

SEGMENT	DESCRIPTION	R	F	M
Champions	Bought recently, buy often and spend the most	4 – 5	4 – 5	4 – 5
Loyal Customers	Spend good money. Responsive to promotions	2 – 5	3 – 5	3 – 5
Potential Loyalist	Recent customers, spent good amount, bought more than once	3 – 5	1 – 3	1 – 3
New Customers	Bought more recently, but not often	4 – 5	<= 1	<= 1
Promising	Recent shoppers, but haven't spent much	3 – 4	<= 1	<= 1
Need Attention	Above average recency, frequency & monetary values	2 – 3	2 – 3	2 – 3
About To Sleep	Below average recency, frequency & monetary values	2 – 3	<= 2	<= 2
At Risk	Spent big money, purchased often but long time ago	<= 2	2 – 5	2 – 5
Can't Lose Them	Made big purchases and often, but long time ago	<= 1	4 – 5	4 – 5
Hibernating	Low spenders, low frequency, purchased long time ago	1 – 2	1 – 2	1 – 2
Lost	Lowest recency, frequency & monetary scores	<= 2	<= 2	<= 2