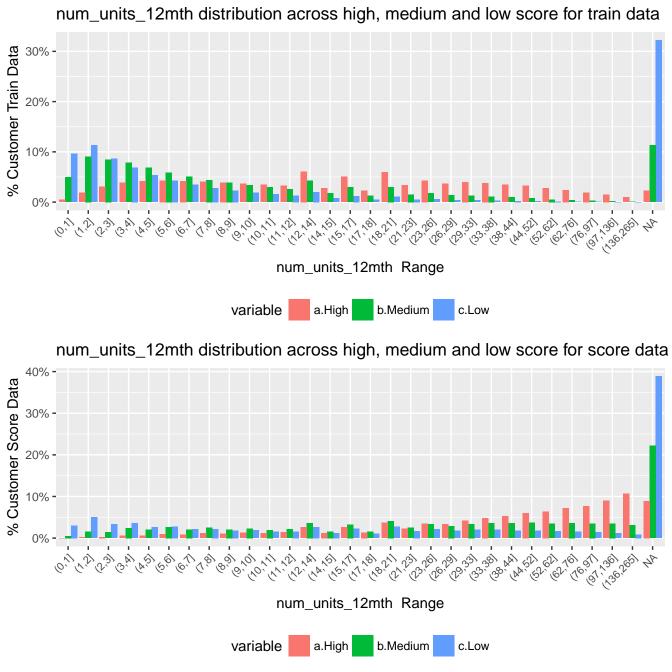
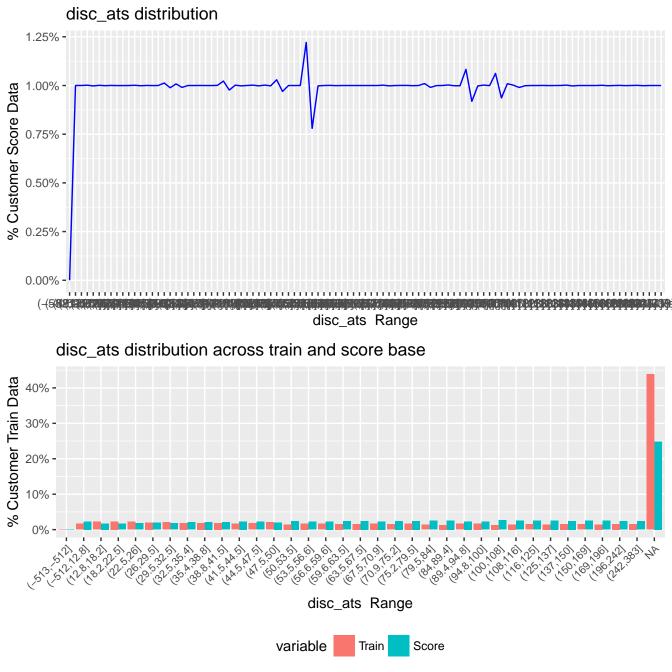


