

	customer_key	customer_id	customer_name	age	age_group	customer_segment	last_order_date	recency	total_quantity	total_products
1	1	AW00011000	Jon Yang	54	Working Citizen	VIP	2013-05-03	150	8	8
2	2	AW00011001	Eugene Huang	49	Working Citizen	VIP	2013-12-10	143	11	10
3	3	AW00011002	Ruben Torres	54	Working Citizen	VIP	2013-02-23	153	4	4
4	4	AW00011003	Christy Zhu	52	Working Citizen	VIP	2013-05-10	150	9	9
5	5	AW00011004	Elizabeth Johnson	46	Working Citizen	VIP	2013-05-01	150	6	6
6	6	AW00011005	Julio Ruiz	49	Working Citizen	VIP	2013-05-02	150	6	6
7	7	AW00011006	Janet Alvarez	49	Working Citizen	VIP	2013-05-14	150	5	5
8	8	AW00011007	Marco Mehta	56	Working Citizen	VIP	2013-03-19	152	8	8
9	9	AW00011008	Rob Verhoff	50	Working Citizen	VIP	2013-03-02	152	7	7
10	10	AW00011009	Shannon Carlson	56	Working Citizen	VIP	2013-05-09	150	5	5
11	11	AW00011010	Jacquelyn Suarez	56	Working Citizen	VIP	2013-05-23	150	4	4
12	12	AW00011011	Curtis Lu	56	Working Citizen	VIP	2013-03-19	152	4	4
13	13	AW00011012	Lauren Walker	46	Working Citizen	New Customer	2013-10-15	145	5	5
14	14	AW00011013	Ian Jenkins	46	Working Citizen	New Customer	2014-01-21	142	5	5
15	15	AW00011014	Sydney Bennett	52	Working Citizen	New Customer	2013-04-30	151	6	5
16	16	AW00011015	Chloe Young	41	Working Citizen	New Customer	2013-01-18	154	3	3
17	17	AW00011016	Wyatt Hill	41	Working Citizen	New Customer	2013-02-09	153	3	3
18	18	AW00011017	Shannon Wang	76	Senior citizen	VIP	2013-10-14	145	4	4
19	19	AW00011018	Clarence Rai	70	Senior citizen	VIP	2013-10-24	145	7	7
20	20	AW00011019	Luke Lal	42	Working Citizen	New Customer	2014-01-12	142	33	20
21	21	AW00011020	Jordan King	41	Working Citizen	New Customer	2012-12-29	155	2	2
22	22	AW00011021	Destiny Wilson	41	Working Citizen	New Customer	2013-01-23	154	3	3
23	23	AW00011022	Ethan Zhang	41	Working Citizen	New Customer	2013-01-20	154	2	2
24	24	AW00011023	Seth Edwards	41	Working Citizen	New Customer	2014-01-14	142	6	6
25	25	AW00011024	Russell Xie	41	Working Citizen	New Customer	2013-07-26	148	6	5
26	26	AW00011025	Alejandro Beck	74	Senior citizen	VIP	2013-10-25	145	6	6
27	27	AW00011026	Harold Sai	74	Senior citizen	VIP	2013-10-15	145	7	7
28	28	AW00011027	Jessie Zhao	73	Senior citizen	VIP	2013-10-24	145	9	9
29	29	AW00011028	Jill Jimenez	74	Senior citizen	VIP	2013-10-07	145	5	5
30	30	AW00011029	Jimmy Moreno	73	Senior citizen	VIP	2013-11-11	144	7	7

total_order	total_sales	lifespan	avg_order_value	avg_monthly_spends
3	8249	28	2749	294
3	6384	35	2128	182
3	8114	25	2704	324
3	8139	29	2713	280
3	8196	28	2732	292
3	8121	29	2707	280
3	8119	28	2706	289
3	8211	26	2737	315
3	8106	26	2702	311
3	8091	28	2697	288
3	8088	28	2696	288
3	8133	27	2711	301
2	81	7	40	11
2	114	9	57	12
2	138	1	69	138
1	2501	0	2501	2501
1	2332	0	2332	2332
3	6434	33	2144	194
3	6533	33	2177	197
17	880	11	51	80
1	2317	0	2317	2317
1	2372	0	2372	2372
1	2322	0	2322	2322
2	122	11	61	11
2	56	1	28	56
3	6577	33	2192	199
3	6575	33	2191	199
3	6591	33	2197	199
3	6474	33	2158	196
3	6565	34	2188	193

