

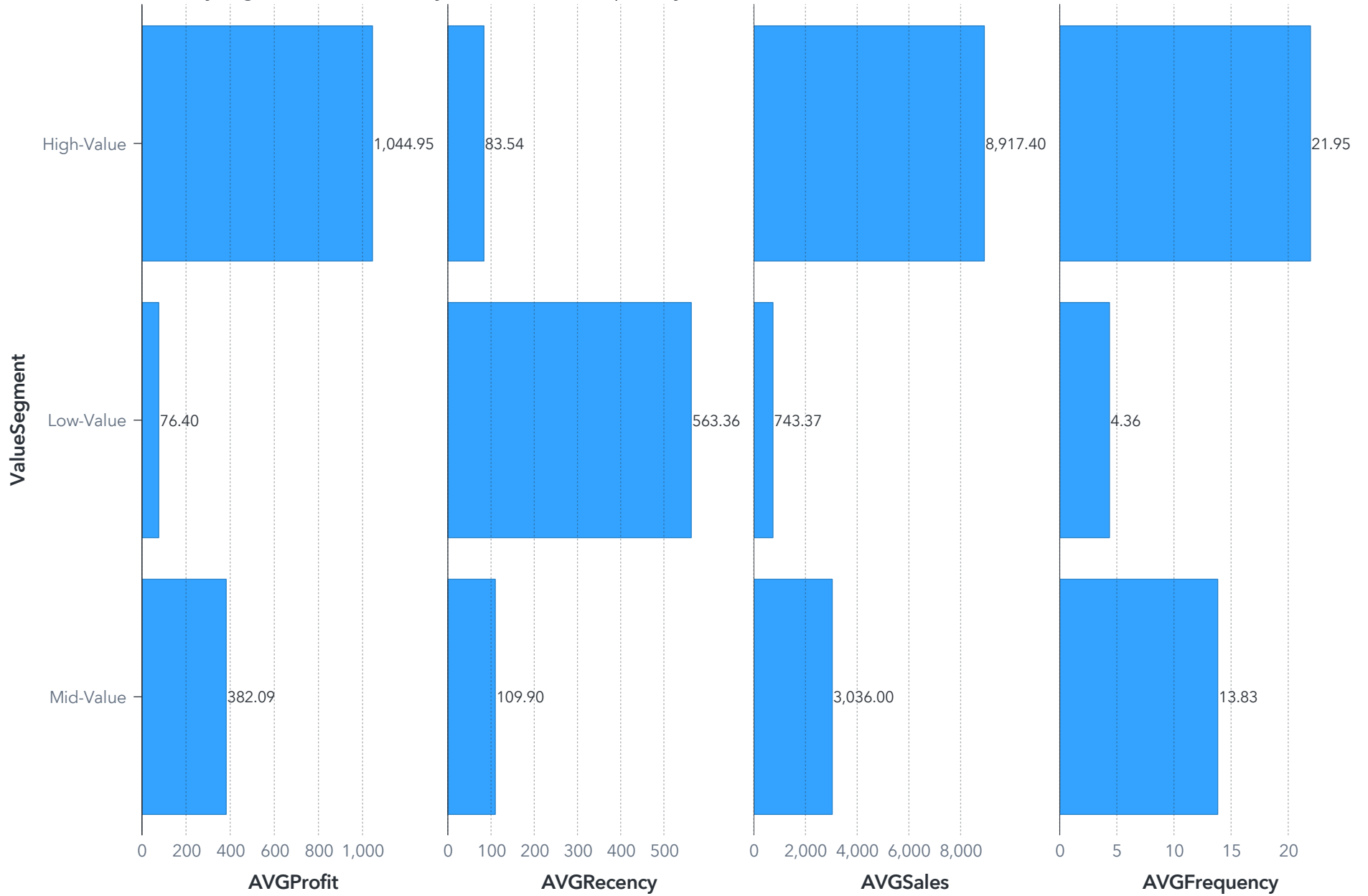
# Customer Value Data Exploration

Creation Date: Saturday, June 4, 2022 02:11:53 AM

Author: gladys.patricia@student.umn.ac.id