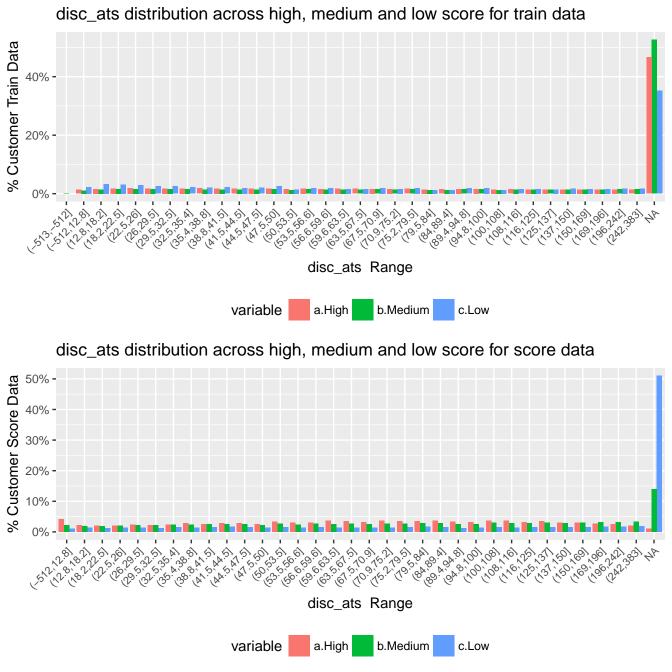
5% -

0%

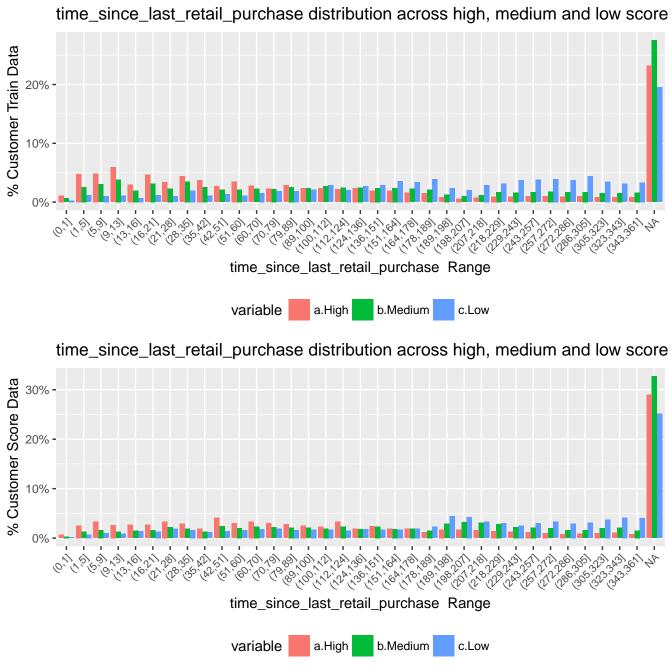


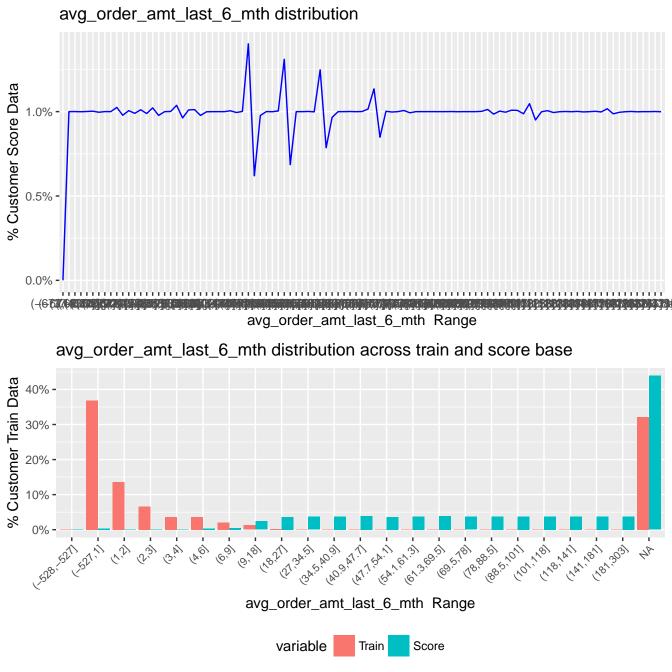


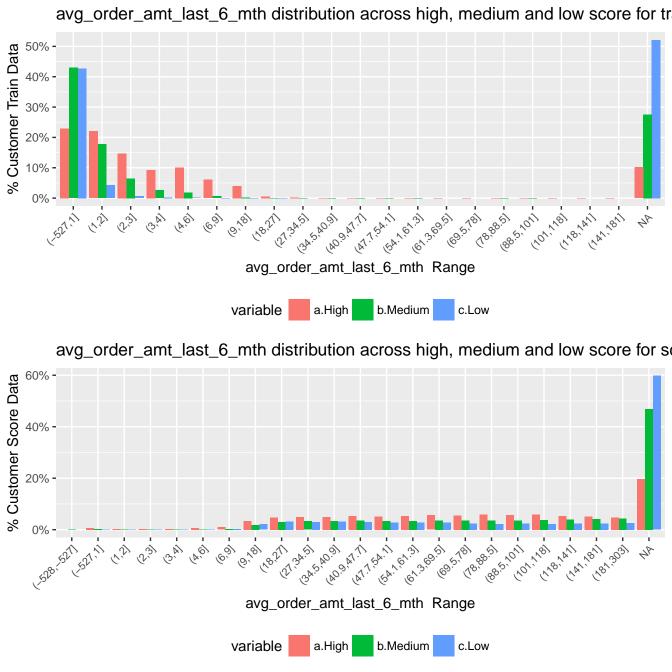


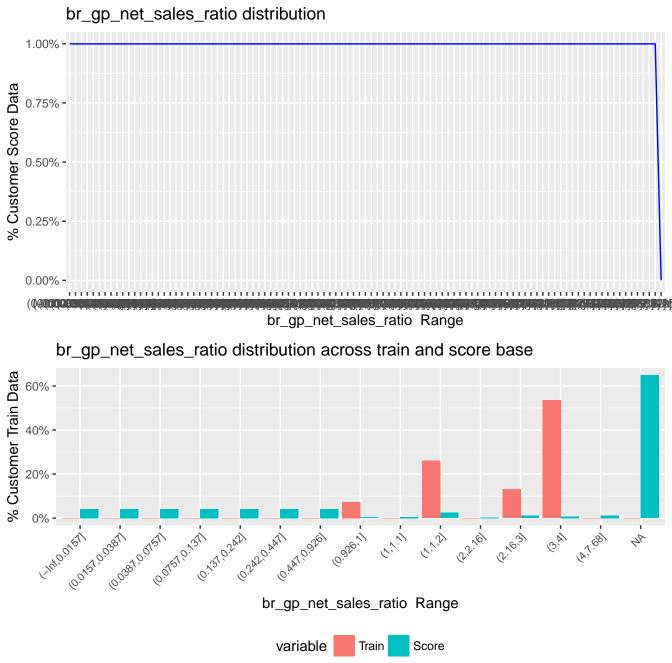


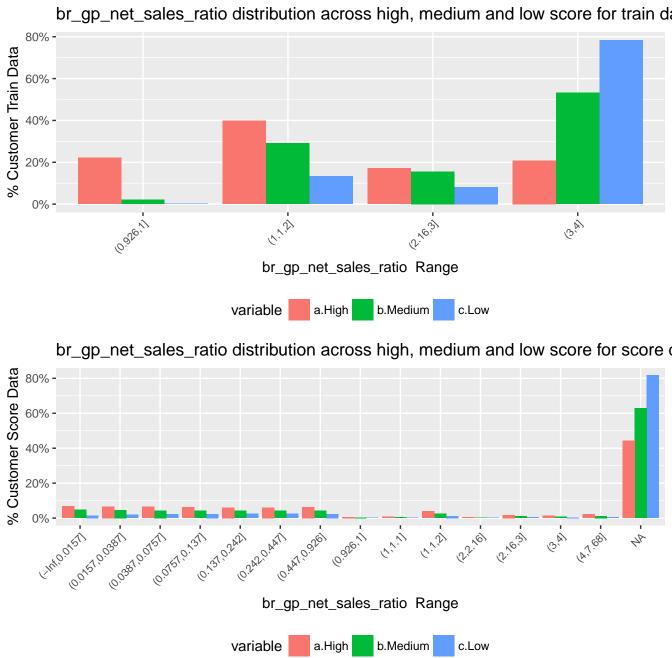
time_since_last_retail_purchase distribution 1.5% % Customer Score Data 1.2% 0.9% 0.6% time_since_last_retail_purchase Range time_since_last_retail_purchase distribution across train and score base 30% -% Customer Train Data 20% -10% -time since last retail purchase Range variable Score Train

