

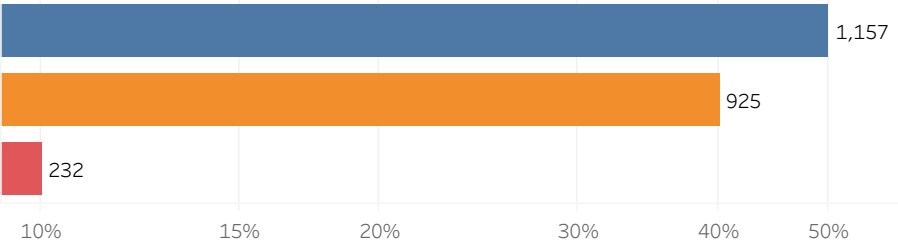
Customer Segmentation

Calculation1

Bottom 50%

Mid 40%

Top 10%



Customer Segmentation by Spend

Top Spenders Analysis

customer_id

4966

2778

2035

4527

750

437

2978

1401

4074

1014

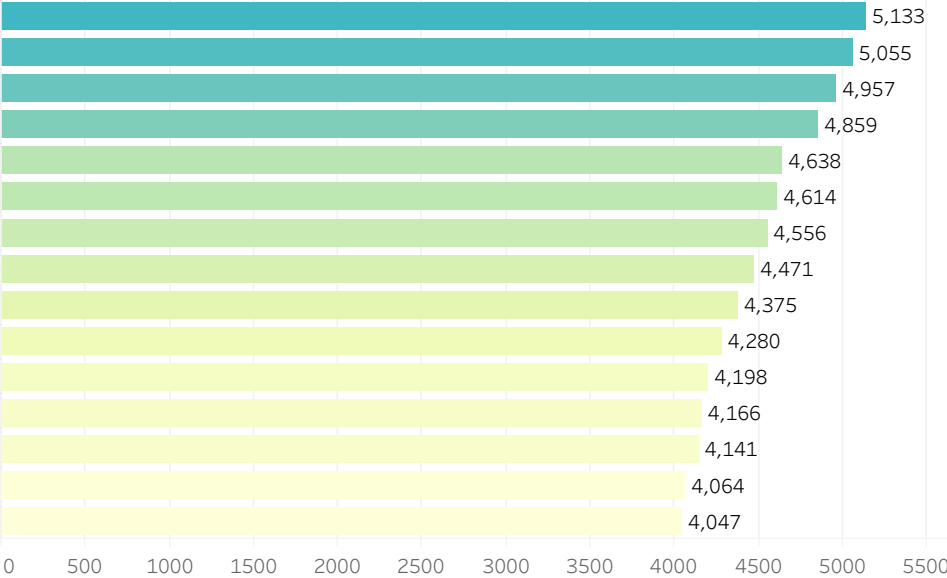
3732

4217

3635

2117

657



Top 15 Spenders

Total Spent over Time

Total Spent

