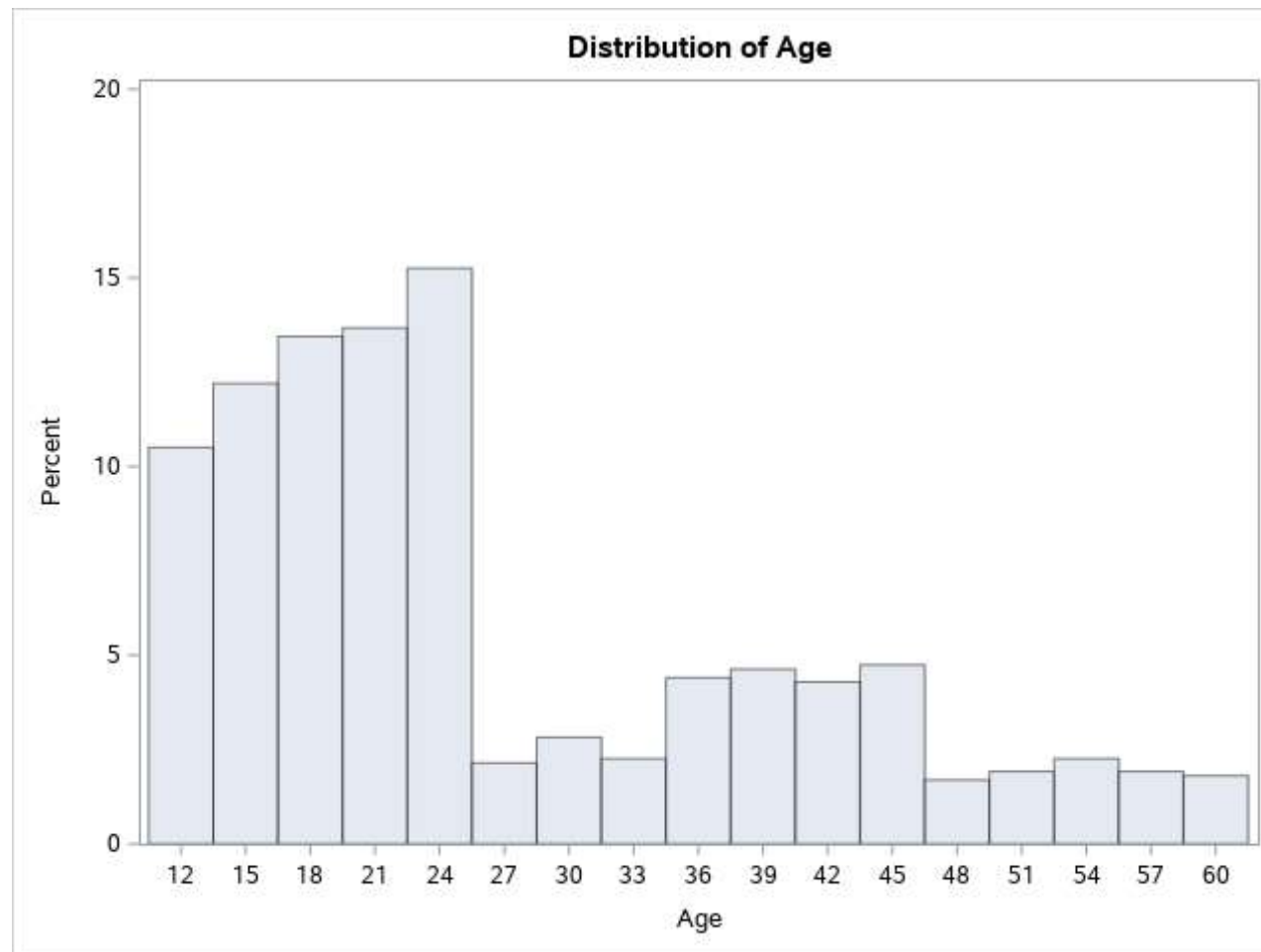
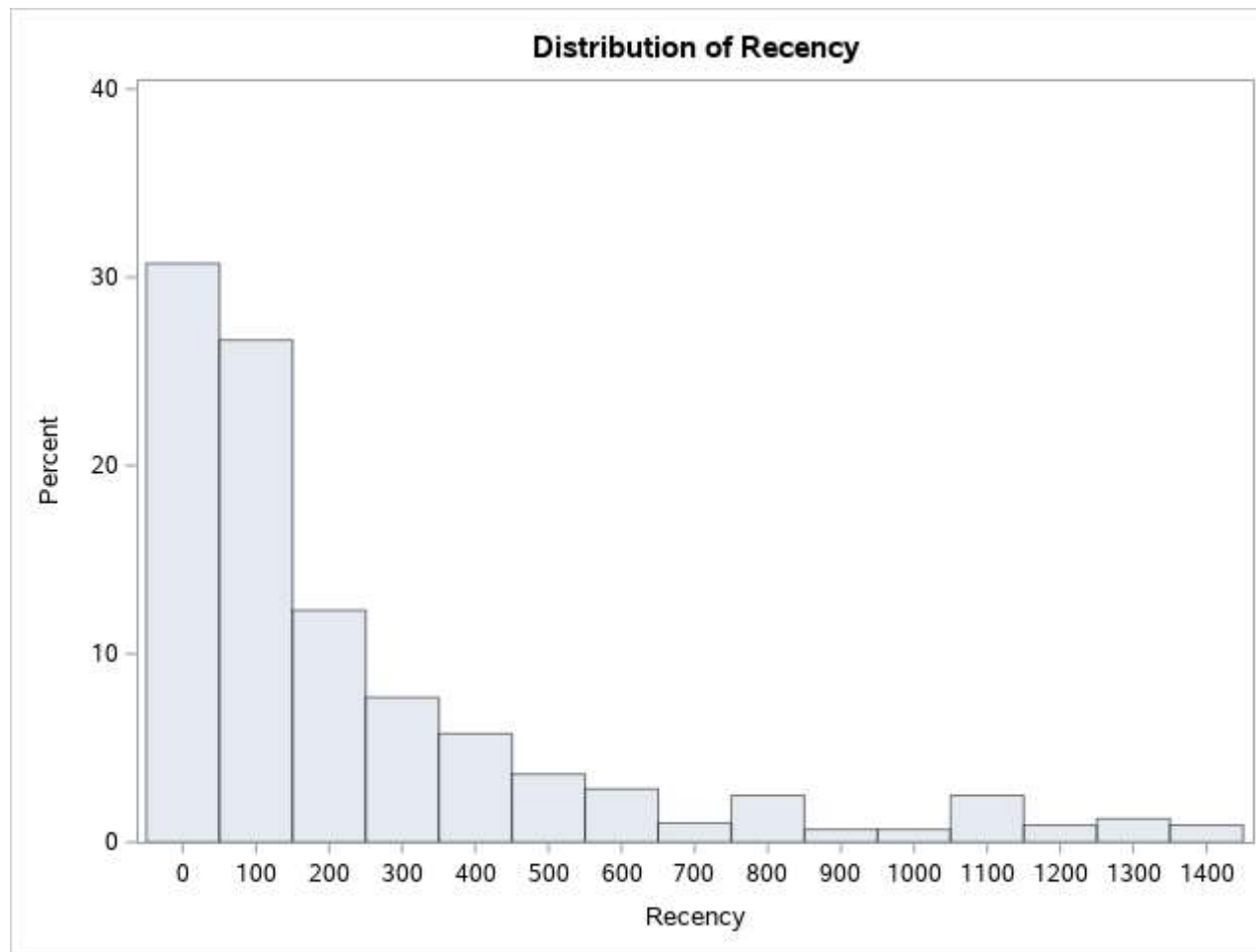
