

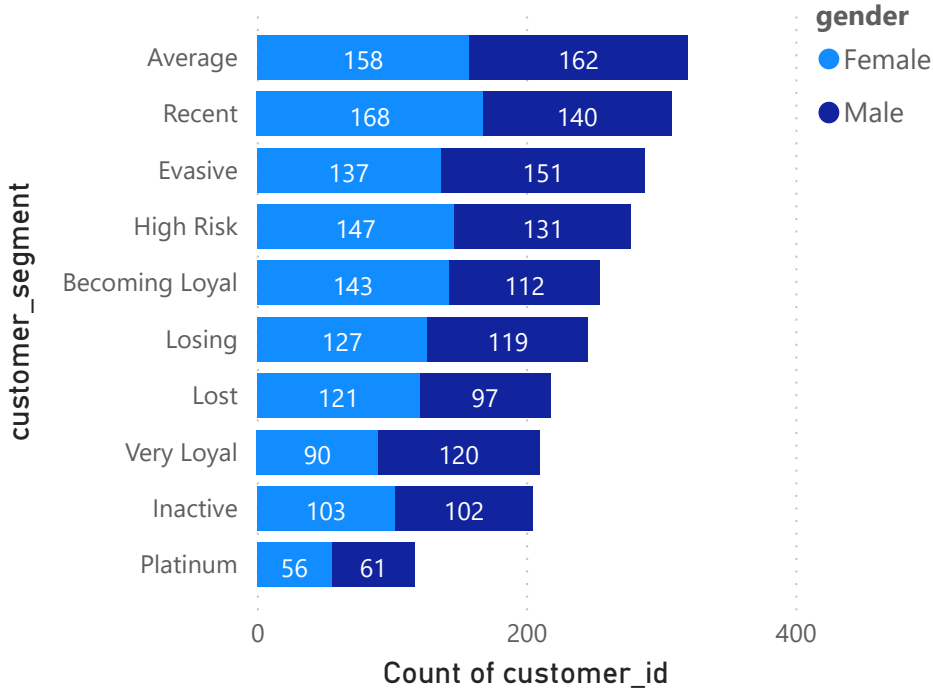
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Count of customer_id