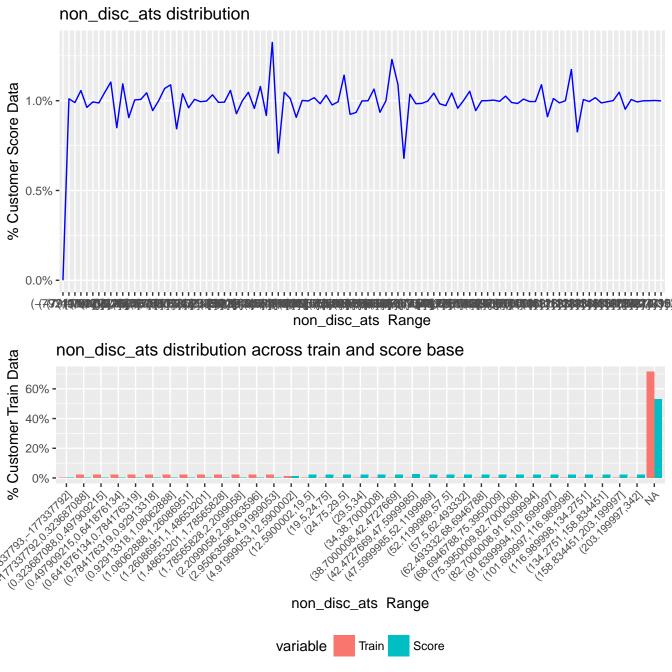


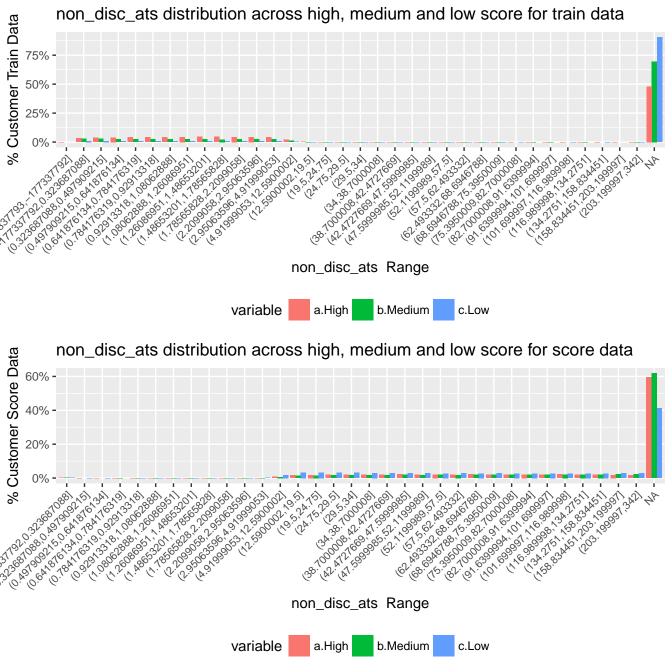


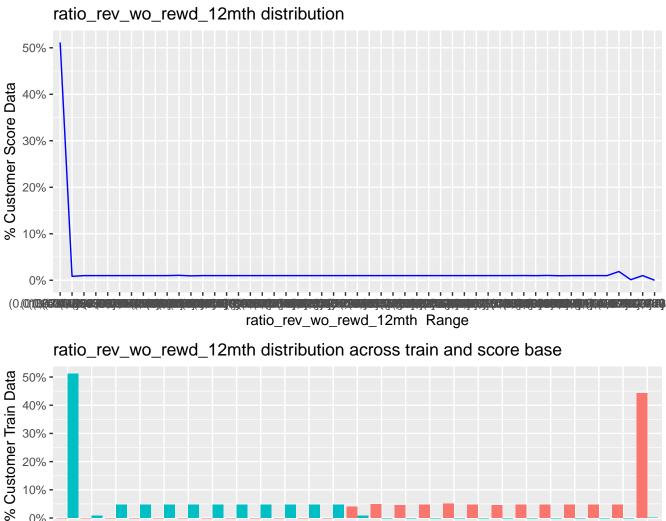










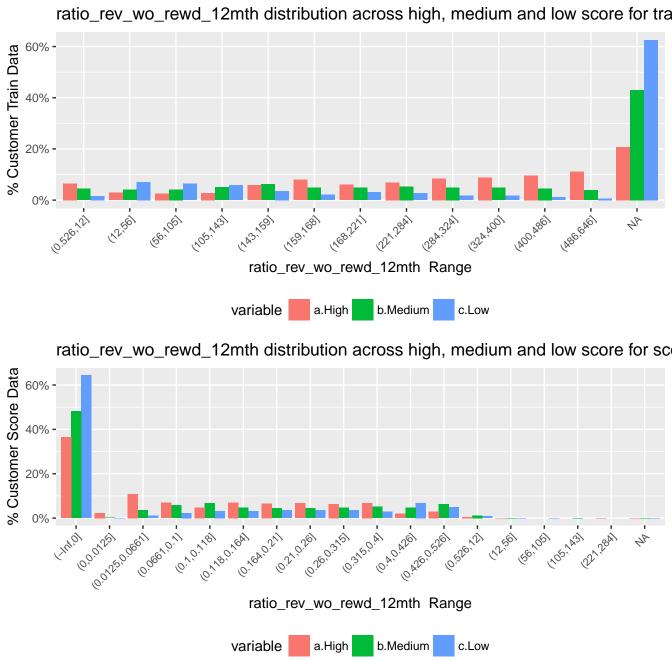


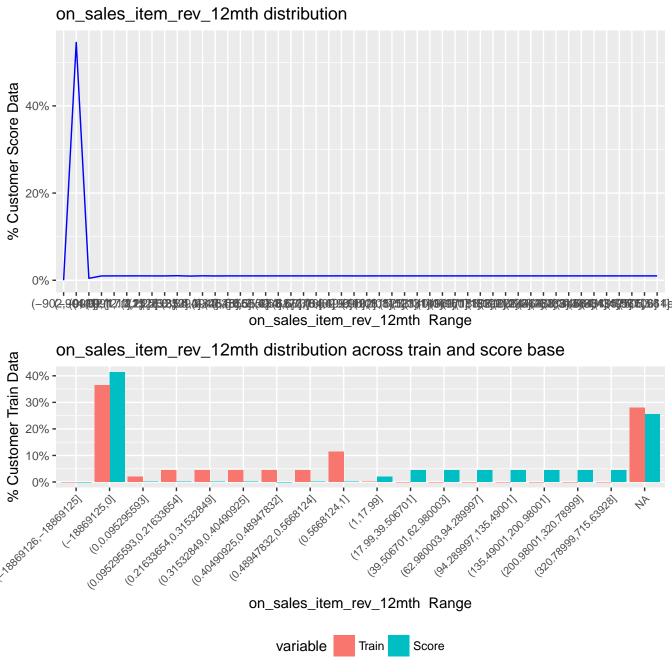


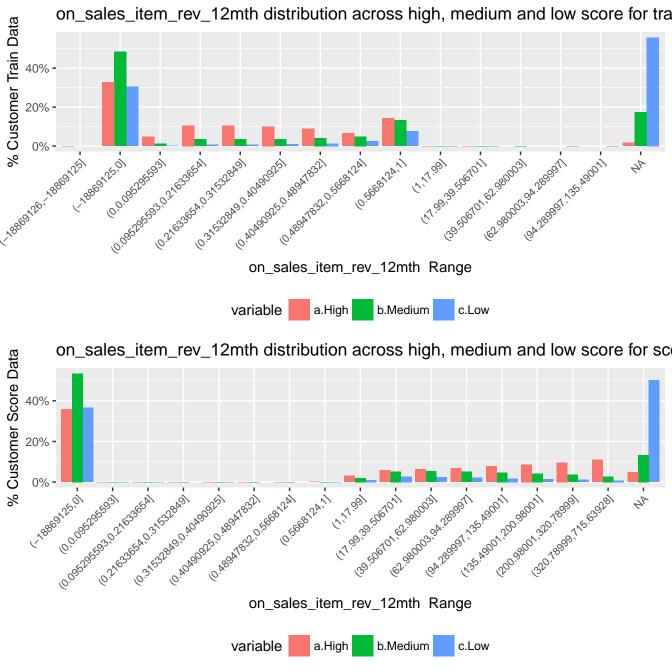
Train variable Score

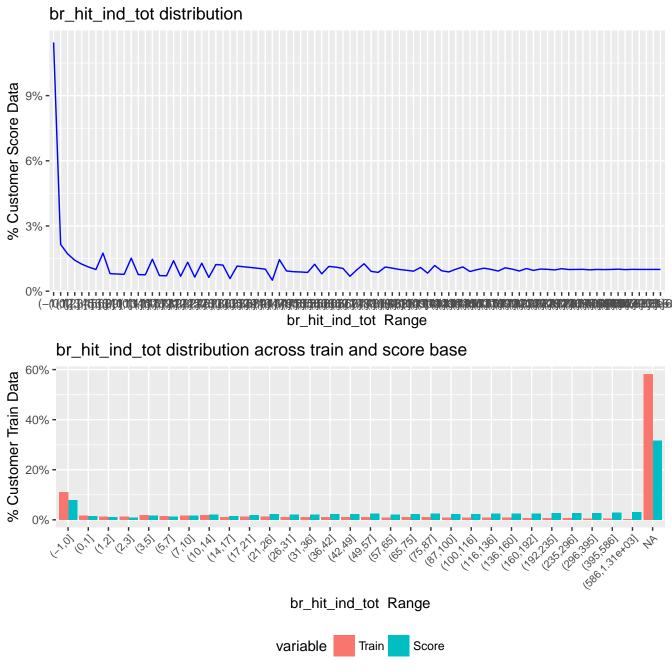
0%

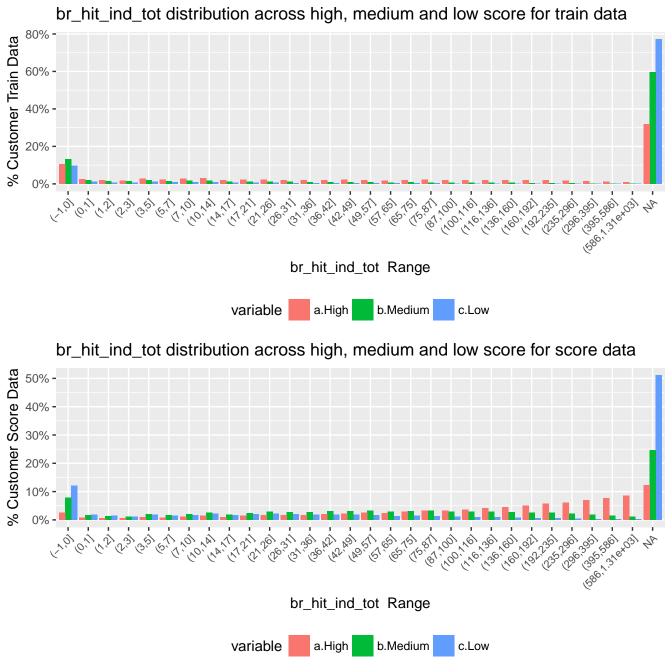
00,750,0691 (0,0,1,25) (JIMO)