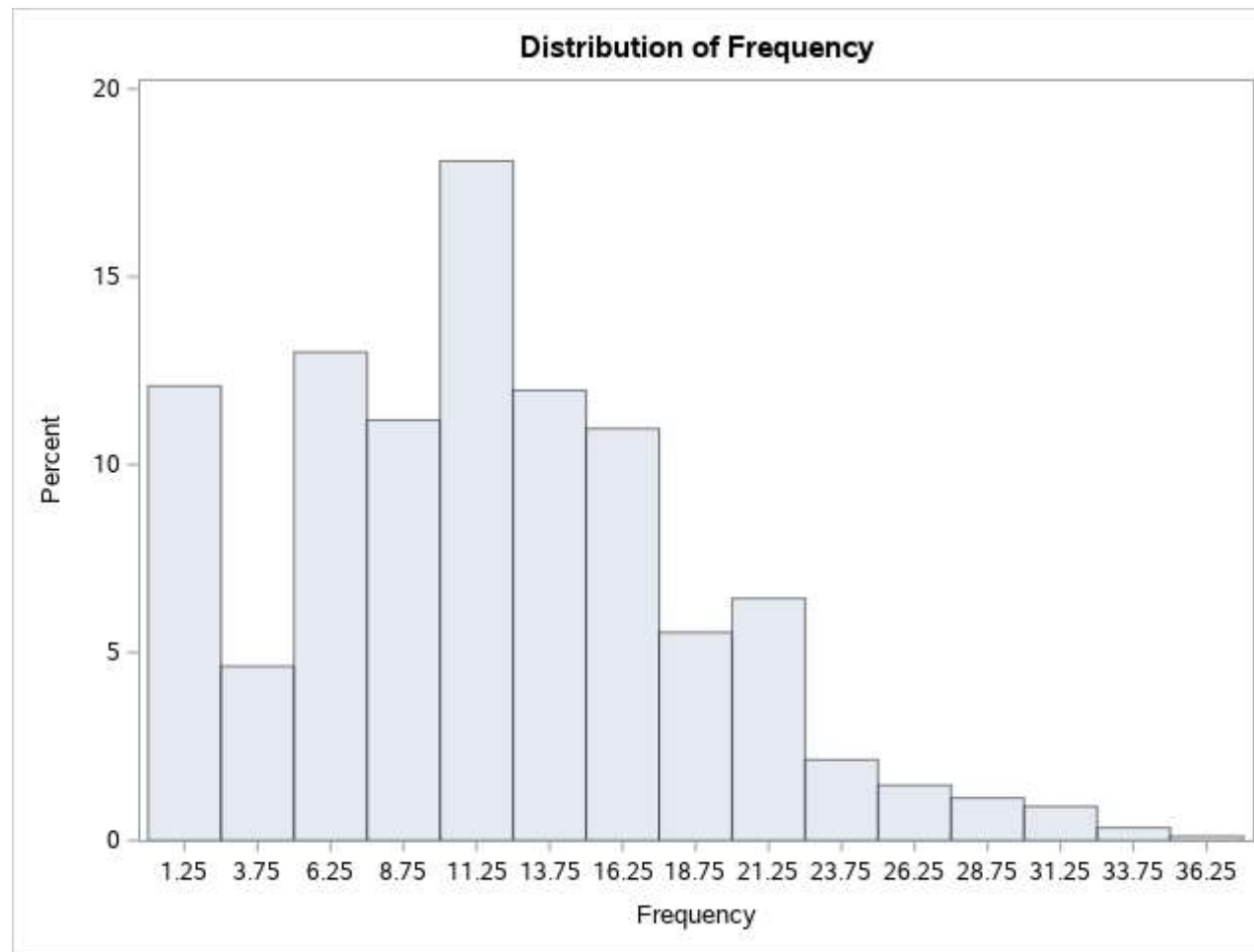
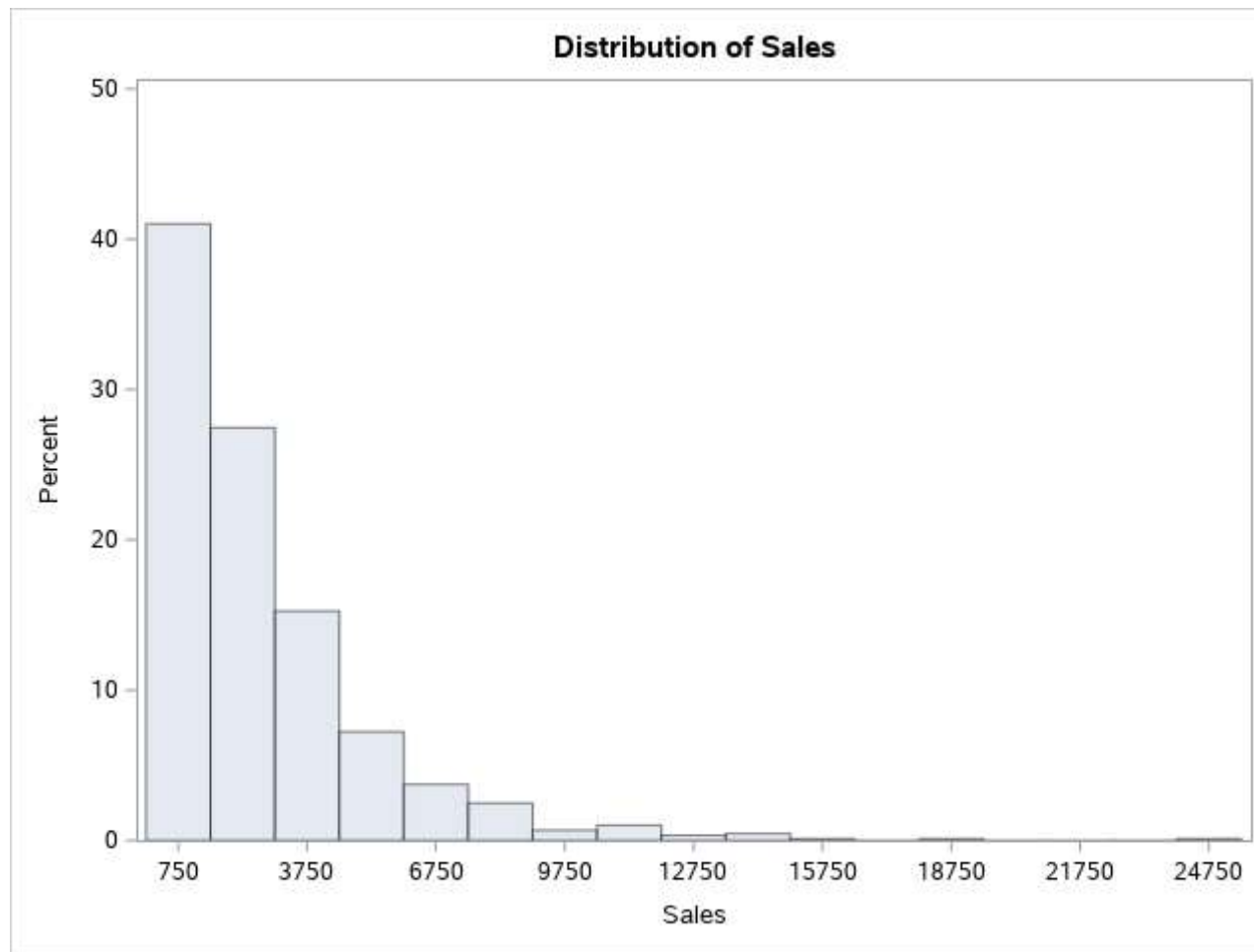