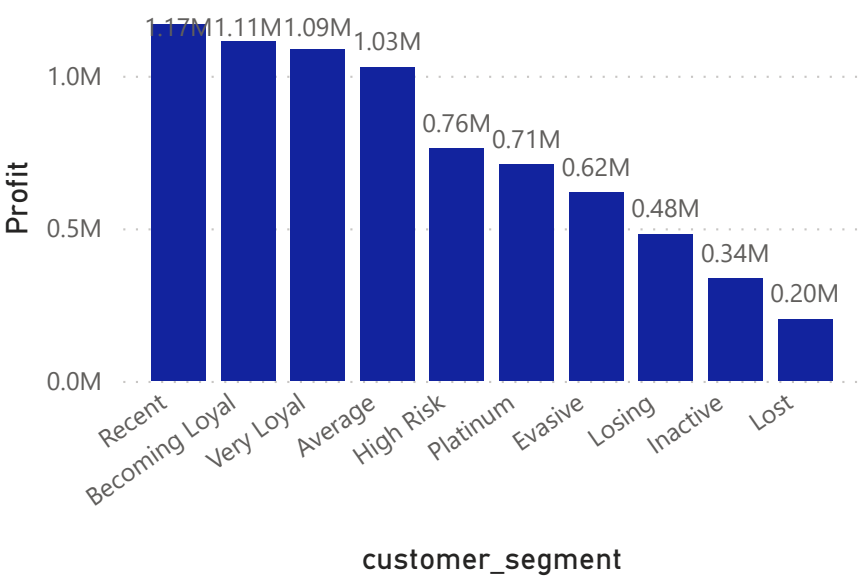
7.52M

monetary_value

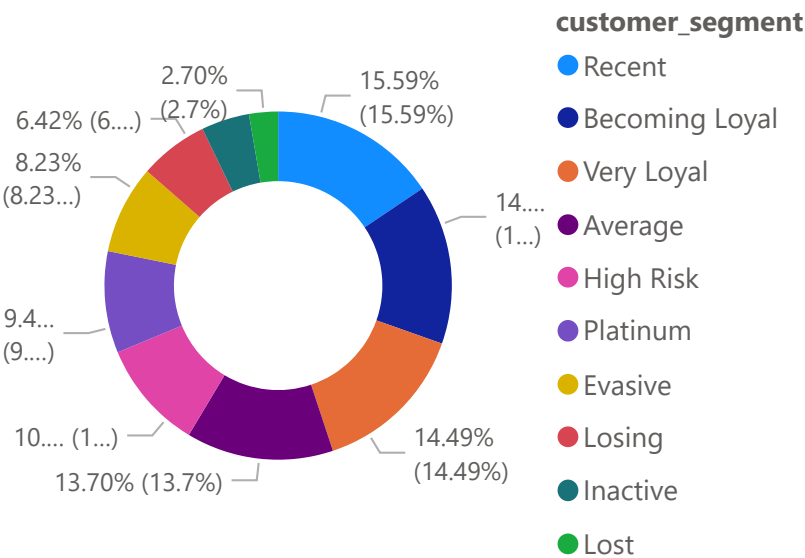
Customer Segmentation



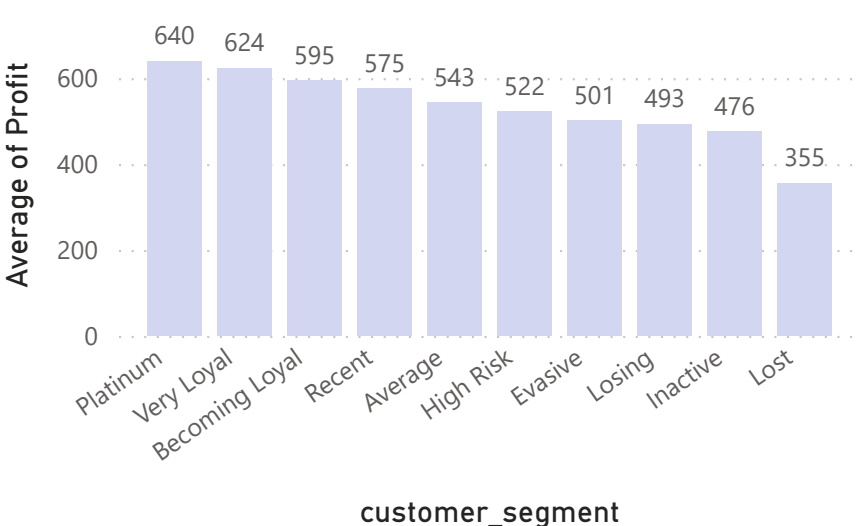
Total Profit Contributed by Each Customer Segment



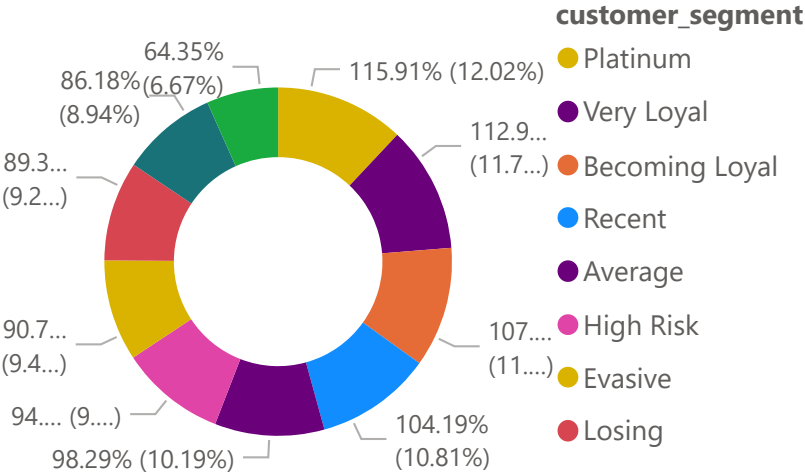
Total Profit Distribution(%) by Customer Segments