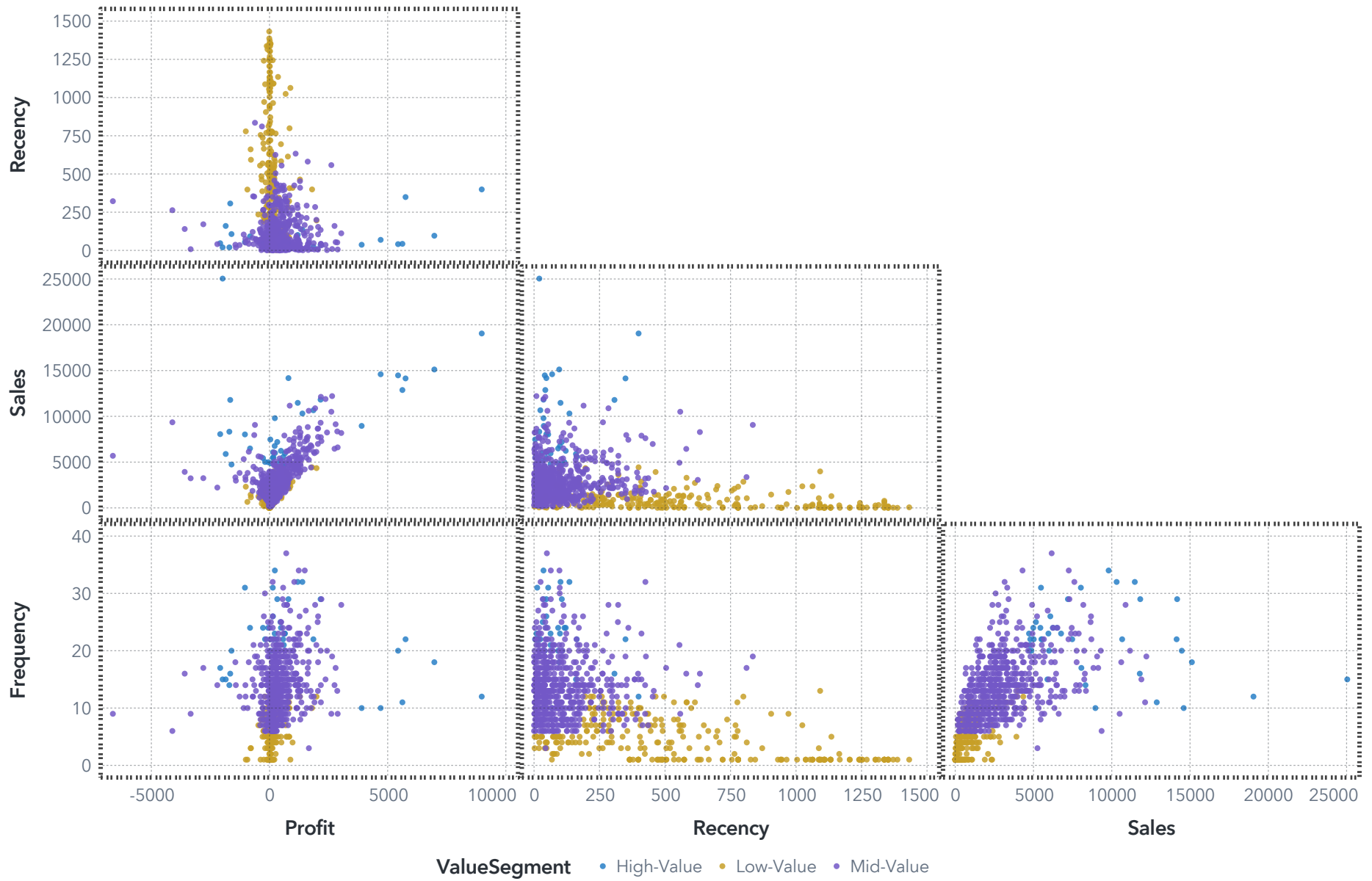
## Cust Value

Customer Value by Age, Profit, Recency, Purchase Frequency, and Sales



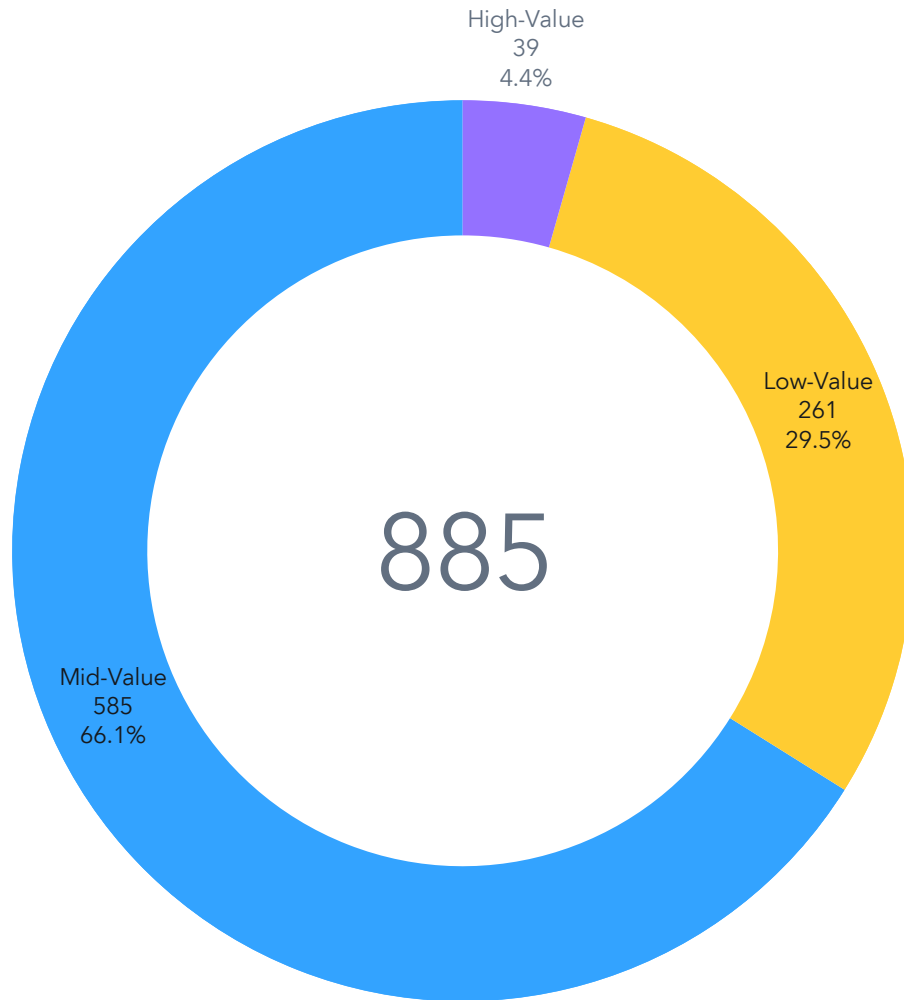
