

Customer Segmentation

Calculation1

Bottom 50%

Mid 40%

10% 11% 12% 13.5% 15% 16.5% 18% 20% 22.5% 25% 27.5% 30% 33% 36% 40%

Customer Segmentation by Spend

Total Spent on

500K

450K

400K

350K

300K

Top Spenders Analysis

customer_id

4966

2778

2035

4527

750

437

2978

1401

4074

1014

3732

4217

2625

5,133

5,055

4,957

4,859

4,638

4,614

4,556

4,471

4,375

4,280

4,198

4,166

4,133

4,100

4,067

4,033

4,000

3,967

3,933

3,900

3,867

3,833

Top 15 Spenders

Total Spent

300K

250K

200K

150K

100K

50K

0K

53

A

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ver Time