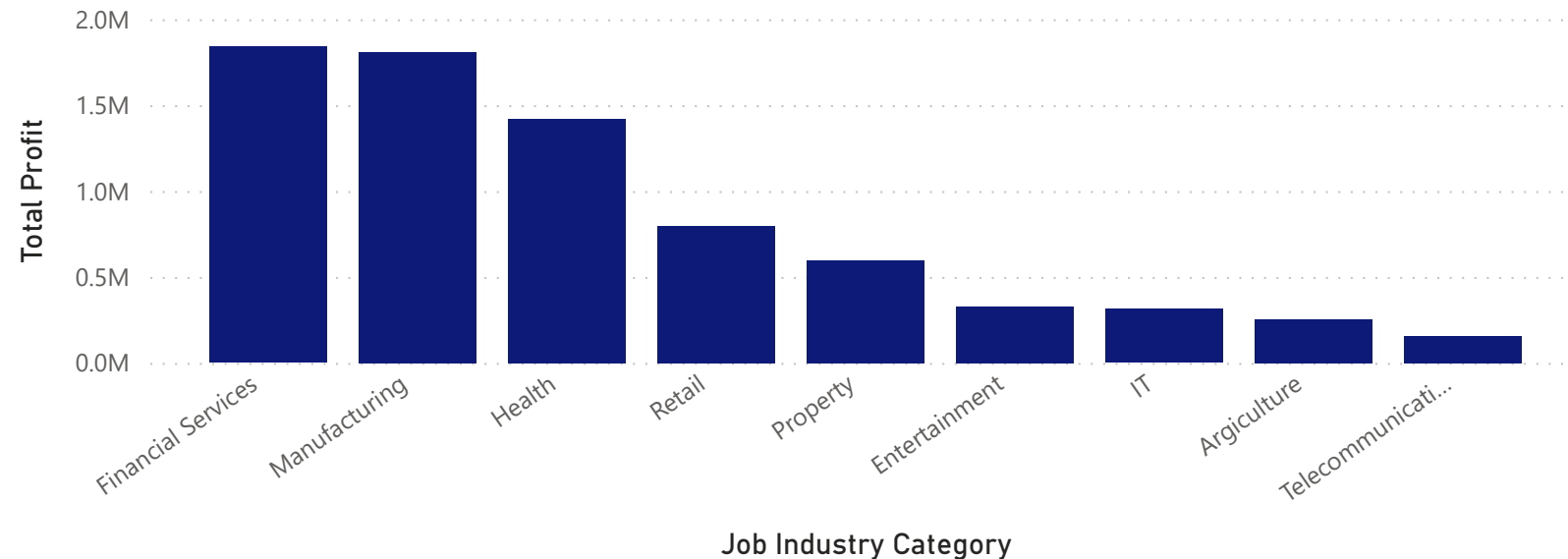
Average Profit Contributed by Each Customer Segment