31	31	AW00011030	Bethany Yuan	67	Senior citizen	VIP	2013-11-09	144	4	4
32	32	AW00011031	Theresa Ramos	72	Senior citizen	VIP	2013-11-13	144	6	6
33	33	AW00011032	Denise Stone	73	Senior citizen	VIP	2013-11-08	144	10	10
34	34	AW00011033	Jaime Nath	67	Senior citizen	VIP	2013-11-05	144	7	7
35	35	AW00011034	Ebony Gonzalez	73	Senior citizen	VIP	2013-11-10	144	4	4
36	36	AW00011035	Wendy Dominguez	72	Senior citizen	VIP	2013-11-15	144	5	5
37	37	AW00011036	Jennifer Russell	41	Working Citizen	New Customer	2013-01-22	154	2	2
38	38	AW00011037	Chloe Garcia	42	Working Citizen	New Customer	2013-01-20	154	7	7
39	39	AW00011038	Diana Hernandez	72	Senior citizen	VIP	2013-11-12	144	3	3
40	40	AW00011039	Marc Martin	71	Senior citizen	VIP	2013-11-11	144	9	8
41	41	AW00011040	Jesse Murphy	42	Working Citizen	New Customer	2013-04-03	151	3	3
42	42	AW00011041	Amanda Carter	42	Working Citizen	New Customer	2013-01-14	154	3	3
43	43	AW00011042	Megan Sanchez	43	Working Citizen	New Customer	2013-10-17	145	3	3
44	44	AW00011043	Nathan Simmons	44	Working Citizen	New Customer	2013-08-18	147	3	3
45	45	AW00011044	Adam Flores	71	Senior citizen	VIP	2013-11-08	144	7	7
46	46	AW00011045	Leonard Nara	70	Senior citizen	New Customer	2013-10-29	145	4	4
47	47	AW00011046	Christine Yuan	70	Senior citizen	VIP	2013-11-12	144	6	6
48	48	AW00011047	Jaclyn Lu	70	Senior citizen	VIP	2013-11-19	144	4	4
49	49	AW00011048	Jeremy Powell	69	Senior citizen	VIP	2013-12-25	143	8	8
50	50	AW00011049	Carol Rai	39	Working Citizen	New Customer	2013-10-29	145	5	5
51	51	AW00011050	Alan Zheng	68	Senior citizen	VIP	2013-11-19	144	6	6
52	52	AW00011051	Daniel Johnson	68	Senior citizen	New Customer	2014-01-01	142	5	5
53	53	AW00011052	Heidi Lopez	68	Senior citizen	VIP	2013-05-27	150	7	7
54	54	AW00011053	Ana Price	39	Working Citizen	New Customer	2013-01-17	154	2	2
55	55	AW00011054	Deanna Munoz	68	Senior citizen	VIP	2013-05-30	150	6	6
56	56	AW00011055	Gilbert Raje	68	Senior citizen	VIP	2013-06-07	149	8	8
57	57	AW00011056	Michele Nath	67	Senior citizen	VIP	2013-05-31	150	8	8
58	58	AW00011057	Carl Andersen	55	Working Citizen	VIP	2013-05-21	150	4	4
59	59	AW00011058	Marc Diaz	60	Senior citizen	VIP	2013-06-04	149	6	6
60	60	AW00011059	Ashlee Andersen	66	Senior citizen	New Customer	2013-03-16	152	7	6
61	61	AW00011060	Jon Zhou	66	Senior citizen	VIP	2013-06-25	149	6	6

3	6471	33	2157	196
3	6478	33	2159	196
3	6525	33	2175	197
3	6495	33	2165	196
3	6491	33	2163	196
3	6451	33	2150	195
1	2355	0	2355	2355
1	2374	0	2374	2374
3	6437	33	2145	195
3	6636	33	2212	201
1	2351	0	2351	2351
1	2381	0	2381	2381
2	3112	9	1556	345
2	48	3	24	16
3	6515	33	2171	197
2	115	6	57	19
3	6616	33	2205	200
3	6582	33	2194	199
3	6498	34	2166	191
2	81	7	40	11
3	5007	33	1669	151
2	124	1	62	124
3	8131	27	2710	301
1	2330	0	2330	2330
3	8223	27	2741	304
3	8168	29	2722	281
3	8207	27	2735	303
3	8088	27	2696	299
3	8248	27	2749	305
3	117	1	39	117
3	8153	27	2717	301

