# percent_disc_last_12_mth distribution
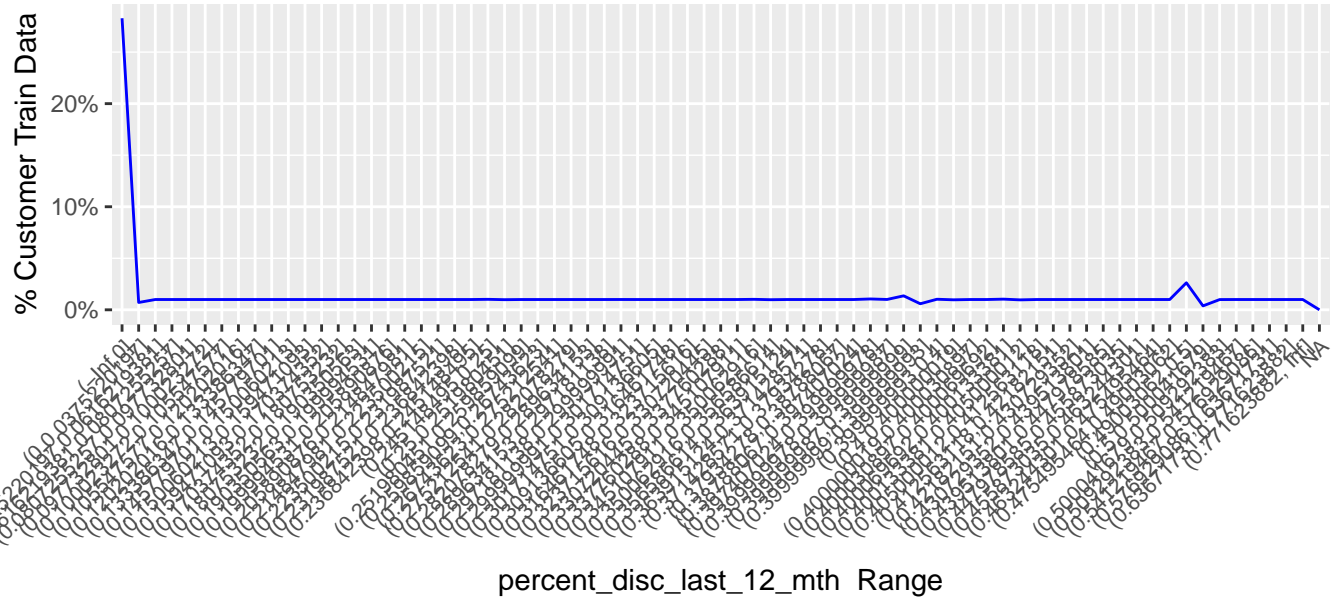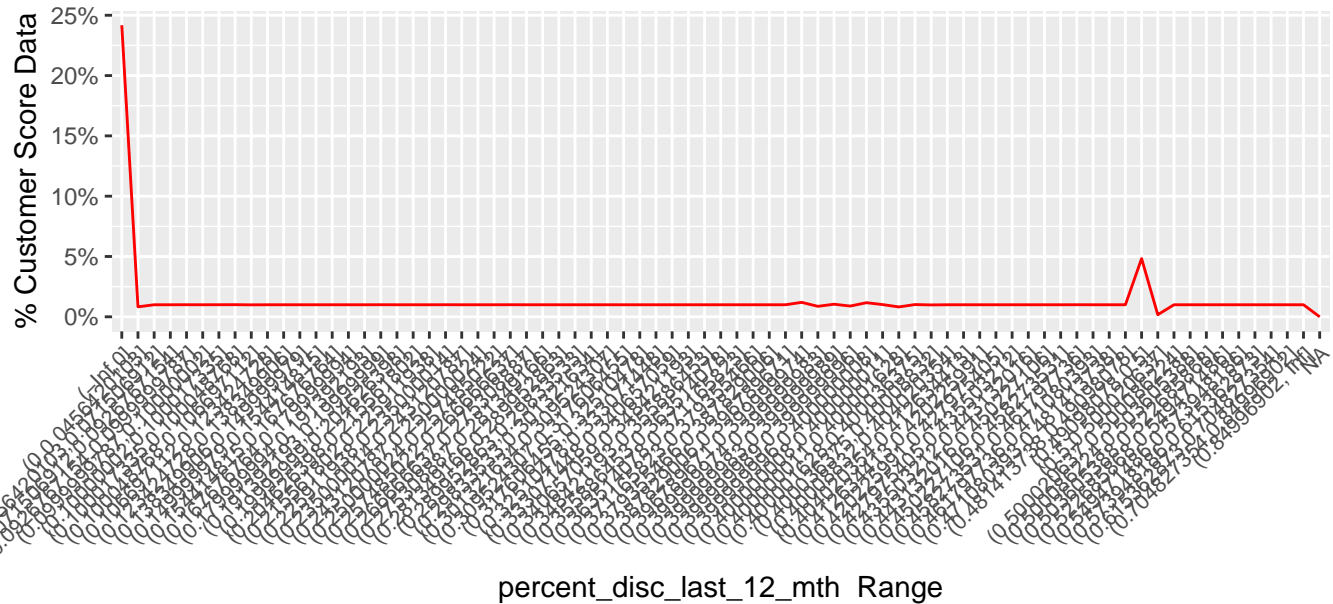


% Customer Train Data
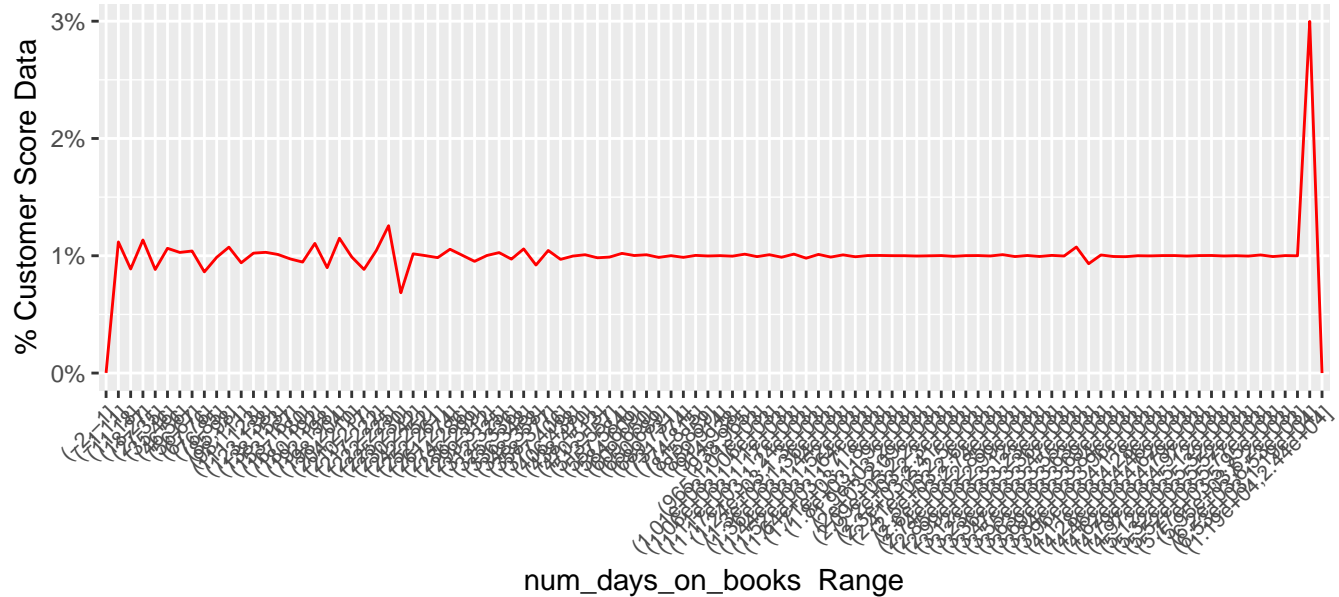
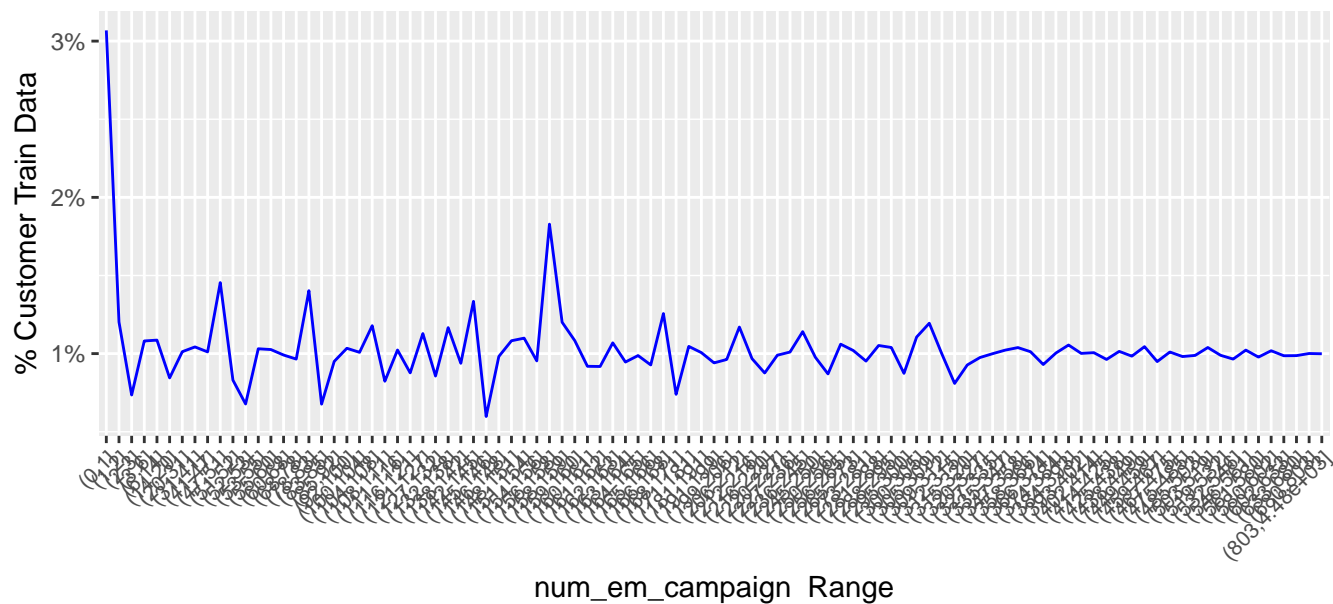percent_disc_last_12_mth Range

# percent_disc_last_12_mth distribution



% Customer Score Data

percent_disc_last_12_mth Range

# num_days_on_books distribution



# num_days_on_books distribution

per_elec_comm distribution

% Customer Train Data

per_elec_comm  Range

per_elec_comm distribution

% Customer Score Data

per_elec_comm  Range
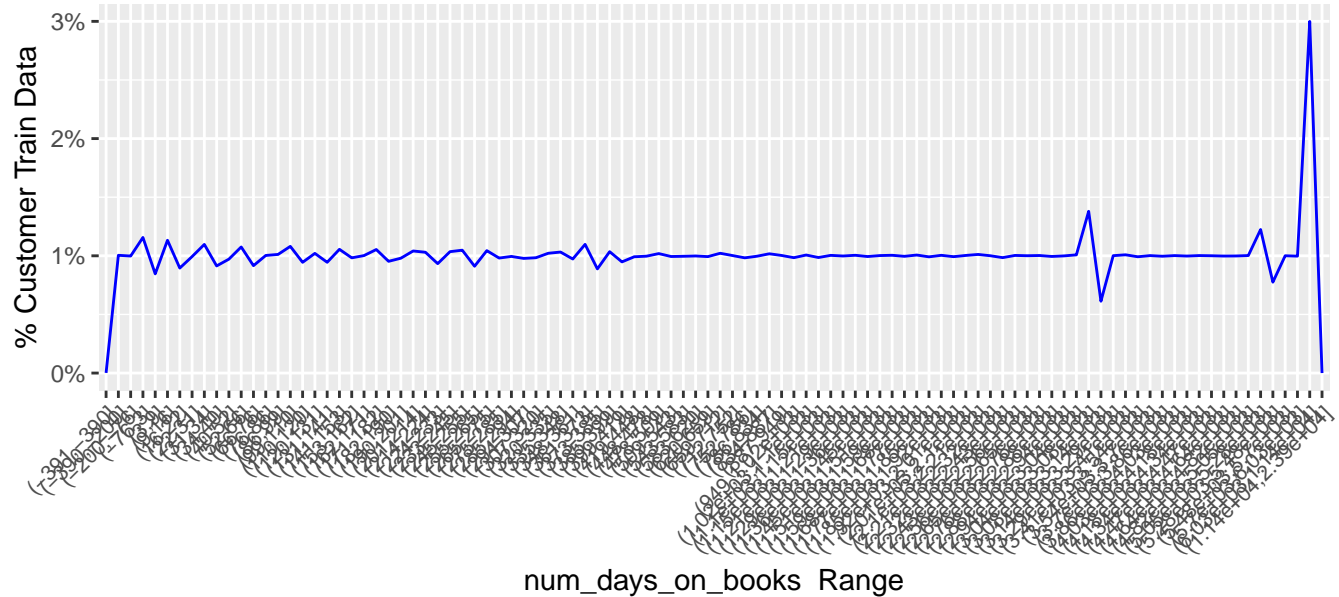
num_em_campaign distribution
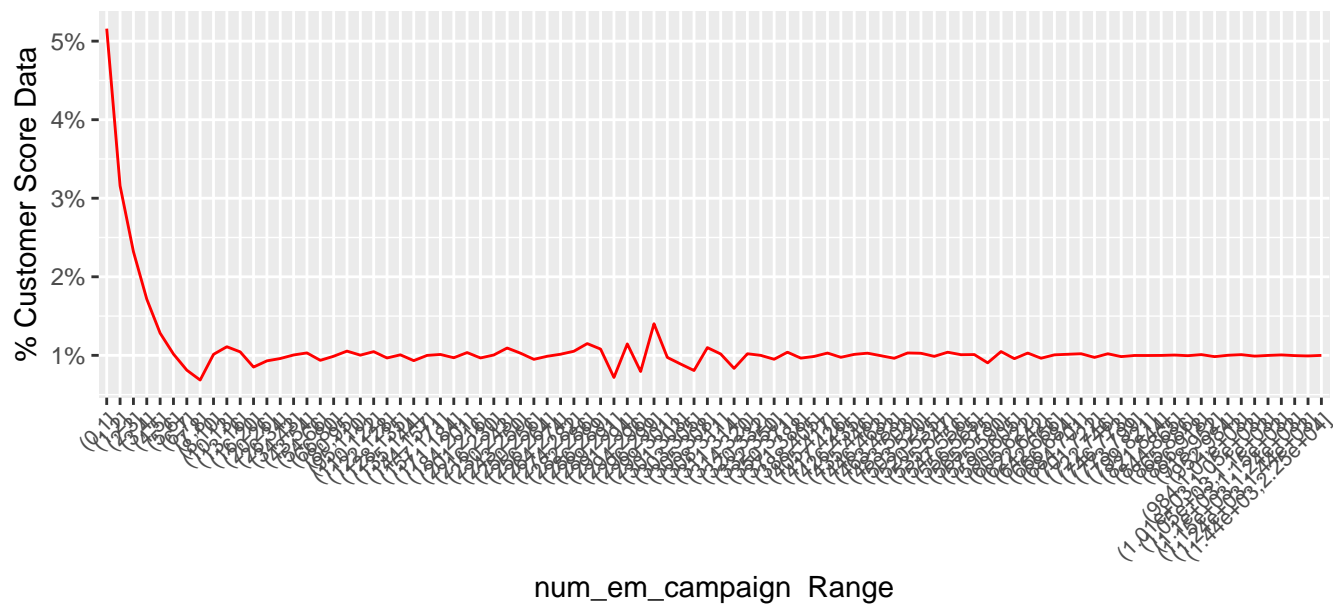
num_units_12mth distribution

% Customer Train Data
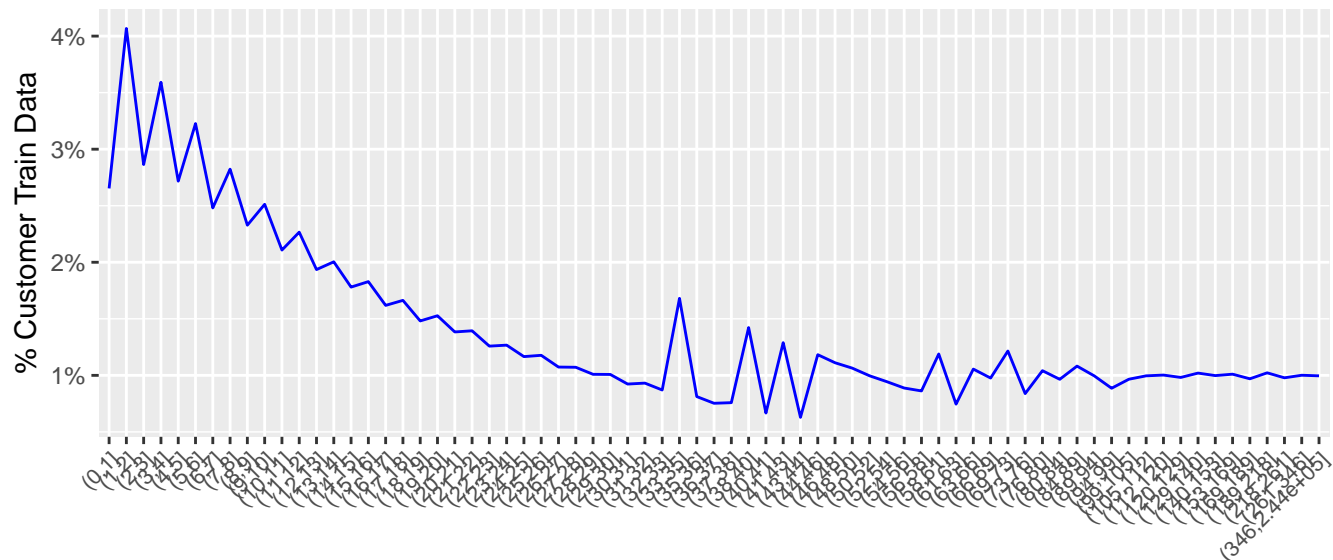
num_units_12mth Range

num_units_12mth distribution

% Customer Score Data
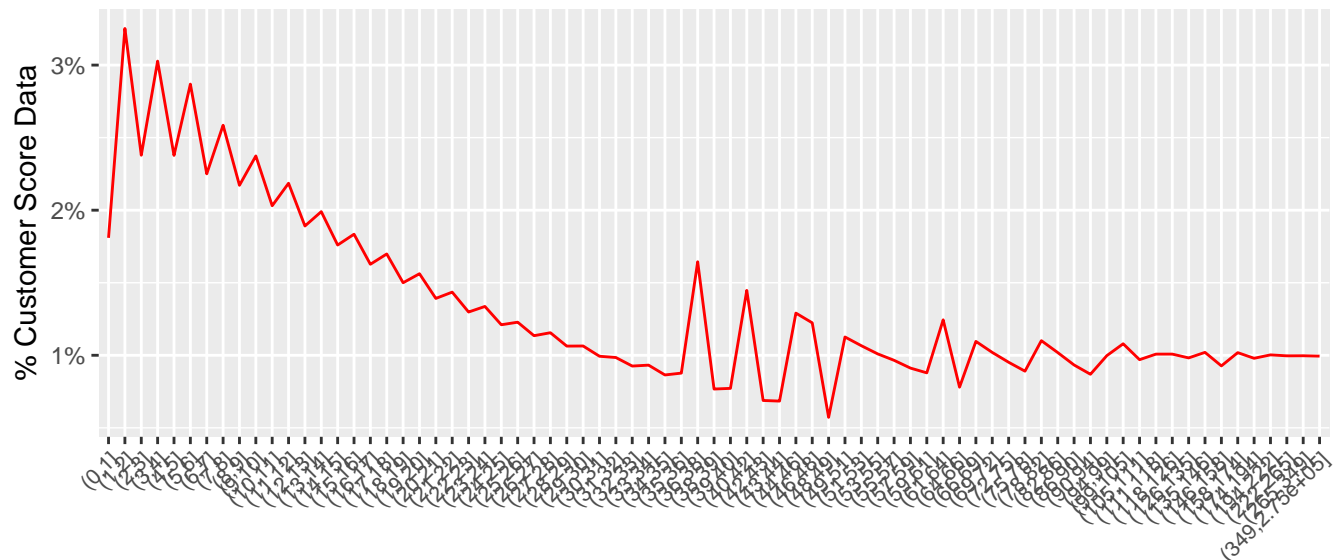
num_units_12mth Range