Average Profit Distribution(%) by Customer Segments

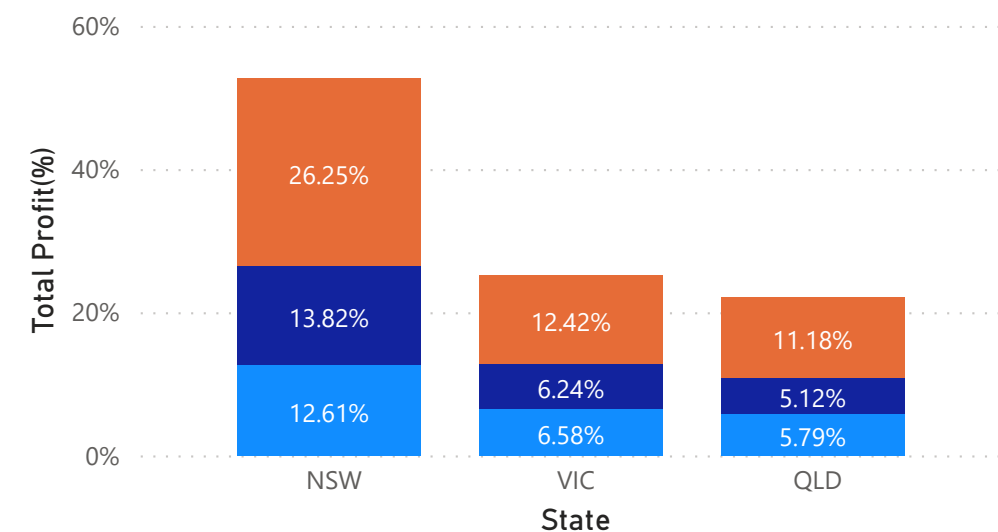


Total Profit by Job Industry Category

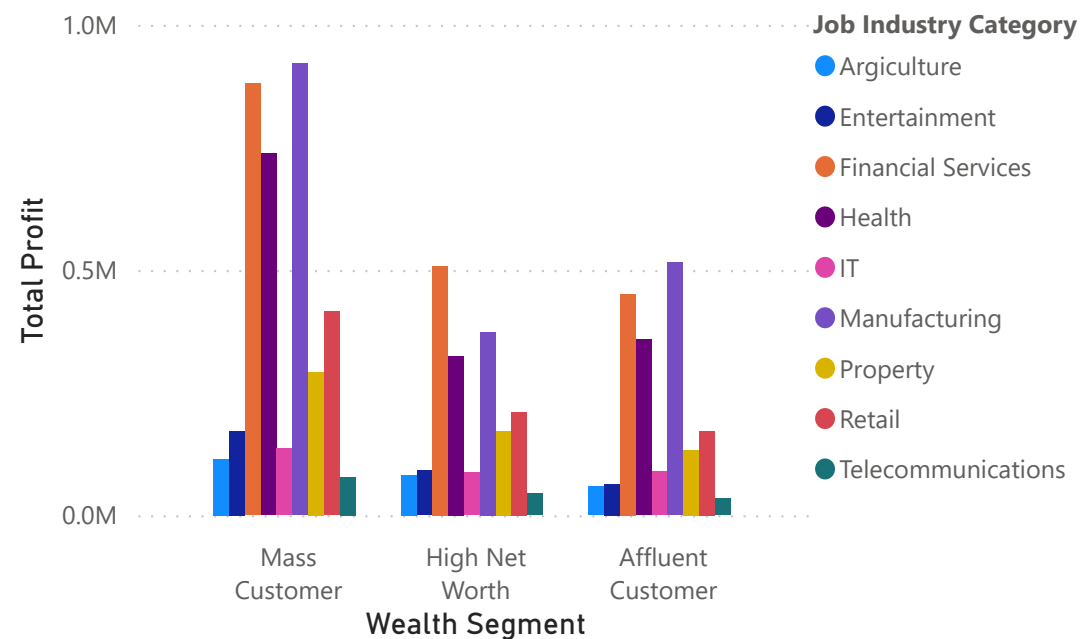


Total Profit(%) by State and Wealth Segment

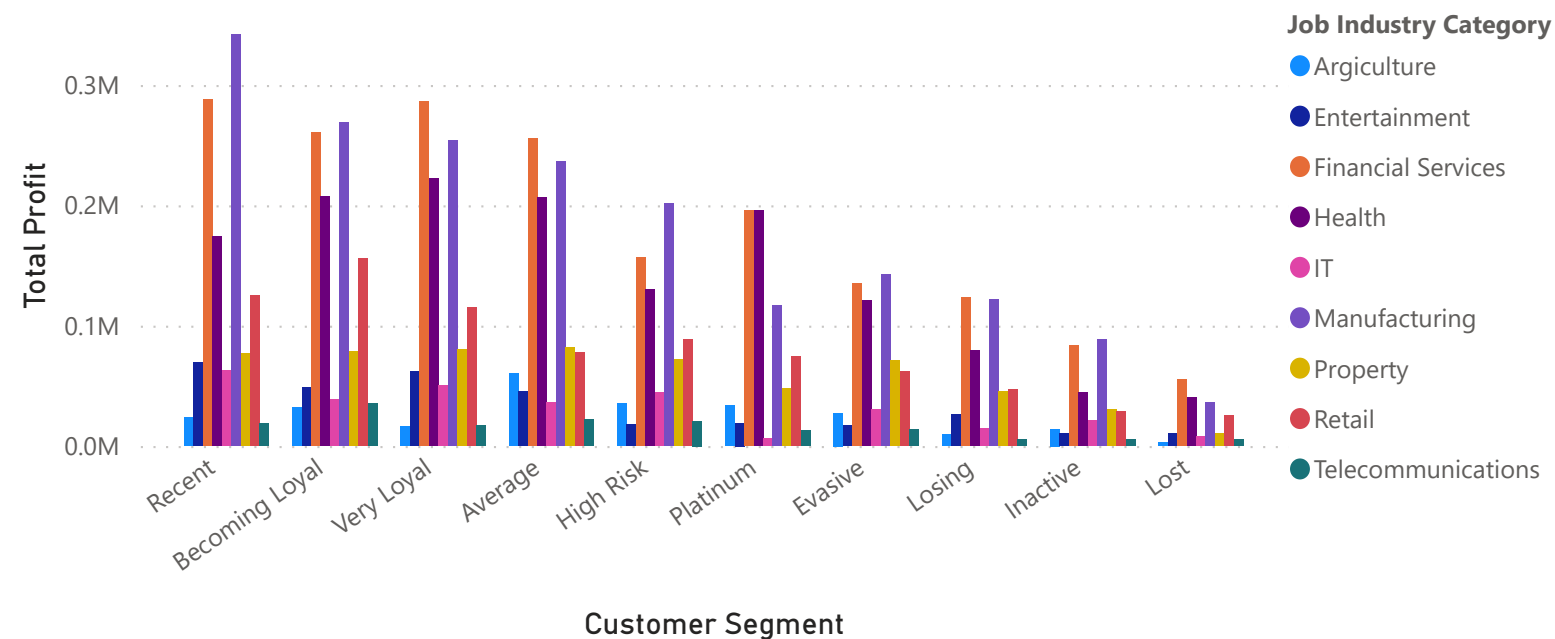
Wealth Segment ● Affluent Customer ● High Net Worth ● Mass Customer