## Scatter Plot

Scatter Plot of Selected Measures



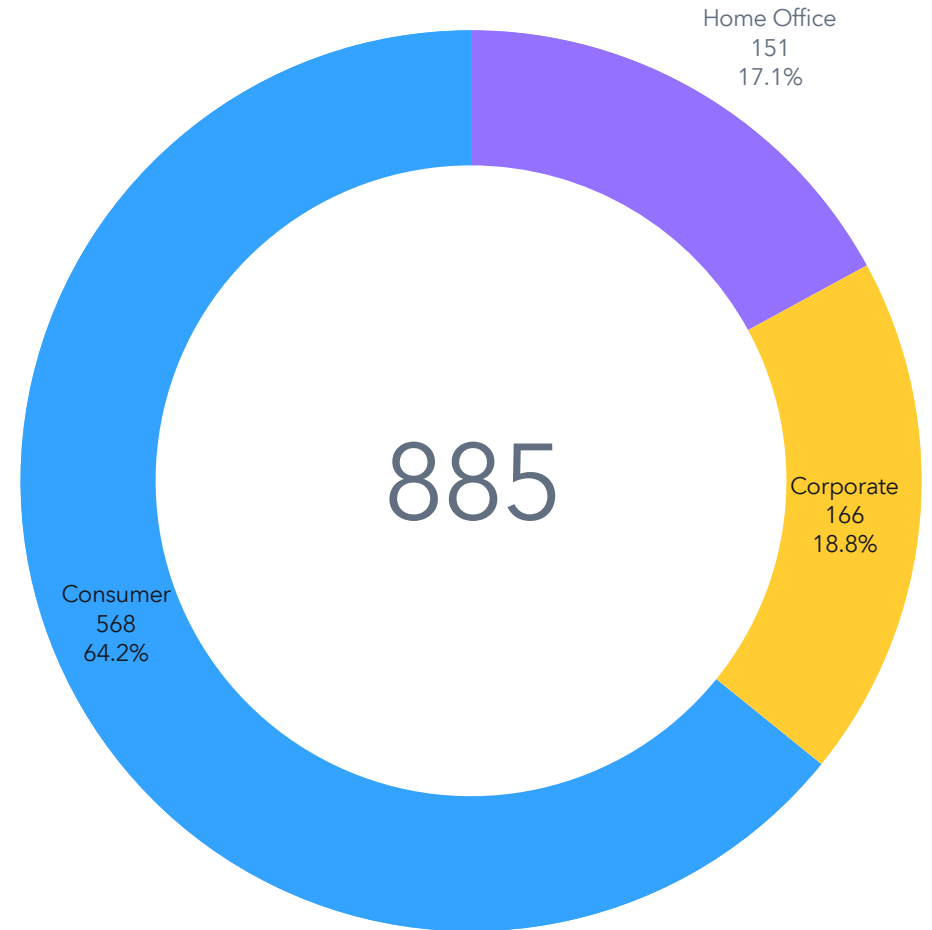
## Frequency

Frequency of ValueSegment  
Frequency



**ValueSegment**  
■ Mid-Value ■ Low-Value ■ High-Value