disc_ats distribution

% Customer Train Data
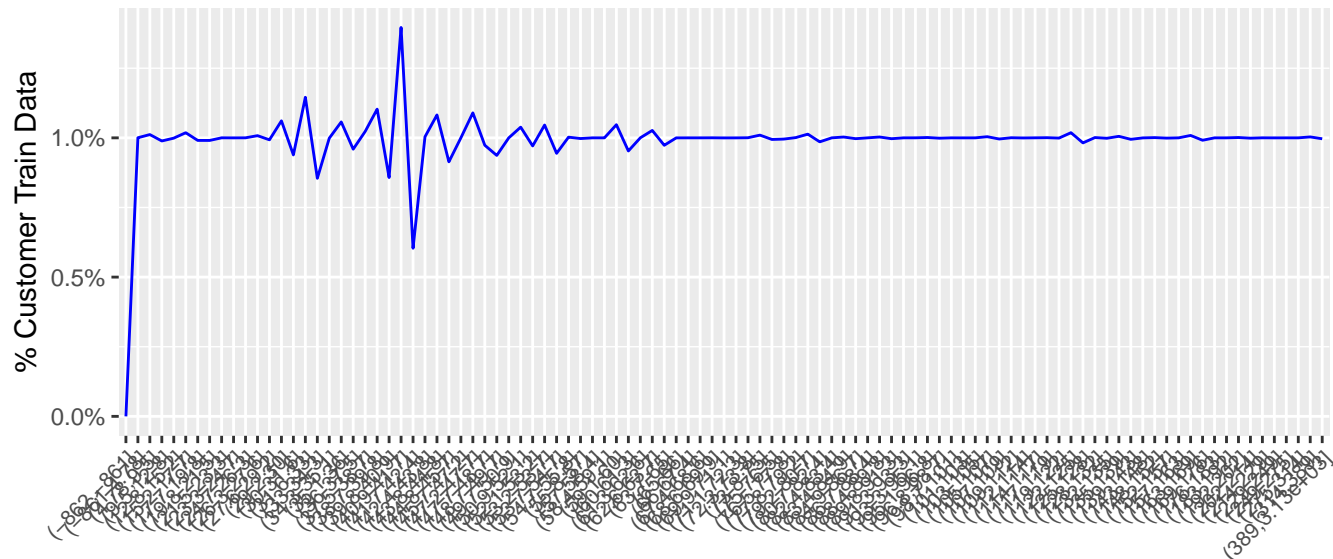
disc_ats  Range

disc_ats distribution

% Customer Score Data
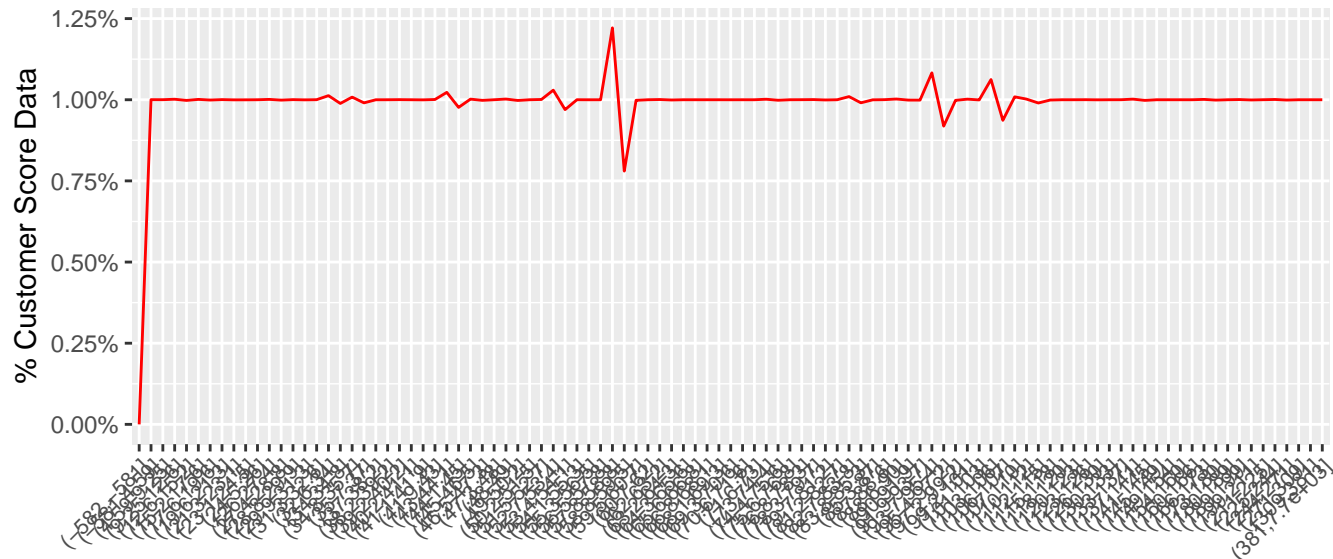
disc_ats  Range

time_since_last_retail_purchase distribution
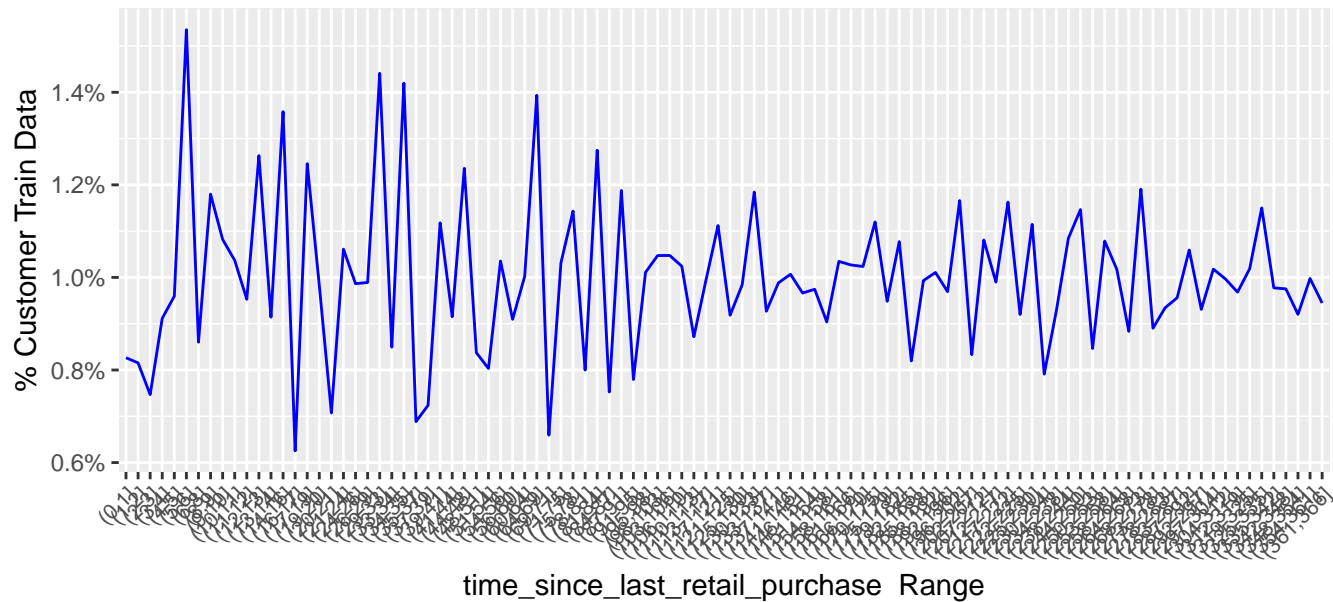
% Customer Train Data

time_since_last_retail_purchase Range

time_since_last_retail_purchase distribution

% Customer Score Data
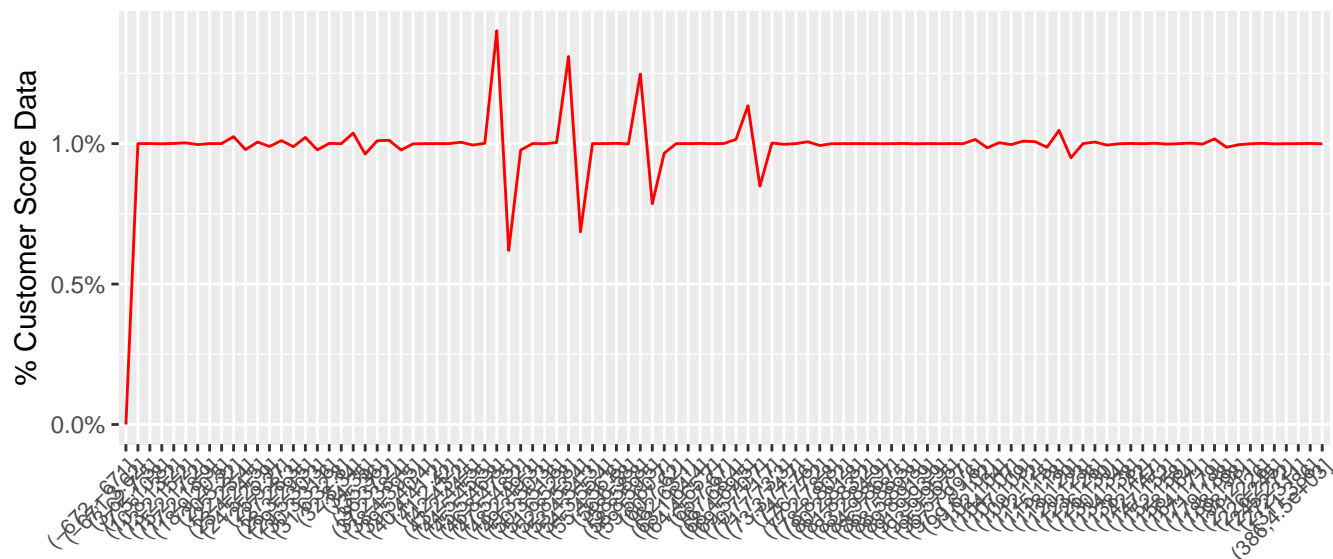
time_since_last_retail_purchase Range
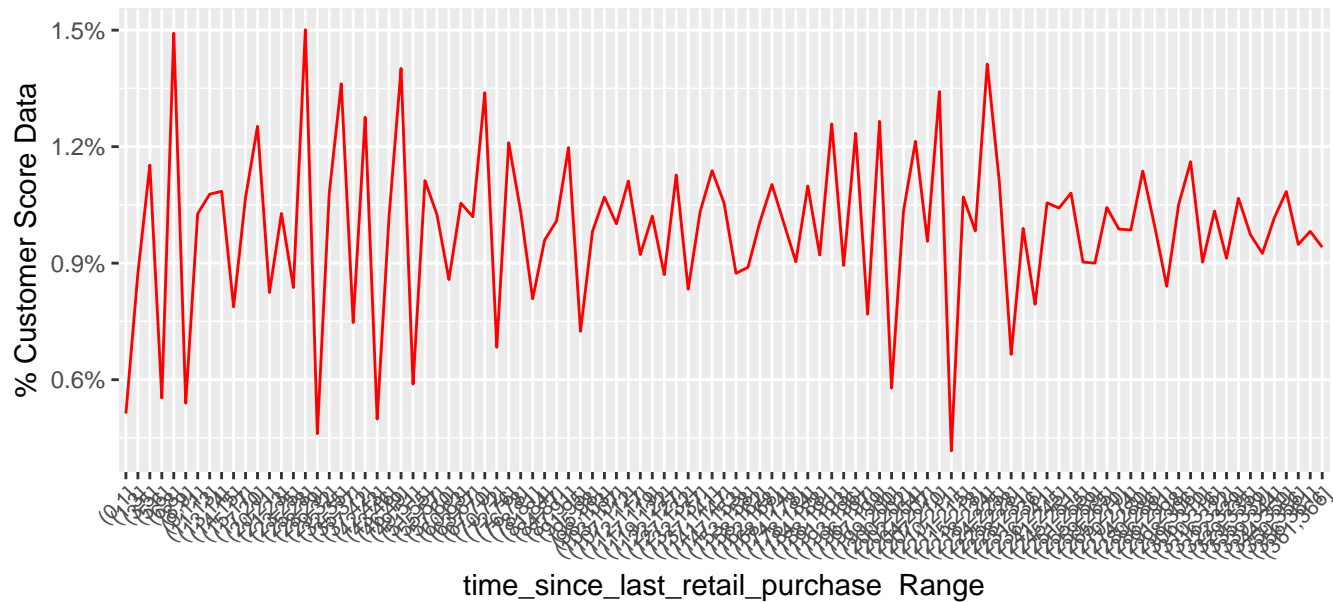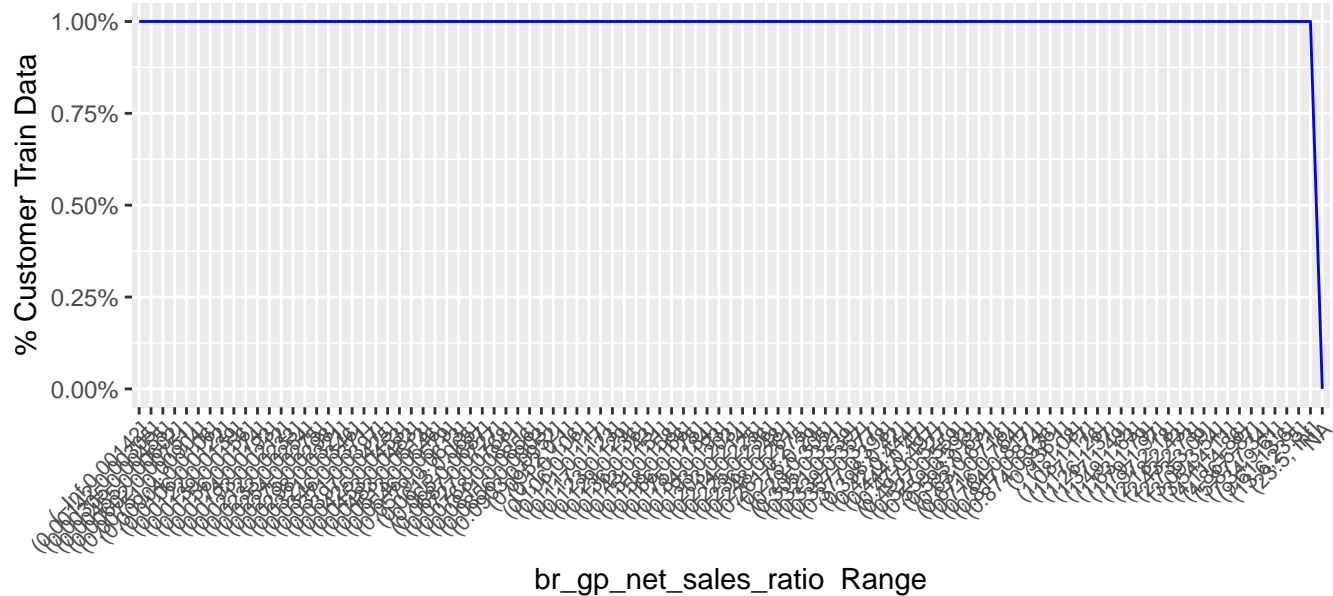
avg_order_amt_last_6_mth distribution
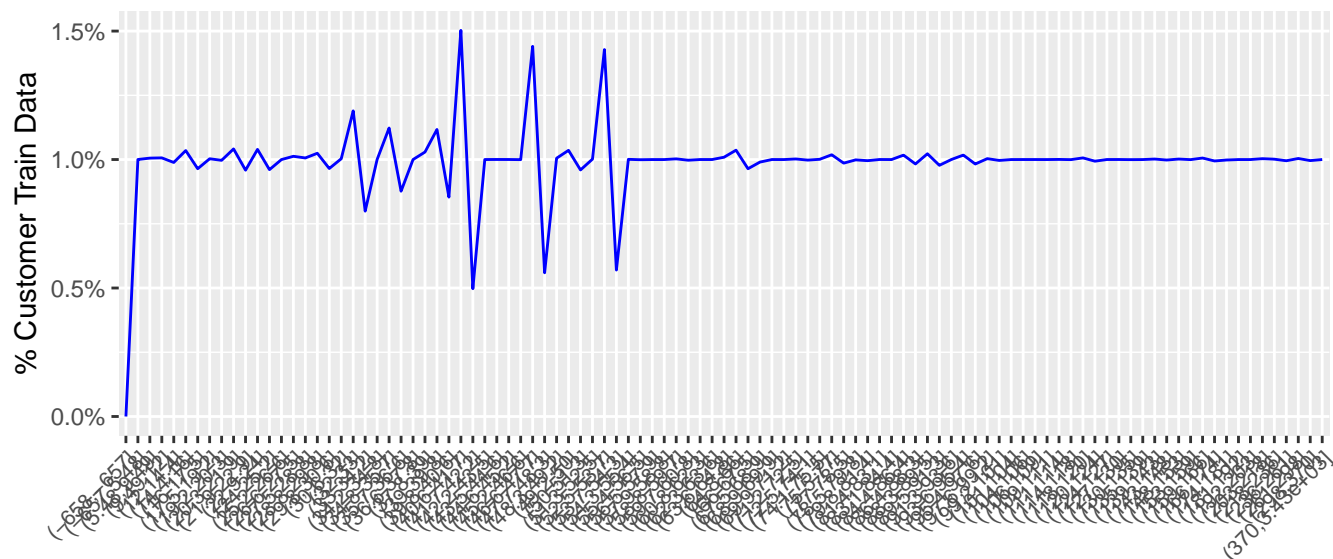
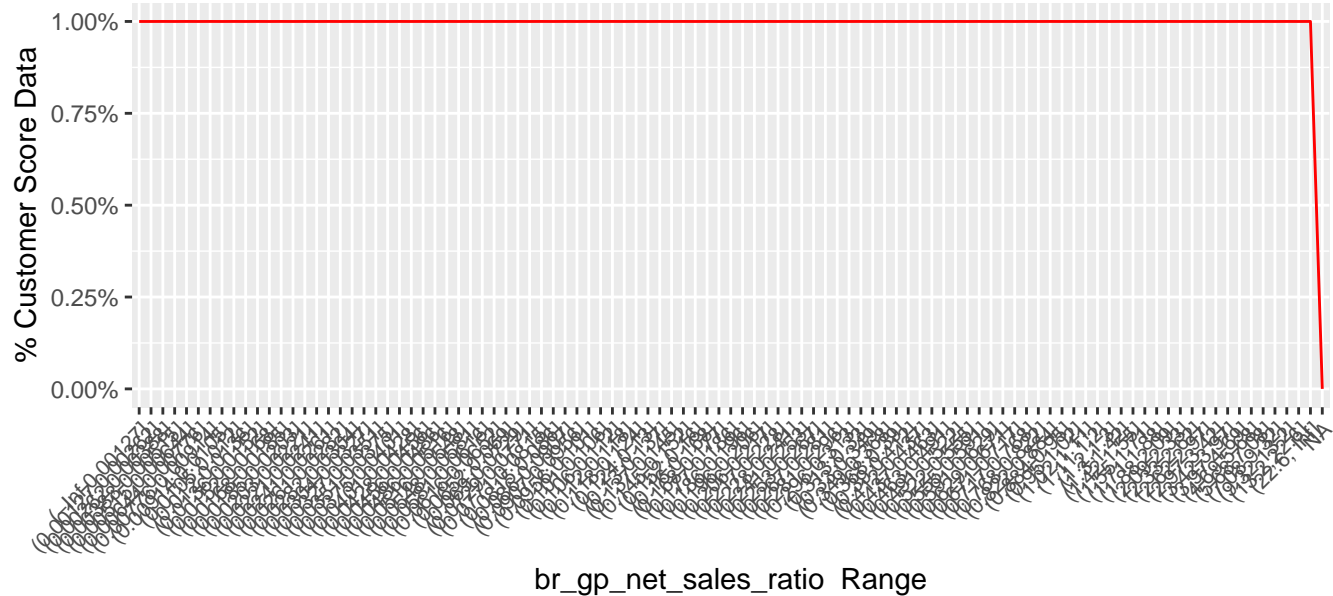avg_order_amt_last_6_mth  Range

