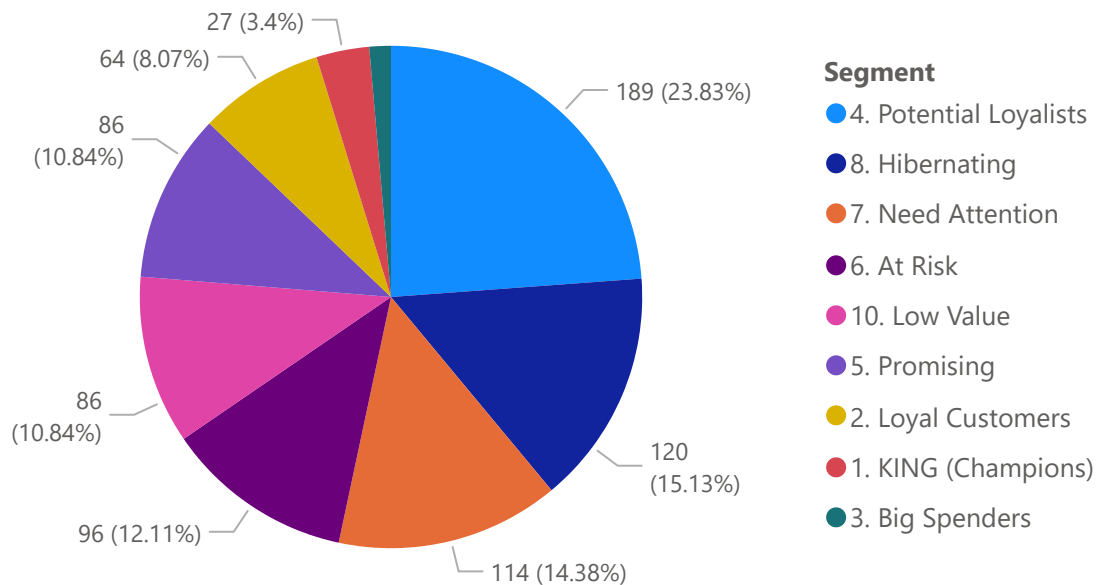


Segmentation

RFM ANALYSIS FROM SUPERSTORE



Segment	Count of Segment	Median of Monetary	Median of Recency	Median of Frequency
4. Potential Loyalists	189	12,280.72	41	14
8. Hibernating	120	2,768.01	284	6
7. Need Attention	114	5,968.83	164	12
6. At Risk	96	21,980.36	150	18
10. Low Value	86	14,996.43	123	10
5. Promising	86	3,236.33	34	7
2. Loyal Customers	64	14,080.41	20	16
1. KING (Champions)	27	30,267.98	16	22
3. Big Spenders	11	26,082.31	12	9
Total	793	9,974.65	75	12

Segment	Count of Segment	Median of Monetary_score	Median of Recency_score	Median of Frequency_score
1. KING (Champions)	27	4	4	4
10. Low Value	86	3	2	2
2. Loyal Customers	64	3	4	3
3. Big Spenders	11	4	4	2
4. Potential Loyalists	189	3	3	3
5. Promising	86	1	3	1
6. At Risk	96	4	2	4
7. Need Attention	114	2	2	2
8. Hibernating	120	1	1	1
Total	793	2	3	2