2015	80	\$13,378.00	1	3	3	133	7
Medina Fjeld	28DEC2015	71	\$9,929.00	2	3	2	232	7
Mendoza Fisher	30DEC2015	60	\$9,557.00	3	2	2	322	7
Mercado Stivers	31DEC2015	67	\$10,463.00	3	2	2	322	7
Miranda Ryan	31DEC2015	58	\$9,998.00	3	2	2	322	7
Molina Nguyen	30DEC2015	59	\$9,271.00	3	2	2	322	7
Moody Kargatis	30DEC2015	67	\$10,892.00	3	2	2	322	7
Moran Lloyd	29DEC2015	61	\$9,239.00	3	2	2	322	7
Morton Mackendrick	29DEC2015	67	\$10,750.00	3	2	2	322	7
Munoz Hackney	22DEC2015	81	\$13,118.00	1	3	3	133	7
Myers Butterfield	30DEC2015	65	\$10,517.00	3	2	2	322	7
Nguyen Emerson	19DEC2015	83	\$13,854.00	1	3	3	133	7
Nicholson Murdock	23DEC2015	70	\$11,118.00	1	3	3	133	7
Ortega Jacobs	11DEC2015	82	\$13,078.00	1	3	3	133	7
Ortiz Carroll	30DEC2015	69	\$10,038.00	3	2	2	322	7
Parsons Leinenbach	29DEC2015	66	\$10,753.00	3	2	2	322	7
Patel Poddar	23DEC2015	78	\$12,713.00	1	3	3	133	7

Customer Segmentation by RFM model.

18

RFM_Sum=7

Customer Name	Recency	Frequency	Monetary	Rank for Variable Recency	Rank for Variable Frequency	Rank for Variable Monetary	RFM	RFM_Sum
Patrick Maddox	31DEC2015	59	\$9,493.00	3	2	2	322	7
Patterson Brittain	23DEC2015	70	\$12,850.00	1	3	3	133	7
Peterson Blumstein	29DEC2015	62	\$9,106.00	3	2	2	322	7
Phillips Beeghly	20DEC2015	77	\$11,438.00	1	3	3	133	7
Pitts Miller	30DEC2015	63	\$9,739.00	3	2	2	322	7
Pope Kaydos	31DEC2015	61	\$9,086.00	3	2	2	322	7
Price Brandow	22DEC2015	78	\$12,171.00	1	3	3	133	7
Pugh Swint	30DEC2015	67	\$10,246.00	3	2	2	322	7
Quinn Karlsson	17DEC2015	70	\$11,008.00	1	3	3	133	7
Ramsey Hansen	31DEC2015	62	\$9,511.00	3	2	2	322	7
Ray Crowe	21DEC2015	79	\$12,722.00	1	3	3	133	7
Richmond Wiediger	31DEC2015	67	\$10,273.00	3	2	2	322	7
Rivas Voltz	24DEC2015	84	\$13,623.00	1	3	3	133	7
Rivera Black	17DEC2015	87	\$12,802.00	1	3	3	133	7
Roberts Bavinger	24DEC2015	91	\$13,468.00	1	3	3	133	7
Robertson Coakley	18DEC2015	96	\$15,635.00	1	3	3	133	7
Robinson Arnett	31DEC2015	58	\$9,566.00	3	2	2	322	7
Rogers Bern	29DEC2015	60	\$10,801.00	3	2	2	322	7
Roman Monton	27DEC2015	72	\$10,651.00	2	3	2	232	7
Roy Lonsdale	23DEC2015	88	\$13,778.00	1	3	3	133	7
Russell Buch	31DEC2015	69	\$10,466.00	3	2	2	322	7
Sawyer Molinari	31DEC2015	61	\$9,718.00	3	2	2	322	7
Schroeder Philippe	29DEC2015	66	\$10,047.00	3	2	2	322	7
Schultz Guthrie	29DEC2015	64	\$9,083.00	3	2	2	322	7
Scott Ballentine	27DEC2015	70	\$10,372.00	2	3	2	232	7
Serrano Schmidt	29DEC2015	64	\$9,944.00	3	2	2	322	7
Shelton Gastineau	30DEC2015	61	\$10,464.00	3	2	2	322	7
Shepard Witt	31DEC2015	67	\$10,302.00	3	2	2	322	7
Skinner Nguyen	22DEC2015	94	\$15,332.00	1	3	3	133	7
Snow Pardue	28DEC2015	75	\$10,666.00	2	3	2	232	7
Solis Trevino	29DEC2015	58	\$9,190.00	3	2	2	322	7
Solomon Vernon	31DEC2015	64	\$10,214.00	3	2	2	322	7
Stanley Elliston	29DEC2015	63	\$9,934.00	3	2	2	322	7
Stephens Crebagga	23DEC2015	74	\$11,369.00	1	3	3	133	7
Stewart Bensley	29DEC2015	58	\$9,225.00	3	2	2	322	7
Tate Hightower	22DEC2015	75	\$12,365.00	1	3	3	133	7

Customer Segmentation by RFM model.