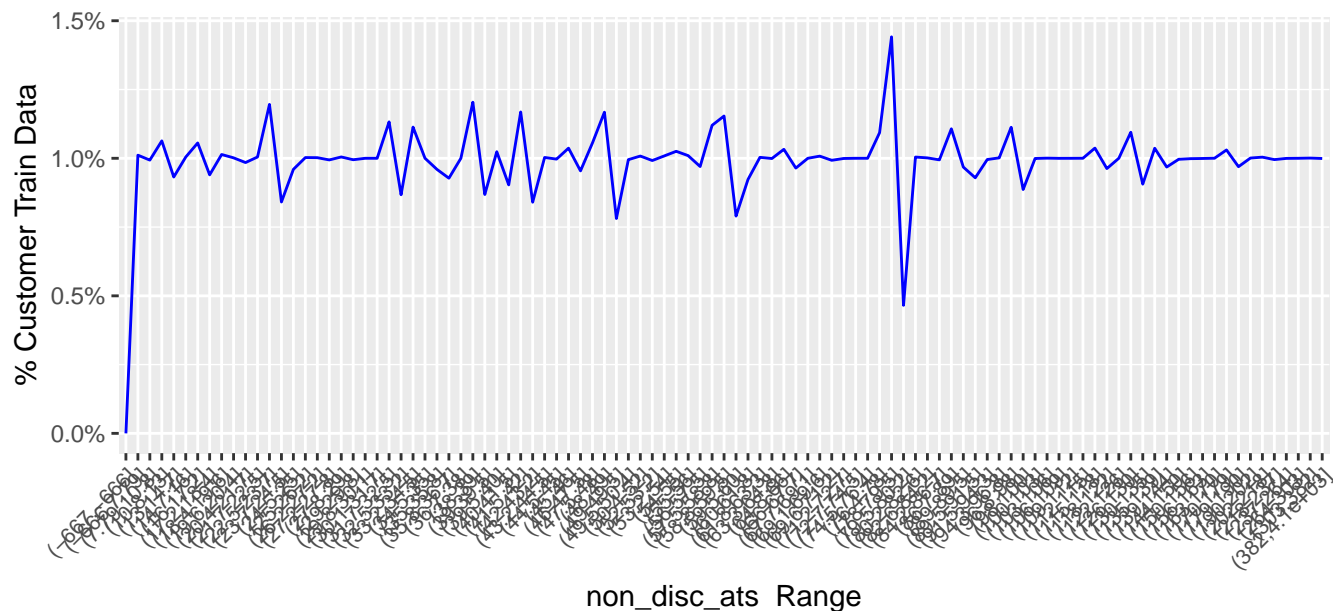avg_order_amt_last_6_mth distribution

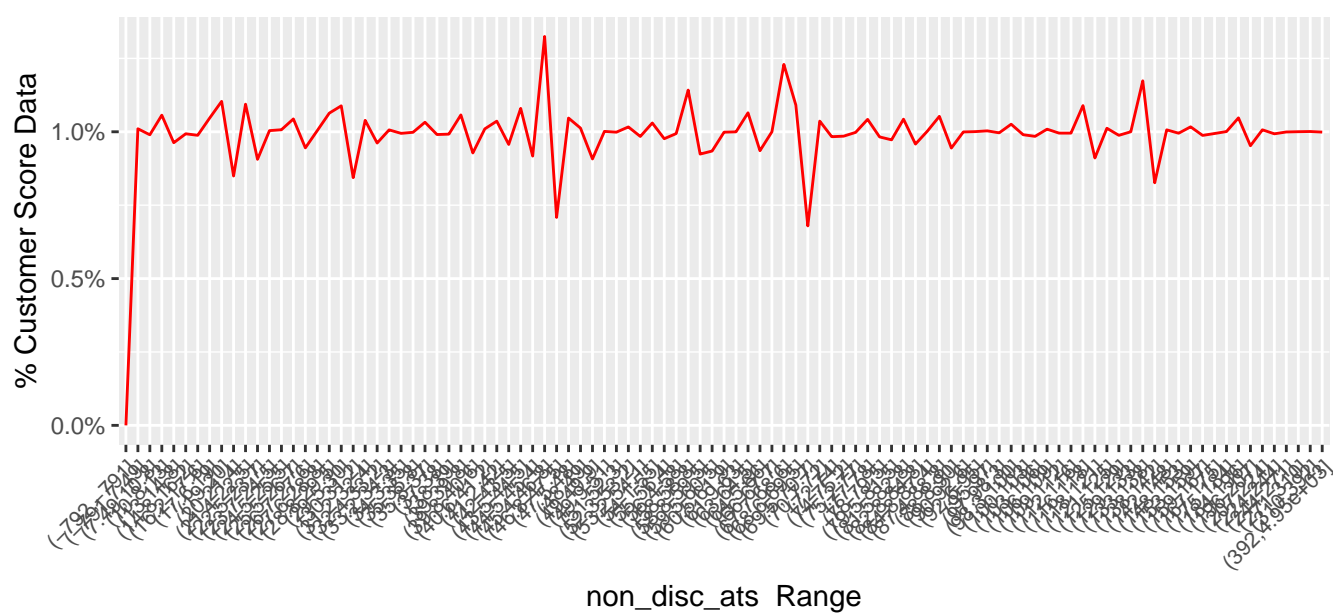avg_order_amt_last_6_mth  Range

**br_gp_net_sales_ratio distribution**

non_disc_ats distribution
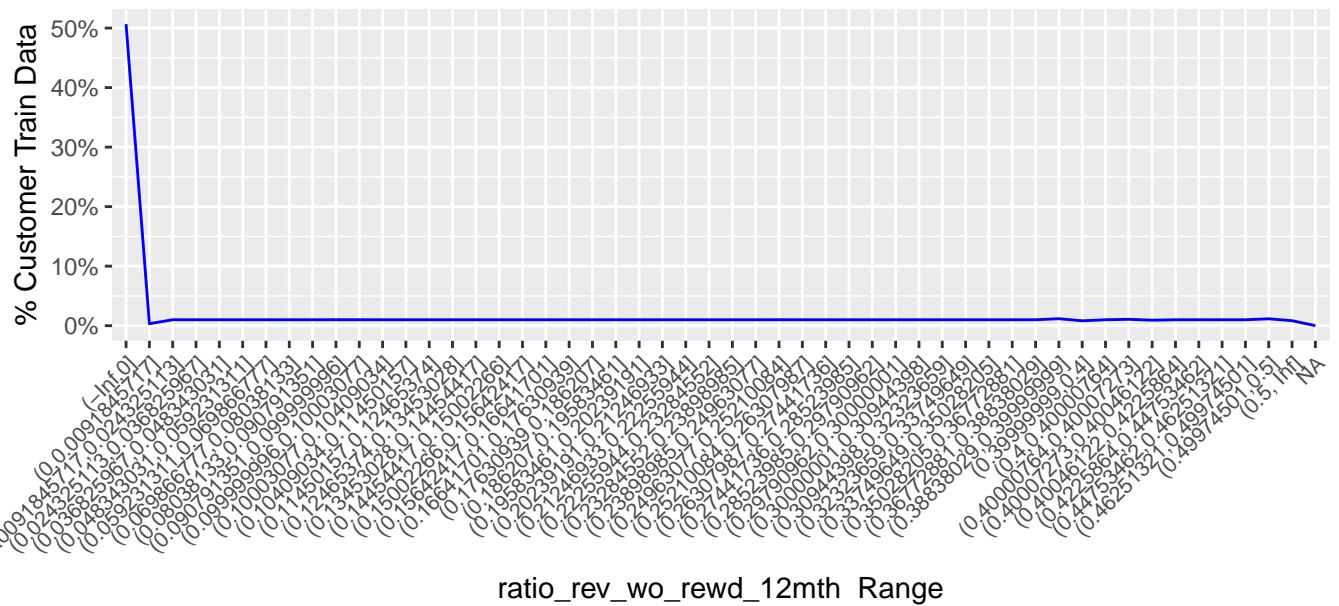
% Customer Train Data

non_disc_ats  Range

non_disc_ats distribution

% Customer Score Data

non_disc_ats  Range

# ratio_rev_wo_rewd_12mth distribution



ratio_rev_wo_rewd_12mth Range

# ratio_rev_wo_rewd_12mth distribution



ratio_rev_wo_rewd_12mth Range

## on_sales_item_rev_12mth distribution

**% Customer Train Data** vs **on_sales_item_rev_12mth Range**

## on_sales_item_rev_12mth distribution

**% Customer Score Data** vs **on_sales_item_rev_12mth Range**

**br_hit_ind_tot distribution**

% Customer Train Data vs br_hit_ind_tot Range

**br_hit_ind_tot distribution**

% Customer Score Data vs br_hit_ind_tot Range
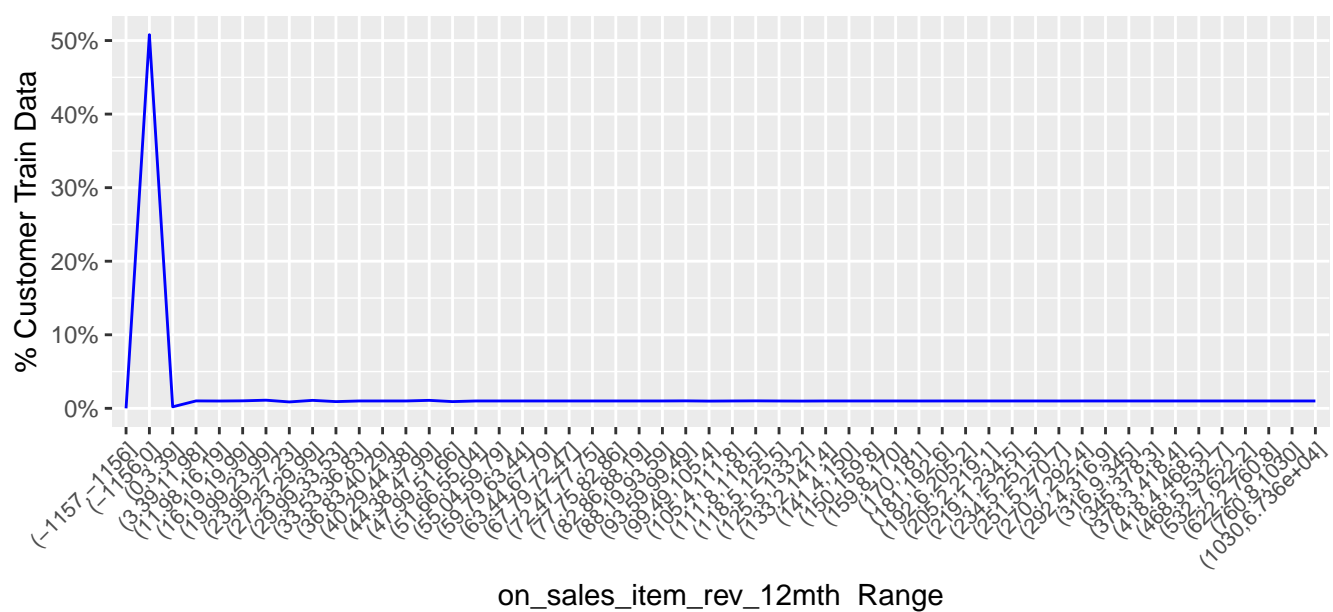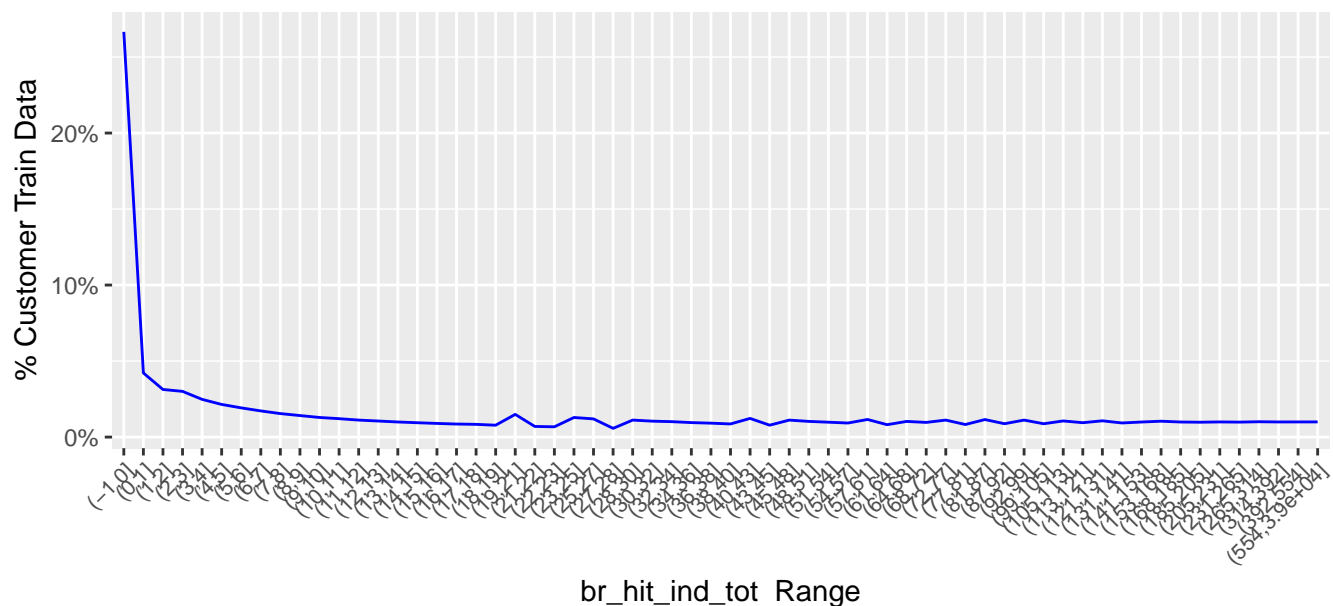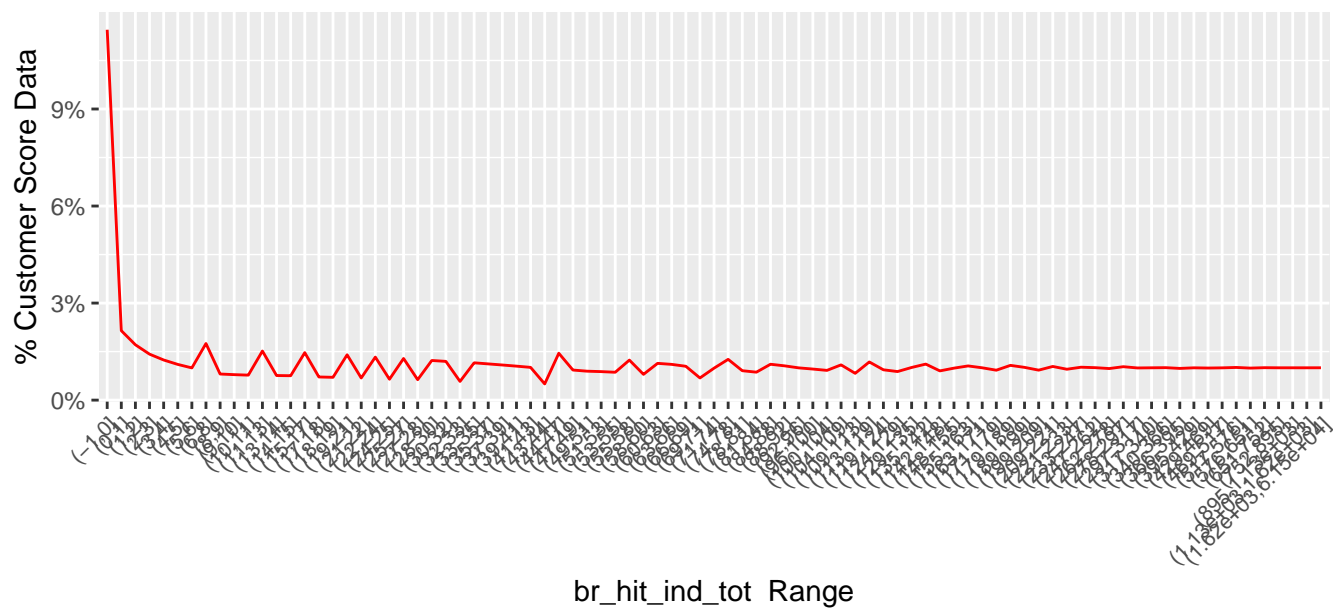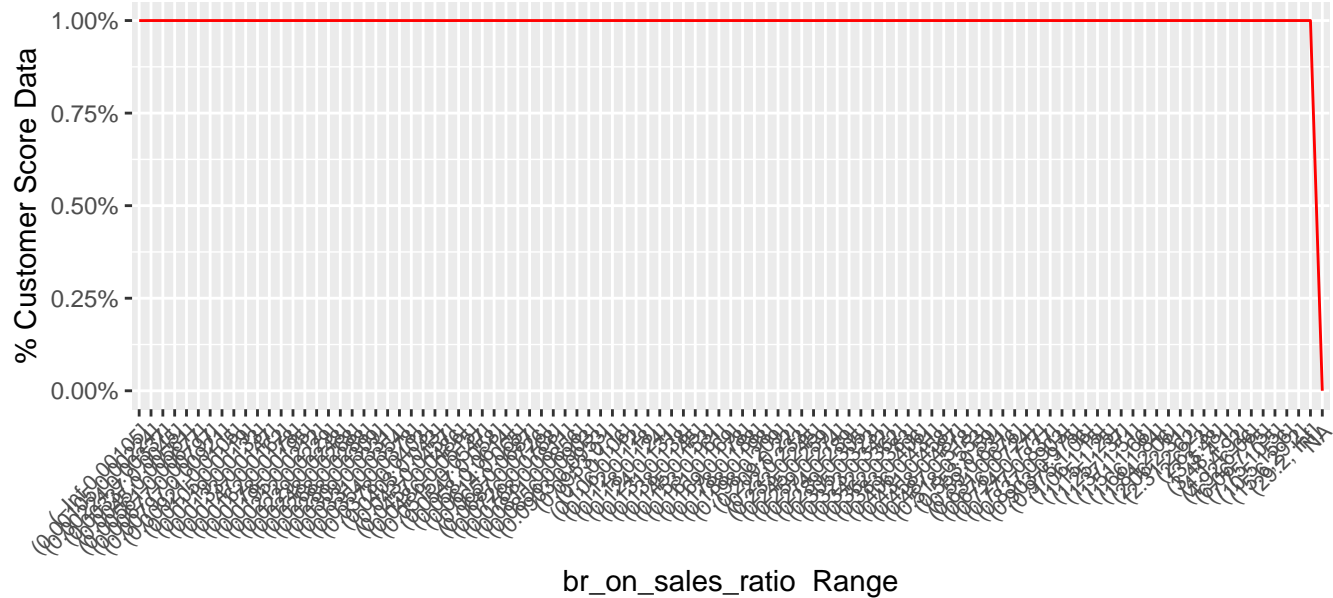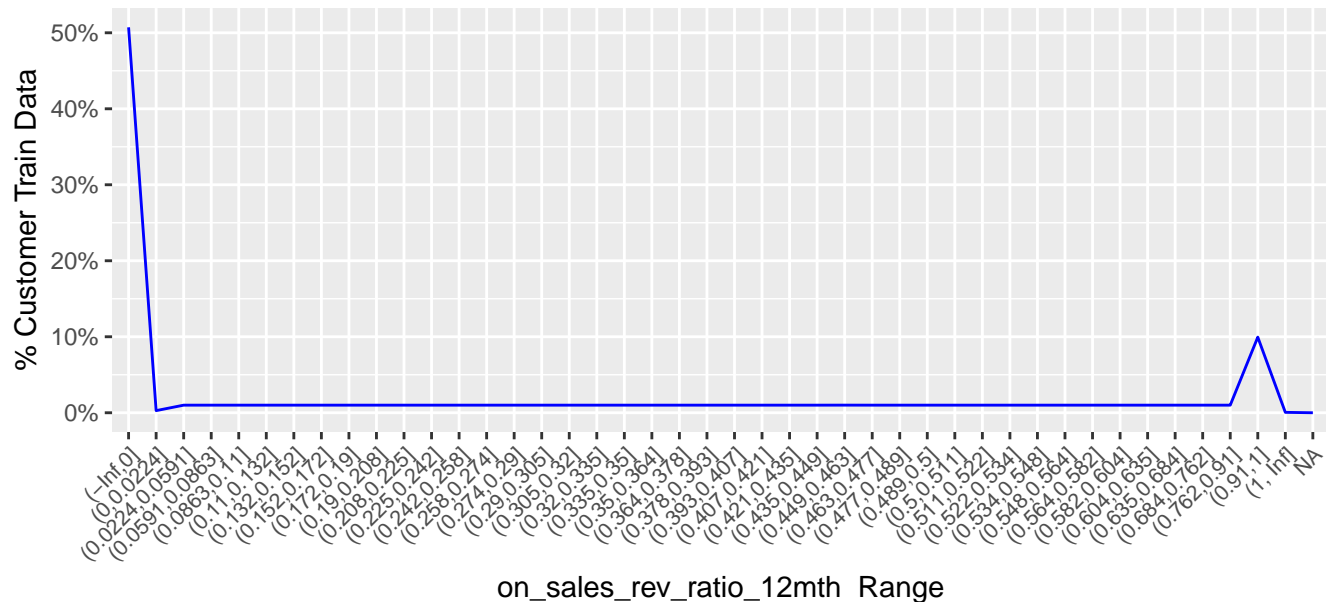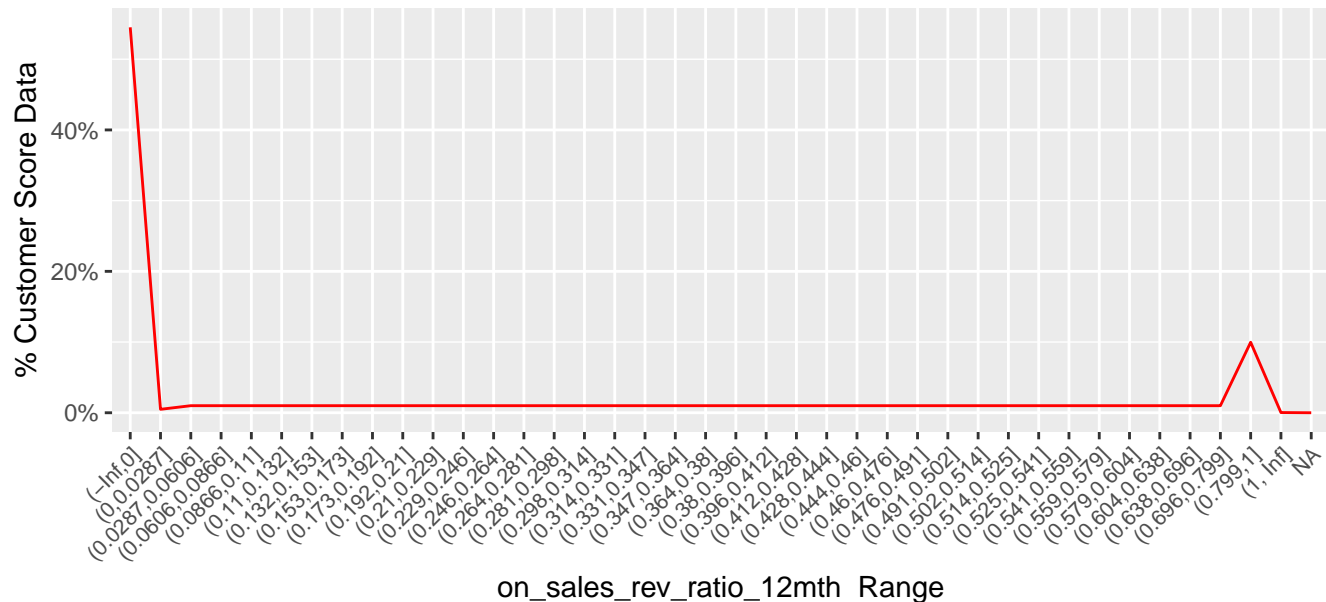
br_on_sales_ratio distribution
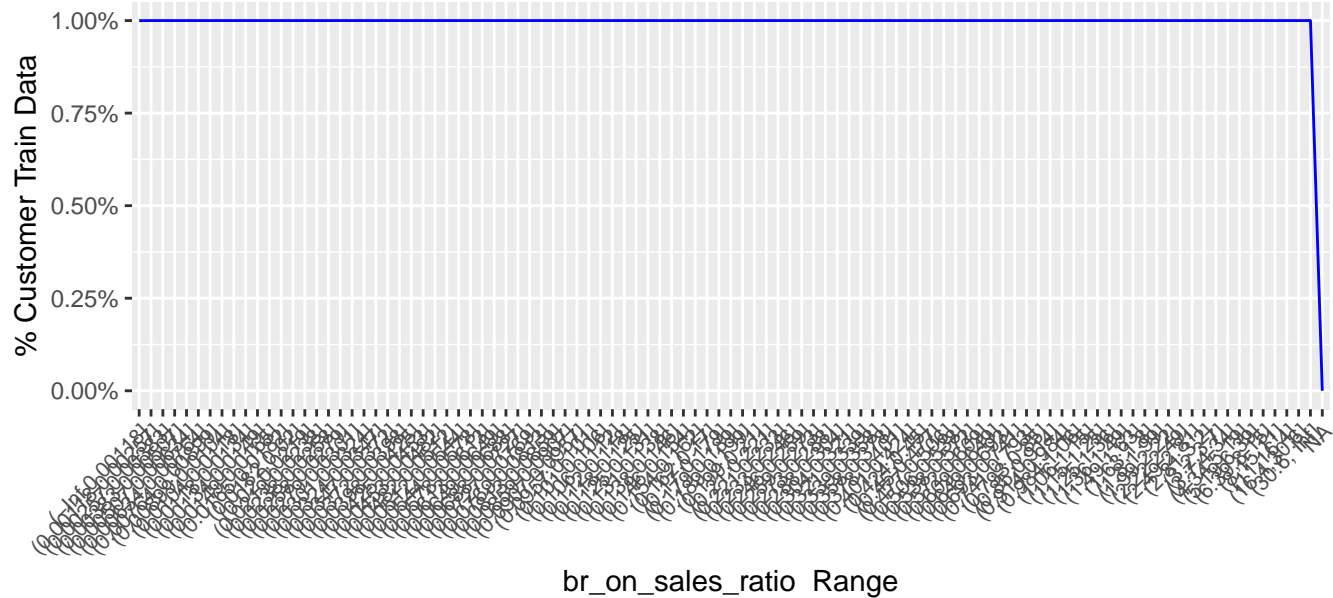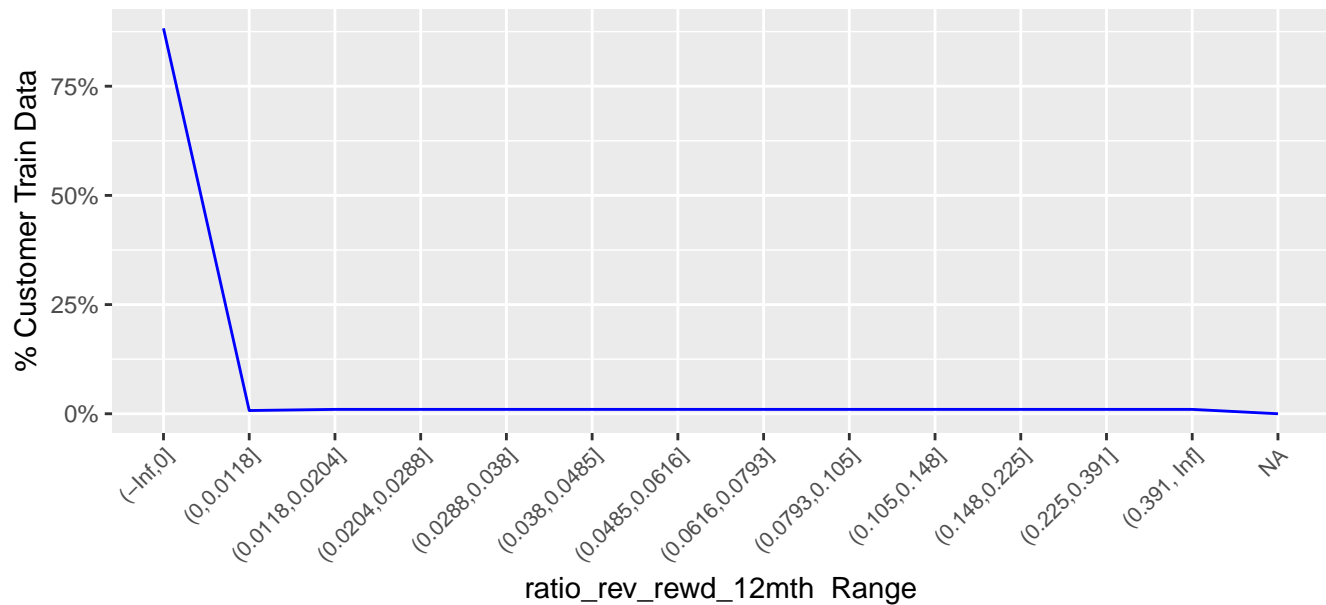
br_on_sales_ratio distribution
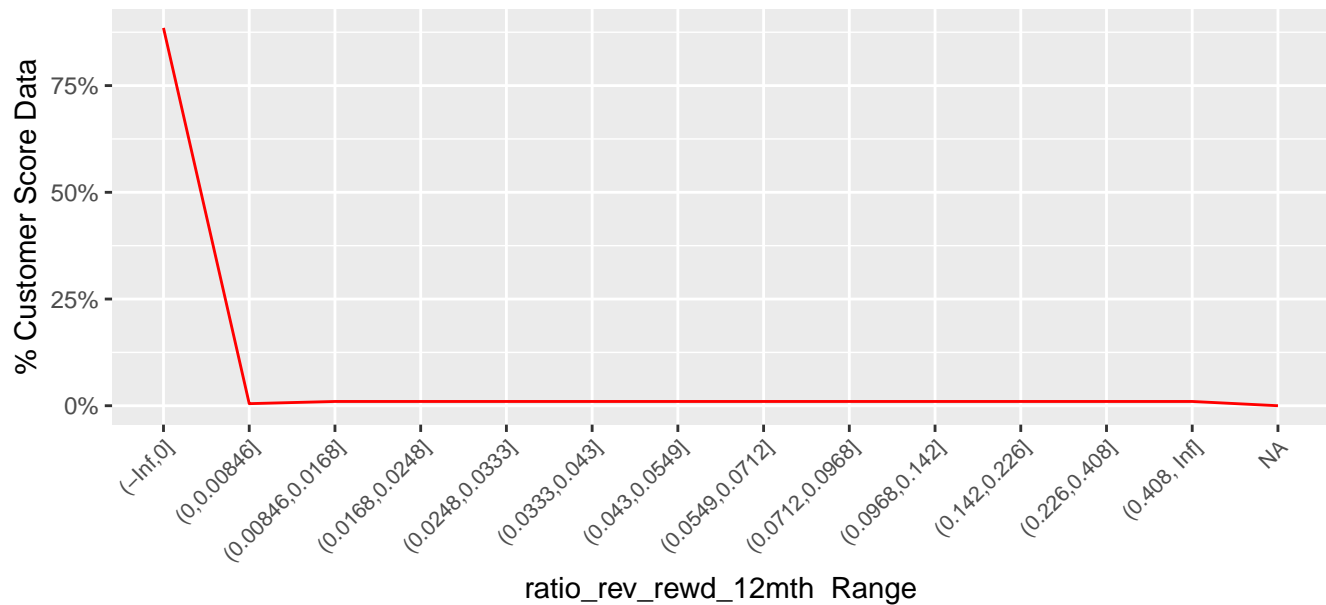
# on_sales_rev_ratio_12mth distribution



