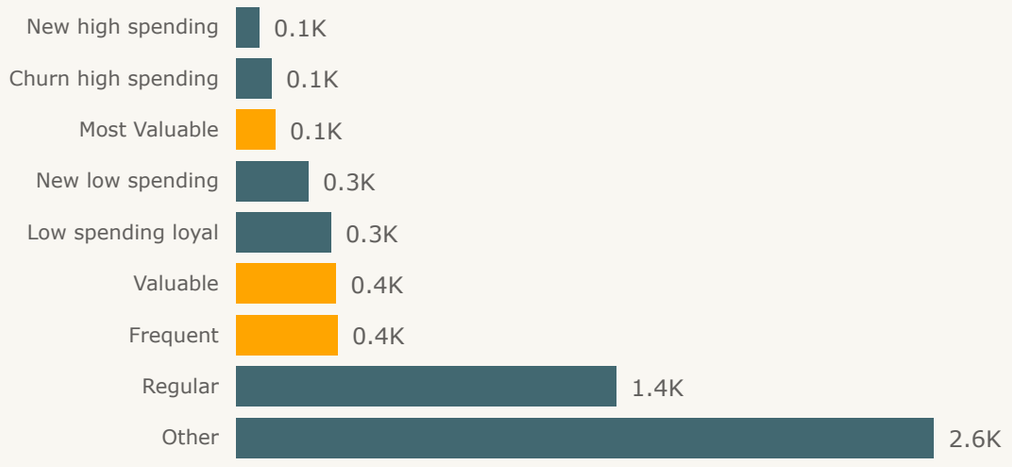
Customer Segmentation Analysis

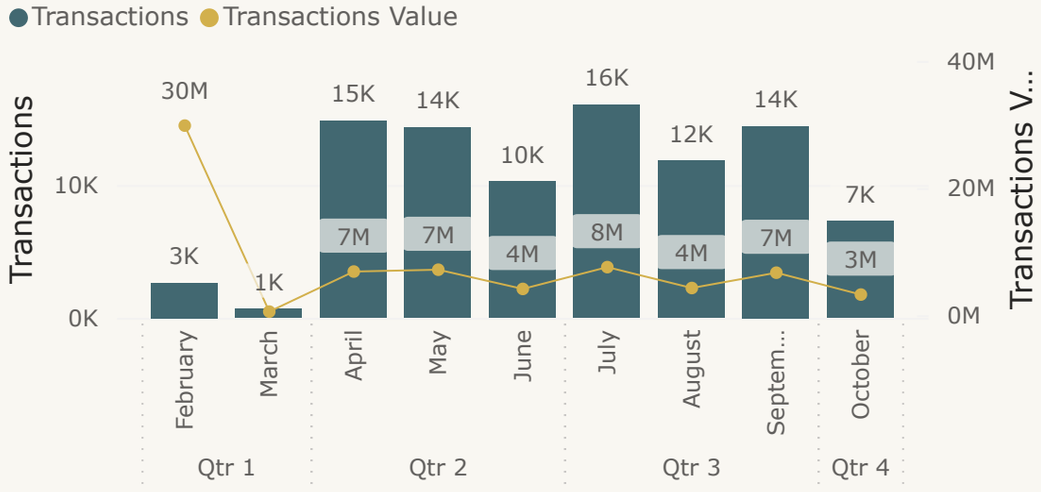
Business Category: All

Date: All

Total Customer in each Segment

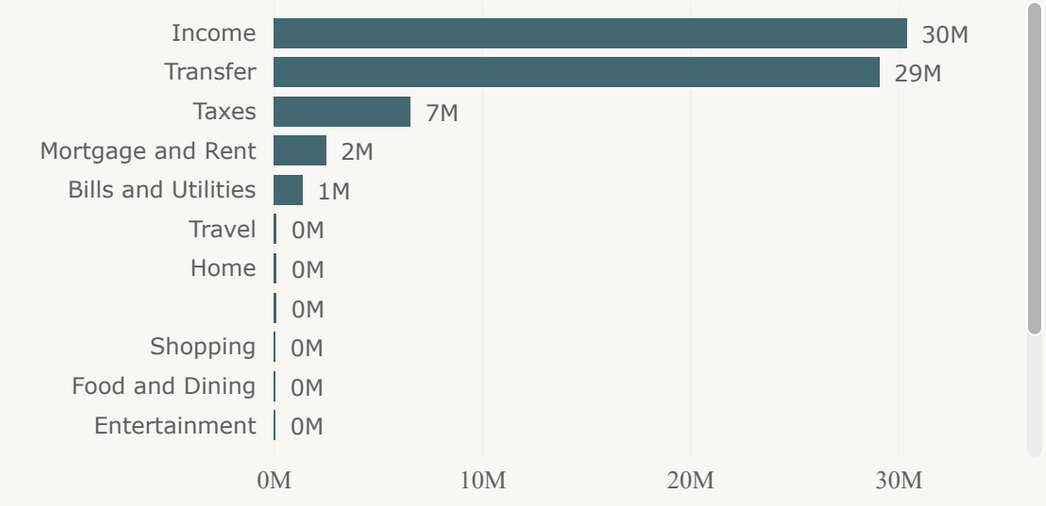


Number of Transactions and Transcation Amount by Quarter



R-F-M	Last_Purchase_Date	Frequency	Total Amount
4-4-4	19/10/2018	4342	4,177,781.23
4-4-3	19/10/2018	4133	1,720,090.46
4-4-2	19/10/2018	2882	651,675.04
4-4-1	19/10/2018	9266	228,979.67
4-3-4	18/10/2018	1972	3,331,502.42
4-3-3	18/10/2018	2772	1,896,817.43
4-3-2	18/10/2018	2126	811,593.66
4-3-1	18/10/2018	704	132,975.53
4-2-4	18/10/2018	1294	2,939,288.26
4-2-3	18/10/2018	1107	1,114,364.01
Total	19/10/2018	92304	70,436,122.68

Total Transactions Amount by Category



5645
Customer

70.44M
Transcation Amount

92.30K
Transcation

19/10/2018
Last Transcation Date