

53

Average recency

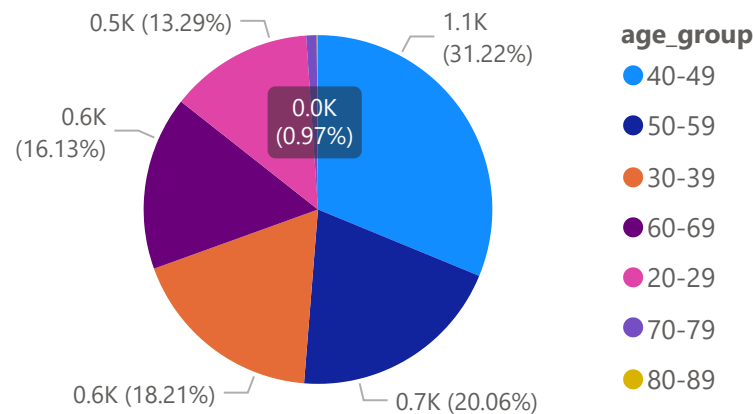
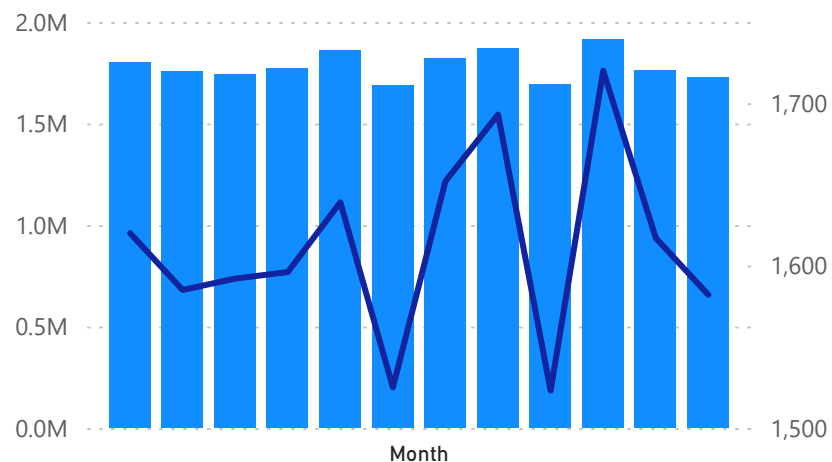
7

Average frequency

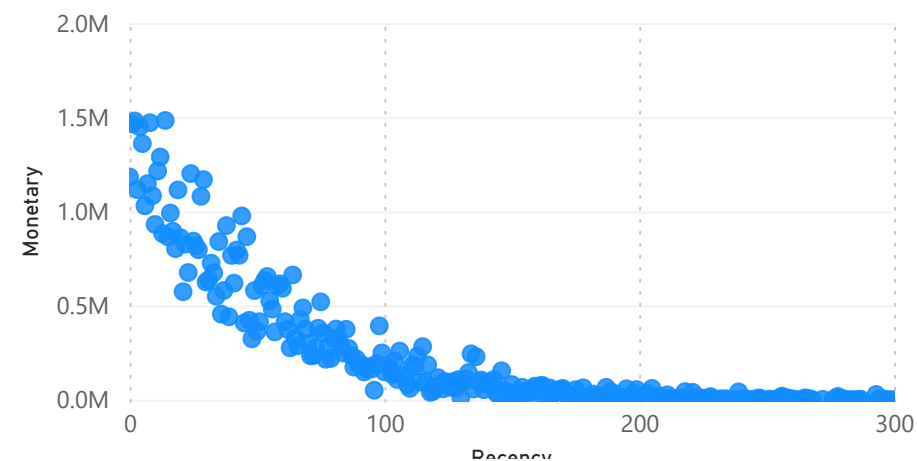
4K

Average monetary

Changes of Revenue and orders

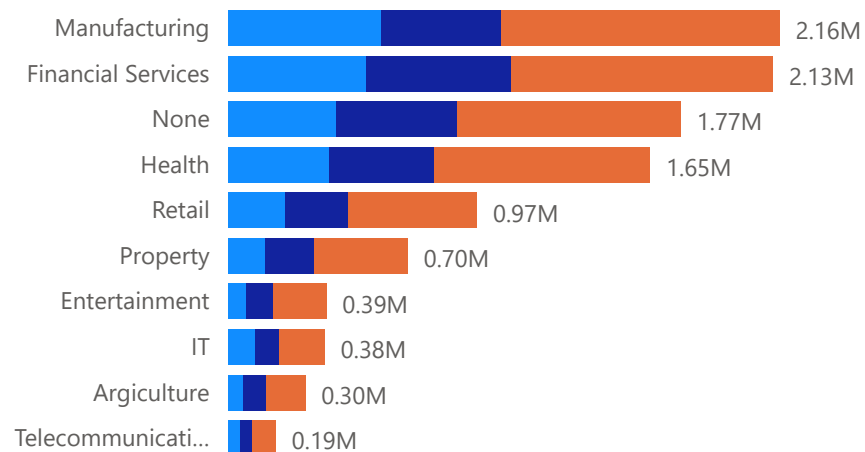


Recency vs Monetary



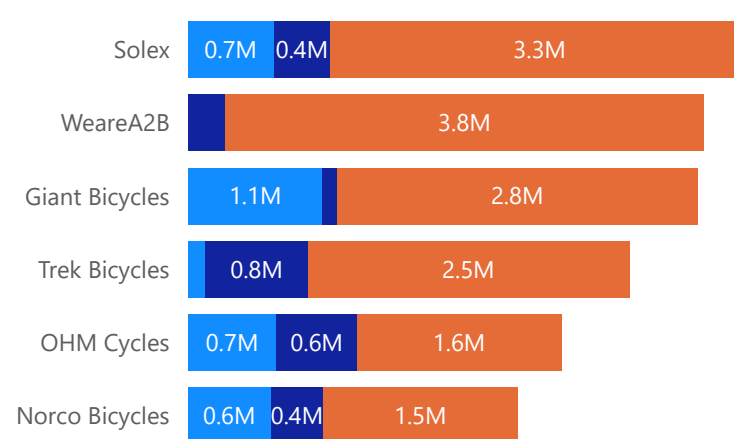
Profit by Industry and wealth_segment

wealth_segment ● Affluent Custo... ● High Net Worth ● Mass Custo...



Top 10 products

product_class ● high ● low ● medium



Profits by customer segmentation