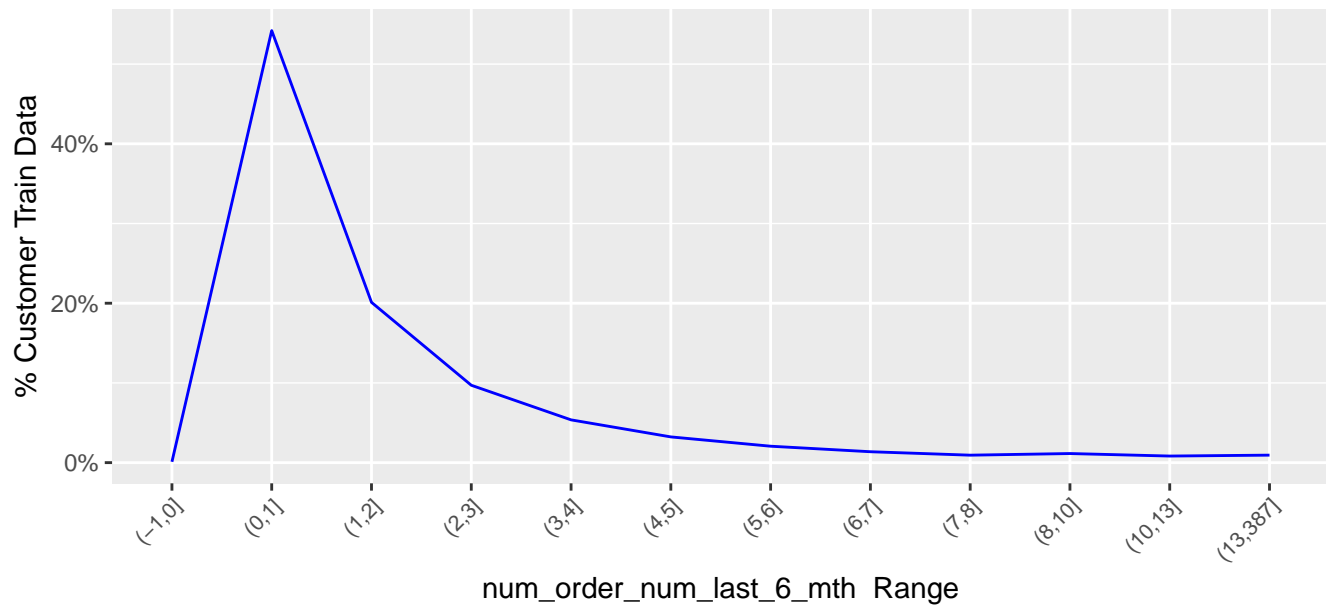# on_sales_rev_ratio_12mth distribution
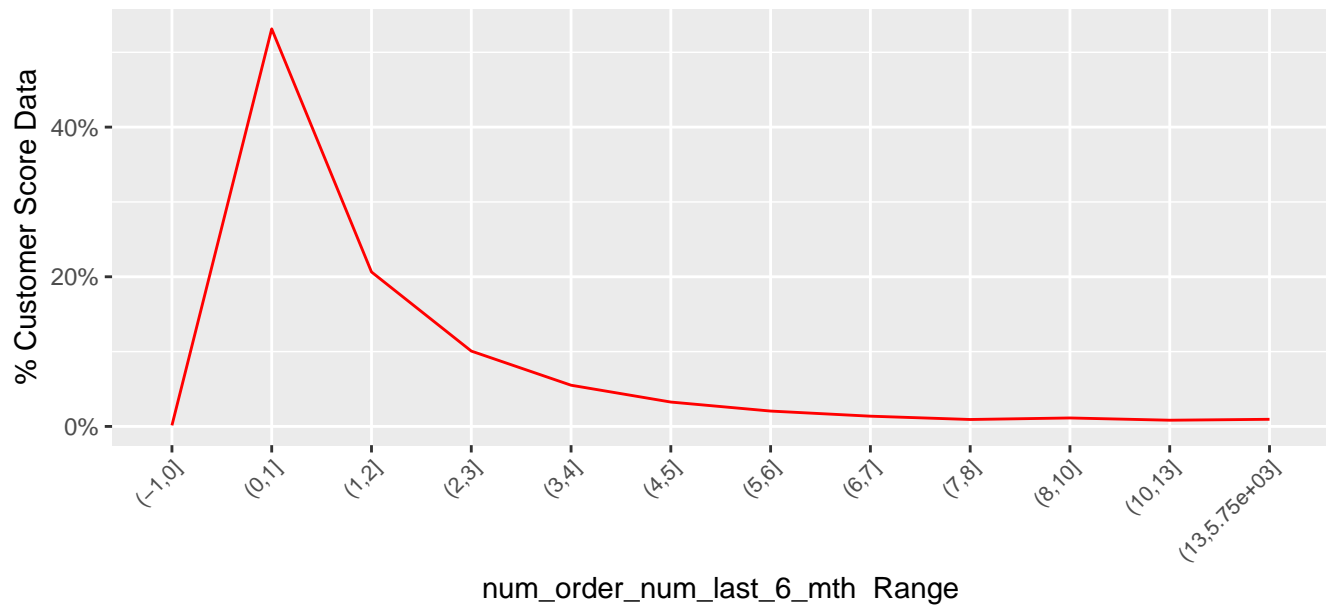
# ratio_rev_rewd_12mth distribution



# ratio_rev_rewd_12mth distribution

**num_order_num_last_6_mth distribution**

*x-axis:* num_order_num_last_6_mth Range

*y-axis:* % Customer Train Data

x-axis labels: (−1,0], (0,1], (1,2], (2,3], (3,4], (4,5], (5,6], (6,7], (7,8], (8,10], (10,13], (13,387]



**num_order_num_last_6_mth distribution**

*x-axis:* num_order_num_last_6_mth Range

*y-axis:* % Customer Score Data

x-axis labels: (−1,0], (0,1], (1,2], (2,3], (3,4], (4,5], (5,6], (6,7], (7,8], (8,10], (10,13], (13,5.75e+03]
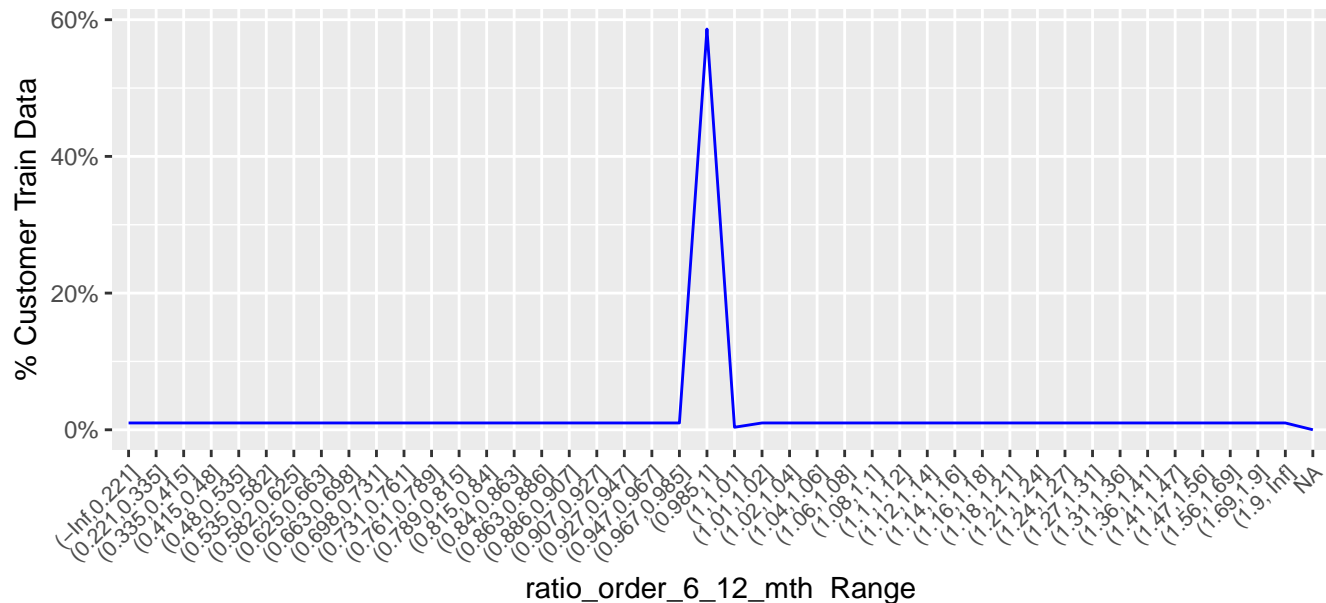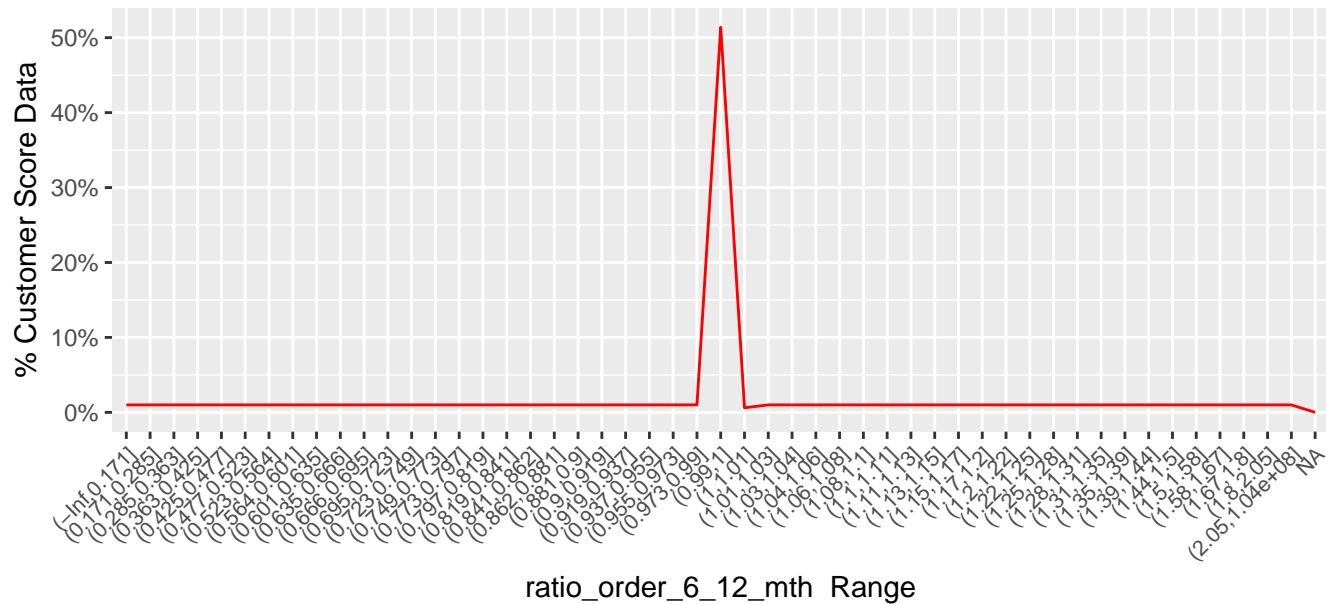
# card_status distribution
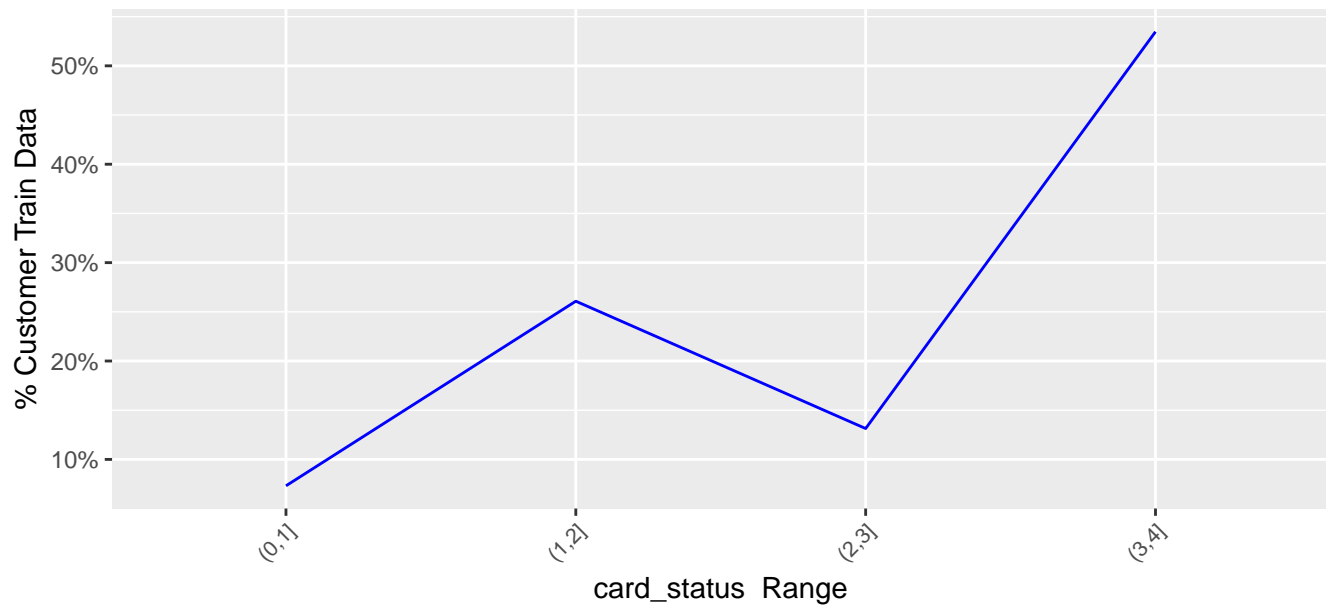