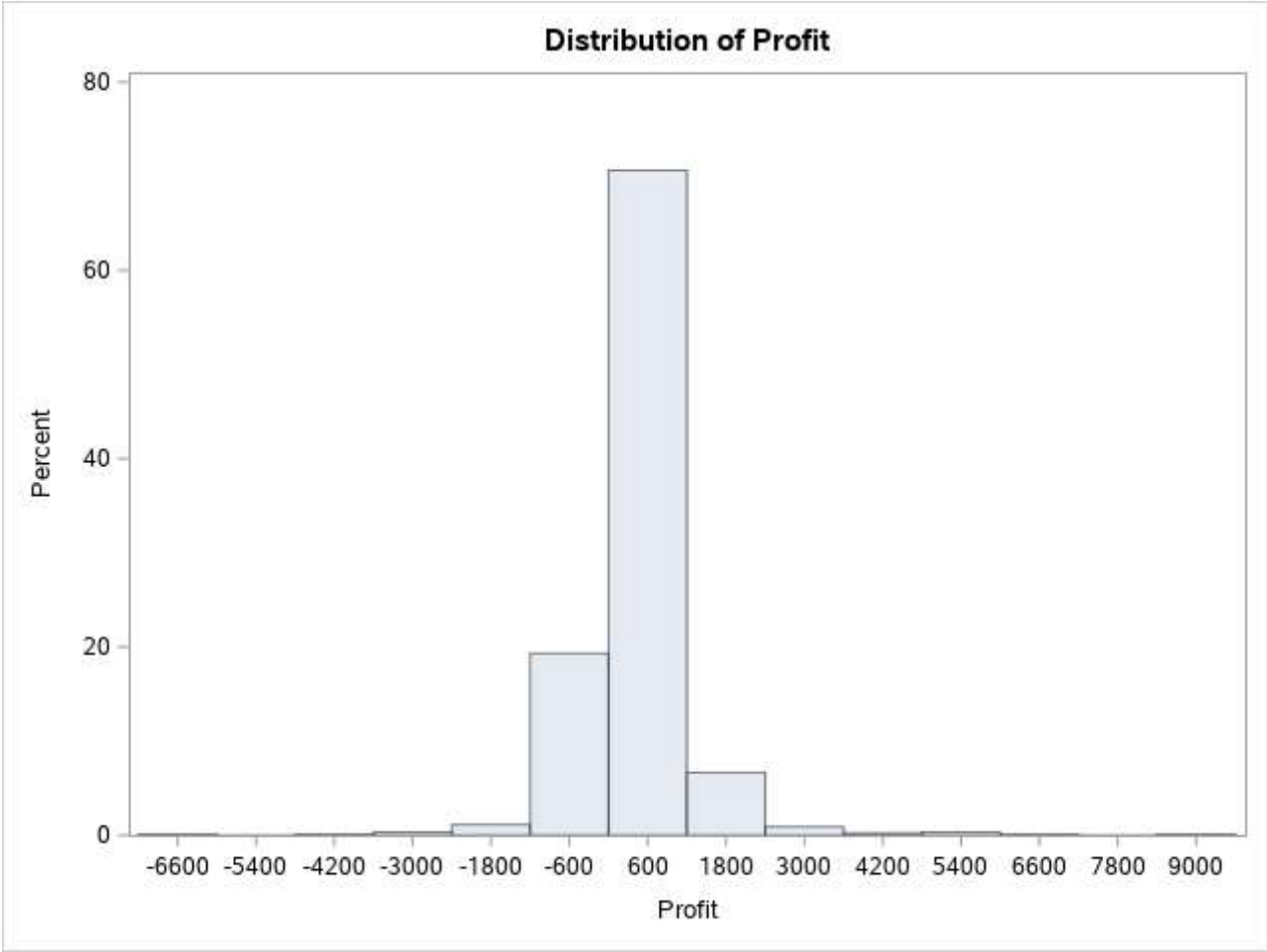
Variable	Label	Mean	Std Dev	Minimum	Maximum	N	Variance	Range	Skewness	Kurtosis
Age	Age	26.8045198	12.8293349	12.0000000	60.0000000	885	164.5918348	48.0000000	0.9372946	-0.1893880
Recency	Recency	242.4711864	312.5083791	0	1432.00	885	97661.49	1432.00	1.9705236	3.3444231
Frequency	Frequency	11.3966102	6.8897089	1.0000000	37.0000000	885	47.4680880	36.0000000	0.5498690	0.2516521
Sales	Sales	2619.05	2622.22	1.1880000	25043.05	885	6876053.16	25041.86	2.4369149	10.4434144
Profit	Profit	321.1519661	855.9761662	-6628.17	8979.92	885	732695.20	15608.09	1.9869111	27.6767700