62	62	AW00011061	Todd Gao	49	Working Citizen	VIP	2013-06-14	149	6	6
63	63	AW00011062	Noah Powell	44	Working Citizen	New Customer	2013-01-07	154	3	3
64	64	AW00011063	Angela Murphy	45	Working Citizen	New Customer	2013-01-12	154	5	5
65	65	AW00011064	Chase Reed	44	Working Citizen	New Customer	2013-01-25	154	2	2
66	66	AW00011065	Jessica Henderson	46	Working Citizen	New Customer	2014-01-10	142	5	4
67	67	AW00011066	Grace Butler	46	Working Citizen	New Customer	2013-09-19	146	5	5
68	68	AW00011067	Caleb Carter	43	Working Citizen	New Customer	2014-01-12	142	6	6
69	69	AW00011068	Tiffany Liang	59	Working Citizen	New Customer	2013-10-08	145	9	8
70	70	AW00011069	Carolyn Navarro	59	Working Citizen	VIP	2013-06-04	149	3	3
71	71	AW00011070	Willie Raji	65	Senior citizen	VIP	2013-06-26	149	10	9
72	72	AW00011071	Linda Serrano	65	Senior citizen	New Customer	2013-12-01	143	7	6
73	73	AW00011072	Casey Luo	65	Senior citizen	VIP	2013-06-15	149	7	7
74	74	AW00011073	Amy Ye	63	Senior citizen	New Customer	2013-08-21	147	10	9
75	75	AW00011074	Levi Arun	63	Senior citizen	New Customer	2013-05-27	150	7	7
76	76	AW00011075	Felicia Jimenez	62	Senior citizen	VIP	2013-06-24	149	5	5
77	77	AW00011076	Blake Anderson	62	Senior citizen	VIP	2013-06-21	149	4	4
78	78	AW00011077	Leah Ye	62	Senior citizen	VIP	2013-06-12	149	5	5
79	79	AW00011078	Gina Martin	40	Working Citizen	New Customer	2014-01-28	142	31	23
80	80	AW00011079	Donald Gonzalez	55	Working Citizen	New Customer	2014-01-01	142	5	5
81	81	AW00011080	Damien Chander	60	Senior citizen	VIP	2013-06-23	149	7	7
82	82	AW00011081	Savannah Baker	53	Working Citizen	New Customer	2013-04-13	151	5	5
83	83	AW00011082	Angela Butler	53	Working Citizen	New Customer	2013-11-06	144	6	6
84	84	AW00011083	Alyssa Cox	48	Working Citizen	New Customer	2013-11-08	144	5	5
85	85	AW00011084	Lucas Phillips	62	Senior citizen	New Customer	2013-11-21	144	5	5
86	86	AW00011085	Emily Johnson	62	Senior citizen	New Customer	2014-01-08	142	5	5
87	87	AW00011086	Ryan Brown	62	Senior citizen	New Customer	2013-12-21	143	6	6
88	88	AW00011087	Tamara Liang	62	Senior citizen	New Customer	2013-08-09	147	4	4
89	89	AW00011088	Hunter Davis	62	Senior citizen	New Customer	2013-11-12	144	7	7
90	90	AW00011089	Abigail Price	63	Senior citizen	New Customer	2013-11-18	144	7	7
91	91	AW00011090	Trevor Bryant	57	Working Citizen	VIP	2013-11-21	144	6	6
92	92	AW00011091	Dalton Perez	63	Senior citizen	Regular	2014-01-08	142	59	25

3	8129	27	2709	301
1	2352	0	2352	2352
1	2373	0	2373	2373
1	2305	0	2305	2305
2	202	11	101	18
2	81	4	40	20
2	105	5	52	21
3	113	6	37	18
3	8104	26	2701	311
3	8165	26	2721	314
3	110	9	36	12
3	8194	27	2731	303
3	192	5	64	38
3	94	2	31	47
3	8068	26	2689	310
3	8159	26	2719	313
3	8169	26	2723	314
17	912	11	53	82
3	58	10	19	5
3	8204	26	2734	315
2	104	2	52	52
2	3110	10	1555	311
2	3137	10	1568	313
2	3078	10	1539	307
2	129	1	64	129
2	153	5	76	30
2	200	6	100	33
2	3176	10	1588	317
2	3188	11	1594	289
3	6703	27	2234	248
28	1186	12	42	98

93	93	AW00011092	Cheryl Diaz	53	Working Citizen	VIP	2013-06-21	149	5	5
94	94	AW00011093	Aimee He	47	Working Citizen	VIP	2013-06-08	149	7	7
95	95	AW00011094	Cedric Ma	58	Working Citizen	New Customer	2014-01-11	142	8	8
96	96	AW00011095	Chad Kumar	57	Working Citizen	VIP	2013-06-25	149	7	7
97	97	AW00011096	Andr rs Anand	57	Working Citizen	VIP	2013-07-30	148	4	4
98	98	AW00011097	Edwin Nara	53	Working Citizen	VIP	2013-07-24	148	5	5
99	99	AW00011098	Mallory Rubio	59	Working Citizen	New Customer	2013-10-16	145	4	4
100	100	AW00011099	Adam Ross	59	Working Citizen	VIP	2013-07-01	148	9	8

3	8110	26	2703	311
3	8180	26	2726	314
3	236	9	78	26
3	8158	26	2719	313
3	8063	27	2687	298
3	8099	27	2699	299
3	89	8	29	11
3	8216	27	2738	304