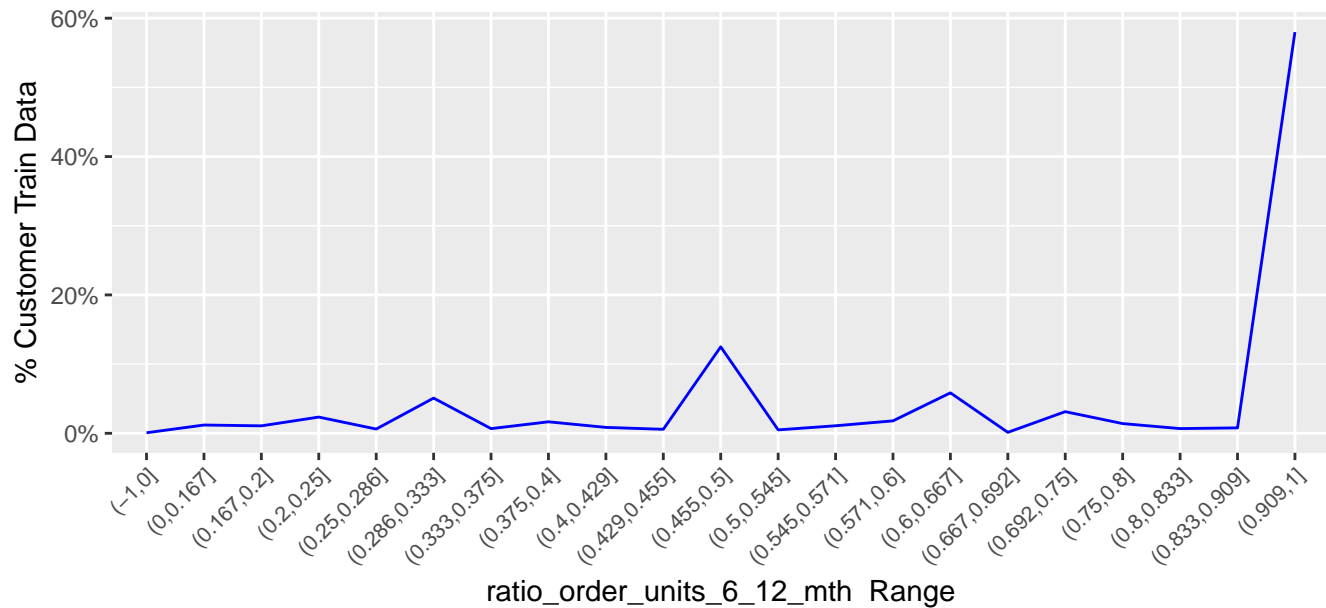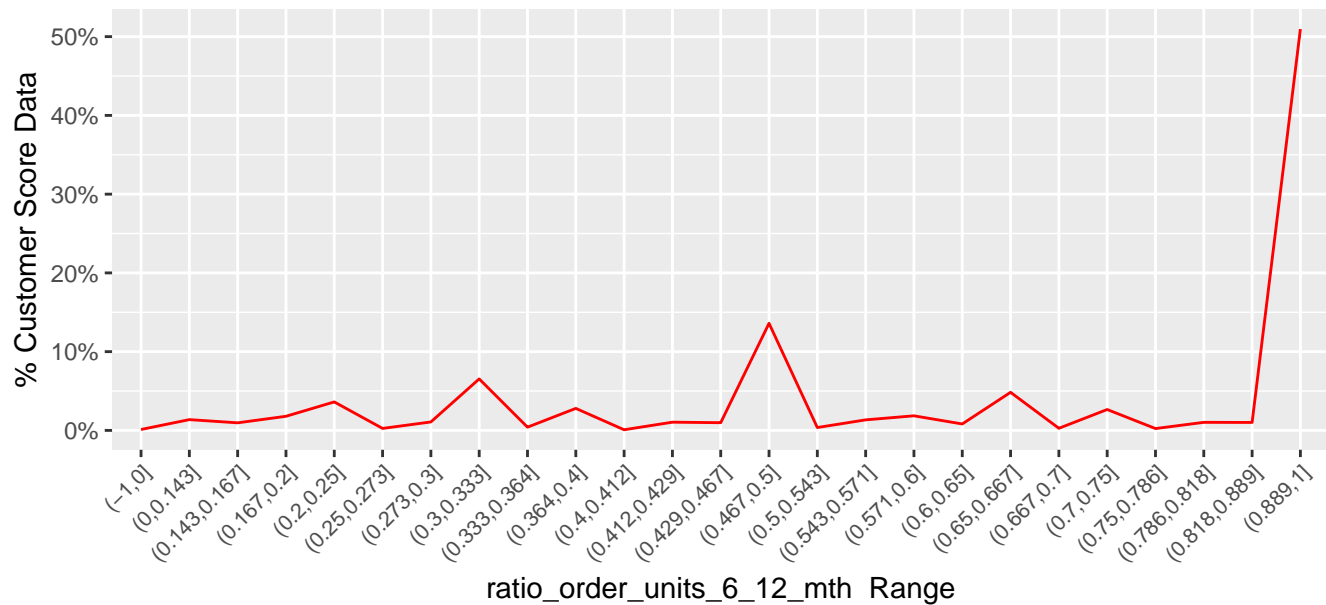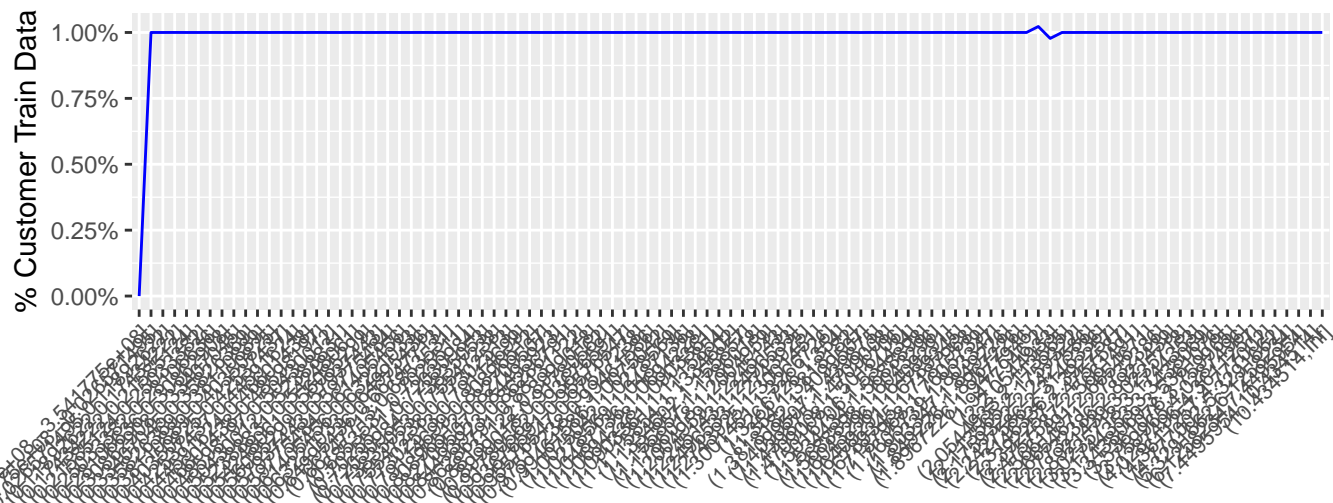# card_status distribution
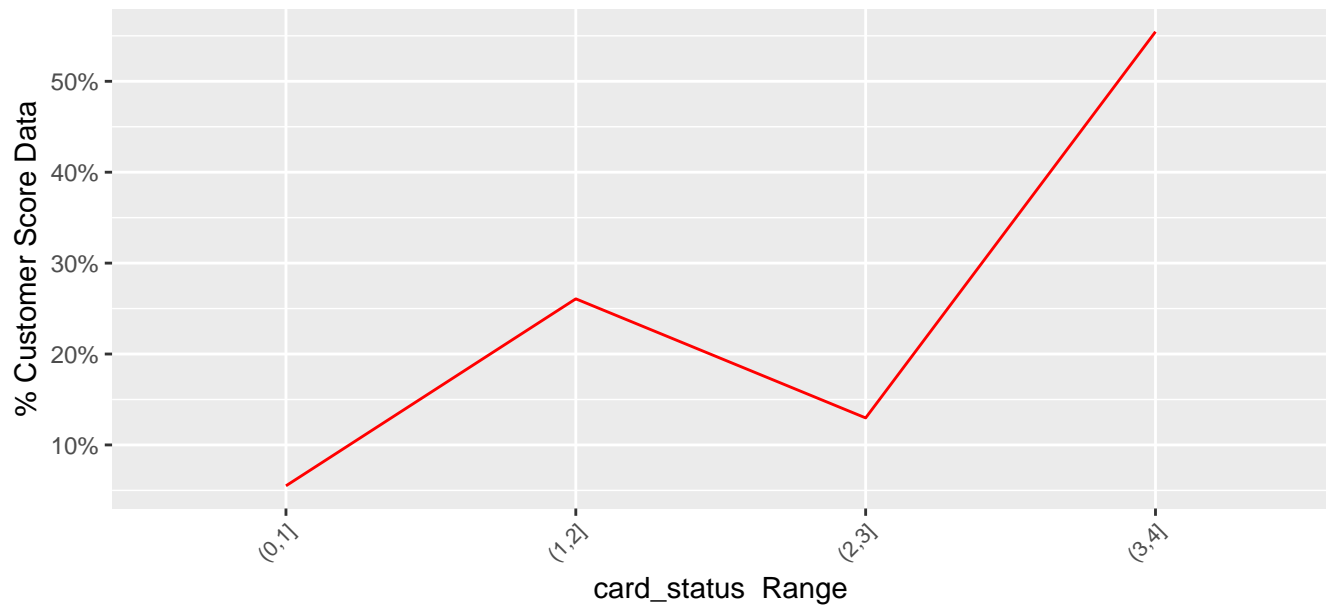
ratio_order_6_12_mth distribution

# ratio_order_units_6_12_mth distribution



# ratio_order_units_6_12_mth distribution

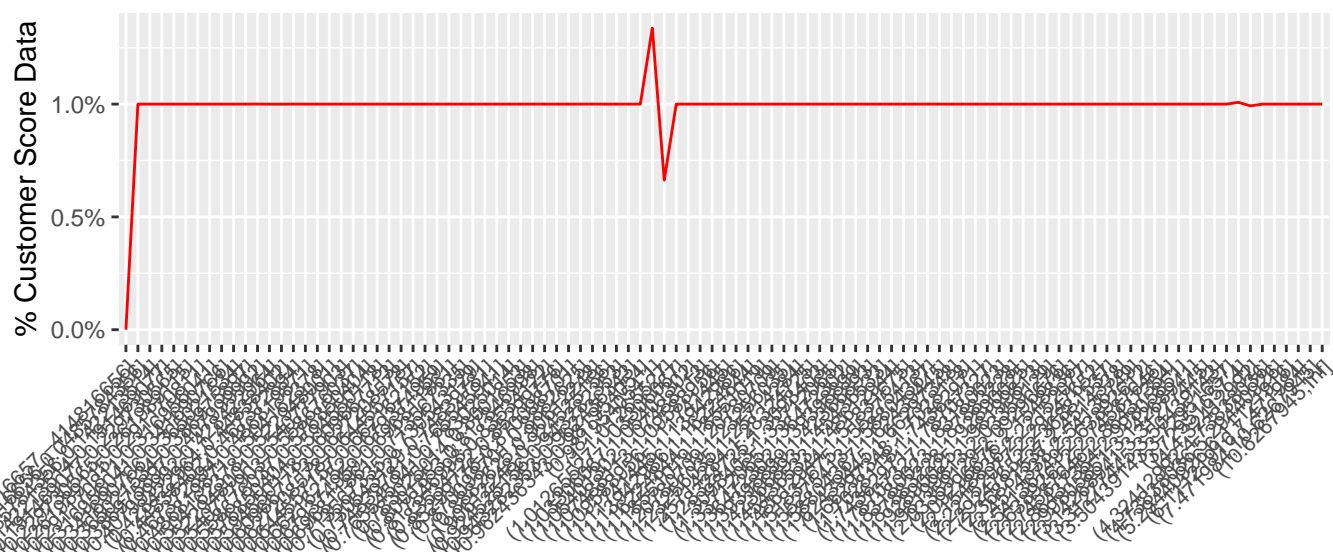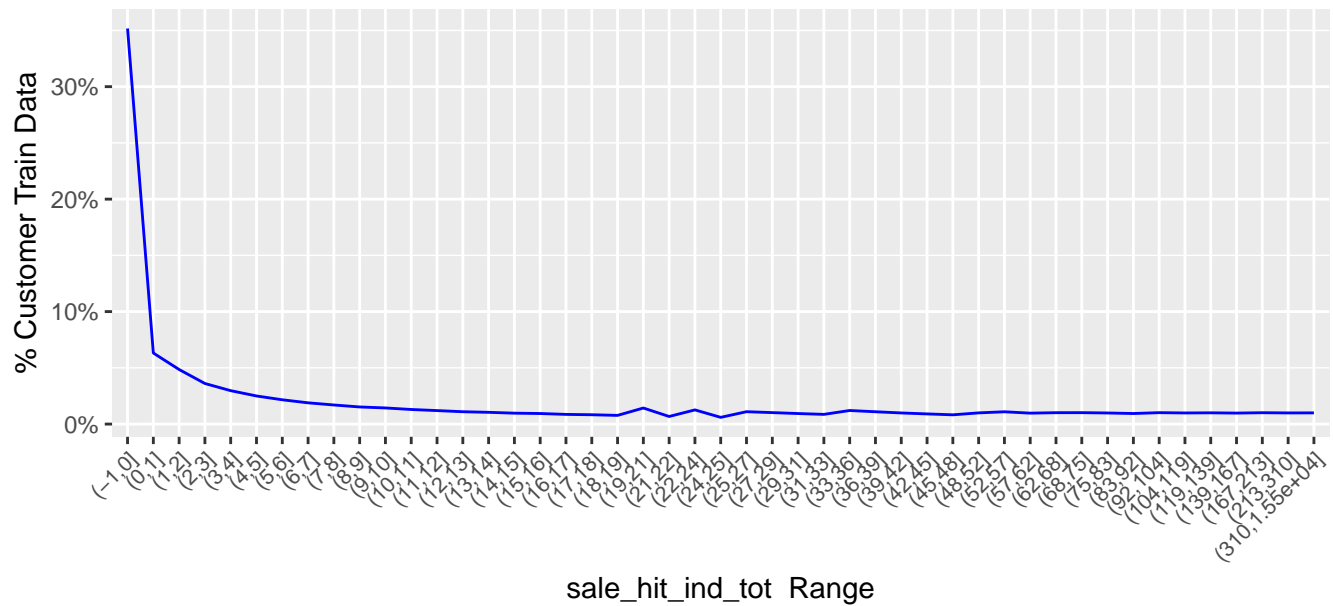ratio_disc_non_disc_ats distribution

% Customer Train Data

ratio_disc_non_disc_ats  Range
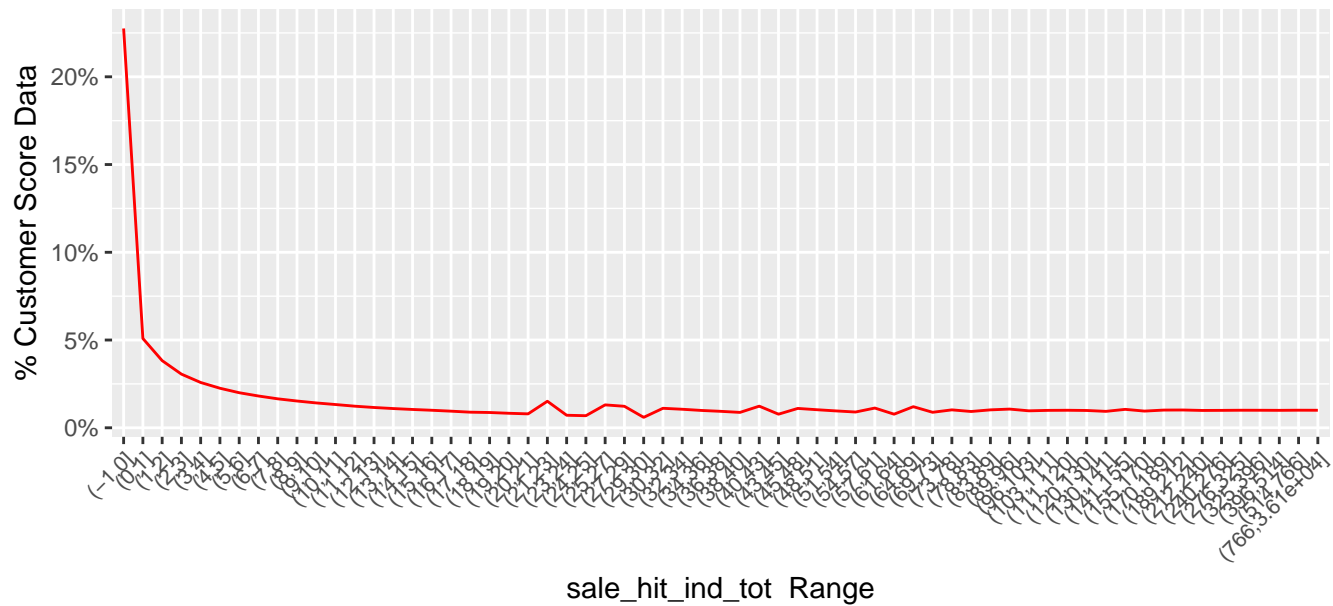
ratio_disc_non_disc_ats distribution