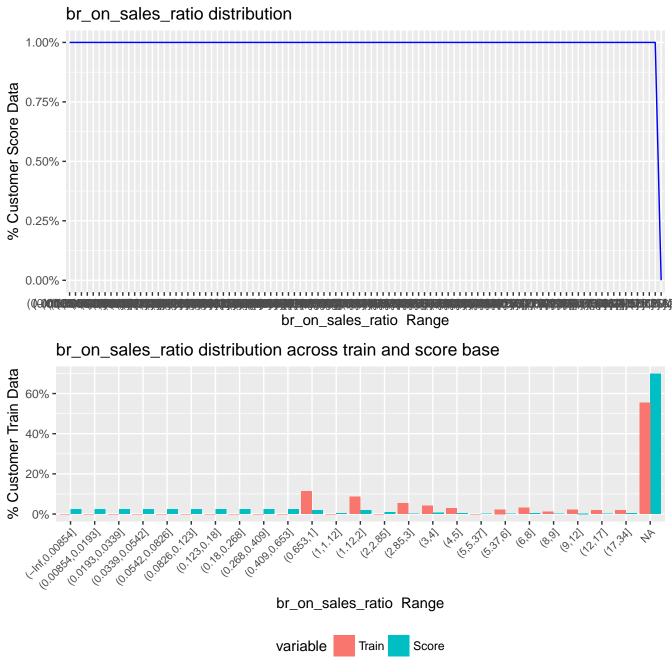


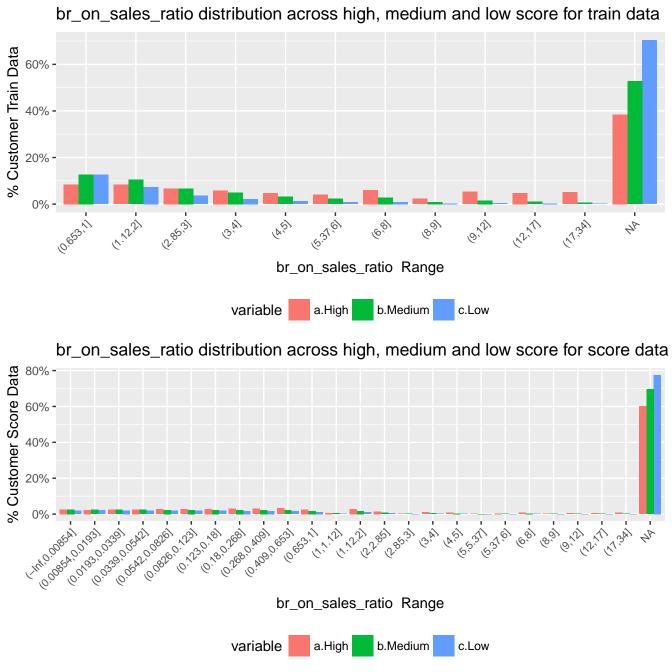


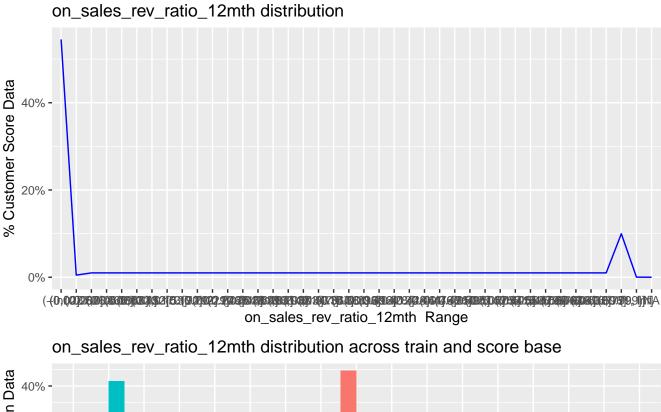


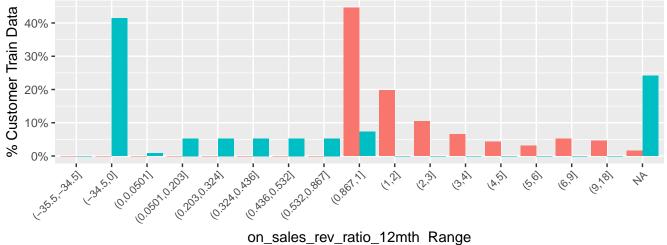








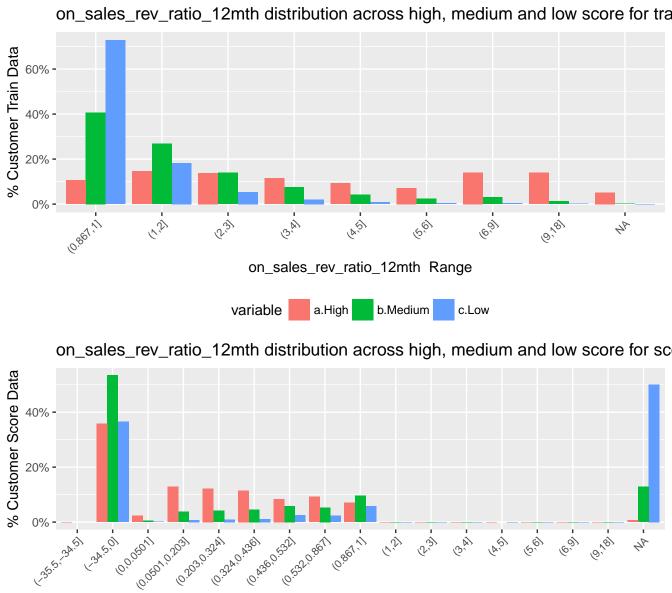




Train

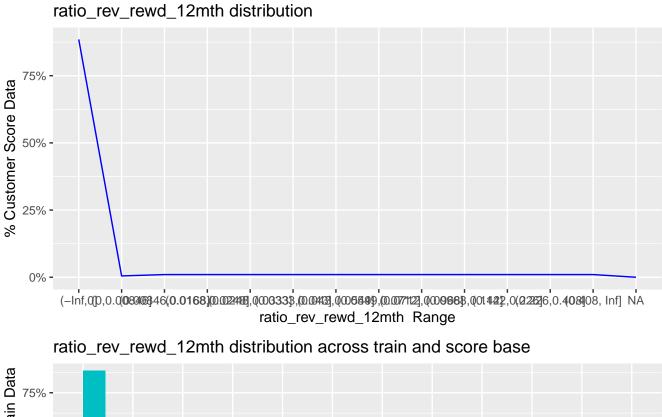
Score

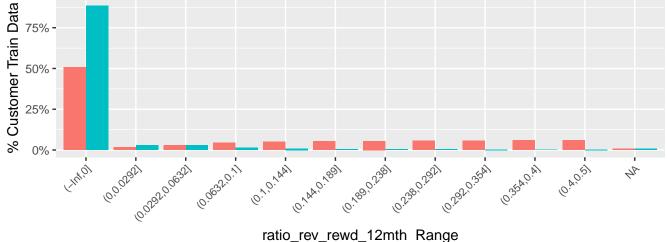
variable



on_sales_rev_ratio_12mth Range

variable a.High b.Medium c.Low

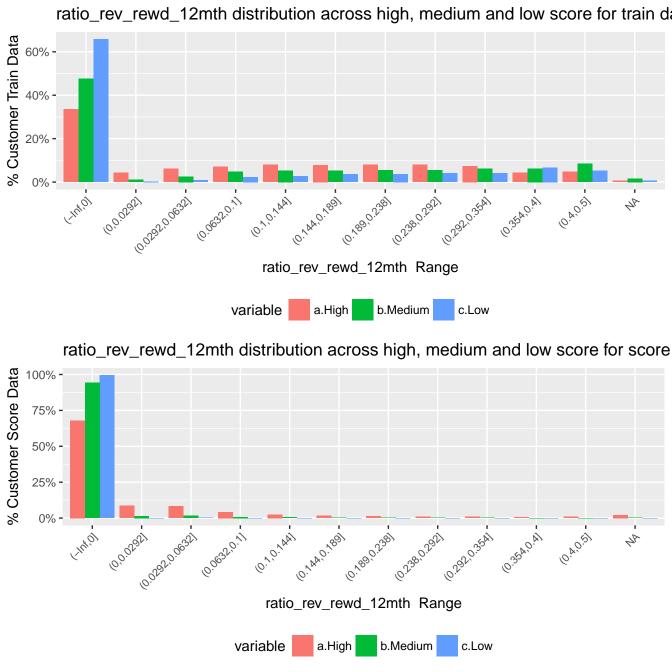


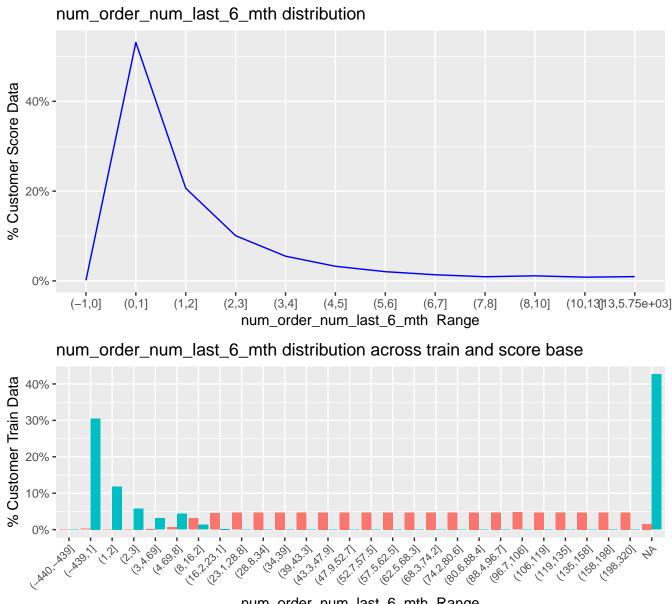


Train

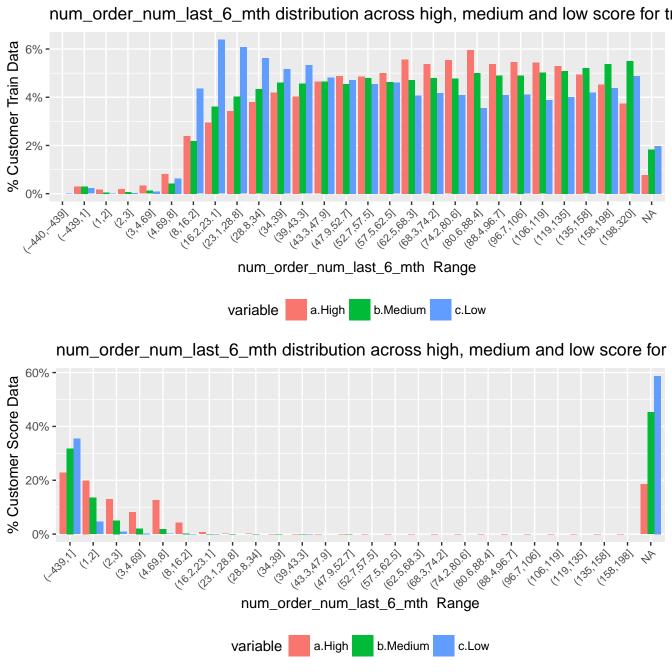
Score

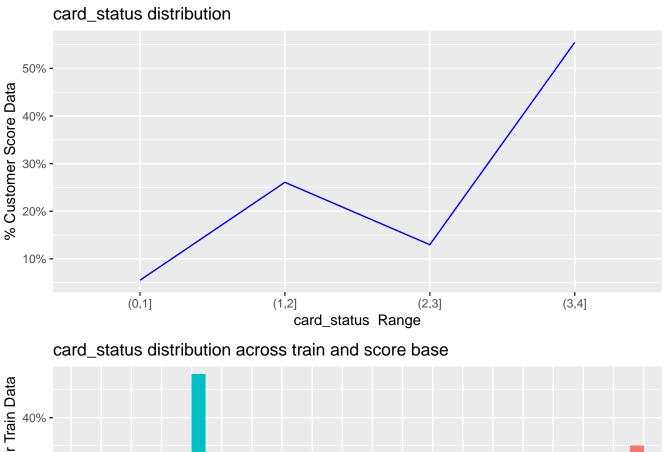
