segment_assignment	N Obs	Variable	Label	Mean	Std Dev	Minimum
1.Elite Patrons	2784	recency	Number of days since last	69.6422414	47.5299163	1.0000000
		frequency	Champion product	4.3588362	1.7346962	3.0000000
		monetary	purchase	258.425836	155.432679	73.3300000
		average_items_per_order	Number of different	9	0	1.0000000
		average_revenue_per_order	Champion purchase	2.0790230	1.2448406	17.0000000
		product_womens_only	events in last 12 months	59.5908764	29.7690295	0
		product_mens_only	Total revenue on	0.4533046	0.4979042	0
		product_womens_mens	Champion products in last	0.3261494	0.4688869	0
		product_kids_included	12 months	0.1964799	0.3974069	0
		offer_indicator	Average # of Champion	0.0240661	0.1532819	0.7000000
		retention_score	products purchased per	0.9295977	0.2558698	
			purchase event	0.8204562	0.0710845	
			Average $ revenue on			
			Champion products per			
			purchase event			
			Purchased only 1 or more			
			womens products in the			
			last 12 months			
			Purchased only 1 or more			
			mens products in the last			
			12 months			
			Purchased 1 or more			
			womens and mens			
			products in the last 12			
			months			
			Purchases included 1 or			
			more kids products in the			
			last 12 months			
			Used a promotional offer			
			to purchase a product in			
			the last year			
			Estimated annual			
			retention of customer			

2.Active Patrons	166	recency	Number of days since last	70.0301205	49.5329000	1.0000000
		frequency	Champion product	3.2771084	0.6191539	3.0000000
		monetary	purchase	51.2043976	12.3284838	22.5700000
		average_items_per_order	Number of different	1.1144578	0.3193298	1.0000000
		average_revenue_per_order	Champion purchase	15.9397590	4.0775792	8.0000000
		product_womens_only	events in last 12 months	0.2650602	0.4427007	0
		product_mens_only	Total revenue on	0.5421687	0.4997261	0
		product_womens_mens	Champion products in last	0.0963855	0.2960122	0
		product_kids_included	12 months	0.0963855	0.2960122	0
		offer_indicator	Average # of Champion	0.9277108	0.2597496	0
		retention_score	products purchased per	0.7777108	0.0535147	0.7000000
			purchase event			
			Average $ revenue on			
			Champion products per			
			purchase event			
			Purchased only 1 or more			
			womens products in the			
			last 12 months			
			Purchased only 1 or more			
			mens products in the last			
			12 months			
			Purchased 1 or more			
			womens and mens			
			products in the last 12			
			months			
			Purchases included 1 or			
			more kids products in the			
			last 12 months			
			Used a promotional offer			
			to purchase a product in			
			the last year			
			Estimated annual			
			retention of customer			

Segment	N	Variable	Description			
3. Prospective Patrons	7633	recency	Number of days since last Champion product purchase	84.0123149	51.3541559	1.0000000
		frequency	Number of different Champion purchase events in last 12 months	1.4028560	0.4905044	1.0000000
		monetary	Total revenue on Champion products in last 12 months	74.9873025	63.7122969	5.6500000
		average_items_per_order	Average # of Champion products purchased per purchase event	1.8067601	1.6530089	1.0000000
		average_revenue_per_order	Average $ revenue on Champion products per purchase event	51.3505830	36.3725695	6.0000000
		product_womens_only	Purchased only 1 or more womens products in the last 12 months	0.4792349	0.4996014	0
		product_mens_only	Purchased only 1 or more mens products in the last 12 months	0.4650858	0.4988122	0
		product_womens_mens	Purchased 1 or more womens and mens products in the last 12 months	0.0258090	0.1585755	0
		product_kids_included	Purchases included 1 or more kids products in the last 12 months	0.0298703	0.1702406	0
		offer_indicator	Used a promotional offer to purchase a product in the last year	0.3157343	0.4648381	0
		retention_score	Estimated annual retention of customer	0.5944321	0.1043243	0.4500000

segment_assignment	N Obs	Variable	Label	Maximum	Median	N
4. Lost Patrons	10324	recency	Number of days since last	263.318287	49.4517125	183.000000
		frequency	Champion product	5	1.2716043	0
		monetary	purchase	1.8743704	113.678647	1.0000000
		average_items_per_order	Number of different	102.231162	3	4.2400000
		average_revenue_per_ord	Champion purchase	3	1.2574470	1.0000000
		er	events in last 12 months	1.7756683	37.3859077	4.0000000
		product_womens_only	Total revenue on	50.5688687	0.4848752	0
		product_mens_only	Champion products in last	0.3778574	0.4981036	0
		product_womens_mens	12 months	0.5437815	0.2350703	0
		product_kids_included	Average # of Champion	0.0586982	0.1388458	0
		offer_indicator	products purchased per	0.0196629	0.4966123	0
		retention_score	purchase event	0.4416893	0.1527541	0.2500000
			Average $ revenue on	0.4473944		
			Champion products per			
			purchase event			
			Purchased only 1 or more			
			womens products in the			
			last 12 months			
			Purchased only 1 or more			
			mens products in the last			
			12 months			
			Purchased 1 or more			
			womens and mens			
			products in the last 12			
			months			
			Purchases included 1 or			
			more kids products in the			
			last 12 months			
			Used a promotional offer			
			to purchase a product in			
			the last year			
			Estimated annual			
			retention of customer			