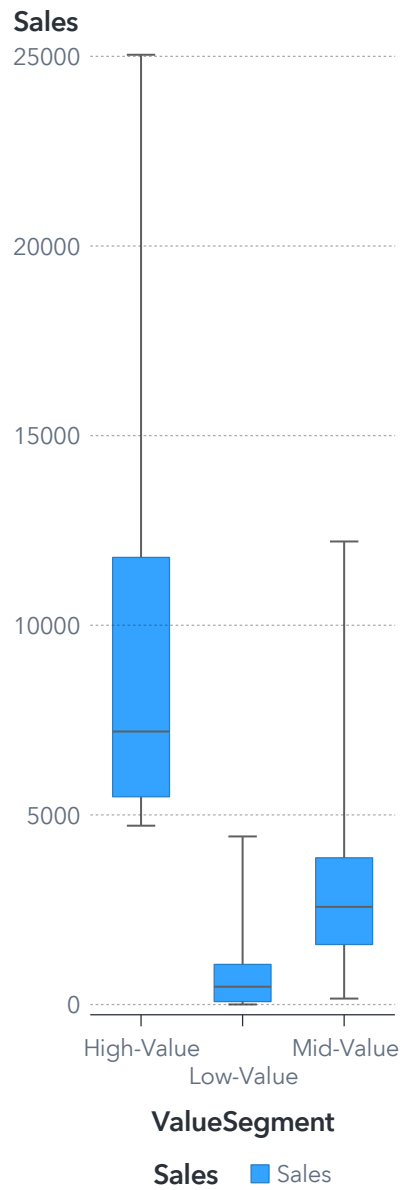
Frequency of CustomerType  
Frequency



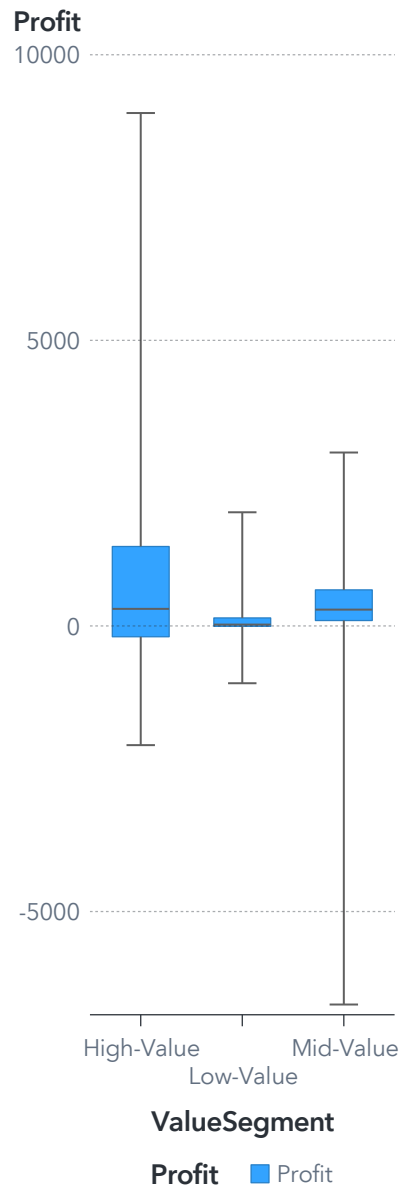
**CustomerType**  
■ Consumer ■ Corporate ■ Home Office