19

RFM_Sum=7

Customer Name	Recency	Frequency	Monetary	Rank for Variable Recency	Rank for Variable Frequency	Rank for Variable Monetary	RFM	RFM_Sum
Thompson Armstrong	29DEC2015	68	\$10,167.00	3	2	2	322	7
Tillman Zrebassa	29DEC2015	62	\$10,718.00	3	2	2	322	7
Vargas Fox	29DEC2015	63	\$9,532.00	3	2	2	322	7
Vazquez Moore	31DEC2015	60	\$9,672.00	3	2	2	322	7
Walsh Hamilton	29DEC2015	68	\$10,226.00	3	2	2	322	7
Waters Lampkin	31DEC2015	58	\$9,414.00	3	2	2	322	7
Weiss Shariari	18DEC2015	71	\$11,138.00	1	3	3	133	7
West Cano	28DEC2015	68	\$11,923.00	2	2	3	223	7
Wilkins Mccrary	29DEC2015	69	\$9,413.00	3	2	2	322	7
Wilkinson Rupert	23DEC2015	79	\$11,327.00	1	3	3	133	7
Williams Abelman	29DEC2015	60	\$9,425.00	3	2	2	322	7
Wood Braunhardt	23DEC2015	86	\$12,572.00	1	3	3	133	7
Wyatt Pak	31DEC2015	62	\$9,489.00	3	2	2	322	7
Young Avila	31DEC2015	61	\$9,344.00	3	2	2	322	7

Customer Segmentation by RFM model.

20

RFM_Sum=8

Customer Name	Recency	Frequency	Monetary	Rank for Variable Recency	Rank for Variable Frequency	Rank for Variable Monetary	RFM	RFM_Sum
Adkins Jones	27DEC2015	81	\$12,284.00	2	3	3	233	8
Allison Meade	28DEC2015	74	\$12,059.00	2	3	3	233	8
Avery Wilson	29DEC2015	69	\$10,965.00	3	2	3	323	8
Ayala Molinari	25DEC2015	74	\$12,011.00	2	3	3	233	8
Barker Haberlin	26DEC2015	74	\$11,096.00	2	3	3	233	8
Barnett Garverick	27DEC2015	86	\$14,946.00	2	3	3	233	8
Barry Willingham	30DEC2015	68	\$11,045.00	3	2	3	323	8
Bartlett Stewart	30DEC2015	68	\$11,574.00	3	2	3	323	8
Becker Johnson	30DEC2015	72	\$10,806.00	3	3	2	332	8
Benson Harms	29DEC2015	71	\$10,827.00	3	3	2	332	8
Blackwell Rawles	31DEC2015	73	\$10,674.00	3	3	2	332	8
Bond Overcash	28DEC2015	95	\$14,621.00	2	3	3	233	8
Bowen Hart	27DEC2015	77	\$13,383.00	2	3	3	233	8
Brady Lonsdale	30DEC2015	69	\$11,892.00	3	2	3	323	8
Brown Airdo	27DEC2015	84	\$12,538.00	2	3	3	233	8
Browning Staavos	27DEC2015	74	\$11,943.00	2	3	3	233	8
Bullock Prost	25DEC2015	73	\$10,991.00	2	3	3	233	8
Camacho Thompson	26DEC2015	71	\$11,714.00	2	3	3	233	8
Campbell Bell	26DEC2015	76	\$13,010.00	2	3	3	233	8
Campos Reiter	28DEC2015	74	\$11,552.00	2	3	3	233	8
Carrillo Smith	28DEC2015	79	\$12,872.00	2	3	3	233	8
Carroll Dahlen	31DEC2015	68	\$11,894.00	3	2	3	323	8
Chang Stevenson	30DEC2015	76	\$10,455.00	3	3	2	332	8
Collier McMahon	26DEC2015	79	\$11,075.00	2	3	3	233	8
Conway Seio	31DEC2015	70	\$10,643.00	3	3	2	332	8
Cunningham Dana	30DEC2015	69	\$10,911.00	3	2	3	323	8
Daniels Collins	25DEC2015	81	\$13,045.00	2	3	3	233	8
Davenport Mitchum	25DEC2015	80	\$11,784.00	2	3	3	233	8
Diaz Bühler	31DEC2015	65	\$11,031.00	3	2	3	323	8
Dodson Talbott	26DEC2015	78	\$12,137.00	2	3	3	233	8
Elliott Deggeller	30DEC2015	70	\$10,089.00	3	3	2	332	8
Ellis Carmichael	27DEC2015	97	\$16,174.00	2	3	3	233	8
Estrada Kiefer	28DEC2015	81	\$13,063.00	2	3	3	233	8
Frank Ludtke	26DEC2015	88	\$13,801.00	2	3	3	233	8
Freeman Castell	29DEC2015	68	\$11,047.00	3	2	3	323	8
Gay Willman	26DEC2015	83	\$12,892.00	2	3	3	233	8

