|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| REMAINING POPULATION | | | | |
| A | G | H | I | J |
| Score (end node) | Number contacted | Cost of targeting ($) | Expected Responders | Expected Profit ($) |
| 1 | 780,850 | 1,561,700 | 3904 | -1268800 |
| 2 | 841,000 | 1,682,000 | 5155 | -1293905 |
| 3 | 685.100 | 1,370,200 | 5638 | -947184 |
| 4 | 690,000 | 1,380,000 | 8362 | -752580 |
| 5 | 556,950 | 1,113,900 | 9284 | -417780 |
| 6 | 425,000 | 850,000 | 9549 | -133686 |
| 7 | 322,600 | 645,200 | 8839 | 17678 |
| 8 | 199,100 | 398,200 | 5855 | 40985 |
| 9 | 236,800 | 473,600 | 8309 | 149400 |
| 10 | 182,600 | 365,200 | 8695 | 286945 |
| 11 | 80,050 | 160,100 | 6404 | 320200 |
| TOTAL | 5,000,000 | 10,000,100 | 79994 | -3,998,727 |

From starting below(because by this way we can have more profit from targeted customers), to reach at least 25,000 new customers, we have to include 8,9,10,11 segments

…29257 new custumer

1,397,100 dollars we need to get 29257 new customers,

so with 1M dollars we can reach=23424(16 of them from segment 8: we had 1100 dollars more and we can get 16 new custumers by this money)

from 23424 new customers we can have 756657(112 dollars from segment 8) dollars profit.