% Customer Score Data

ratio_disc_non_disc_ats  Range

**sale_hit_ind_tot distribution**

% Customer Train Data

sale_hit_ind_tot  Range

**sale_hit_ind_tot distribution**

% Customer Score Data

sale_hit_ind_tot  Range

**num_disc_comm_responded distribution**

% Customer Train Data

num_disc_comm_responded  Range



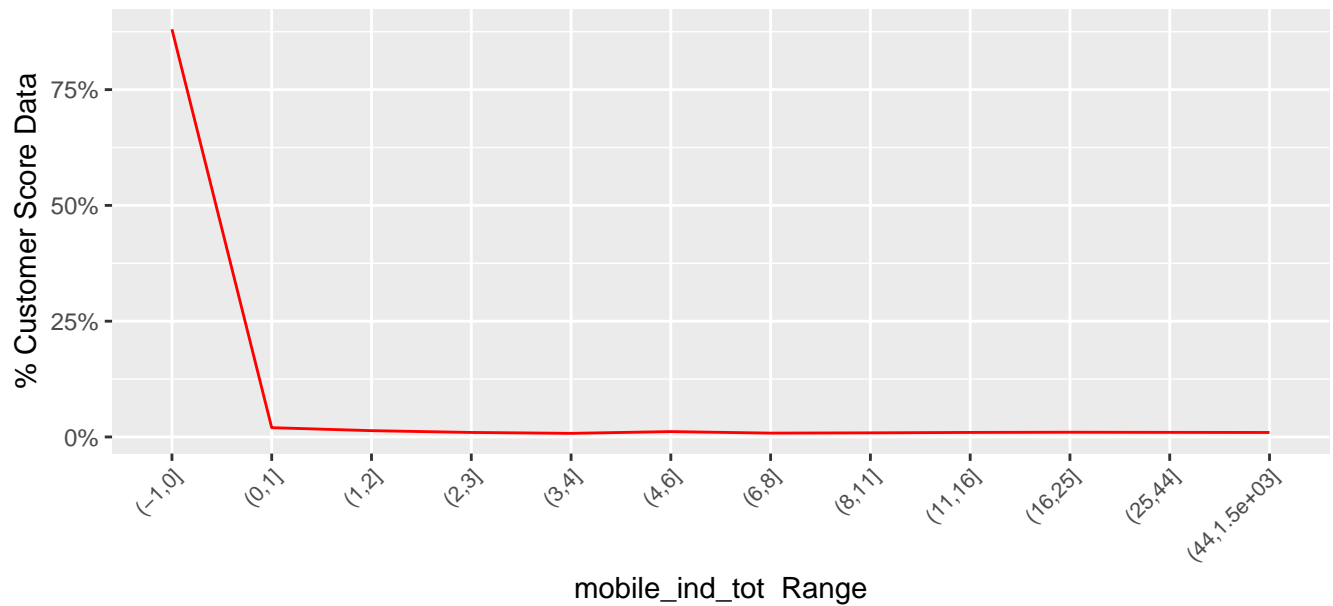**num_disc_comm_responded distribution**

% Customer Score Data

num_disc_comm_responded  Range
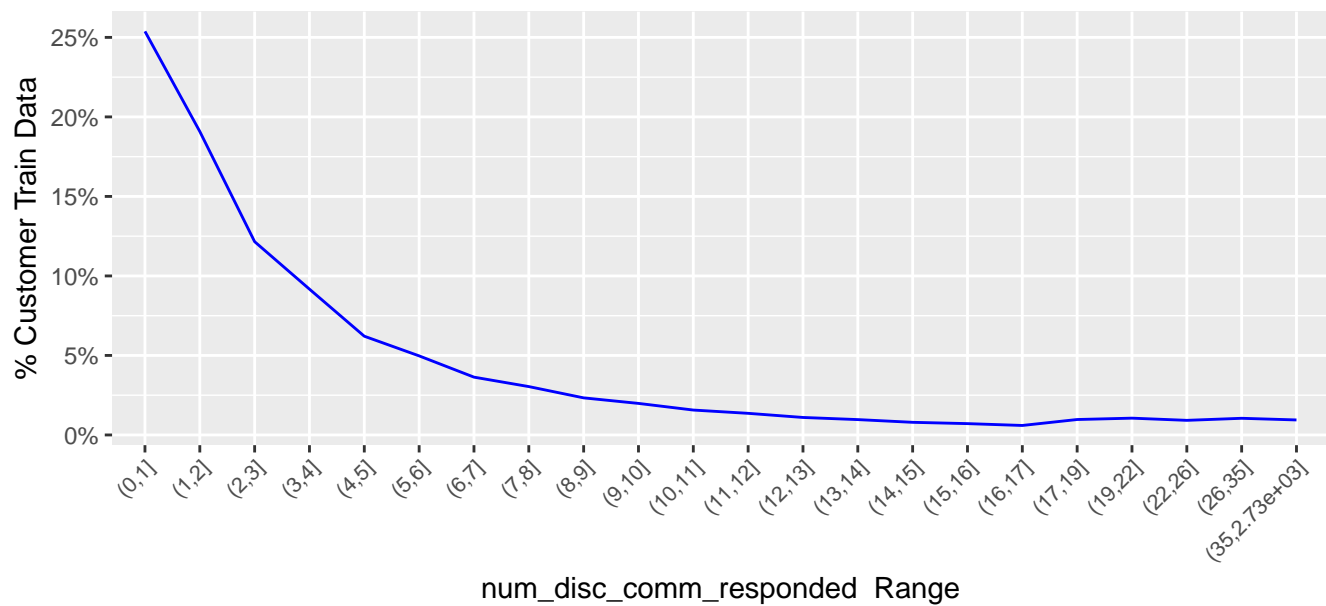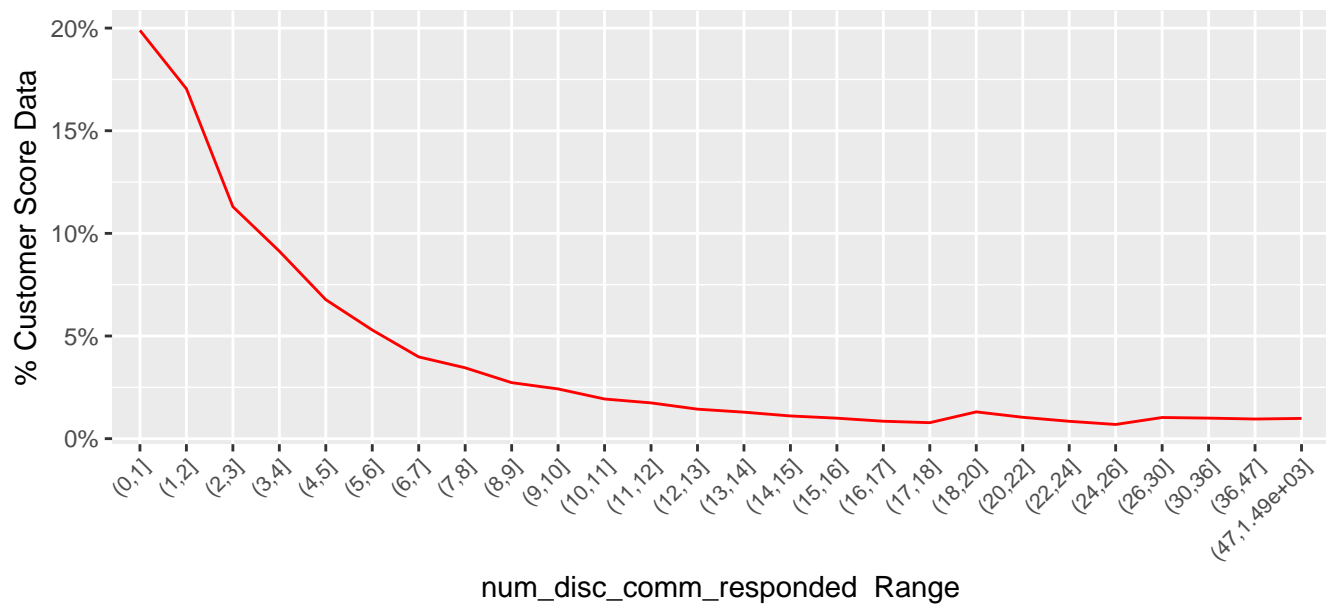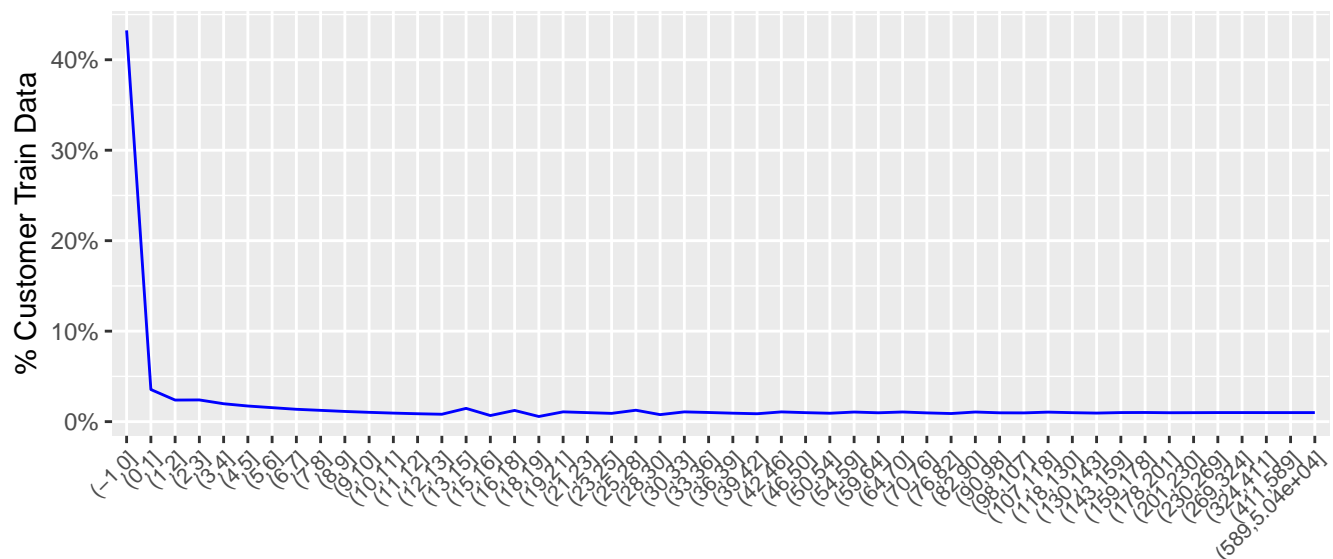
mobile_ind_tot distribution



mobile_ind_tot distribution
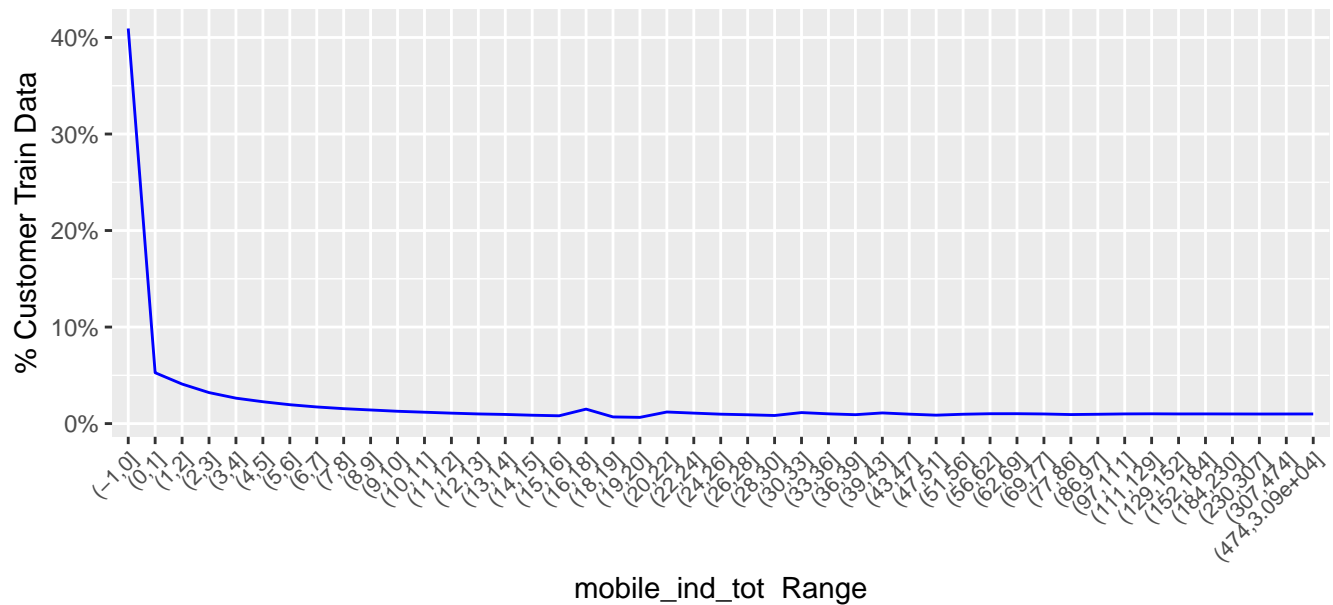
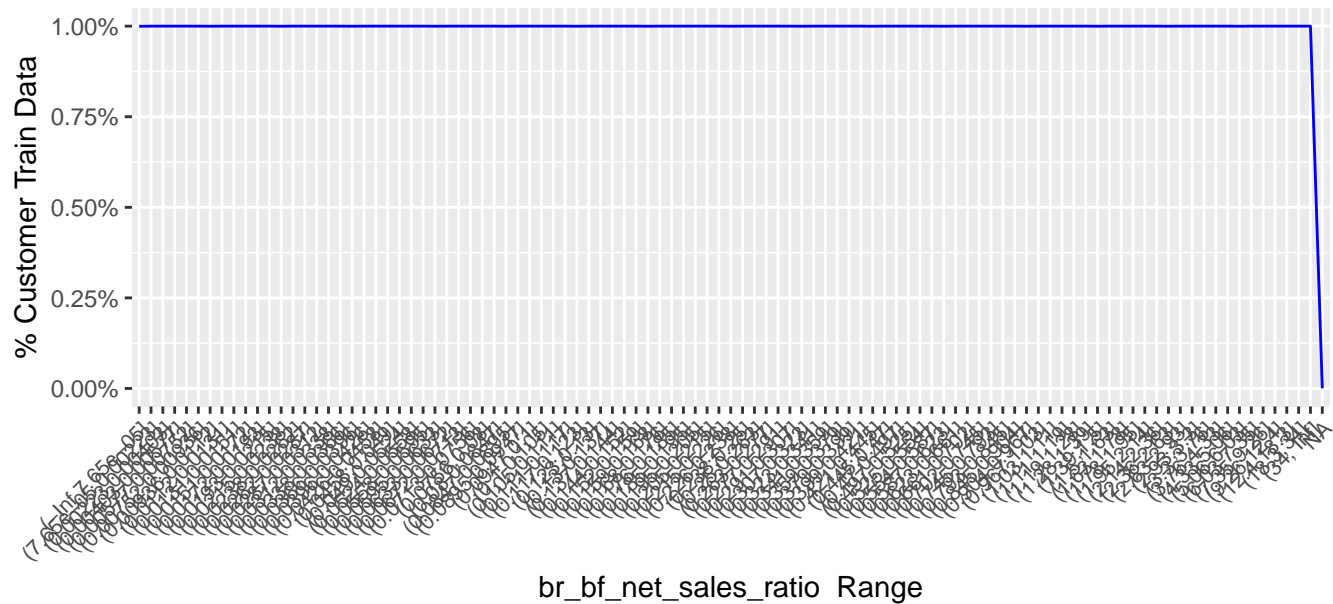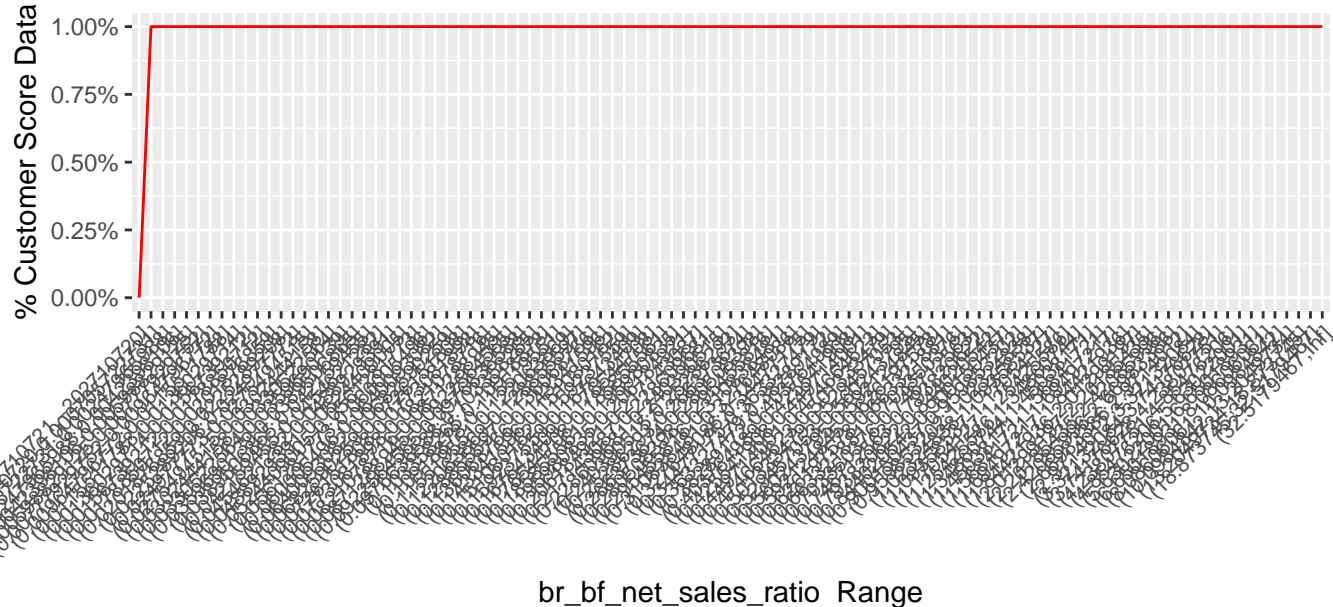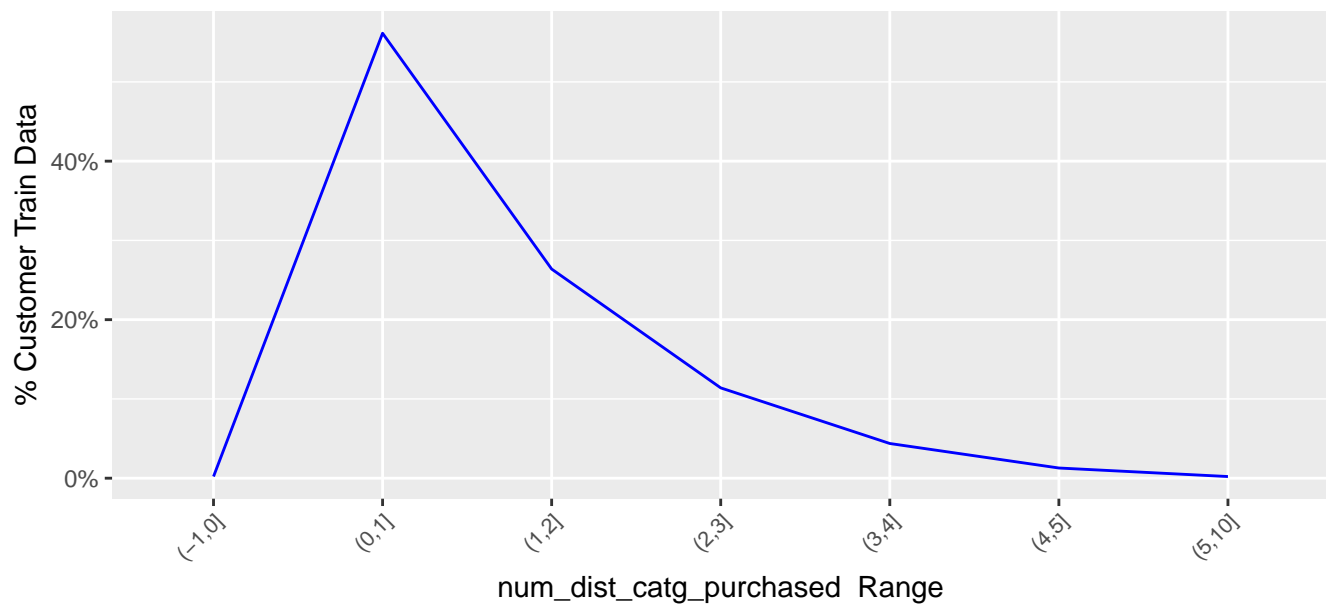gp_hit_ind_tot distribution



