Customer Segmentation

Calculation1

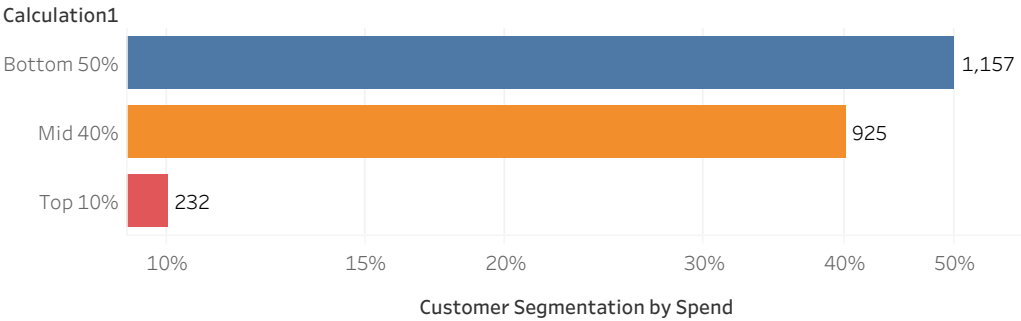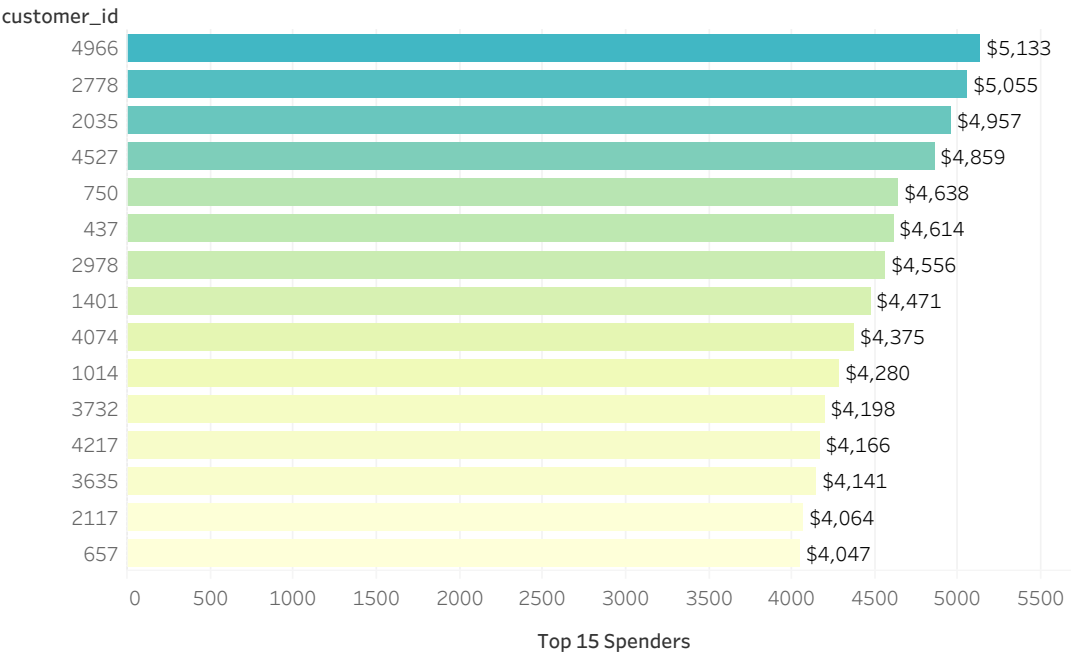|	
Bottom 50%	1,157
Mid 40%	925
Top 10%	232

Customer Segmentation by Spend

Total Spent over Time

$483K February
$456K March
$349K January
$327K December
$223K November
$185K October
$139K September
$136K August
$101K July
$66K May
$61K June
$54K April

Total Spent

Top Spenders Analysis

customer_id

4966	$5,133
2778	$5,055
2035	$4,957
4527	$4,859
750	$4,638
437	$4,614
2978	$4,556
1401	$4,471
4074	$4,375
1014	$4,280
3732	$4,198
4217	$4,166
3635	$4,141
2117	$4,064
657	$4,047

Top 15 Spenders