## Outlier Detection

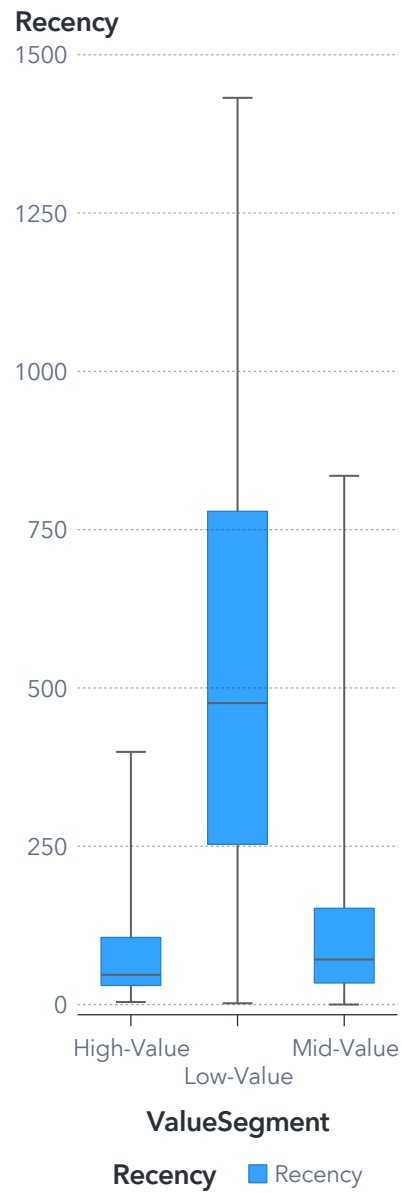
### Sales by ValueSegment



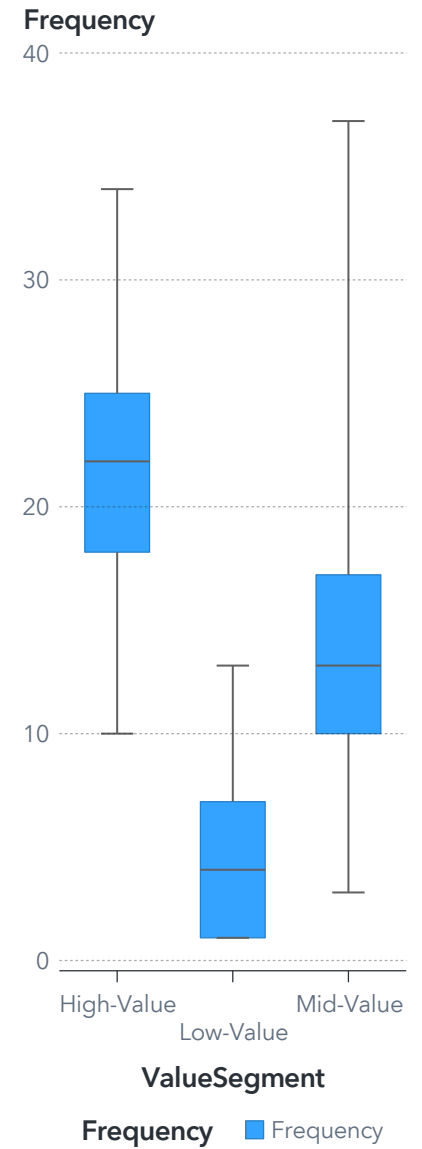
### Profit by ValueSegment



### Recency by ValueSegment



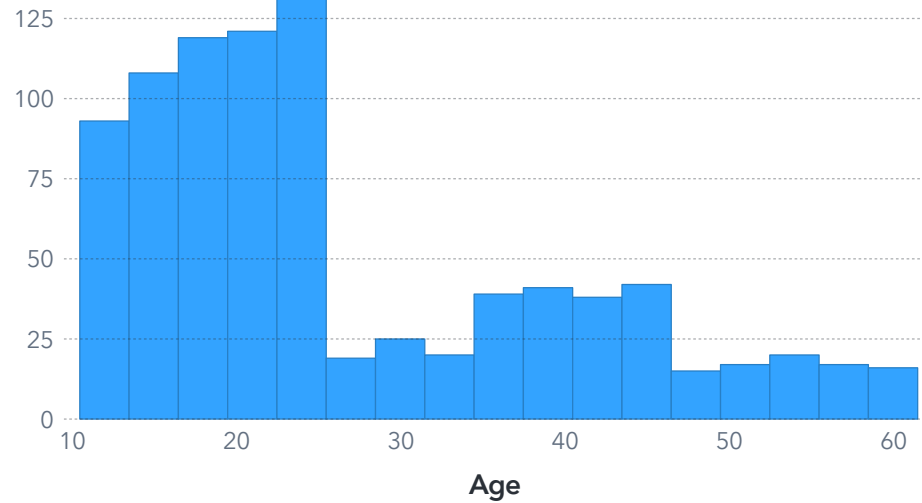
