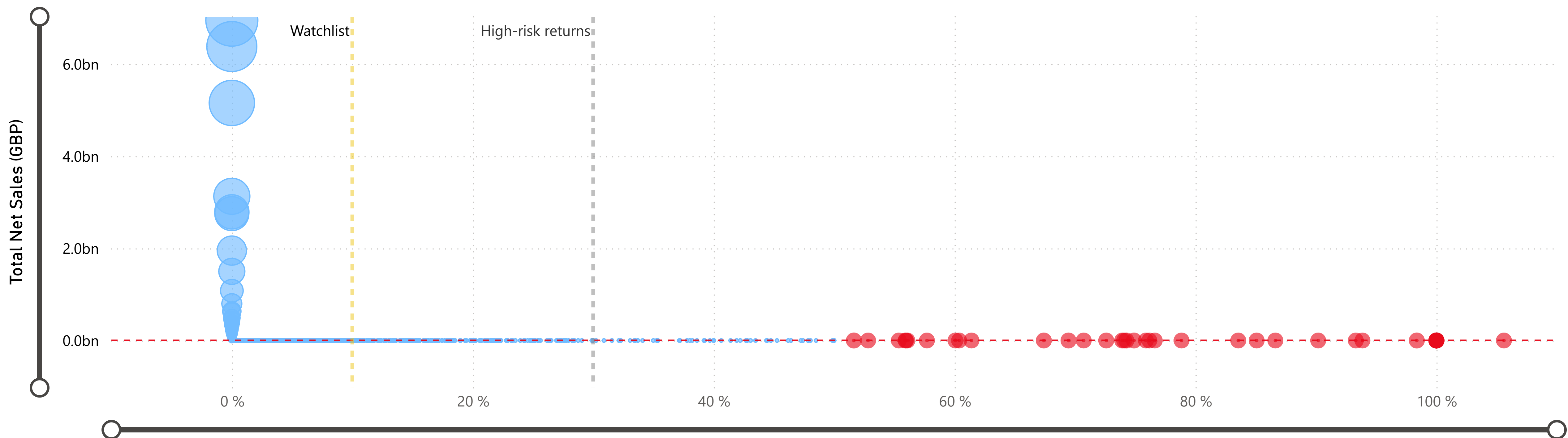


Risk vs Value — Return rate vs Net sales (size = Gross sales)

Risk Flag ● High Risk ● OK



Top customers (low returns)

CustomerID	RFM_Segment	M_Total Net Sales	M_Gross Sales	ReturnRate
0.0869	Hibernating	6,951,890,544.6	£6,951,890,544.60	0.00%
0.0174	At-Risk	6,380,002,599.9	£6,380,002,599.85	0.00%
0.0554	At-Risk	5,155,542,652.2	£5,155,542,652.19	0.00%
0.0542	At-Risk	3,129,779,518.9	£3,129,779,518.85	0.00%
0.2488	Hibernating	2,792,090,922.1	£2,792,090,922.13	0.00%
0.01	At-Risk	2,753,687,559.7	£2,753,687,559.72	0.00%
0.1663	Lost	1,951,444,598.6	£1,951,444,598.55	0.00%
0.2279	Lost	1,500,677,823.3	£1,500,677,823.33	0.00%
0.0288	At-Risk	1,080,056,932.9	£1,080,056,932.93	0.00%
0.0383	At-Risk	798,680,581.9	£798,680,581.88	0.00%
Total		36,627,467,376.3	£36,627,467,376.34	

Return Rate %  
Margin Drainers (high returns)

CustomerID	RFM_Segment	M_Total Net Sales	M_Gross Sales	ReturnRate
15749.0	Margin Drainers	21,535.9	£44,534.30	100.00%
14277.0	Margin Drainers	4,324.5	£17,225.81	100.00%
12454.0	Margin Drainers	4,292.7	£16,679.78	100.00%
12536.0	Margin Drainers	4,106.8	£12,601.83	100.00%
14028.0	Margin Drainers	3,175.5	£10,396.50	100.00%
15369.0	Margin Drainers	1,713.4	£6,251.26	100.00%
12592.0	Margin Drainers	1,152.6	£2,582.66	100.00%
14912.0	Margin Drainers	748.6	£1,889.25	100.00%
15098.0	Margin Drainers	649.5	£39,916.50	100.00%
16077.0	Lost	600.0	£2,300.40	100.00%
Total		44,489.9	£163,898.49	