variable

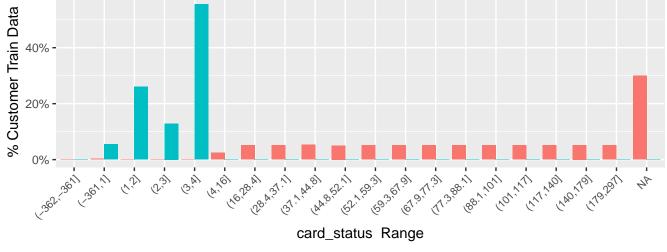








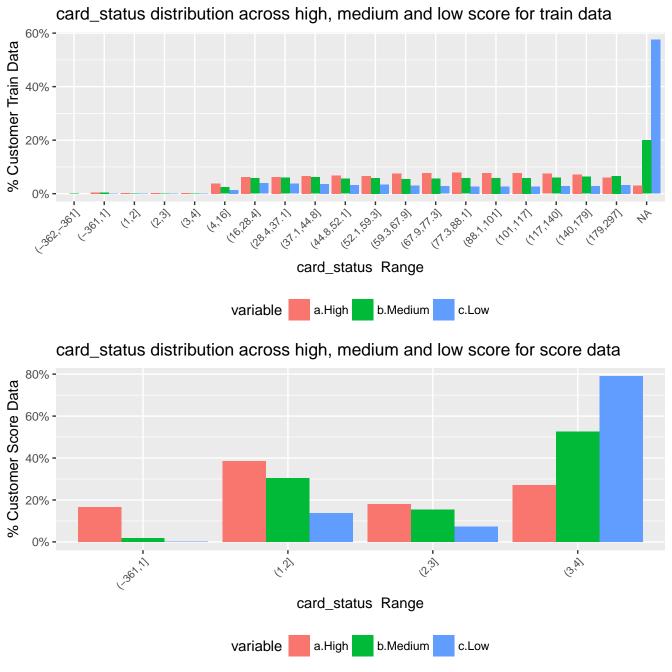


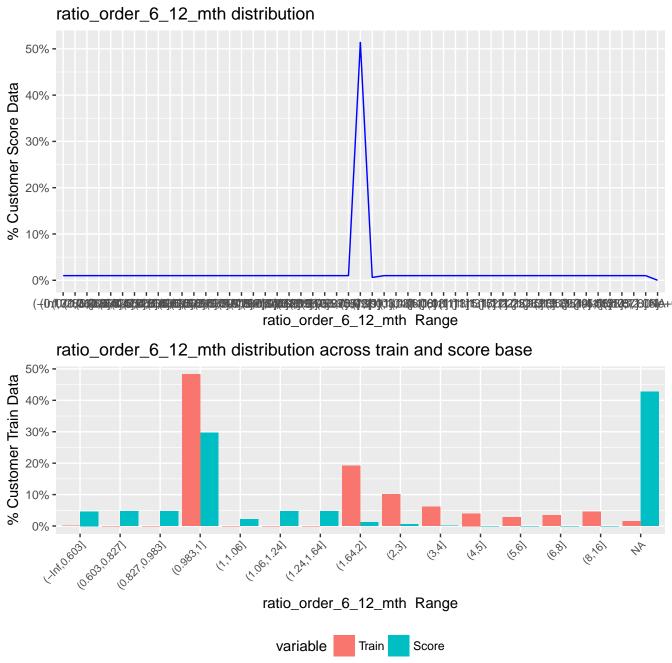


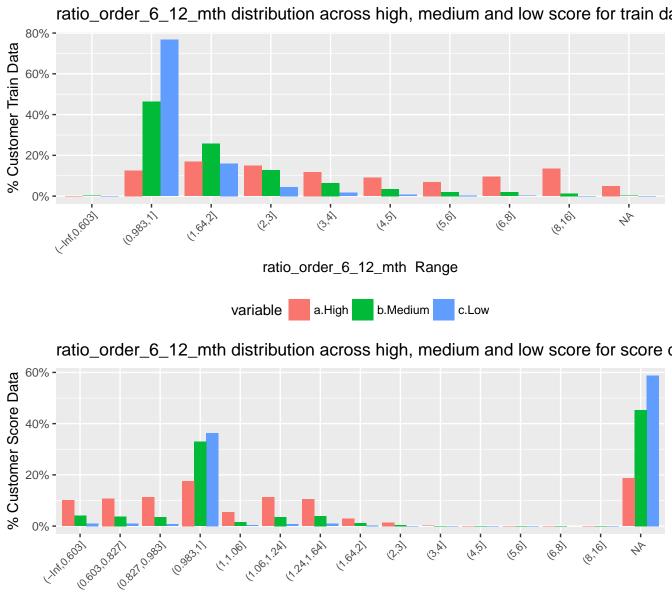
Train

Score

variable

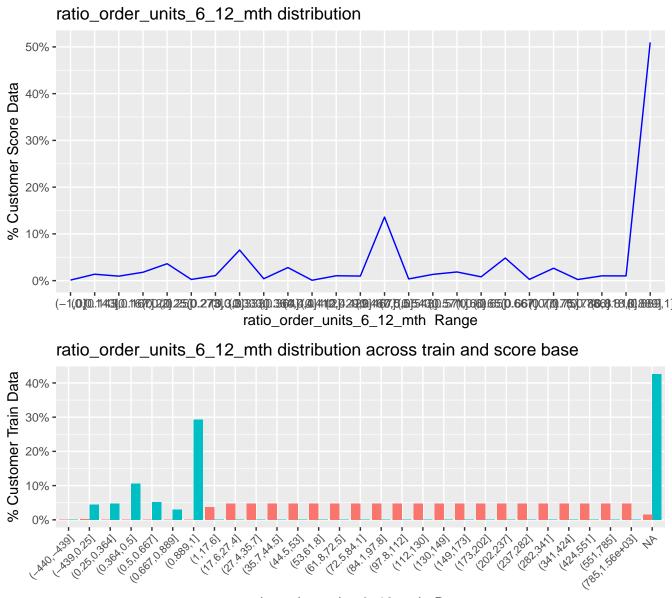


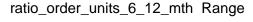




variable a.High b.Medium c.Low

ratio_order_6_12_mth Range





W. 63 67.8)

61872

(13,202)

282341 34,4241 (424,551)

(140,173)

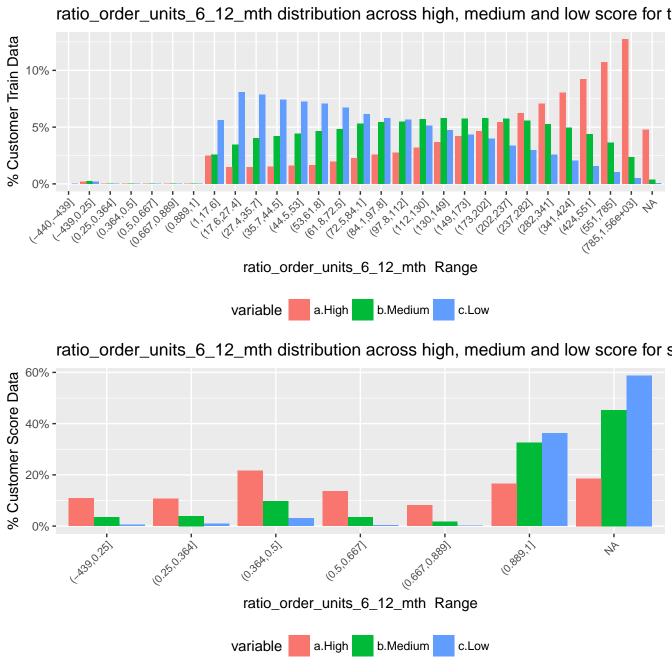
0.670.881

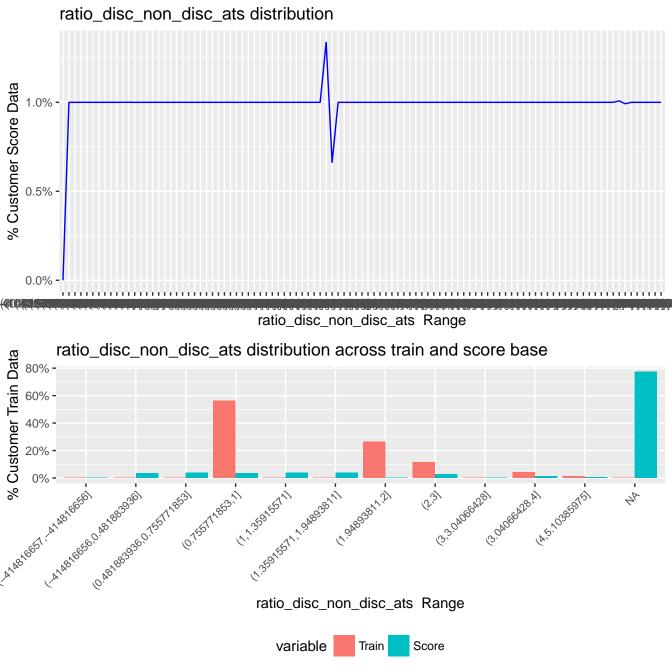
050.61

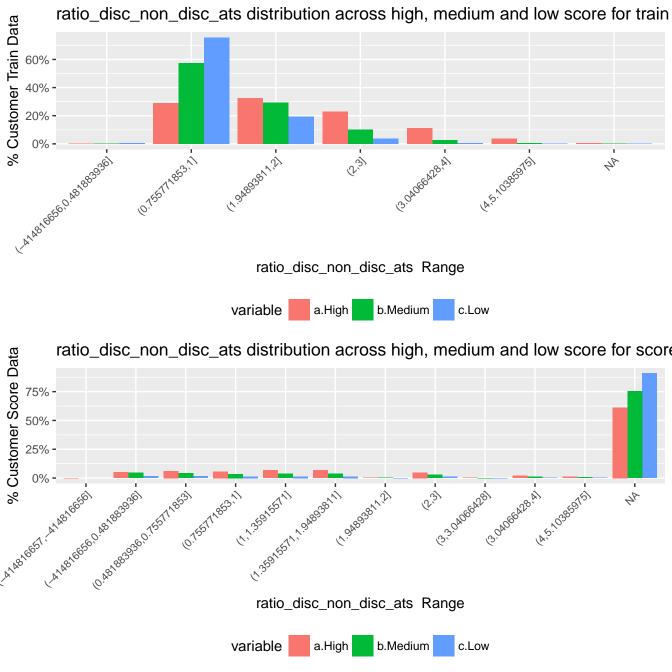
(1,16)