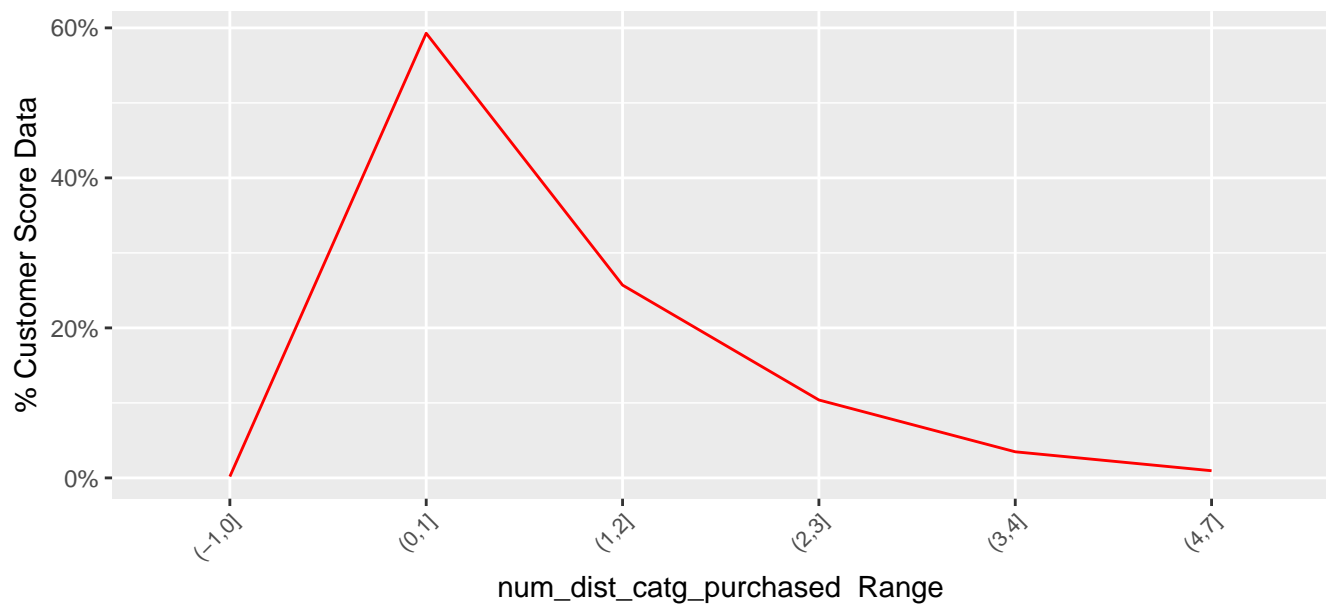gp_hit_ind_tot distribution

## br_bf_net_sales_ratio distribution



## br_bf_net_sales_ratio distribution

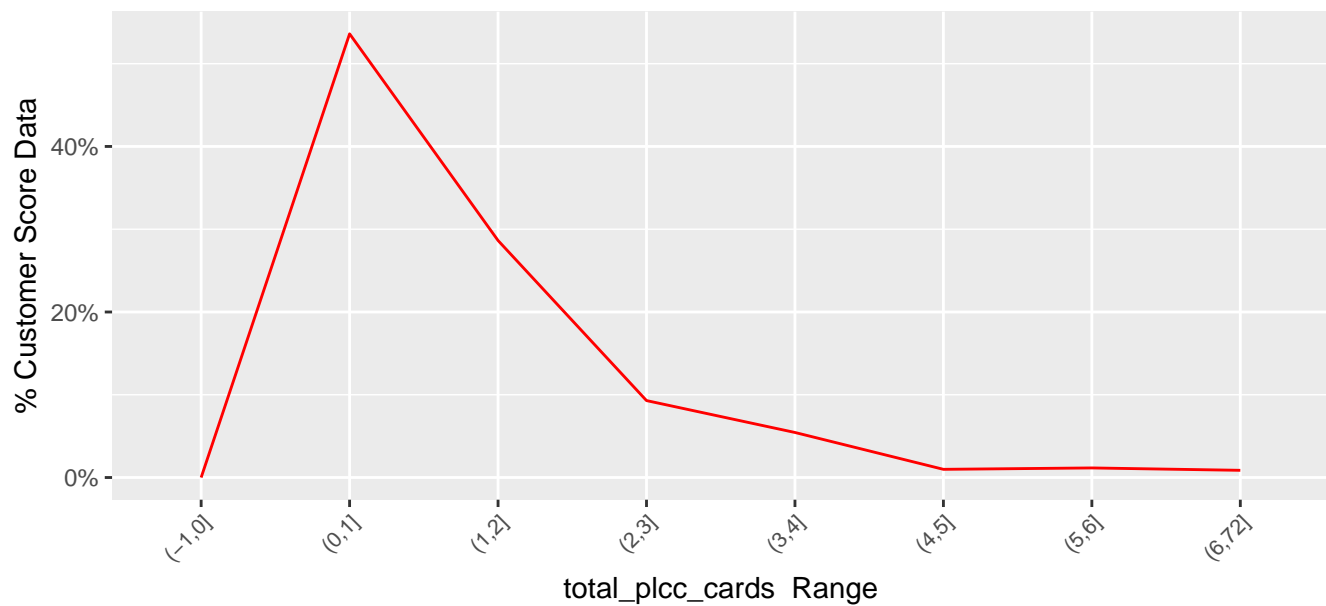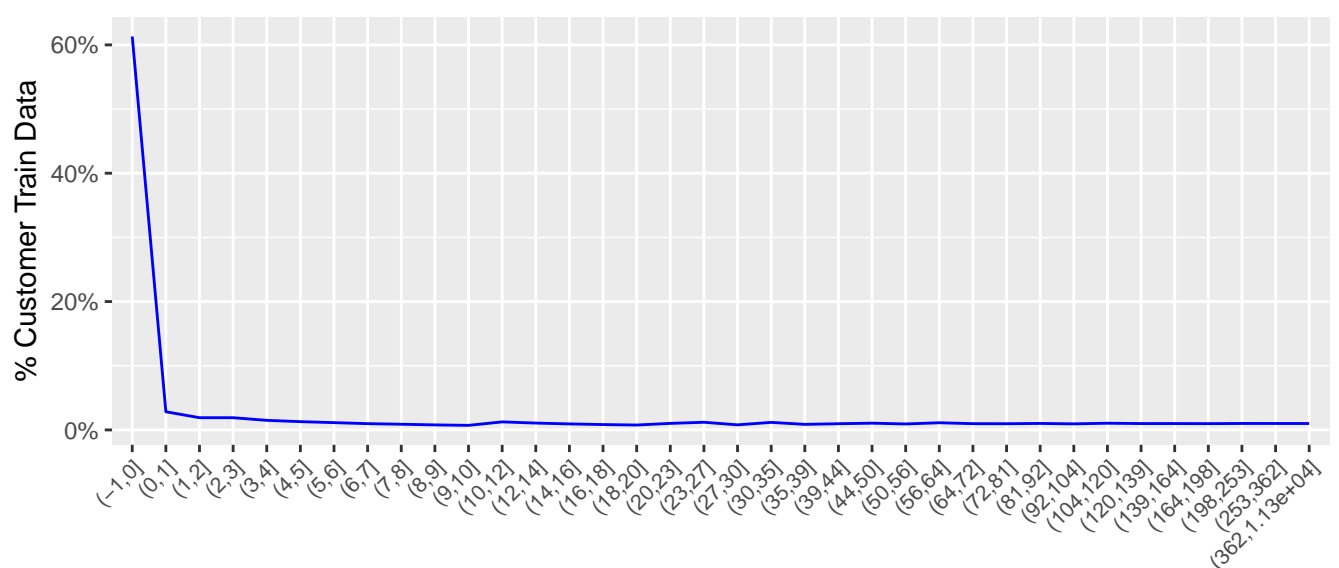num_dist_catg_purchased distribution

total_plcc_cards distribution
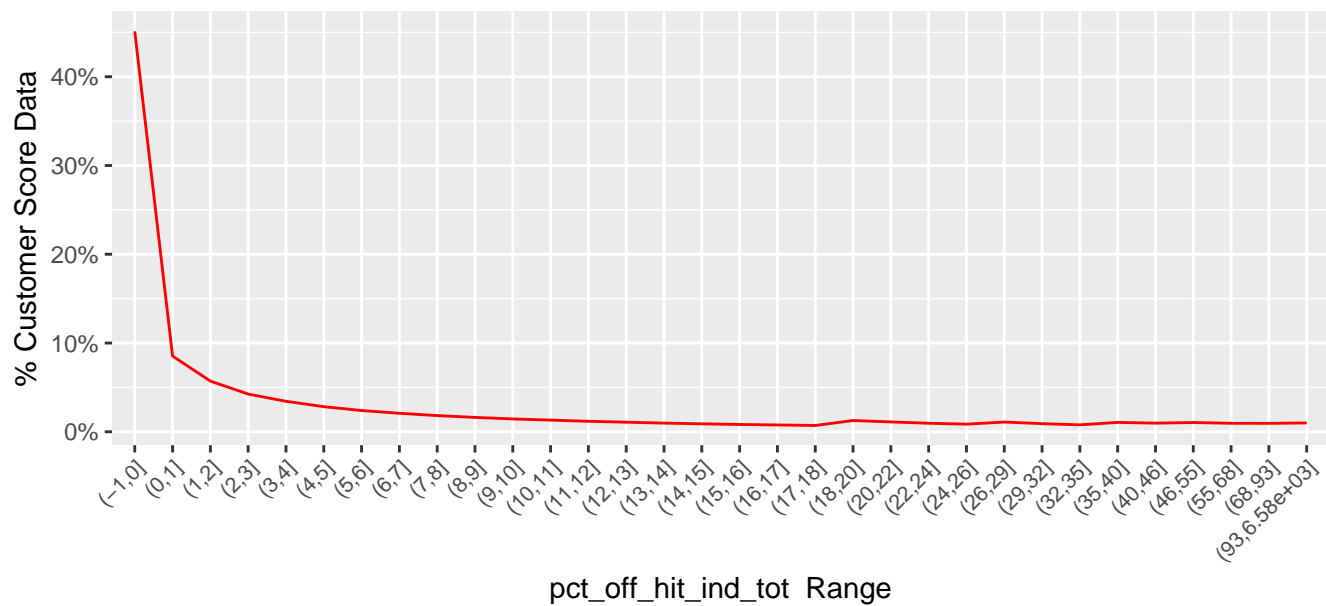
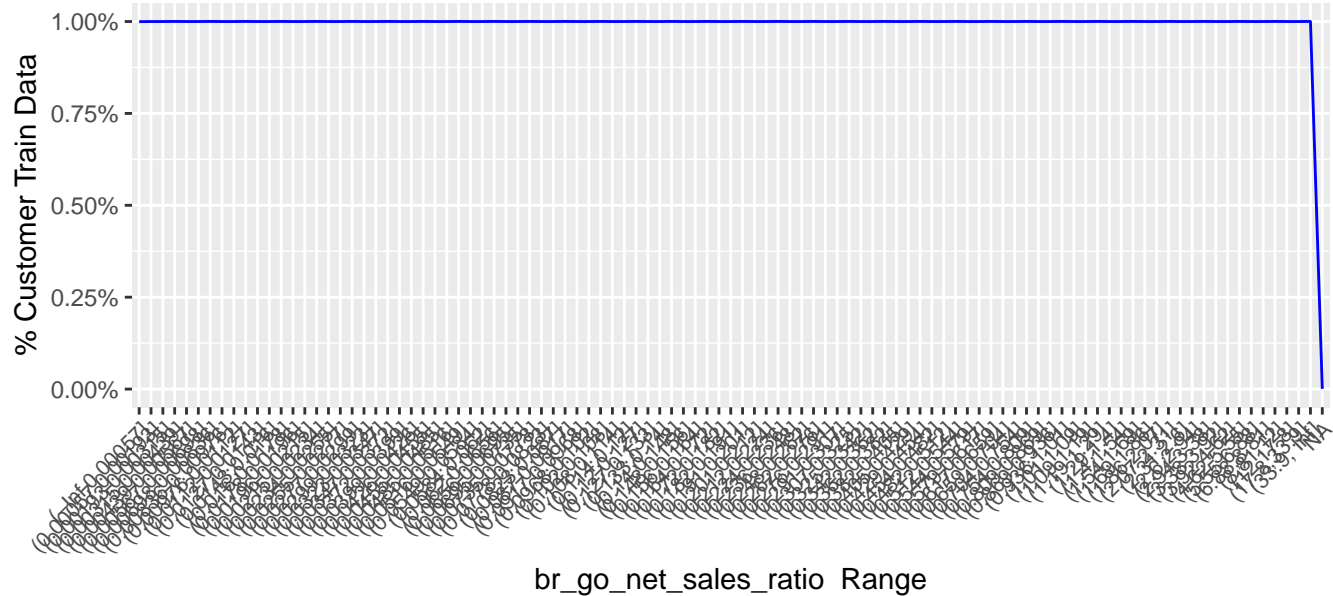on_hit_ind_tot distribution
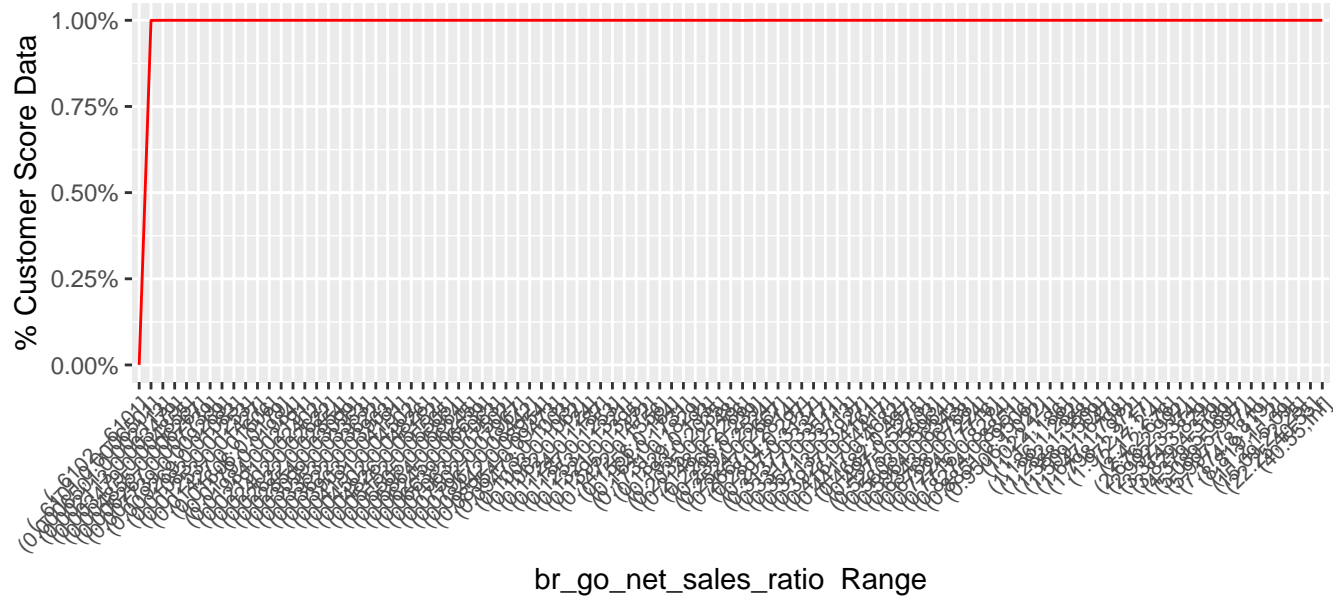
on_hit_ind_tot distribution
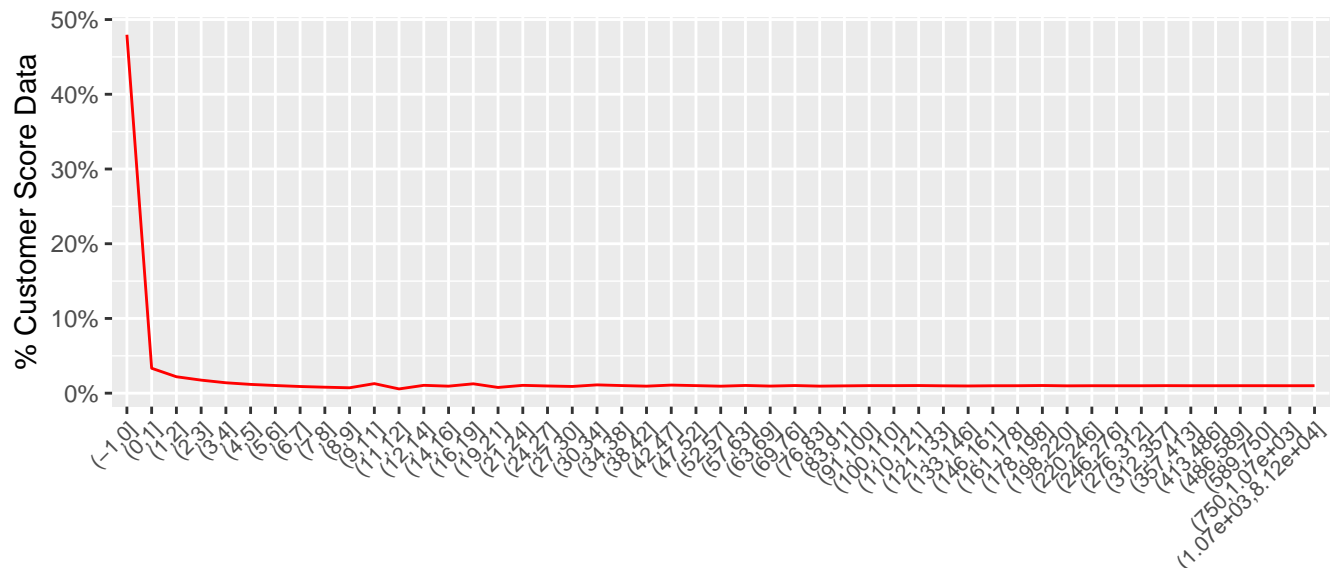
# pct_off_hit_ind_tot distribution
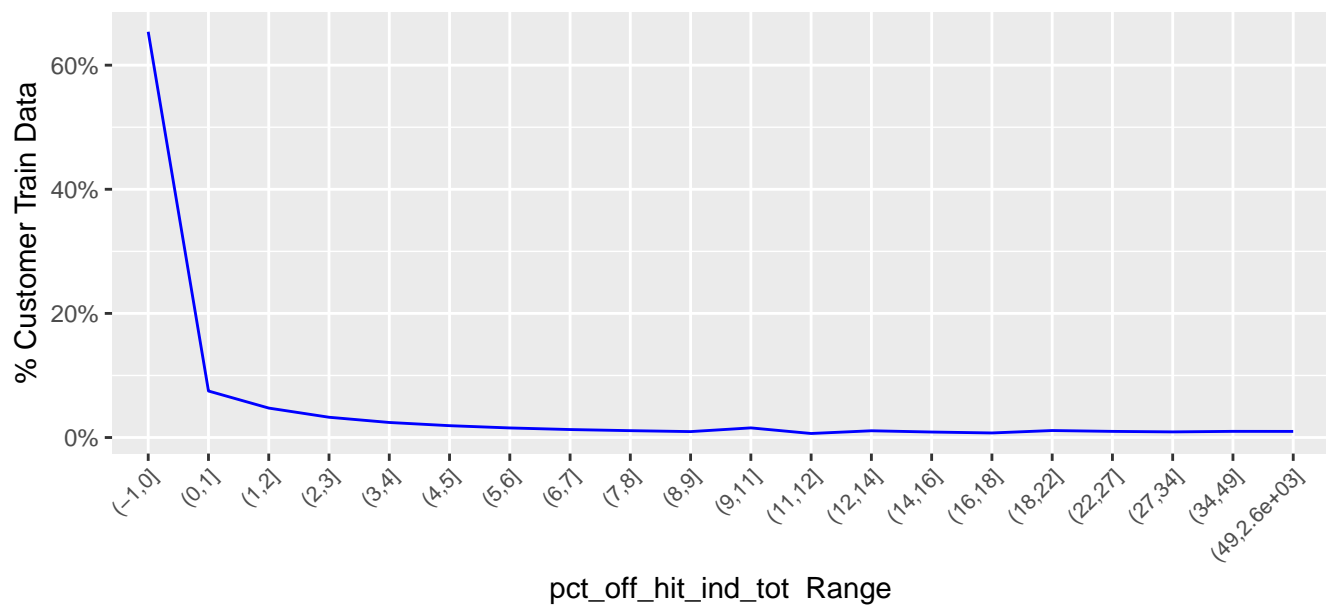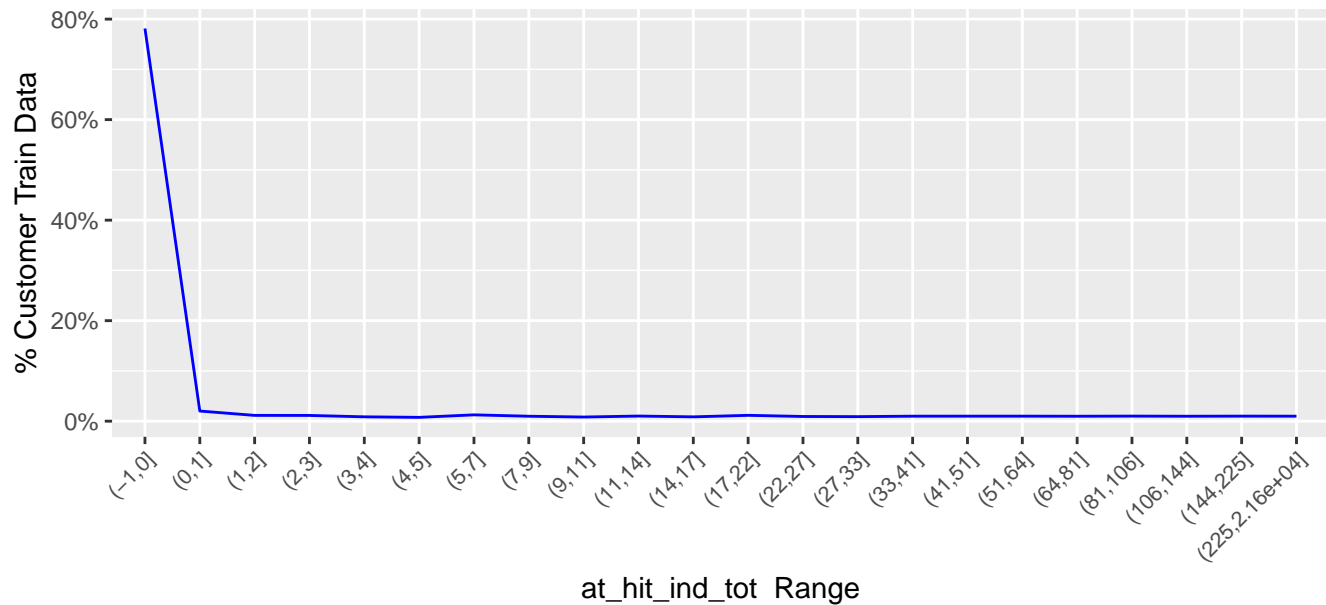