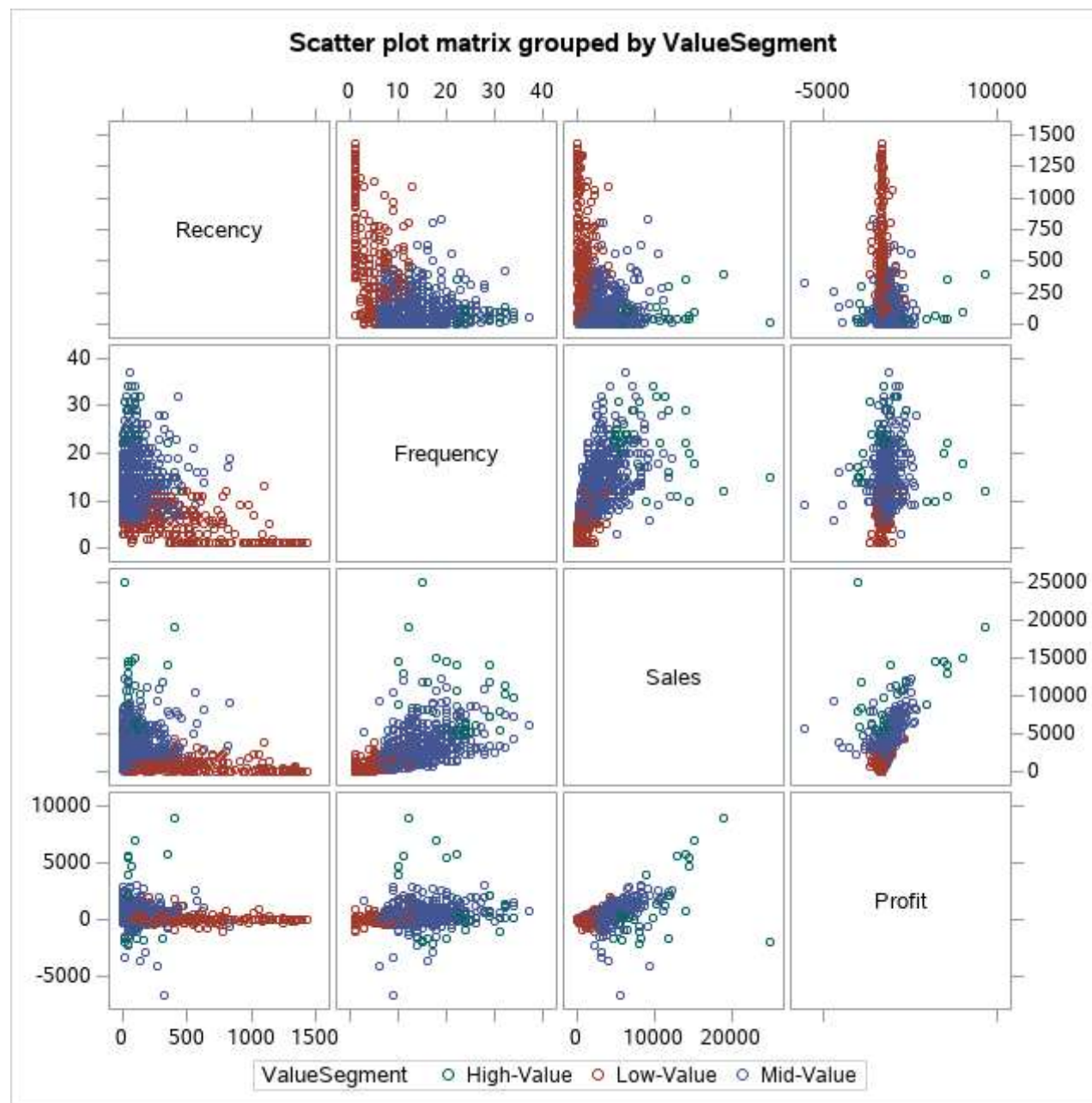


ValueSegment	N Obs	Variable	Label	Mean	Std Dev	Minimum	Maximum	Median	N
High-Value	39	Age	Age	27.9743590	13.3386798	12.0000000	58.0000000	24.0000000	39
		Frequency	Frequency	21.9487179	6.2024983	10.0000000	34.0000000	22.0000000	39
		Recency	Recency	83.5384615	89.7918195	4.0000000	399.0000000	47.0000000	39
		Sales	Sales	8917.40	4589.89	4715.47	25043.05	7198.76	39
		Profit	Profit	1044.95	2589.03	-2086.85	8979.92	298.7300000	39
Low-Value	261	Age	Age	25.9425287	12.1968057	12.0000000	60.0000000	22.0000000	261
		Frequency	Frequency	4.3601533	3.4329543	1.0000000	13.0000000	4.0000000	261
		Recency	Recency	563.3639847	391.4159327	2.0000000	1432.00	476.0000000	261
		Sales	Sales	743.3724831	852.3793582	1.1880000	4432.14	469.1690000	261
		Profit	Profit	76.4045211	304.2770572	-1003.18	1990.03	23.5000000	261

ValueSegment	N Obs	Variable	Label	Mean	Std Dev	Minimum	Maximum	Median	N
Mid-Value	585	Age	Age	27.1111111	13.0697403	12.0000000	60.0000000	23.0000000	585
		Frequency	Frequency	13.8324786	5.3474458	3.0000000	37.0000000	13.0000000	585
		Recency	Recency	109.8991453	117.4082347	0	835.0000000	71.0000000	585
		Sales	Sales	3036.00	2078.07	156.7600000	12209.44	2575.86	585
		Profit	Profit	382.0935556	752.4796527	-6628.17	3036.13	285.8800000	585

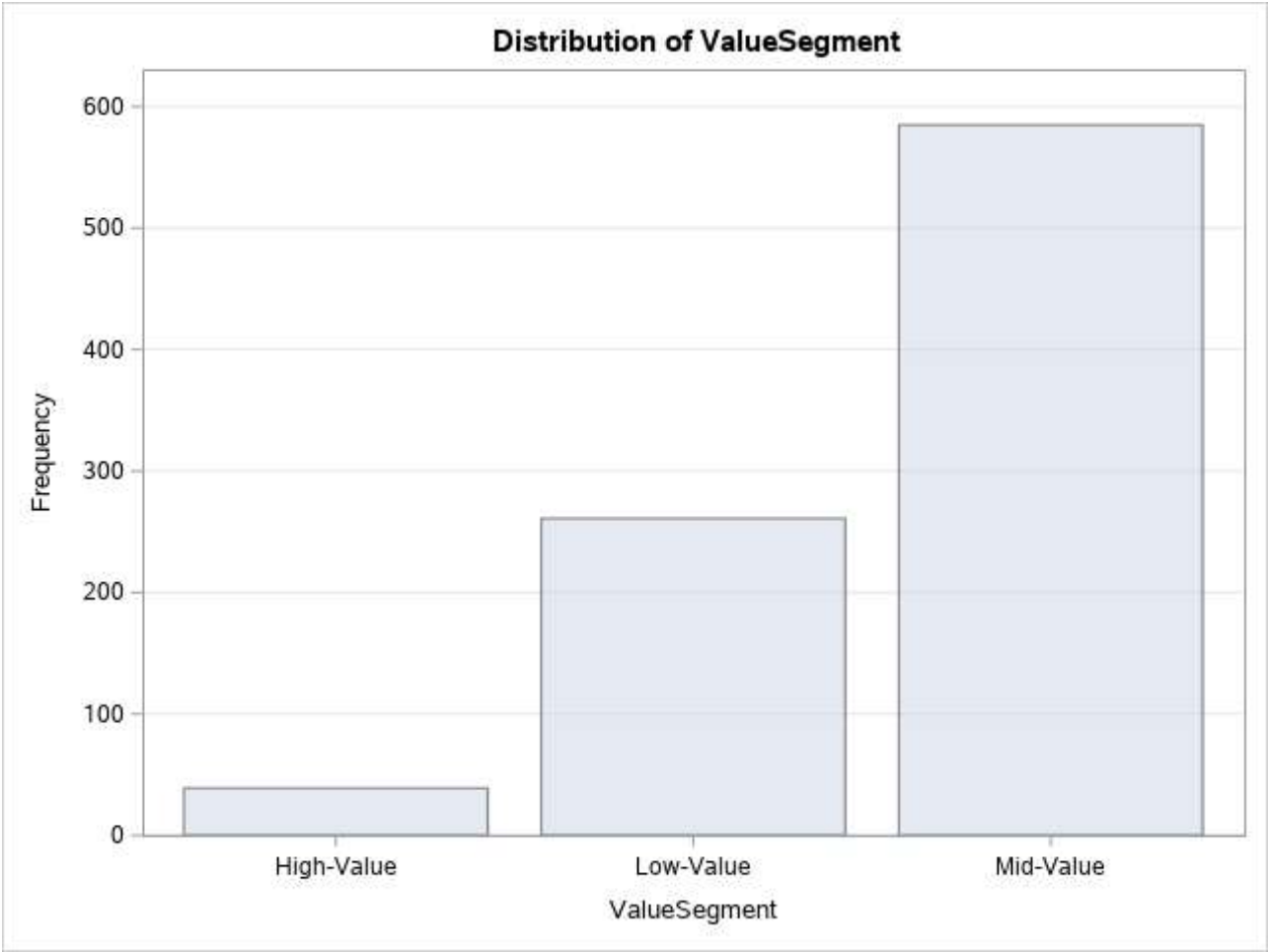
5 Variables: Age Recency Frequency Sales Profit

