

RETAIL STORE MARKETING ANALYSIS

419

Count of Unique Customer_ID

2897

Count of Description

Year

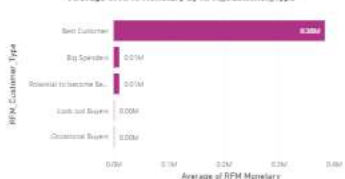
2010

2011

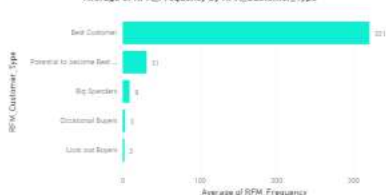
Country

All

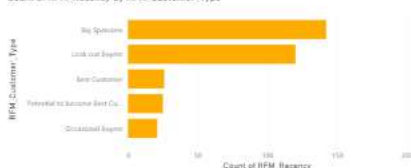
Average of RFM Monetary by RFM_Customer_Type



Average of RFM Frequency by RFM_Customer_Type



Count of RFM Recency by RFM_Customer_Type



StockCode	Description	Count of Country	First RFM_Customer_Type	RFM Overall Co
22014	12 PENCILS SMALL TUBE SKULLS	1	Occasional Buyers	443
21052	WINTER ALL CLASS CANDLES/STICK	1	Occasional Buyers	443
20061	APPLE BATH SPONGE	1	Occasional Buyers	443
415013	ADD FEDERAL PRINT MULTI SCREWDRIVER	1	Occasional Buyers	443
84910	ASSORTED LEDCUB 1-LIGHT HOLDER	1	Occasional Buyers	443
22138	BAKING SET 5 PIECE METHROPOL	1	Occasional Buyers	443
22108	BLACK PEASH 10-PALQUE CHEST	1	Occasional Buyers	443
21402	BLUE EGG SPOON	1	Occasional Buyers	443
845198	CARROT CHARLIE-A-COLA COASTER SET	1	Occasional Buyers	443
22085	CHRISTMAS FLOORING THERMAL POC	1	Occasional Buyers	443
22076	CHRISTMAS LAMP WITH LED CHALKBOARD	1	Occasional Buyers	443
30120	DOUGIE RUBBER	1	Occasional Buyers	443
21017	DOUGRAIT LIP GLOSS	1	Occasional Buyers	443
22080	FOLDING BUTTERFLY MIRROR HOT PINK	1	Occasional Buyers	443
21082	FOLDING BUTTERFLY MIRROR HONEY	1	Occasional Buyers	443
23081	FOLDING BUTTERFLY MIRROR RED	1	Occasional Buyers	443
22057	FOLDING PINK UNION FLAG	1	Occasional Buyers	443
21633	HANGING GLITTER PAULYWORK APPLES	1	Occasional Buyers	443
21271	HEART 1-LIGHT HOLDER WILDE WINKS	1	Occasional Buyers	443
08007	HE LIL ACME HAND SAW/SAW	1	Occasional Buyers	443
21389	HONEY HANGING DECORATION BIRD	1	Occasional Buyers	443
22032	IVORY WICKER HEART LARGE	1	Occasional Buyers	443
21101	JINGLE BELL HEART DECORATIONS	1	Occasional Buyers	443
21344	LUMINO BAG SETS CHRISTMAS	1	Occasional Buyers	443
010108	LUMINO BAG RED IN THERMOP	1	Occasional Buyers	443
Total		37	Best Customer	4

Count of Customer_ID by Country and RFM_Customer_Type