# pct_off_hit_ind_tot distribution

**br_go_net_sales_ratio distribution**

% Customer Train Data vs br_go_net_sales_ratio Range

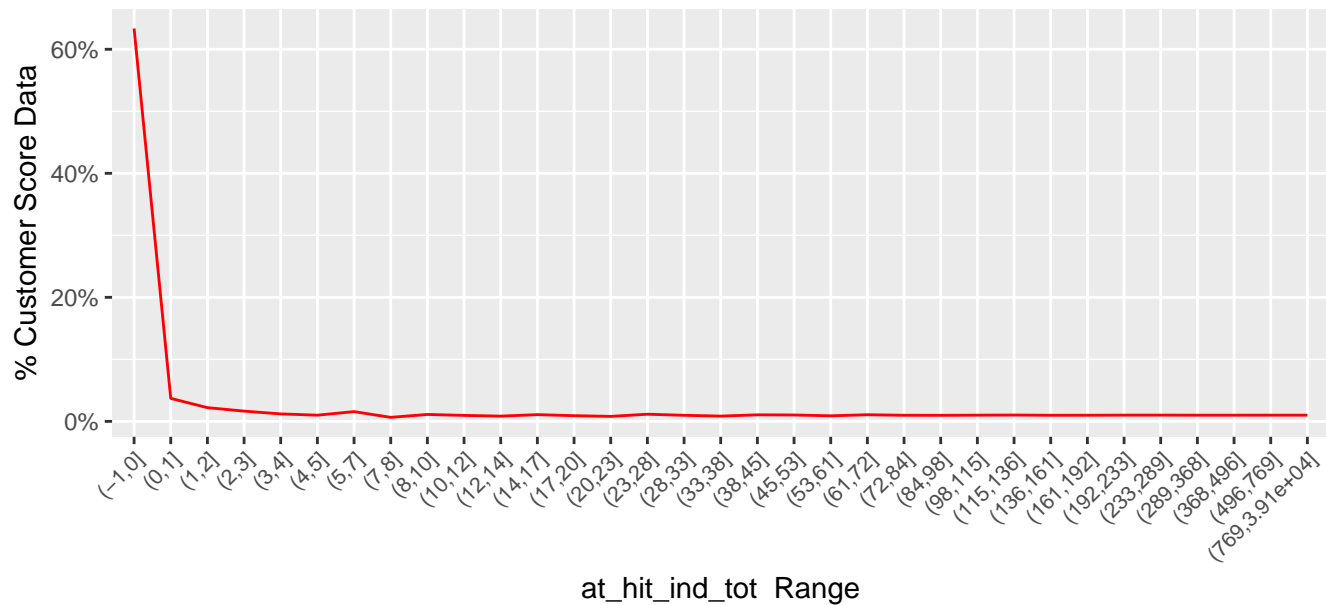**br_go_net_sales_ratio distribution**
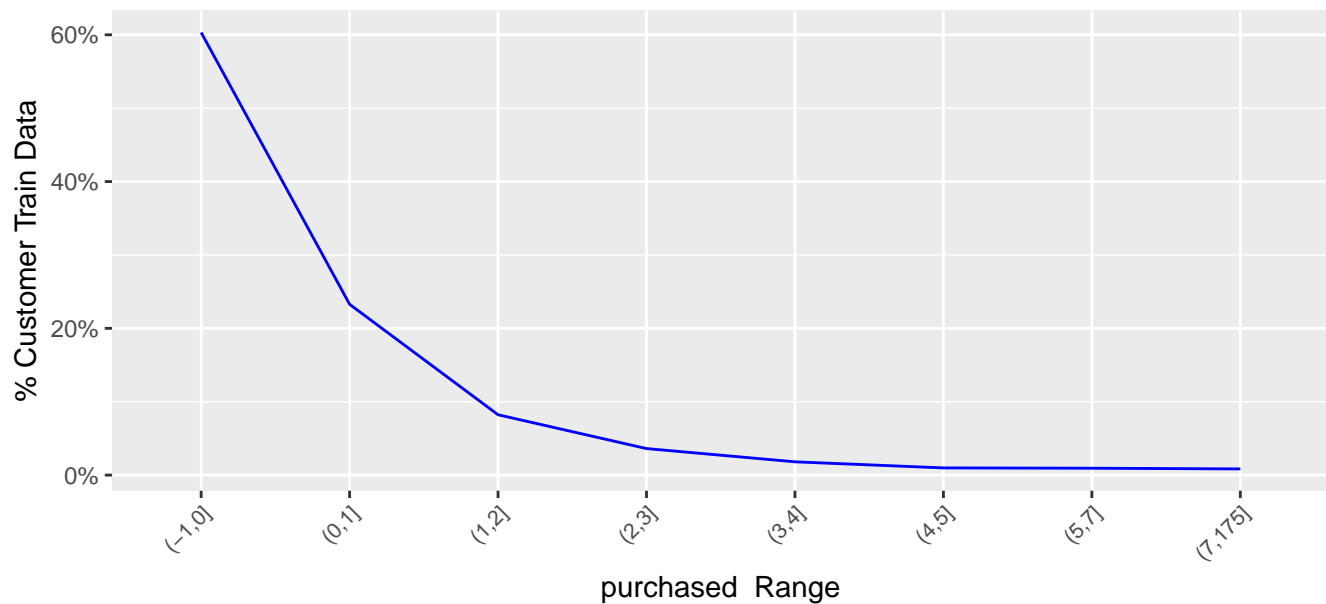
% Customer Score Data vs br_go_net_sales_ratio Range

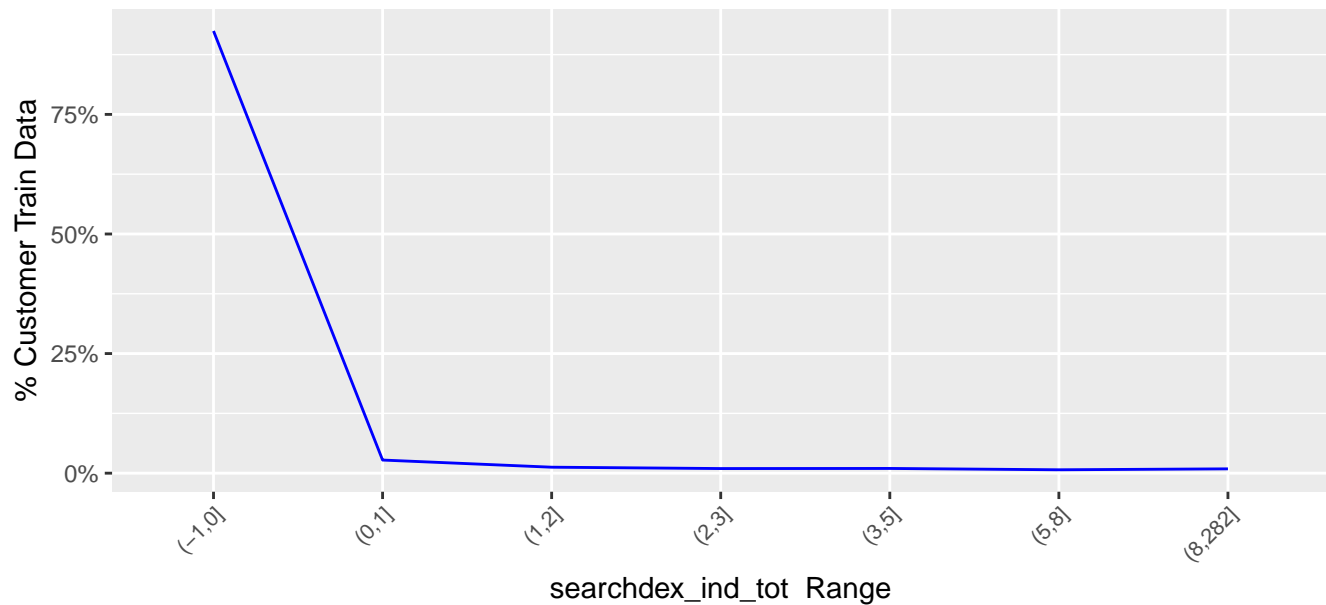**at_hit_ind_tot distribution**



**at_hit_ind_tot distribution**

purchased distribution

% Customer Train Data vs purchased Range
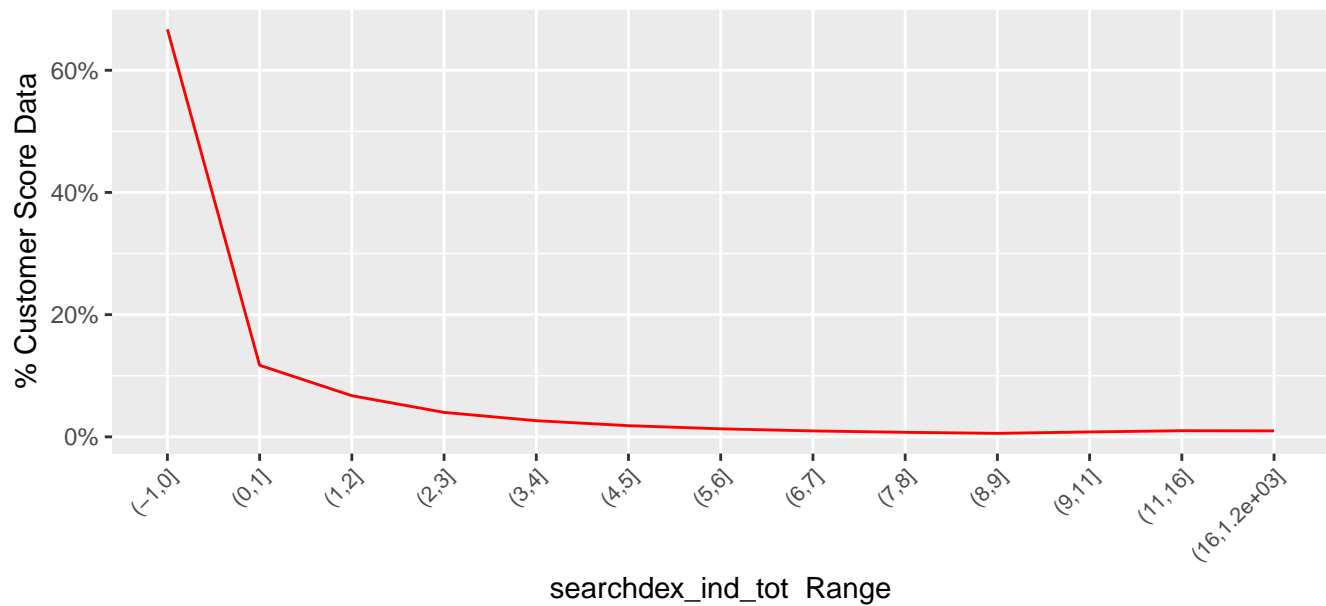
purchased distribution

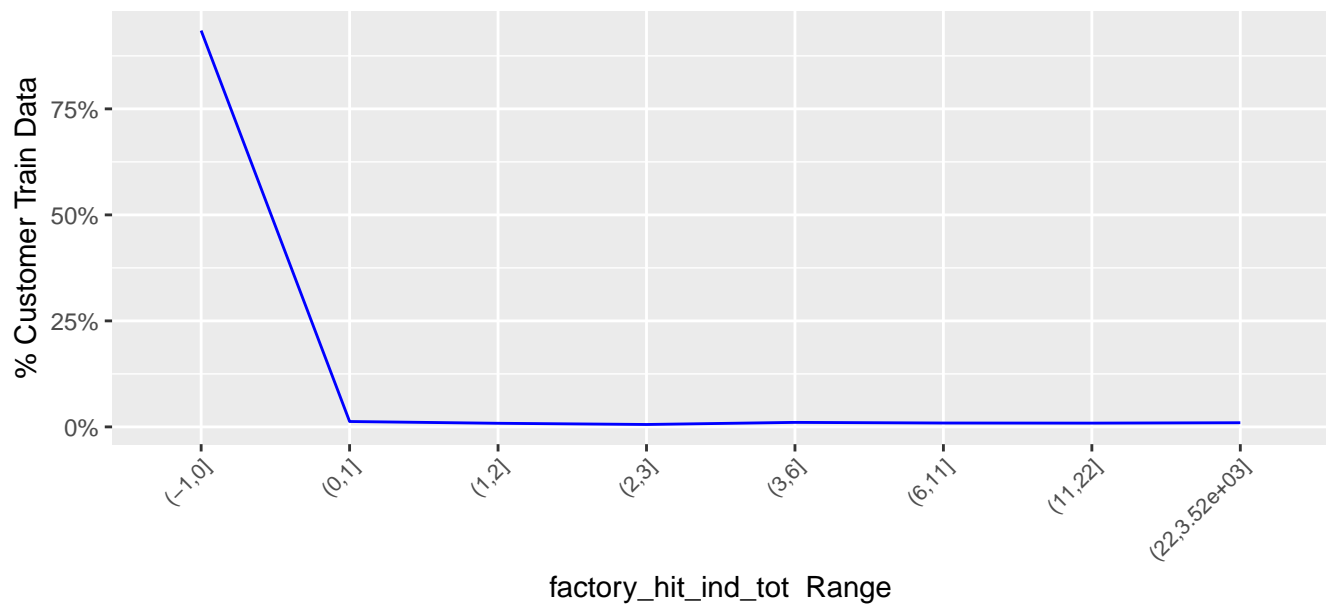% Customer Score Data vs purchased Range
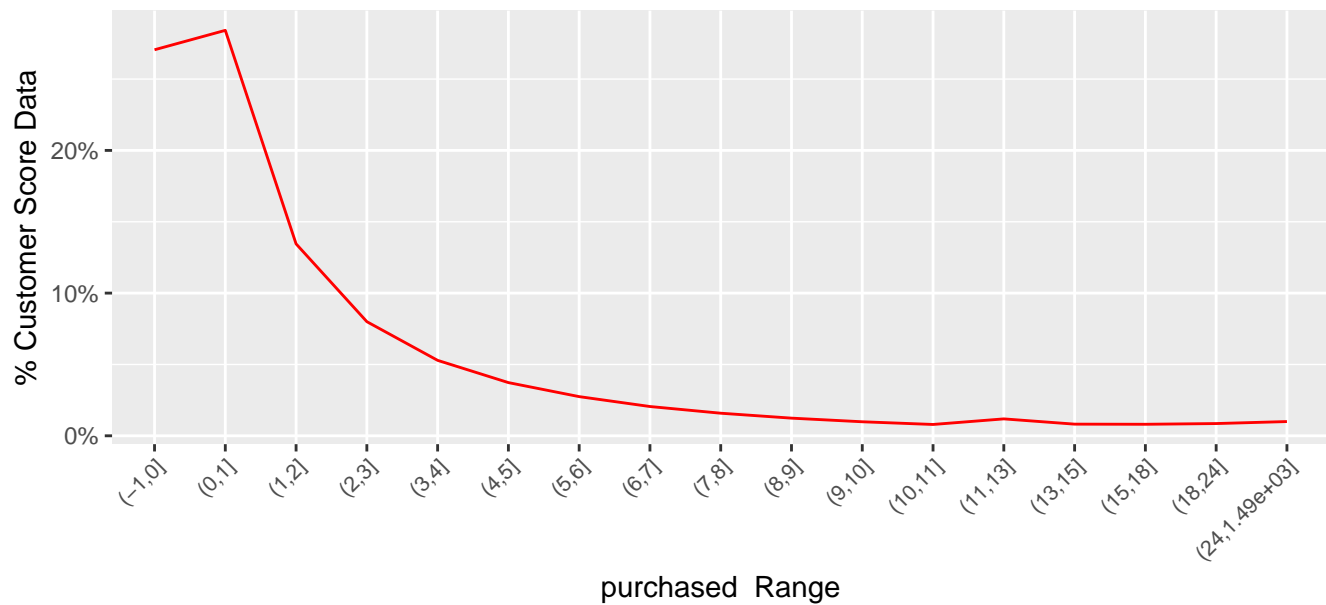
searchdex_ind_tot distribution

searchdex_ind_tot distribution

## factory_hit_ind_tot distribution



% Customer Train Data

factory_hit_ind_tot  Range

## factory_hit_ind_tot distribution



% Customer Score Data

factory_hit_ind_tot  Range

## clearance_hit_ind_tot distribution



% Customer Train Data

clearance_hit_ind_tot  Range

## clearance_hit_ind_tot distribution



% Customer Score Data

clearance_hit_ind_tot  Range

## markdown_hit_ind_tot distribution



% Customer Train Data

markdown_hit_ind_tot  Range

(-1,0]  (0,1]  (1,3]  (3,10]  (10,833]

## markdown_hit_ind_tot distribution



% Customer Score Data

markdown_hit_ind_tot  Range

(-1,0]  (0,1]  (1,2]  (2,3]  (3,4]  (4,5]  (5,7]  (7,10]  (10,16]  (16,29]  (29,2.45e+03]