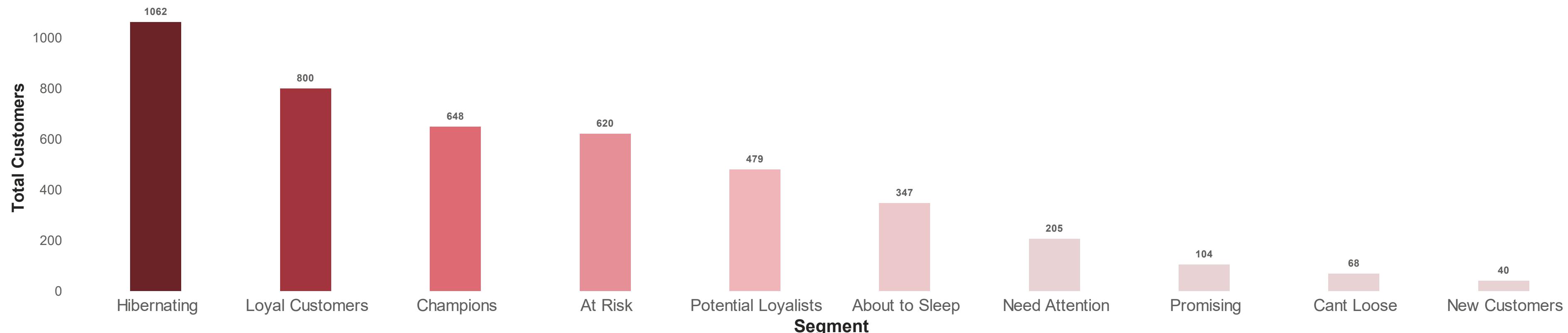
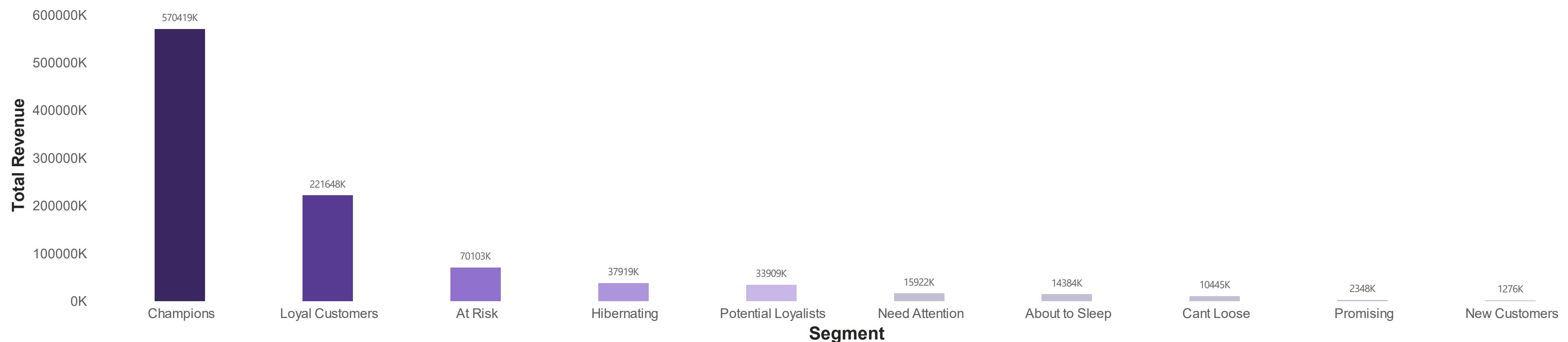


Total Active Customers	Avg. Days Since Last Purchase	Avg. Purchase Frequency	Avg. Customer Revenue
4,4K	93,6	5,92	£223,7K

Segment Based Customer Count



Revenue Contribution by Customer Segment



Customer Segment	Customer Count	Avg. Days Since Last Purchase	Avg. Purchase Frequency	Avg. Customer Revenue	Total Revenue (£)
Hibernating	1062	217,0	1,2	35705,6	£37.919.328,00
Loyal Customers	800	33,2	8,1	277059,5	£221.647.597,00
Champions	647	6,9	20,4	880275,9	£570.418.756,00
At Risk	620	148,0	3,8	113069,9	£70.103.366,00
Potential Loyalists	479	17,4	2,2	70791,3	£33.909.053,00
About to Sleep	347	53,1	1,3	41453,7	£14.384.427,00
Need Attention	205	50,6	2,6	77666,5	£15.921.638,00
Promising	104	23,7	1,0	22579,2	£2.348.240,00
Cant Loose	68	235,2	6,0	153606,9	£10.445.271,00
New Customers	40	8,2	1,0	31903,5	£1.276.140,00
Total	4372	93,6	5,9	223730,6	£978.373.816,00

Customer-Level Transaction Data

customer_id	segment	recency	frequency	total revenue
12357	About to Sleep	35	1	£620.767,00
12397	About to Sleep	37	2	£240.990,00
12398	About to Sleep	47	1	£163.566,00
12420	About to Sleep	65	1	£60.039,00
12430	About to Sleep	45	1	£25.640,00
12446	About to Sleep	59	1	£100.231,00
12448	About to Sleep	46	1	£44.945,00
12454	About to Sleep	55	2	£0,00
12475	About to Sleep	55	1	£72.338,00
12491	About to Sleep	40	1	£46.040,00
12492	About to Sleep	65	2	£26.321,00
12519	About to Sleep	65	1	£34.084,00
12522	About to Sleep	41	2	£19.272,00
12552	About to Sleep	40	2	£43.782,00
12571	About to Sleep	41	2	£51.961,00
12581	About to Sleep	41	1	£19.771,00
12588	About to Sleep	41	1	£21.490,00
12602	About to Sleep	60	1	£15.312,00
12607	About to Sleep	60	2	£0,00
12611	About to Sleep	54	1	£119.332,00
12631	About to Sleep	59	1	£64.050,00
12638	About to Sleep	35	1	£67.169,00
12667	About to Sleep	60	1	£62.013,00
12703	About to Sleep	66	2	£27.470,00
12740	About to Sleep	65	1	£42.760,00
12772	About to Sleep	61	1	£89.247,00
12789	About to Sleep	67	1	£9.185,00
12794	About to Sleep	55	2	£86.041,00
12812	About to Sleep	46	1	£22.964,00
12824	About to Sleep	61	1	£39.712,00