segment_assignment	N Obs	Variable	Label	Maximum	Median	N

Segment	N	Variable	Description			N
1.Elite Patrons	2784	recency	Number of days since last Champion product purchase	176.0000000	64.0000000	2784
		frequency	Number of different Champion purchase events in last 12 months	12.0000000	4.0000000	2784
		monetary	Total revenue on Champion products in last 12 months	871.1700000	214.3650000	2784
		average_items_per_order	Average # of Champion products purchased per purchase event	8.0000000	2.0000000	2784
		average_revenue_per_order	Average $ revenue on Champion products per purchase event	207.0000000	54.0000000	2784
		product_womens_only	Purchased only 1 or more womens products in the last 12 months	1.0000000	0	2784
		product_mens_only	Purchased only 1 or more mens products in the last 12 months	1.0000000	0	2784
		product_womens_mens	Purchased 1 or more womens and mens products in the last 12 months	1.0000000	0	2784
		product_kids_included	Purchases included 1 or more kids products in the last 12 months	1.0000000	0	2784
		offer_indicator	Used a promotional offer to purchase a product in the last year	1.0000000	1.0000000	2784
		retention_score	Estimated annual retention of customer	0.9500000	0.8000000	2784

2.Active Patrons	166	recency	Number of days since last	162.0000000	85.0000000	166
		frequency	Champion product	5.0000000	3.0000000	166
		monetary	purchase	65.9100000	55.3100000	166
		average_items_per_order	Number of different	2.0000000	1.0000000	166
		average_revenue_per_order	Champion purchase events	22.0000000	17.0000000	166
		product_womens_only	in last 12 months	1.0000000	0	166
		product_mens_only	Total revenue on Champion	1.0000000	1.0000000	166
		product_womens_mens	products in last 12 months	1.0000000	0	166
		product_kids_included	Average # of Champion	1.0000000	0	166
		offer_indicator	products purchased per	1.0000000	1.0000000	166
		retention_score	purchase event	0.9000000	0.8000000	166
			Average $ revenue on Champion products per purchase event			
			Purchased only 1 or more womens products in the last 12 months			
			Purchased only 1 or more mens products in the last 12 months			
			Purchased 1 or more womens and mens products in the last 12 months			
			Purchases included 1 or more kids products in the last 12 months			
			Used a promotional offer to purchase a product in the last year			
			Estimated annual retention of customer			

3. Prospective Patrons	7633	recency	Number of days since last	176.0000000	78.0000000	7633
		frequency	Champion product	2.0000000	1.0000000	7633
		monetary	purchase	503.3200000	56.6800000	7633
		average_items_per_order	Number of different	22.0000000	1.0000000	7633
		average_revenue_per_order	Champion purchase events	290.0000000	44.0000000	7633
		product_womens_only	in last 12 months	1.0000000	0	7633
		product_mens_only	Total revenue on Champion	1.0000000	0	7633
		product_womens_mens	products in last 12 months	1.0000000	0	7633
		product_kids_included	Average # of Champion	1.0000000	0	7633
		offer_indicator	products purchased per	1.0000000	0	7633
		retention_score	purchase event	0.7500000	0.6000000	7633
			Average $ revenue on			
			Champion products per			
			purchase event			
			Purchased only 1 or more			
			womens products in the last			
			12 months			
			Purchased only 1 or more			
			mens products in the last 12			
			months			
			Purchased 1 or more			
			womens and mens products			
			in the last 12 months			
			Purchases included 1 or			
			more kids products in the			
			last 12 months			
			Used a promotional offer to			
			purchase a product in the			
			last year			
			Estimated annual retention			
			of customer			

Segment	Count	Variable	Description	Max	Min	N
4. Lost Patrons	10324	recency	Number of days since last Champion product purchase	365.0000000	253.0000000	10324
		frequency	Number of different Champion purchase events in last 12 months	18.0000000	1.0000000	10324
		monetary	Total revenue on Champion products in last 12 months	981.4800000	63.5850000	10324
		average_items_per_order	Average # of Champion products purchased per purchase event	10.0000000	1.0000000	10324
		average_revenue_per_order	Average $ revenue on Champion products per purchase event	326.0000000	41.0000000	10324
		product_womens_only	Purchased only 1 or more womens products in the last 12 months	1.0000000	0	10324
		product_mens_only	Purchased only 1 or more mens products in the last 12 months	1.0000000	1.0000000	10324
		product_womens_mens	Purchased 1 or more womens and mens products in the last 12 months	1.0000000	0	10324
		product_kids_included	Purchases included 1 or more kids products in the last 12 months	1.0000000	0	10324
		offer_indicator	Used a promotional offer to purchase a product in the last year	1.0000000	0	10324
		retention_score	Estimated annual retention of customer	0.8000000	0.3500000	10324