Customer Segmentation by RFM model.

21

RFM_Sum=8

Customer Name	Recency	Frequency	Monetary	Rank for Variable Recency	Rank for Variable Frequency	Rank for Variable Monetary	RFM	RFM_Sum
Gentry Smith	28DEC2015	82	\$13,400.00	2	3	3	233	8
Golden Ritter	26DEC2015	83	\$13,408.00	2	3	3	233	8
Goodwin Jackson	26DEC2015	84	\$12,506.00	2	3	3	233	8
Griffin Budd	27DEC2015	70	\$12,372.00	2	3	3	233	8
Griffith Hazard	25DEC2015	77	\$11,491.00	2	3	3	233	8
Guerrero Kennedy	28DEC2015	71	\$10,917.00	2	3	3	233	8
Hansen Eichhorn	30DEC2015	75	\$10,460.00	3	3	2	332	8
Harrison Carreira	28DEC2015	76	\$11,401.00	2	3	3	233	8
Harvey Ellison	26DEC2015	76	\$11,175.00	2	3	3	233	8
Hebert Wooten	30DEC2015	68	\$11,179.00	3	2	3	323	8
Hendricks Wilson	28DEC2015	75	\$12,912.00	2	3	3	233	8
Hickman Schnelling	28DEC2015	77	\$13,161.00	2	3	3	233	8
Hodges Jones	27DEC2015	79	\$11,697.00	2	3	3	233	8
Hunt Cohen	28DEC2015	87	\$12,885.00	2	3	3	233	8
Ingram Huthwaite	28DEC2015	78	\$11,723.00	2	3	3	233	8
Jackson Applegate	28DEC2015	77	\$11,455.00	2	3	3	233	8
Jensen Foulston	27DEC2015	76	\$12,886.00	2	3	3	233	8
Johns Reed	28DEC2015	84	\$13,157.00	2	3	3	233	8
Johnston Ducich	29DEC2015	73	\$10,886.00	3	3	2	332	8
Jordan Carlisle	27DEC2015	78	\$11,706.00	2	3	3	233	8
Joseph Jacobs	28DEC2015	83	\$13,172.00	2	3	3	233	8
Kemp Pistek	26DEC2015	78	\$12,056.00	2	3	3	233	8
Leonard Halsten	26DEC2015	85	\$12,683.00	2	3	3	233	8
Love Grinstein	29DEC2015	65	\$11,209.00	3	2	3	323	8
Martinez Arnett	28DEC2015	77	\$12,317.00	2	3	3	233	8
Mcbride Lawera	26DEC2015	78	\$12,147.00	2	3	3	233	8
Mccall Smayling	31DEC2015	69	\$11,355.00	3	2	3	323	8
Mcclure Schwarz	28DEC2015	77	\$14,226.00	2	3	3	233	8
Mcdonald Carroll	27DEC2015	83	\$12,527.00	2	3	3	233	8
Meyers Pelletier	28DEC2015	92	\$14,637.00	2	3	3	233	8
Miller Allen	28DEC2015	77	\$12,933.00	2	3	3	233	8
Moon Weien	27DEC2015	76	\$12,379.00	2	3	3	233	8
Morrison Edelman	28DEC2015	76	\$12,191.00	2	3	3	233	8
Murray Cartwright	28DEC2015	77	\$12,318.00	2	3	3	233	8
Nixon Shariari	28DEC2015	76	\$12,422.00	2	3	3	233	8
Noble Stewart	25DEC2015	85	\$12,842.00	2	3	3	233	8

Customer Segmentation by RFM model.