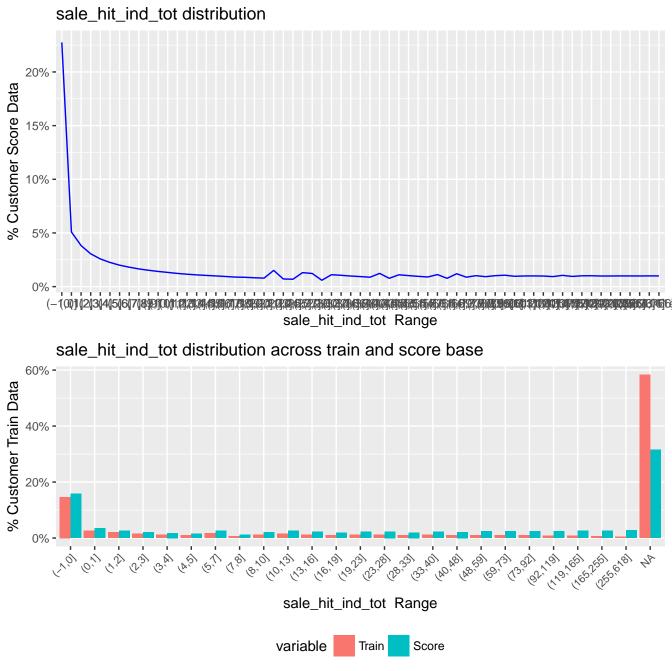
274,35.7

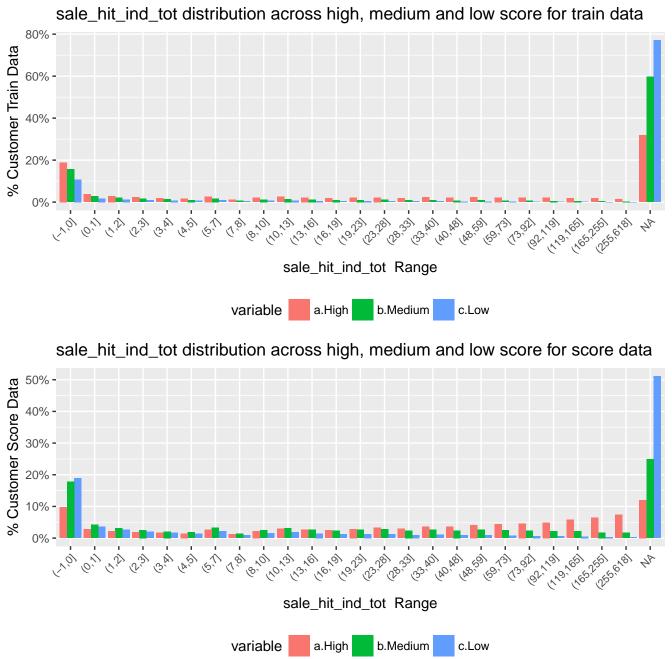


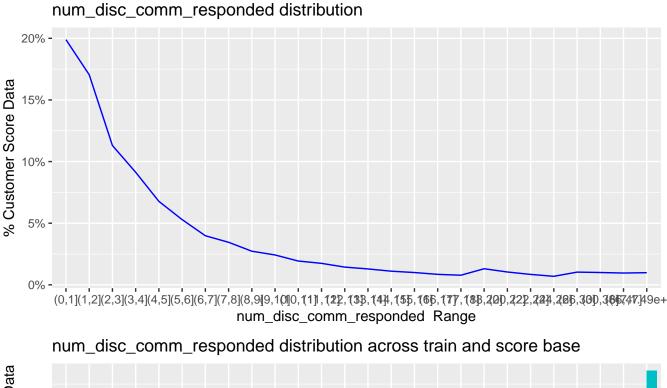


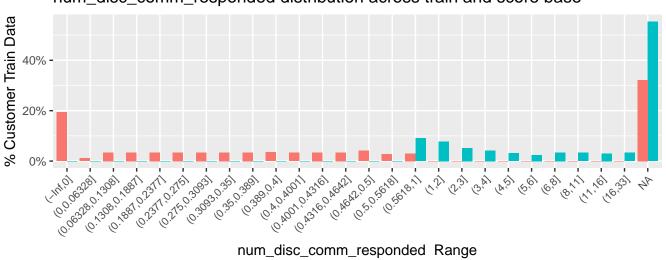








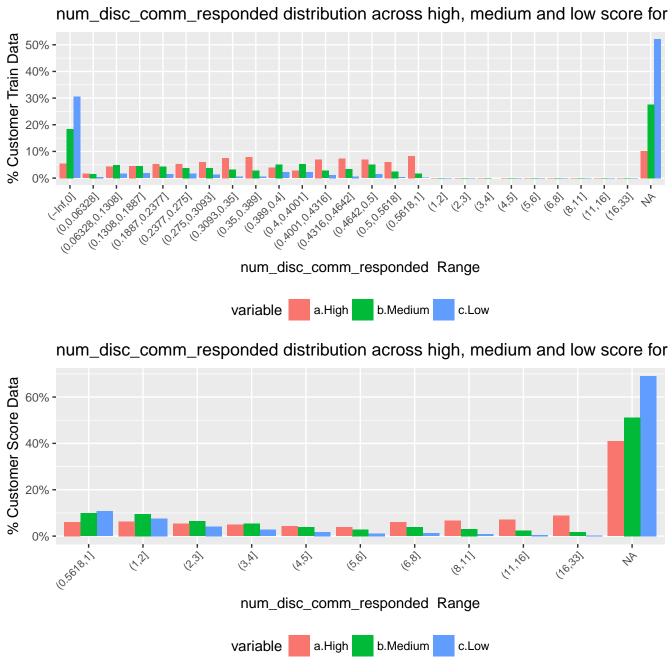


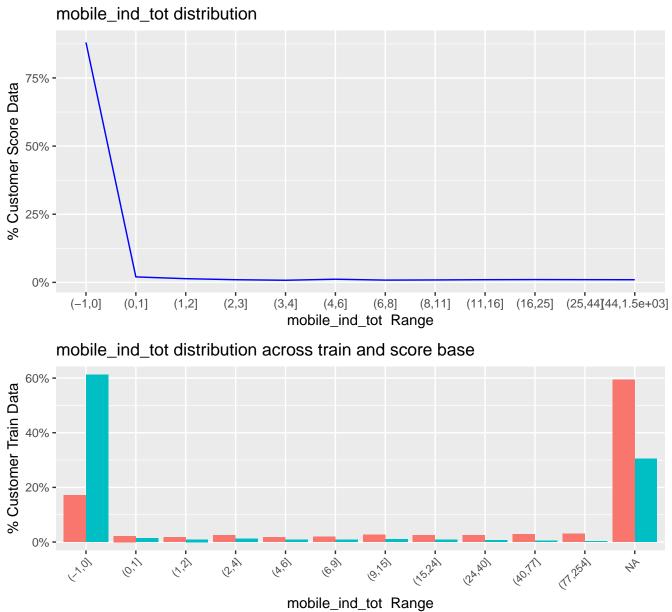


Train

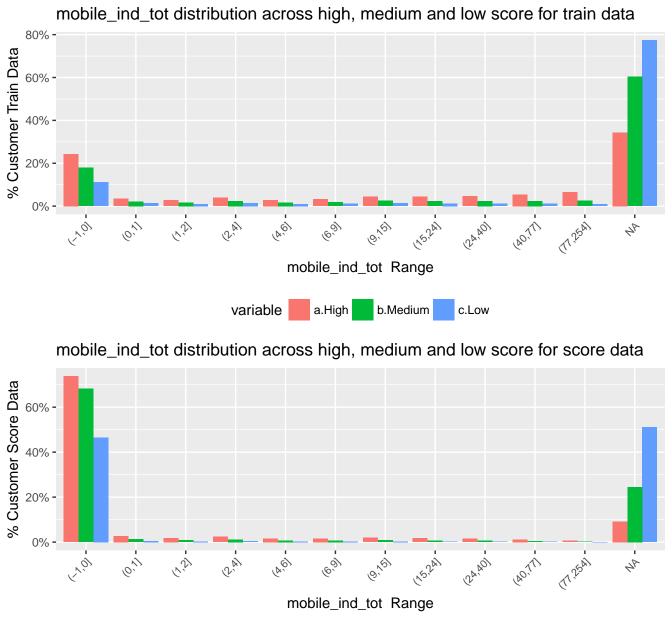
Score

variable

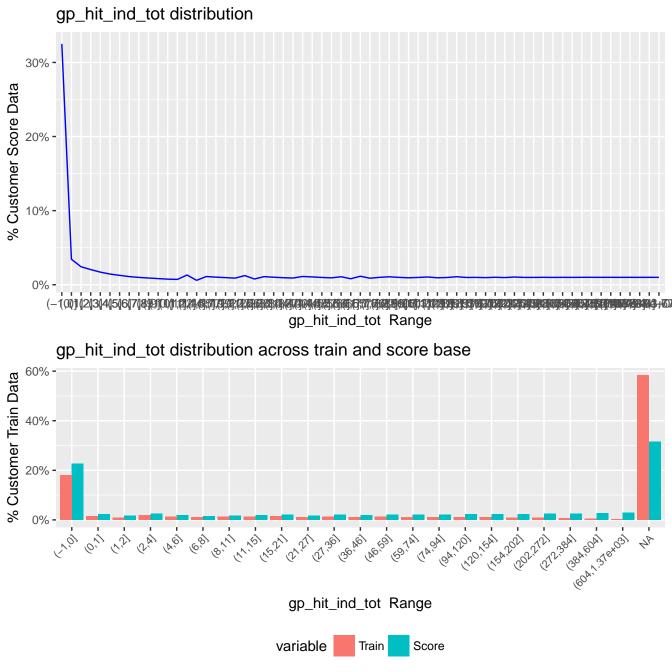


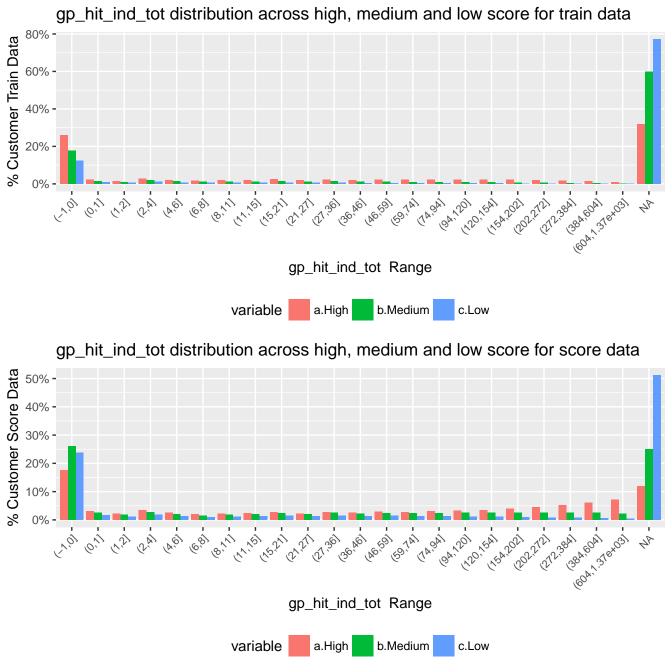


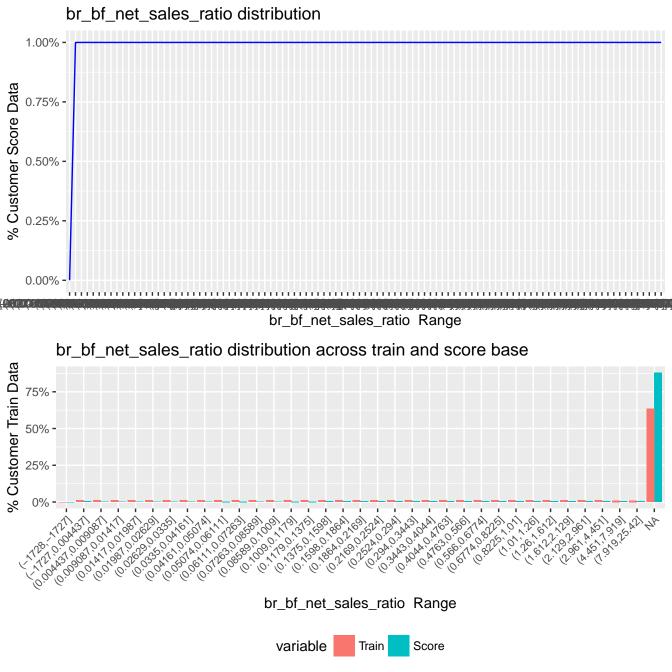