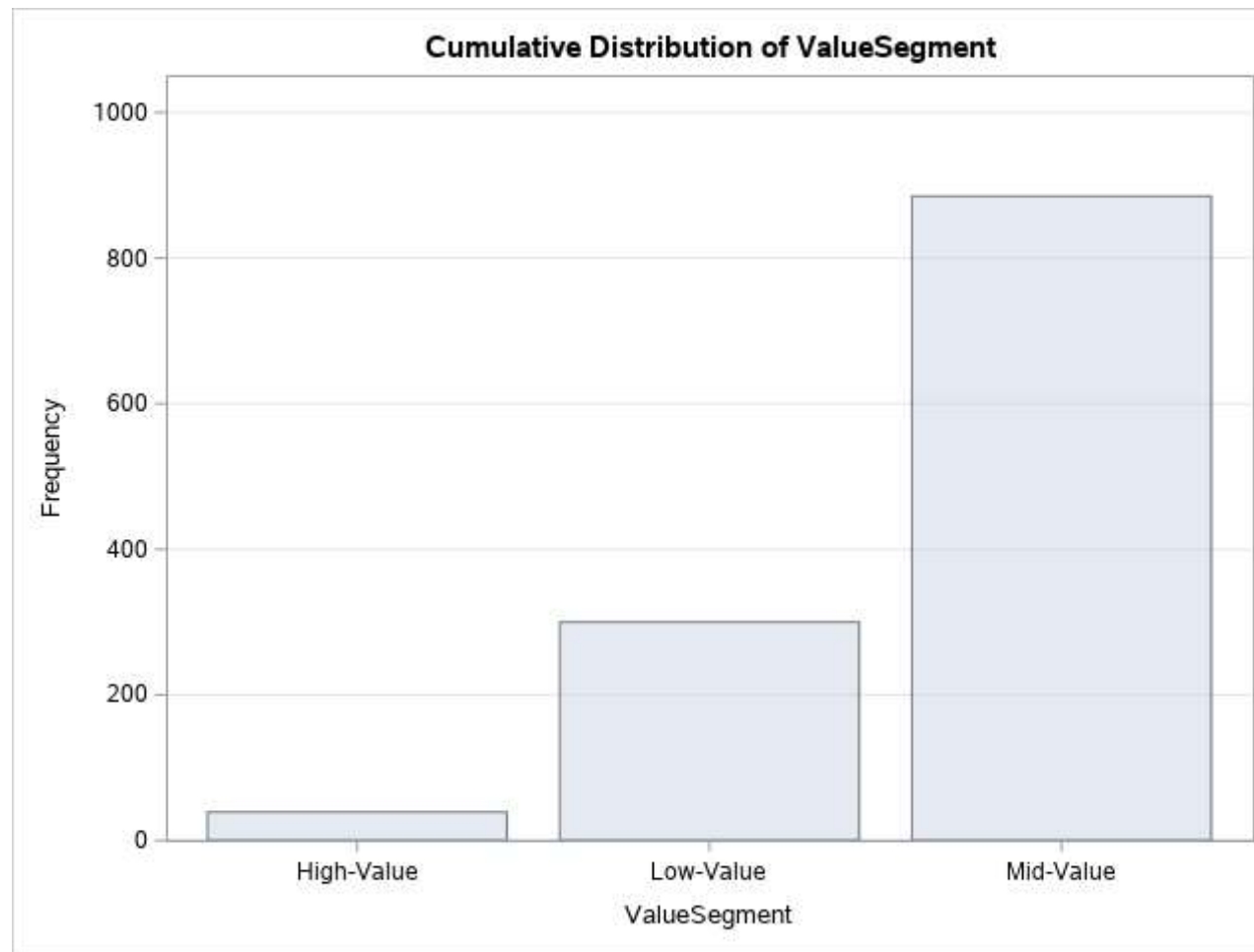
Pearson Correlation Coefficients, N = 885					
	Age	Recency	Frequency	Sales	Profit
Age Age	1.00000	0.02729	-0.00340	0.10233	-0.00977
Recency Recency	0.02729	1.00000	-0.52405	-0.30940	-0.13628
Frequency Frequency	-0.00340	-0.52405	1.00000	0.59611	0.24632
Sales Sales	0.10233	-0.30940	0.59611	1.00000	0.51467
Profit Profit	-0.00977	-0.13628	0.24632	0.51467	1.00000



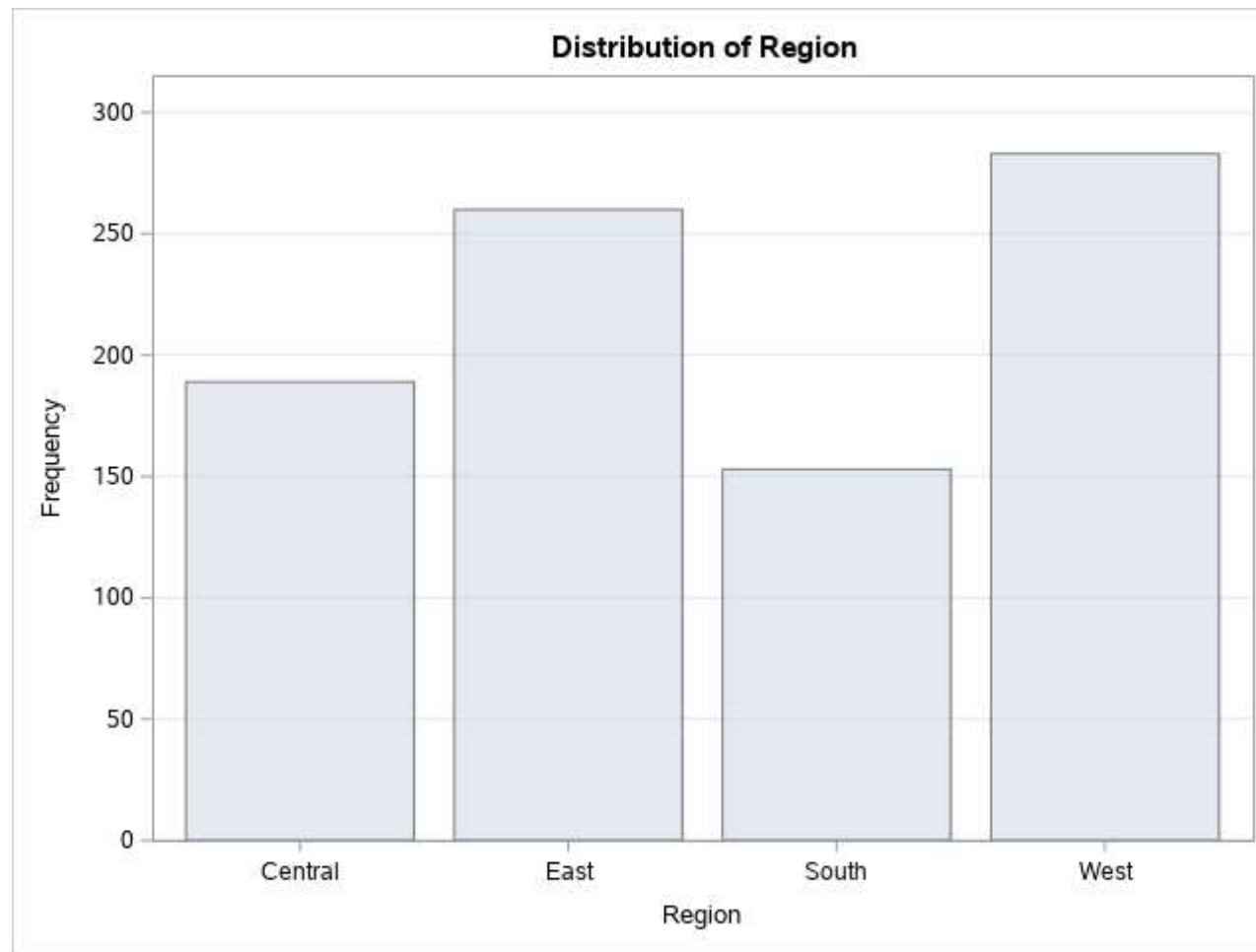
ValueSegment				
ValueSegment	Frequency	Percent	Cumulative Frequency	Cumulative Percent