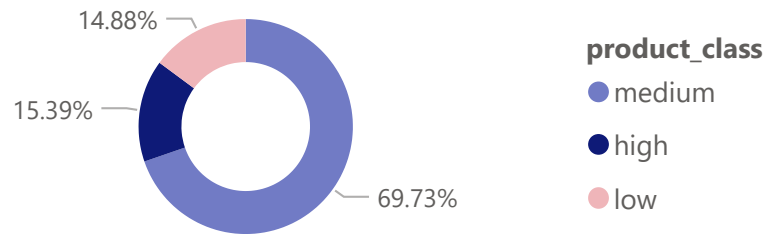
Total Profit by Wealth Segment and Job Industry Category



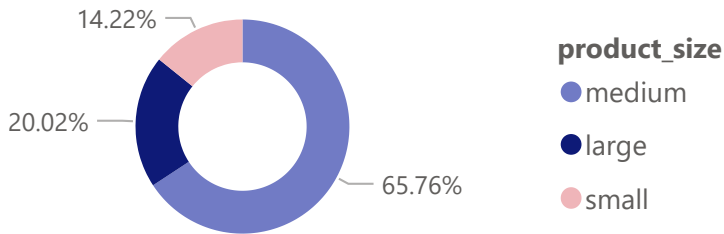
Total Profit by Customer Segment and Job Industry Category



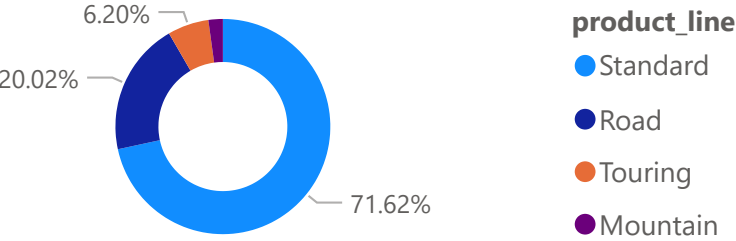
Customer Distribution(%) by Product Class



Customer Distribution(%) by Product Size



Customer Distribution(%) by Product Line



Top 1000 Customers

customer_id	first_name	last_name	age	customer_segment	job_industry_category	address	state
1	Laraine	Medendorp	67	Very Loyal	Health	060 Morning Avenue	NSW
13	Gabriele	Norcross	66	Becoming Loyal	Financial Services	2 Sutherland Street	VIC
15	Erroll	Radage	21	High Risk	Manufacturing	9861 New Castle Avenue	NSW
21	Mile	Cammocke	40	Becoming Loyal	Manufacturing	18 Jenna Center	NSW
24	Kim	Skpsey	43	Becoming Loyal	Argiculture	3 Cordelia Plaza	NSW
25	Geoff	Assaf	44	Platinum	Financial Services	28 5th Center	QLD
29	Mona	Sancraft	53	Very Loyal	Manufacturing	9 Buell Park	QLD
37	Laurie	Dwerryhouse	35	Platinum	Health	54 Sage Plaza	QLD
39	Hunfredo	Smalley	42	Very Loyal	Entertainment	38726 Ilene Crossing	NSW
40	Tomasine	Jerche	39	Recent	Manufacturing	3496 Brown Drive	NSW
41	Basilus	Coupe	45	Very Loyal	Health	7188 Cody Way	VIC
44	Neron	Verick	39	Becoming Loyal	Entertainment	89314 Eagle Crest Center	QLD
47	Matthew	Jeaycock	28	Becoming Loyal	Health	543 Killdeer Park	NSW
50	Whitby	Schapero	40	Becoming Loyal	Manufacturing	957 Veith Junction	NSW
53	Agnella	Gocke	67	Recent	Financial Services	62 Steensland Road	QLD
56	Reese	Ensor	25	Average	Property	690 Glacier Hill Circle	NSW
Total		43363					

Count of Customer by Customer Segment and Wealth Segment