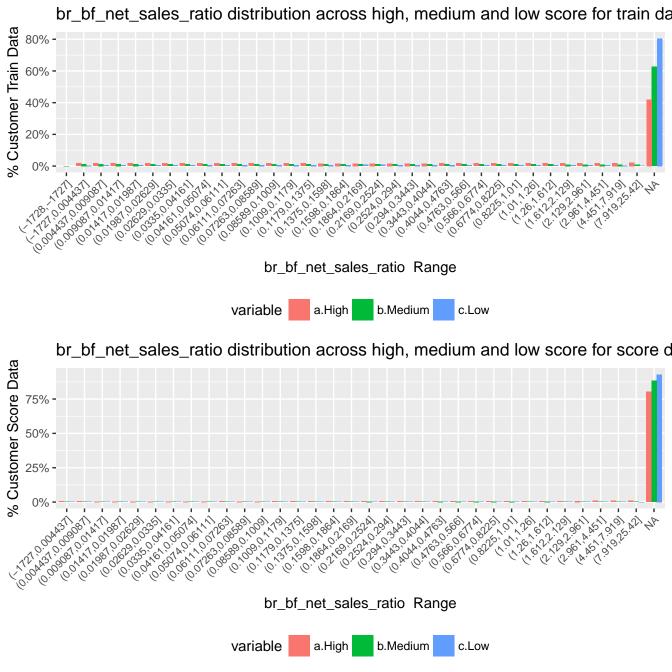


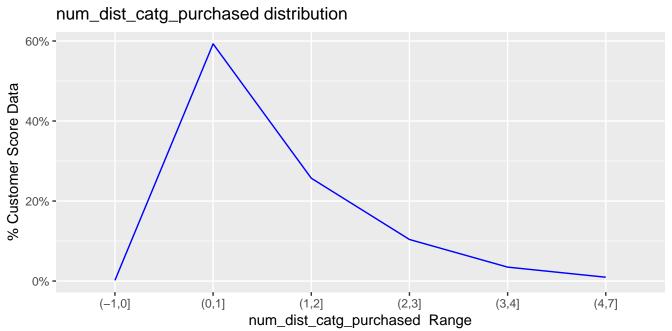




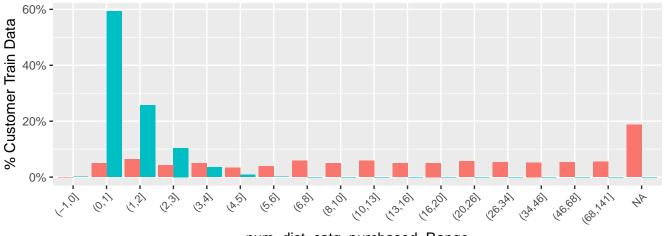






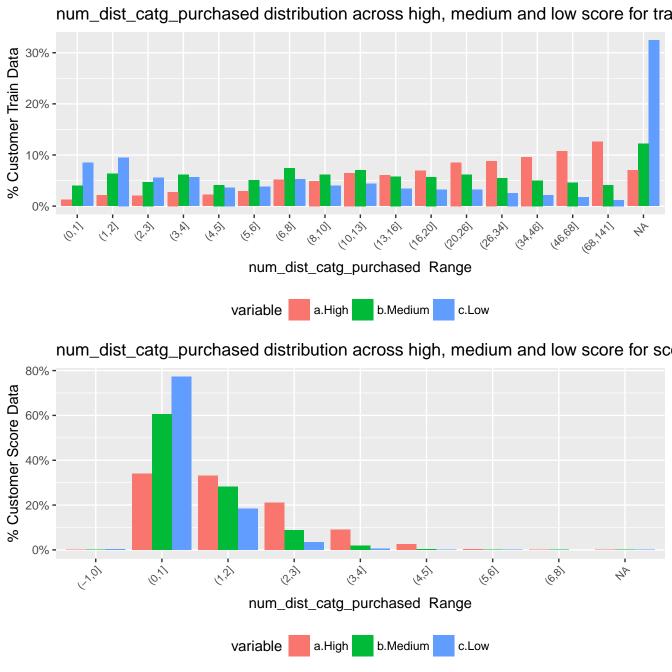


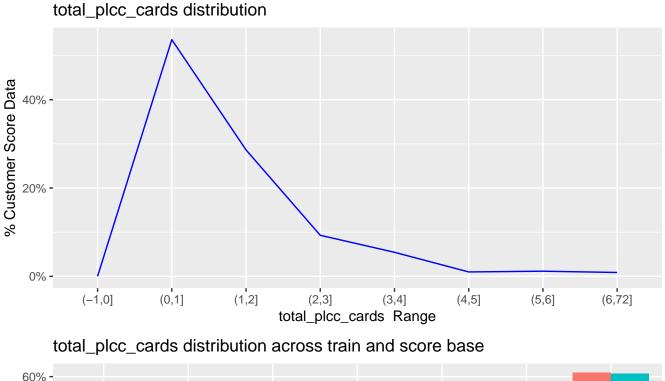




num_dist_catg_purchased Range

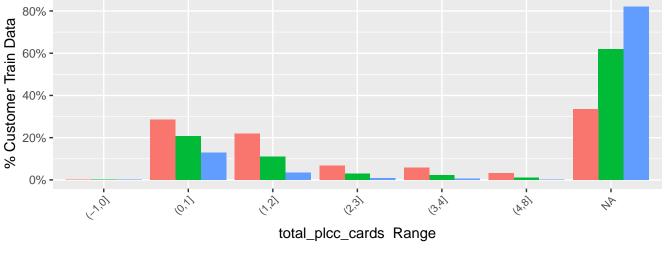
variable Train Score

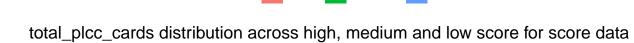






total_plcc_cards distribution across high, medium and low score for train data 80% -