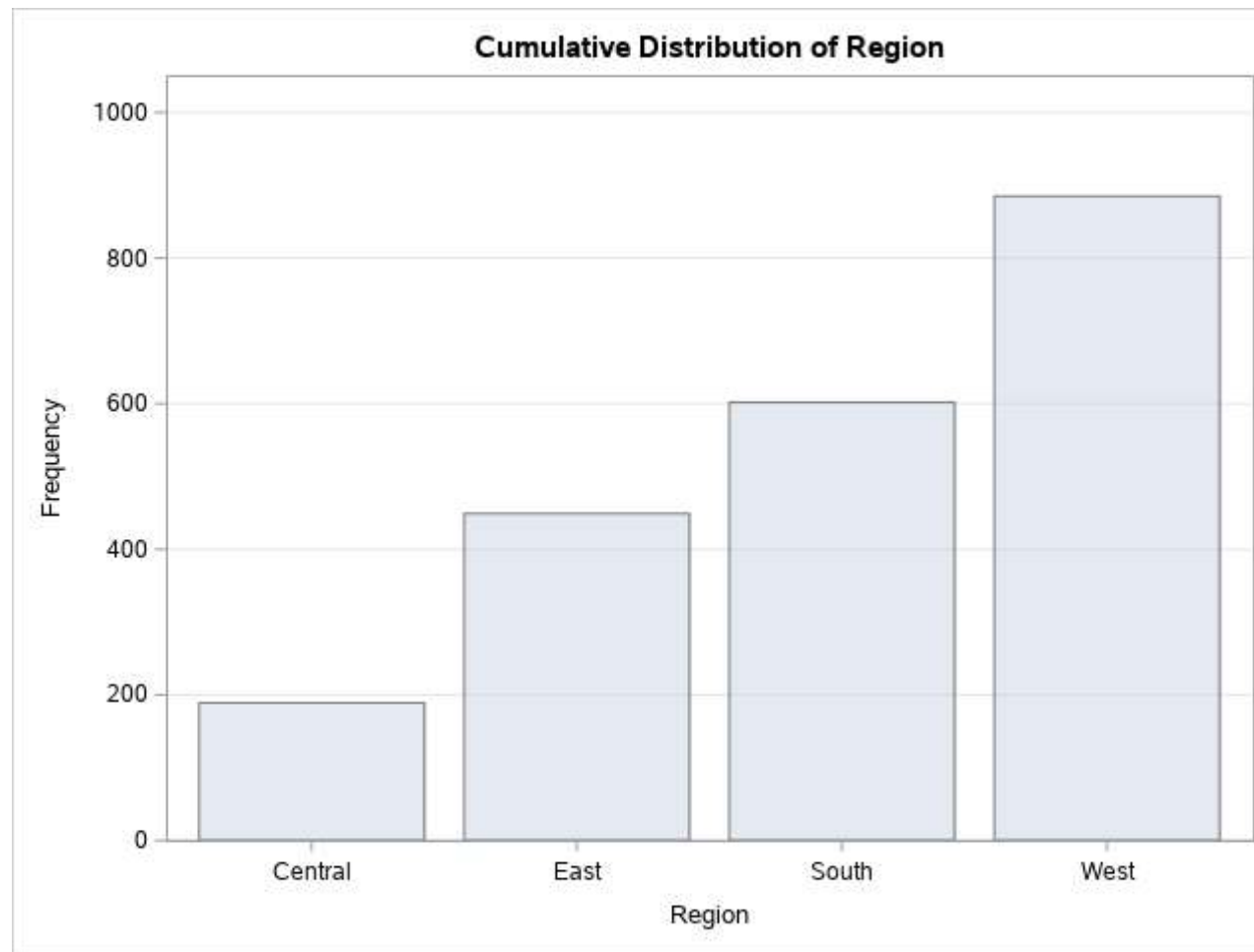
ValueSegment				
ValueSegment	Frequency	Percent	Cumulative Frequency	Cumulative Percent
High-Value	39	4.41	39	4.41
Low-Value	261	29.49	300	33.90
Mid-Value	585	66.10	885	100.00