22

RFM_Sum=8

Customer Name	Recency	Frequency	Monetary	Rank for Variable Recency	Rank for Variable Frequency	Rank for Variable Monetary	RFM	RFM_Sum
Olson Currie	27DEC2015	77	\$11,116.00	2	3	3	233	8
Oneill Williams	28DEC2015	91	\$14,719.00	2	3	3	233	8
Orr Sachs	31DEC2015	68	\$10,904.00	3	2	3	323	8
Pace Southworth	27DEC2015	79	\$12,526.00	2	3	3	233	8
Peters Derr	28DEC2015	76	\$12,097.00	2	3	3	233	8
Powers Gute	28DEC2015	87	\$14,065.00	2	3	3	233	8
Pratt Lee	27DEC2015	86	\$13,667.00	2	3	3	233	8
Preston Savely	25DEC2015	90	\$15,010.00	2	3	3	233	8
Randall Murry	26DEC2015	74	\$10,954.00	2	3	3	233	8
Reed Bern	30DEC2015	72	\$10,835.00	3	3	2	332	8
Reid Engle	25DEC2015	88	\$13,574.00	2	3	3	233	8
Richards Drucker	31DEC2015	63	\$11,290.00	3	2	3	323	8
Roberson Martinez	25DEC2015	74	\$11,935.00	2	3	3	233	8
Rodriguez Arntzen	30DEC2015	77	\$10,688.00	3	3	2	332	8
Romero Federle	27DEC2015	74	\$11,167.00	2	3	3	233	8
Rose Connell	31DEC2015	66	\$11,393.00	3	2	3	323	8
Ross Braxton	31DEC2015	68	\$11,425.00	3	2	3	323	8
Rowe Jackson	31DEC2015	69	\$10,904.00	3	2	3	323	8
Ryan Dominguez	28DEC2015	94	\$15,160.00	2	3	3	233	8
Salazar Henry	27DEC2015	83	\$12,956.00	2	3	3	233	8
Sexton Sorensen	26DEC2015	73	\$10,913.00	2	3	3	233	8
Shaffer O'Connel	31DEC2015	66	\$11,316.00	3	2	3	323	8
Shannon Soltero	31DEC2015	71	\$10,669.00	3	3	2	332	8
Short O'Connell	27DEC2015	86	\$14,379.00	2	3	3	233	8
Sims Demir	27DEC2015	72	\$12,288.00	2	3	3	233	8
Terry Frazer	27DEC2015	77	\$11,755.00	2	3	3	233	8
Todd Hughsby	26DEC2015	74	\$11,942.00	2	3	3	233	8
Torres Blumstein	30DEC2015	69	\$11,540.00	3	2	3	323	8
Tucker Caudle	31DEC2015	70	\$10,198.00	3	3	2	332	8
Underwood Mcgarr	25DEC2015	84	\$11,903.00	2	3	3	233	8
Vaughn Grady	31DEC2015	66	\$11,102.00	3	2	3	323	8
Wagner Crier	25DEC2015	79	\$13,137.00	2	3	3	233	8
Warren Chen	31DEC2015	70	\$10,721.00	3	3	2	332	8
Weber Halladay	27DEC2015	101	\$16,632.00	2	3	3	233	8
Wiggins Odegard	25DEC2015	71	\$11,158.00	2	3	3	233	8
Yates Johnson	26DEC2015	83	\$12,972.00	2	3	3	233	8