a.High

b.Medium

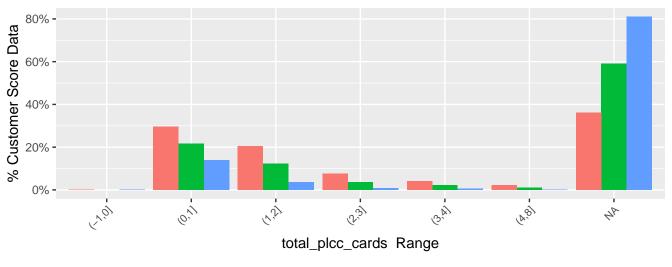
b.Medium

c.Low

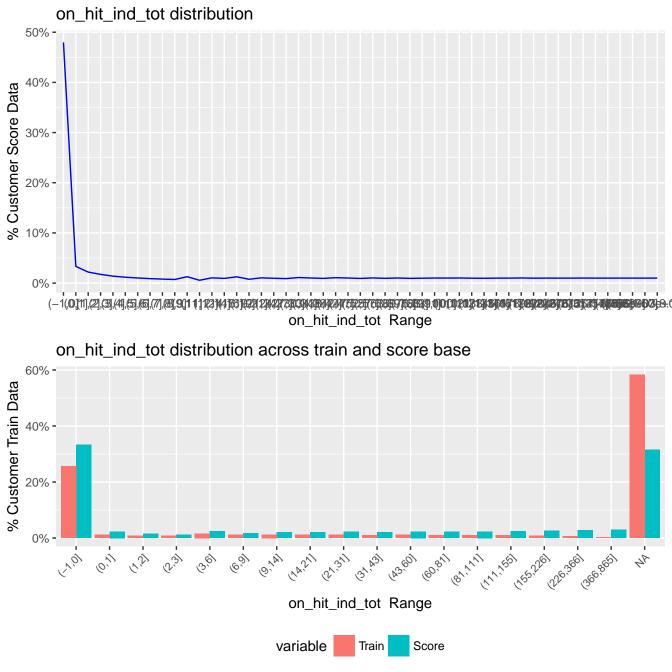
c.Low

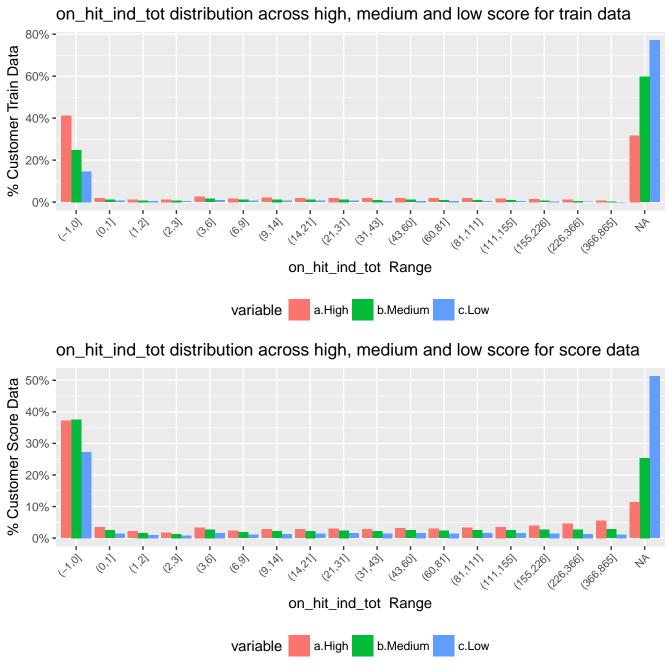
variable

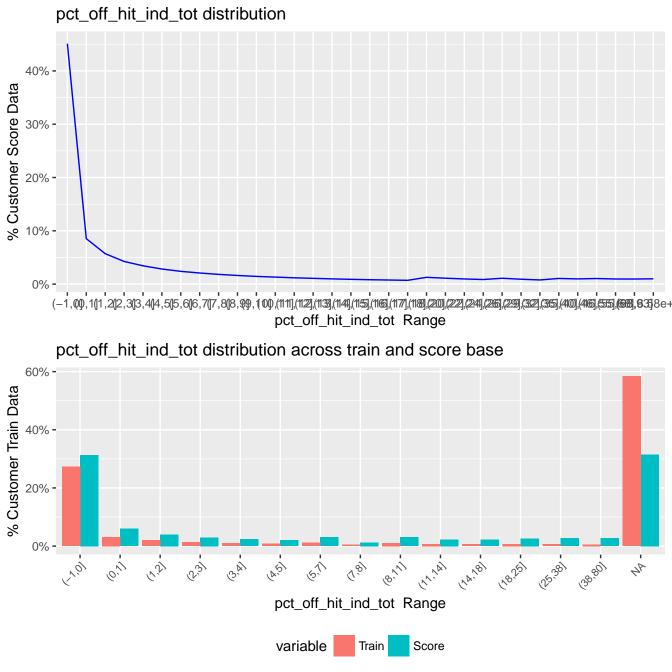
variable

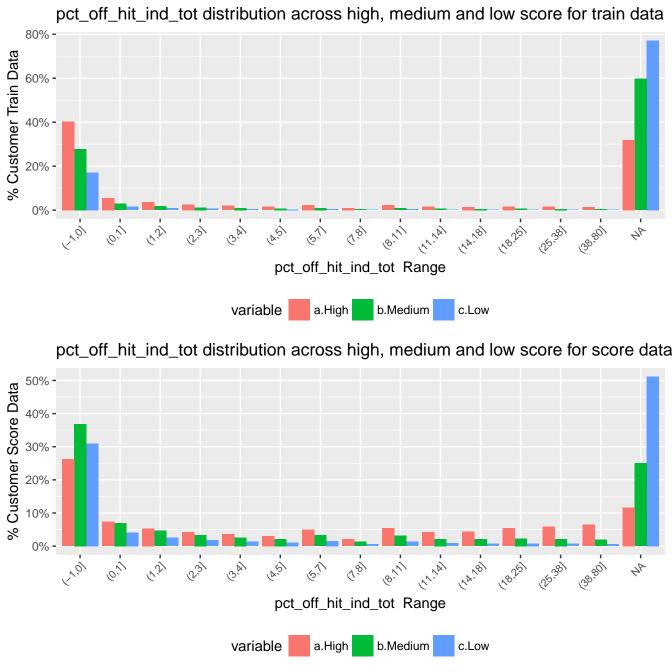


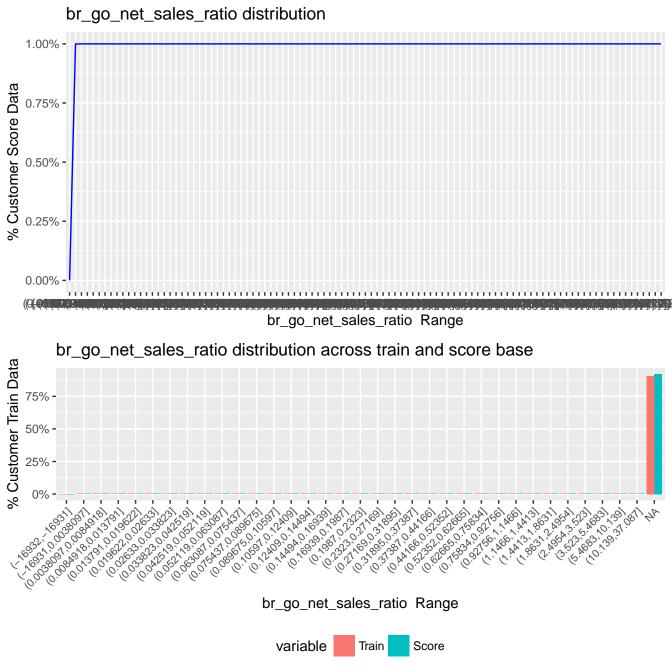
a.High

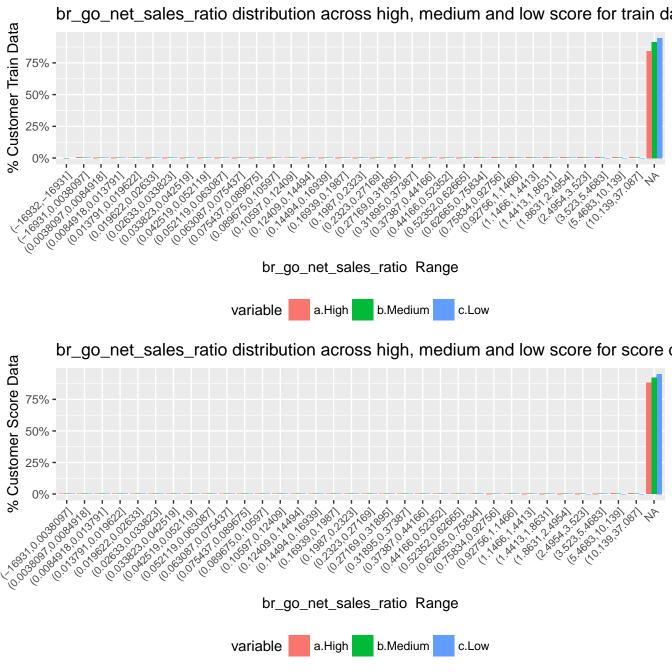


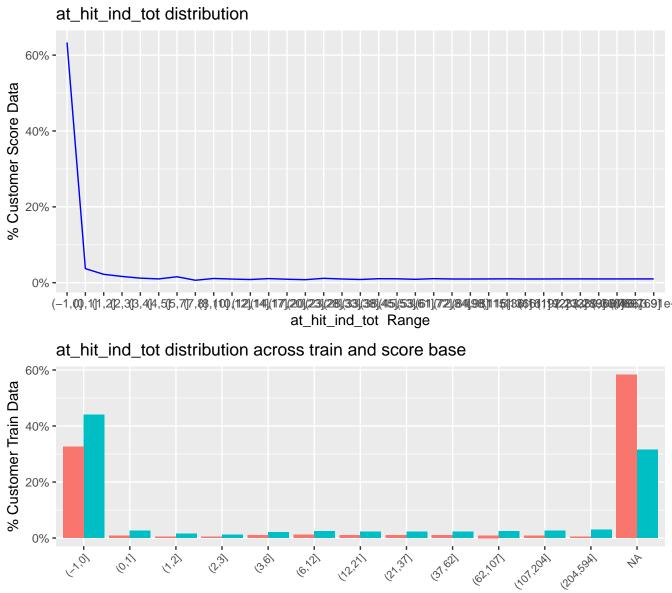






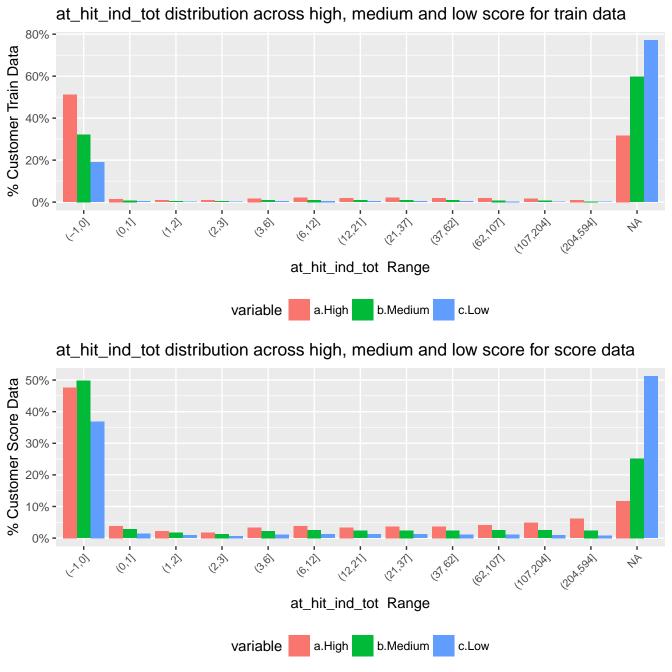


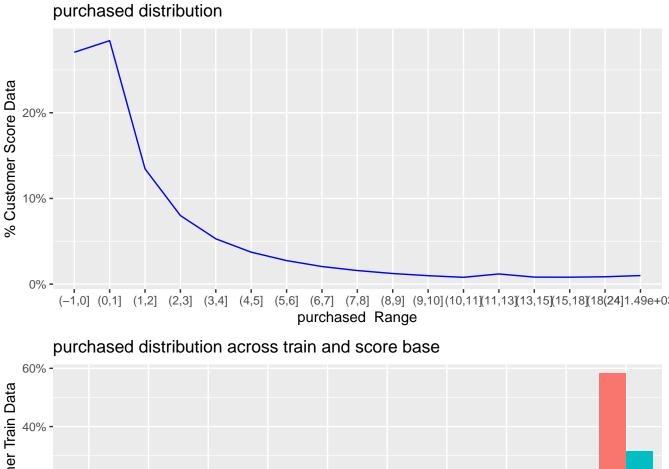


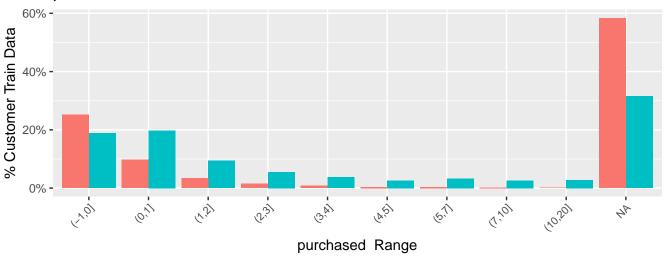




at_hit_ind_tot Range







Train

Score

variable

