

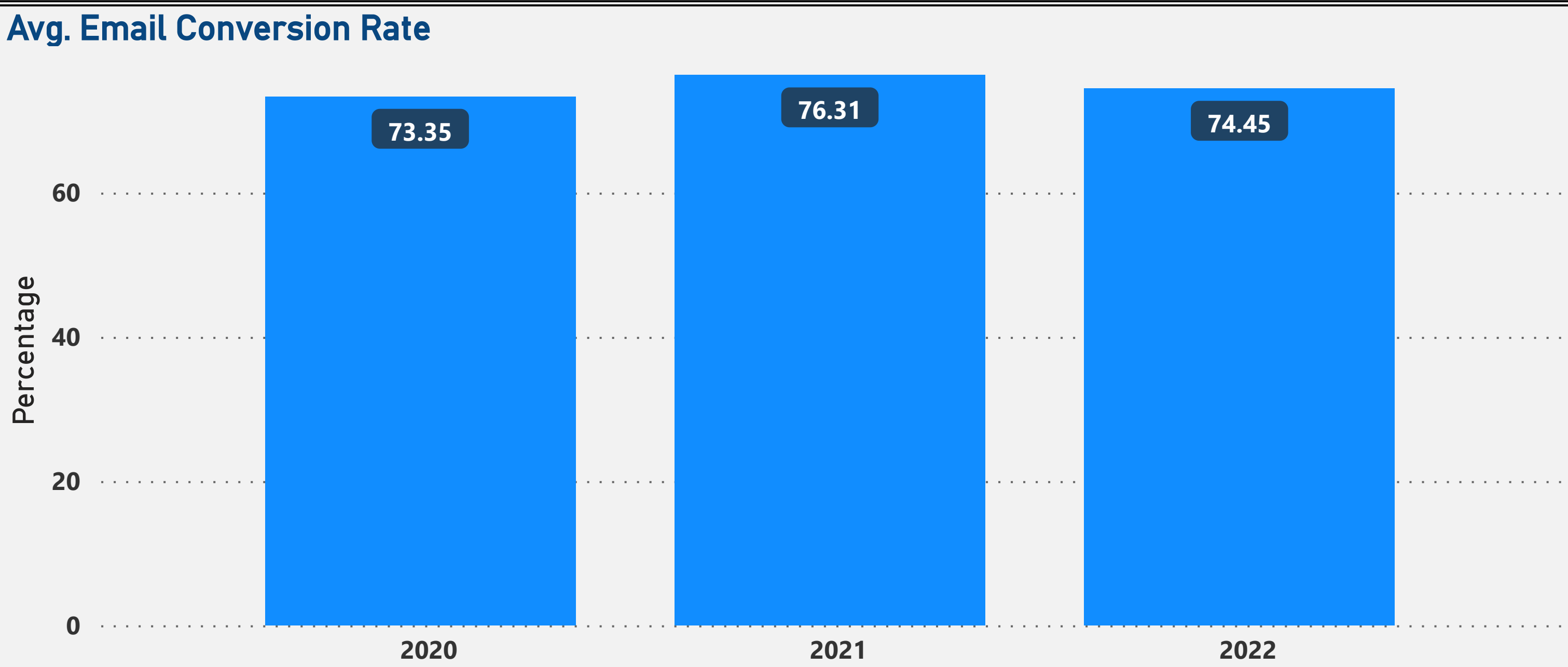


RFM Customer Segmentation						
<div>  </div> <div> <div>About To Sleep</div> <div>At Risk</div> <div>Champions</div> <div>Hibernating</div> <div>Lost</div> <div>Loyal Customer</div> <div>Potential Loyalist</div> </div>	<div> <div>\$1,829,576.59</div> <div>Total Revenue</div> </div> <div> <div>32154</div> <div>Number of Customers</div> </div> <div> <div>74.65</div> <div>Avg. Email Conversion Rate</div> </div>			2020	2021	2022
	<div>Total Revenue</div> <div>  </div>			<div>Number of Customers</div> <div> <div>Potential Loyalist</div> <div>17.34K</div> <div> <div>About To Sleep</div> <div>At Risk</div> <div>Hibernating</div> <div>Lost</div> <div>Champions</div> <div>Loyal C...</div> </div> </div>		
	<div>Avg. Email Conversion Rate</div> <div>  </div>			5.54K	3.46K	2.98K
				3.91K	2.76K	1.52K