RFM_Sum=9

Customer Name	Recency	Frequency	Monetary	Rank for Variable Recency	Rank for Variable Frequency	Rank for Variable Monetary	RFM	RFM_Sum
Alvarado Kriz	31DEC2015	81	\$13,709.00	3	3	3	333	9
Ayers Smith	31DEC2015	82	\$11,817.00	3	3	3	333	9
Bailey Bixby	31DEC2015	75	\$12,270.00	3	3	3	333	9
Baldwin Hawley	31DEC2015	82	\$12,729.00	3	3	3	333	9
Bates Gockenbach	31DEC2015	102	\$15,968.00	3	3	3	333	9
Bean Thompson	30DEC2015	74	\$11,261.00	3	3	3	333	9
Bell Bickford	31DEC2015	98	\$15,932.00	3	3	3	333	9
Bentley Zypern	31DEC2015	85	\$13,592.00	3	3	3	333	9
Berg Weiss	31DEC2015	80	\$13,195.00	3	3	3	333	9
Booth Pistole	29DEC2015	102	\$16,291.00	3	3	3	333	9
Bowers Martin	31DEC2015	71	\$10,948.00	3	3	3	333	9
Brewer Flashing	31DEC2015	84	\$12,493.00	3	3	3	333	9
Bridges Meador	29DEC2015	73	\$11,702.00	3	3	3	333	9
Burgess Hernandez	31DEC2015	74	\$11,926.00	3	3	3	333	9
Byrd Franz	29DEC2015	72	\$11,003.00	3	3	3	333	9
Caldwell Galang	30DEC2015	74	\$12,052.00	3	3	3	333	9
Carpenter Decherney	29DEC2015	86	\$13,687.00	3	3	3	333	9
Carr Dominguez	30DEC2015	83	\$12,454.00	3	3	3	333	9
Cherry Workman	29DEC2015	72	\$11,894.00	3	3	3	333	9
Church Wener	30DEC2015	73	\$12,099.00	3	3	3	333	9
Clarke McAfee	31DEC2015	79	\$12,573.00	3	3	3	333	9
Clay Molinari	30DEC2015	83	\$13,716.00	3	3	3	333	9
Conner Jones	31DEC2015	86	\$13,039.00	3	3	3	333	9
Cook Bern	30DEC2015	78	\$11,227.00	3	3	3	333	9
Crosby Weirich	30DEC2015	75	\$12,070.00	3	3	3	333	9
Dalton Radford	29DEC2015	87	\$14,079.00	3	3	3	333	9
Davis Akin	31DEC2015	71	\$12,009.00	3	3	3	333	9
Dyer Overfelt	31DEC2015	79	\$12,443.00	3	3	3	333	9
Flores Brooks	30DEC2015	102	\$15,807.00	3	3	3	333	9
Floyd Kelly	31DEC2015	83	\$14,271.00	3	3	3	333	9
Gardner Craven	31DEC2015	70	\$11,040.00	3	3	3	333	9
Gill Kriz	31DEC2015	75	\$12,038.00	3	3	3	333	9
Graves Garza	30DEC2015	94	\$15,833.00	3	3	3	333	9
Haley Wasserman	30DEC2015	89	\$14,623.00	3	3	3	333	9
Hammond Kamberova	29DEC2015	76	\$12,473.00	3	3	3	333	9
Harmon Hudgings	30DEC2015	78	\$12,495.00	3	3	3	333	9

Customer Segmentation by RFM model.

24

RFM_Sum=9

Customer Name	Recency	Frequency	Monetary	Rank for Variable Recency	Rank for Variable Frequency	Rank for Variable Monetary	RFM	RFM_Sum
Heath O'Briant	29DEC2015	82	\$12,953.00	3	3	3	333	9
Hess Prescott	31DEC2015	82	\$13,723.00	3	3	3	333	9
Hopkins Französisch	29DEC2015	71	\$11,048.00	3	3	3	333	9
Horn Phan	29DEC2015	74	\$12,546.00	3	3	3	333	9
Hurst Shami	30DEC2015	86	\$13,697.00	3	3	3	333	9
Kelly Braden	31DEC2015	96	\$15,593.00	3	3	3	333	9
Kent Smith	30DEC2015	84	\$14,268.00	3	3	3	333	9
Kramer O'Brian	29DEC2015	82	\$11,995.00	3	3	3	333	9
Lamb Matthias	31DEC2015	72	\$11,951.00	3	3	3	333	9
Lane Daniels	29DEC2015	77	\$11,924.00	3	3	3	333	9
Lawrence Degenhardt	30DEC2015	84	\$13,864.00	3	3	3	333	9
Lee Ashbrook	31DEC2015	77	\$11,609.00	3	3	3	333	9
Leon Sissman	29DEC2015	90	\$16,321.00	3	3	3	333	9
Livingston Thornton	31DEC2015	73	\$11,137.00	3	3	3	333	9
Lucas Gillingham	31DEC2015	77	\$12,608.00	3	3	3	333	9
Mann Hirsh	29DEC2015	77	\$11,969.00	3	3	3	333	9
Manning House	29DEC2015	78	\$12,481.00	3	3	3	333	9
Marsh Luxemburg	30DEC2015	71	\$10,953.00	3	3	3	333	9
Marshall Carroll	31DEC2015	84	\$12,292.00	3	3	3	333	9
Massey Marley	29DEC2015	78	\$12,291.00	3	3	3	333	9
Matthews Creighton	31DEC2015	72	\$11,700.00	3	3	3	333	9
Mccarthy Kennedy	29DEC2015	76	\$11,553.00	3	3	3	333	9
Mcclain O'Donnell	31DEC2015	108	\$17,015.00	3	3	3	333	9
Mcdowell Roelle	29DEC2015	91	\$15,048.00	3	3	3	333	9
Mckee Sundaresam	30DEC2015	85	\$12,715.00	3	3	3	333	9
Meyer Ducich	31DEC2015	81	\$13,091.00	3	3	3	333	9
Miles Gilpin	30DEC2015	85	\$13,832.00	3	3	3	333	9
Mills Collister	31DEC2015	82	\$12,690.00	3	3	3	333	9
Mitchell Barroso	31DEC2015	83	\$14,055.00	3	3	3	333	9
Morris Bergmann	31DEC2015	77	\$11,641.00	3	3	3	333	9
Murphy Bierner	29DEC2015	76	\$12,654.00	3	3	3	333	9
Parker Bell-	30DEC2015	79	\$11,955.00	3	3	3	333	9
Patton Jacobs	29DEC2015	91	\$13,609.00	3	3	3	333	9
Pena Gonzalez	30DEC2015	78	\$12,622.00	3	3	3	333	9
Pennington Van	31DEC2015	88	\$13,396.00	3	3	3	333	9
Petersen Pelletier	31DEC2015	72	\$12,033.00	3	3	3	333	9