### Frequency by ValueSegment



## Distribution

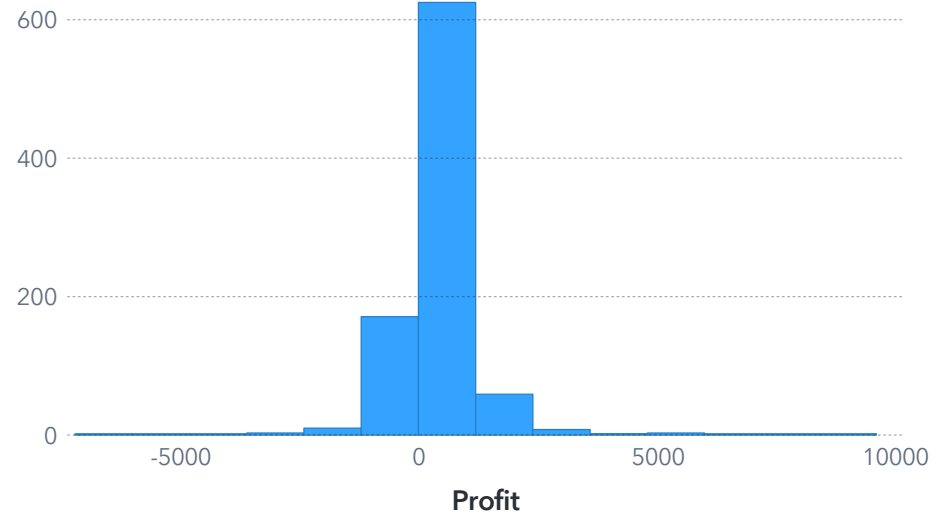
Frequency of Age

Frequency



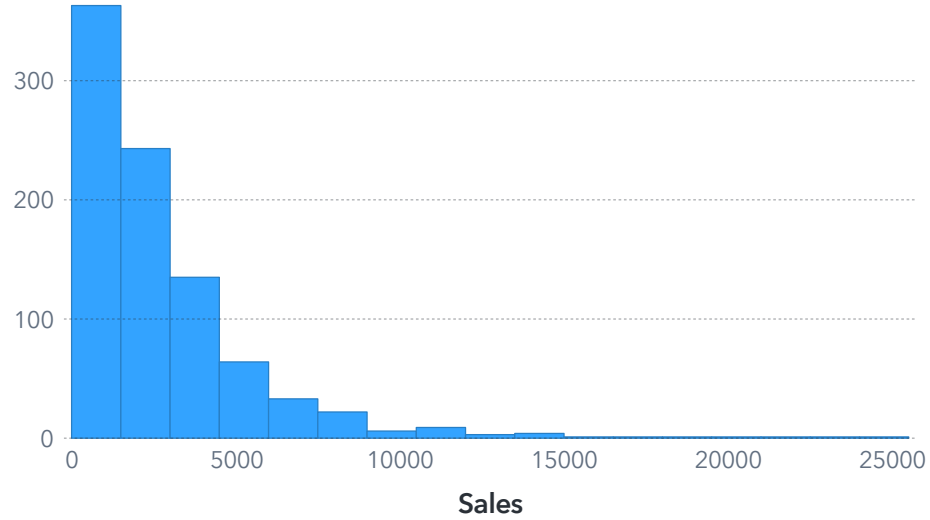
Frequency of Profit

Frequency



Frequency of Sales

Frequency



Frequency of Frequency

Frequency