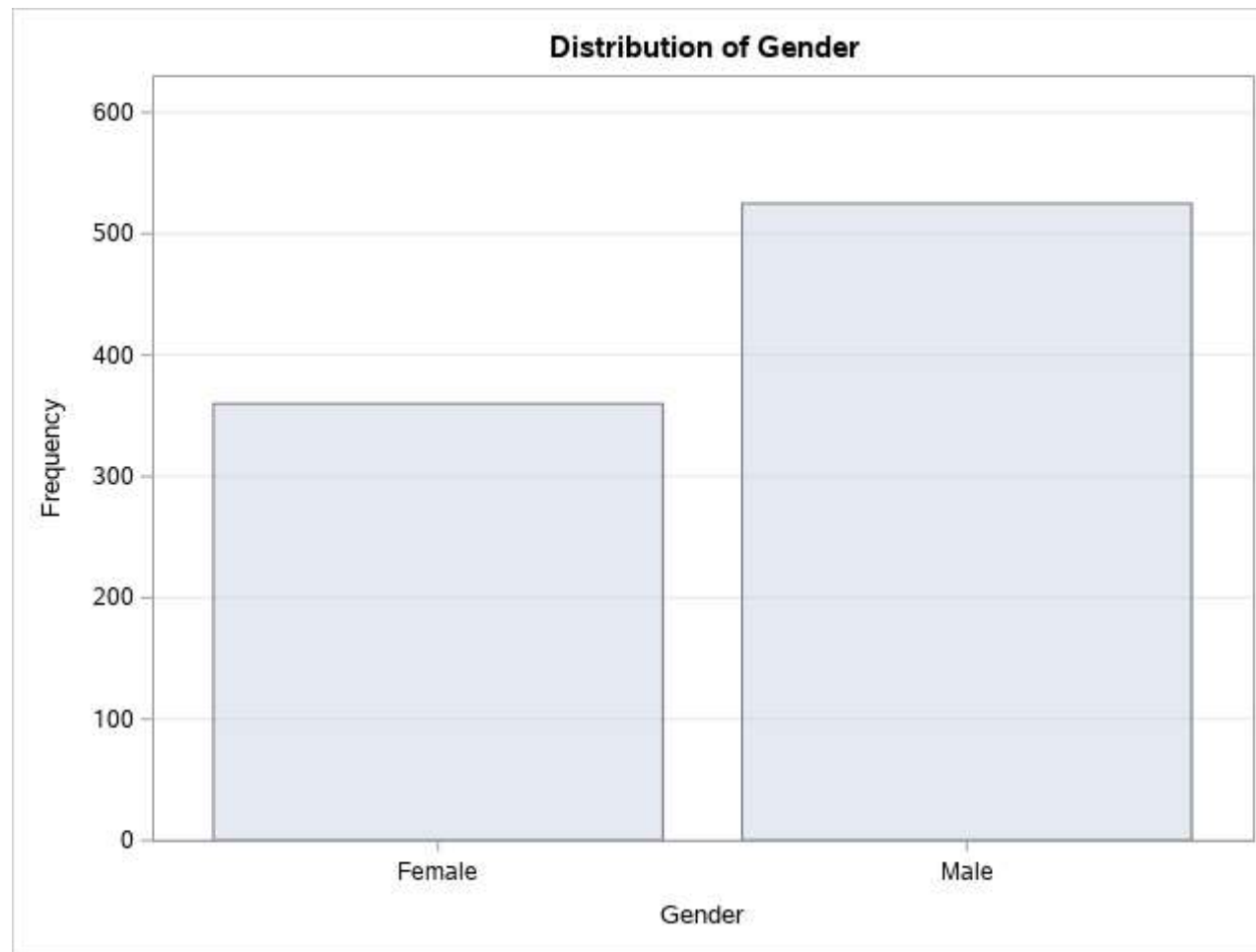


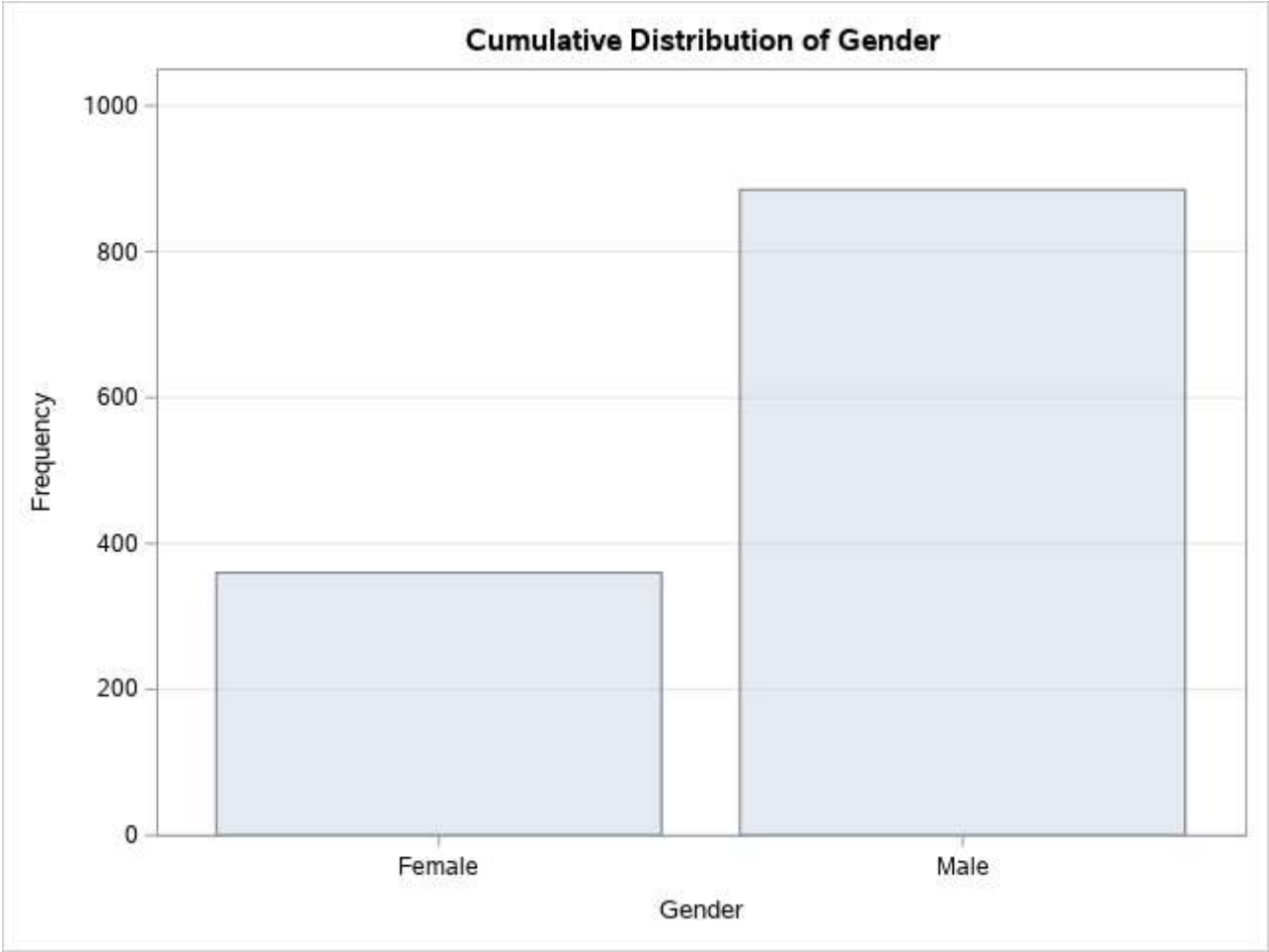
Region				
Region	Frequency	Percent	Cumulative Frequency	Cumulative Percent
Central	189	21.36	189	21.36
East	260	29.38	449	50.73
South	153	17.29	602	68.02
West	283	31.98	885	100.00





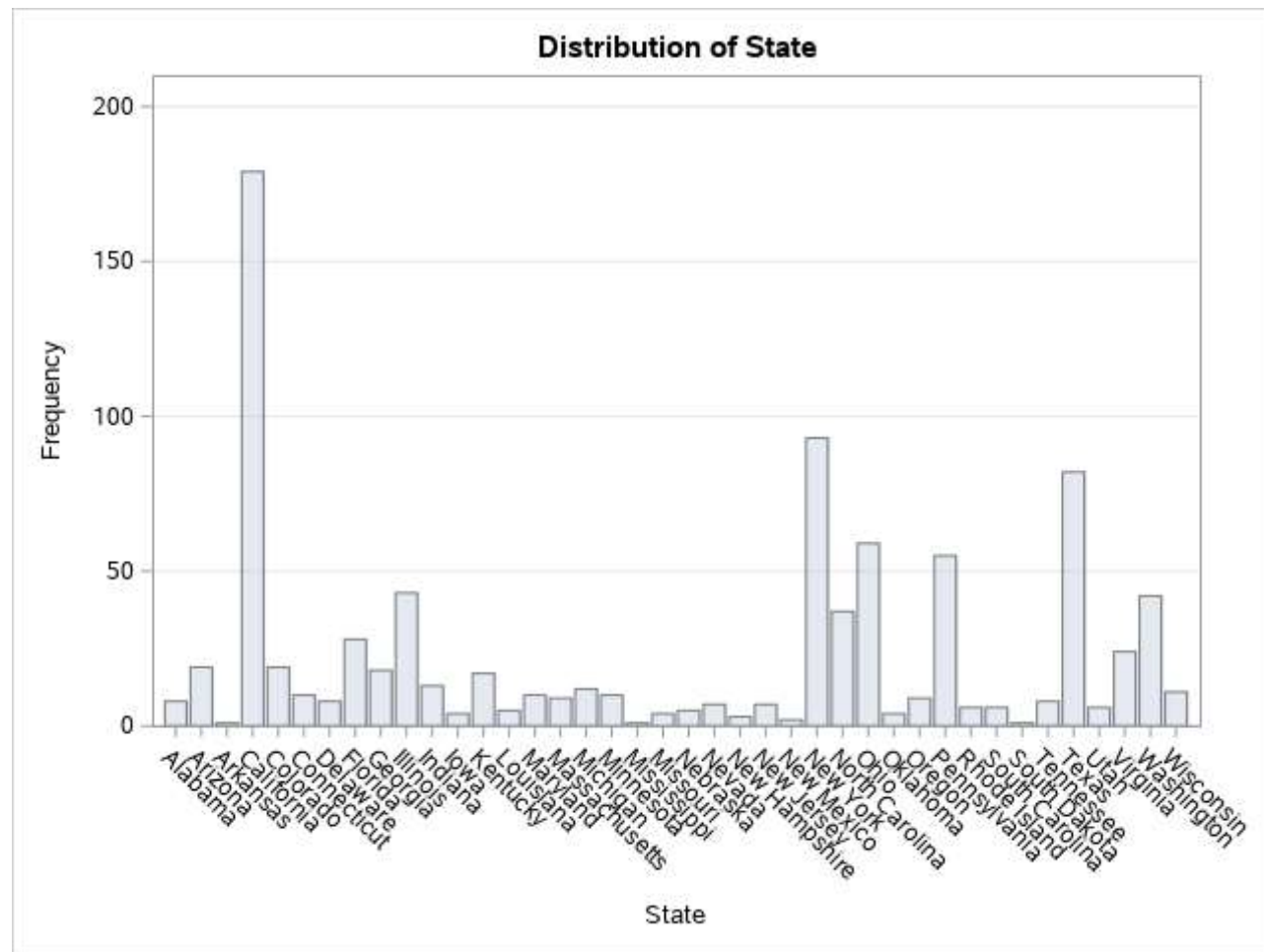
Gender				
Gender	Frequency	Percent	Cumulative Frequency	Cumulative Percent
Female	360	40.68	360	40.68
Male	525	59.32	885	100.00