Customer Segmentation by RFM model.

25

RFM_Sum=9

Customer Name	Recency	Frequency	Monetary	Rank for Variable Recency	Rank for Variable Frequency	Rank for Variable Monetary	RFM	RFM_Sum
Poole Lucas	30DEC2015	86	\$13,189.00	3	3	3	333	9
Prince Schwartz	31DEC2015	79	\$12,223.00	3	3	3	333	9
Pruitt Reiter	30DEC2015	88	\$12,613.00	3	3	3	333	9
Randolph Sink	31DEC2015	77	\$11,020.00	3	3	3	333	9
Roth Seite	31DEC2015	78	\$12,183.00	3	3	3	333	9
Sanchez Bergman	30DEC2015	79	\$11,950.00	3	3	3	333	9
Sanders Bradley	30DEC2015	87	\$12,774.00	3	3	3	333	9
Saunders Kotsonis	31DEC2015	93	\$14,108.00	3	3	3	333	9
Sloan Shillingsburg	31DEC2015	77	\$12,500.00	3	3	3	333	9
Small Olson	29DEC2015	76	\$12,631.00	3	3	3	333	9
Smith Abelman	29DEC2015	89	\$14,298.00	3	3	3	333	9
Spears Thornton	31DEC2015	106	\$15,922.00	3	3	3	333	9
Steele Gross	31DEC2015	74	\$11,014.00	3	3	3	333	9
Stone Cooley	29DEC2015	73	\$11,133.00	3	3	3	333	9
Swanson Jacobs	30DEC2015	87	\$13,184.00	3	3	3	333	9
Tran Matthias	31DEC2015	71	\$11,310.00	3	3	3	333	9
Vance Raglin	31DEC2015	76	\$12,482.00	3	3	3	333	9
Vega Hopkins	29DEC2015	73	\$12,059.00	3	3	3	333	9
Walters Fritzler	31DEC2015	72	\$11,862.00	3	3	3	333	9
Ware Nguyen	31DEC2015	77	\$11,698.00	3	3	3	333	9
Warner Hernandez	31DEC2015	83	\$12,843.00	3	3	3	333	9
Watts Gnade	31DEC2015	76	\$11,354.00	3	3	3	333	9
Weaver Decherney	31DEC2015	77	\$11,811.00	3	3	3	333	9
Weeks Thomas	30DEC2015	72	\$11,557.00	3	3	3	333	9
White Arnold	29DEC2015	74	\$11,312.00	3	3	3	333	9
Wilcox Miller	31DEC2015	77	\$12,053.00	3	3	3	333	9
Wiley Pölking	30DEC2015	92	\$14,883.00	3	3	3	333	9
Wise Koutras	29DEC2015	74	\$11,774.00	3	3	3	333	9