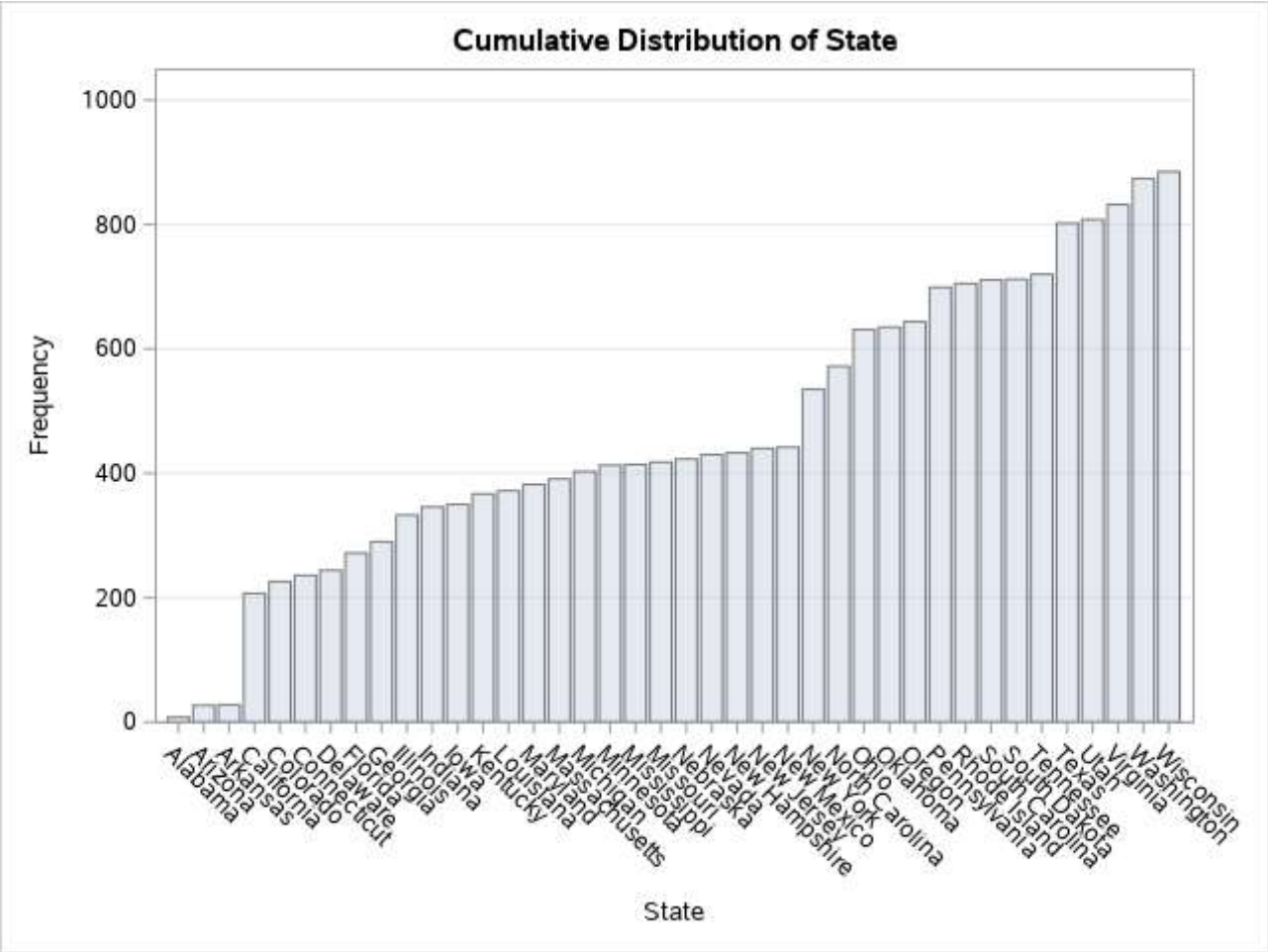




State				
State	Frequency	Percent	Cumulative Frequency	Cumulative Percent
Alabama	8	0.90	8	0.90
Arizona	19	2.15	27	3.05
Arkansas	1	0.11	28	3.16
California	179	20.23	207	23.39
Colorado	19	2.15	226	25.54
Connecticut	10	1.13	236	26.67
Delaware	8	0.90	244	27.57
Florida	28	3.16	272	30.73
Georgia	18	2.03	290	32.77

State				
State	Frequency	Percent	Cumulative Frequency	Cumulative Percent
Illinois	43	4.86	333	37.63
Indiana	13	1.47	346	39.10
Iowa	4	0.45	350	39.55
Kentucky	17	1.92	367	41.47
Louisiana	5	0.56	372	42.03
Maryland	10	1.13	382	43.16
Massachusetts	9	1.02	391	44.18
Michigan	12	1.36	403	45.54
Minnesota	10	1.13	413	46.67
Mississippi	1	0.11	414	46.78
Missouri	4	0.45	418	47.23
Nebraska	5	0.56	423	47.80
Nevada	7	0.79	430	48.59
New Hampshire	3	0.34	433	48.93
New Jersey	7	0.79	440	49.72
New Mexico	2	0.23	442	49.94
New York	93	10.51	535	60.45
North Carolina	37	4.18	572	64.63
Ohio	59	6.67	631	71.30
Oklahoma	4	0.45	635	71.75
Oregon	9	1.02	644	72.77
Pennsylvania	55	6.21	699	78.98
Rhode Island	6	0.68	705	79.66
South Carolina	6	0.68	711	80.34
South Dakota	1	0.11	712	80.45
Tennessee	8	0.90	720	81.36
Texas	82	9.27	802	90.62
Utah	6	0.68	808	91.30
Virginia	24	2.71	832	94.01
Washington	42	4.75	874	98.76
Wisconsin	11	1.24	885	100.00





CustomerType				
CustomerType	Frequency	Percent	Cumulative Frequency	Cumulative Percent
Consumer	568	64.18	568	64.18
Corporate	166	18.76	734	82.94
Home Office	151	17.06	885	100.00

