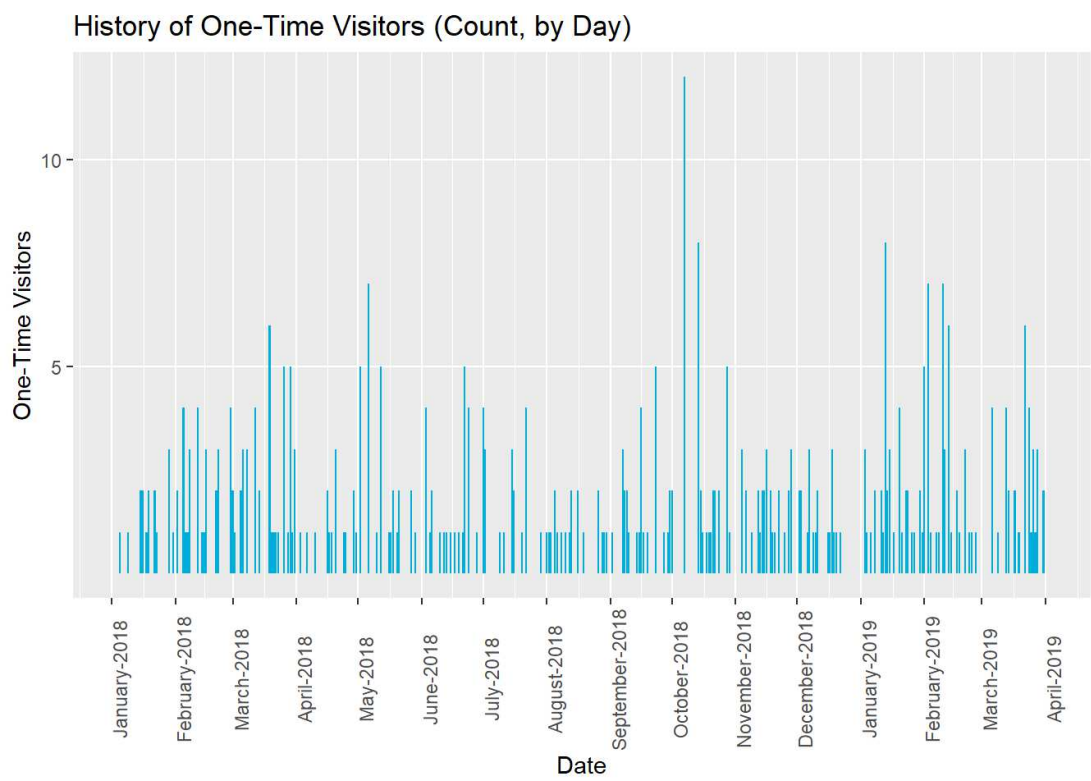
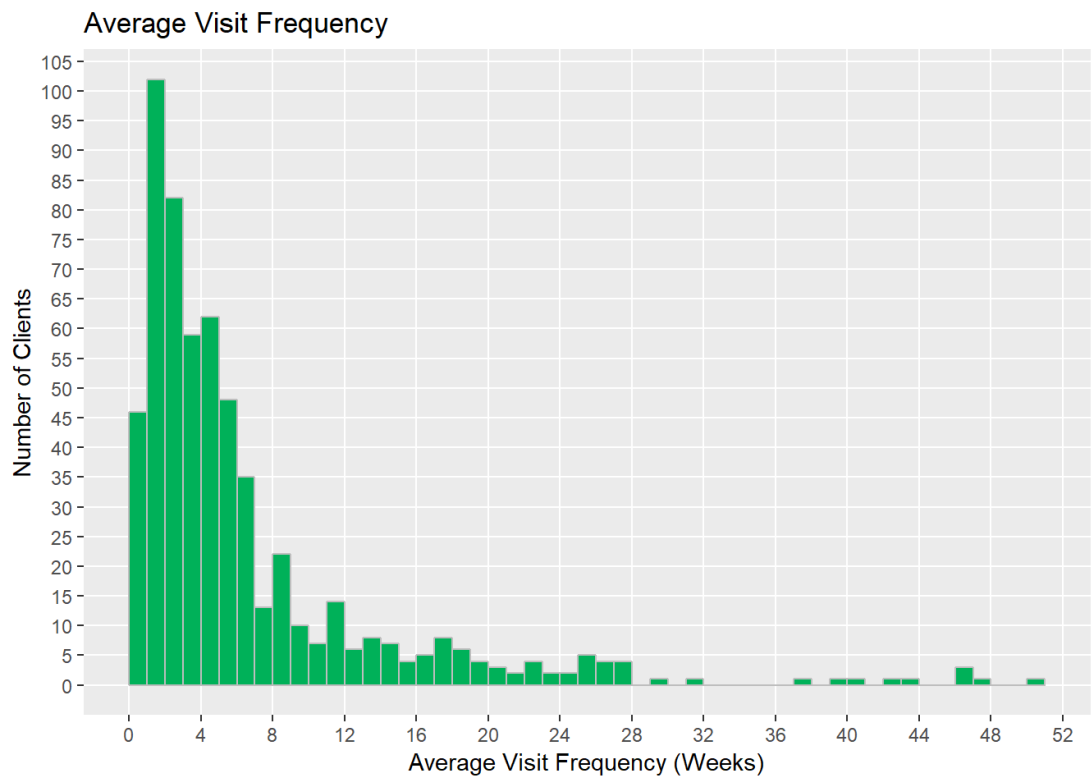


Client Segmentation Analysis

Mike Will

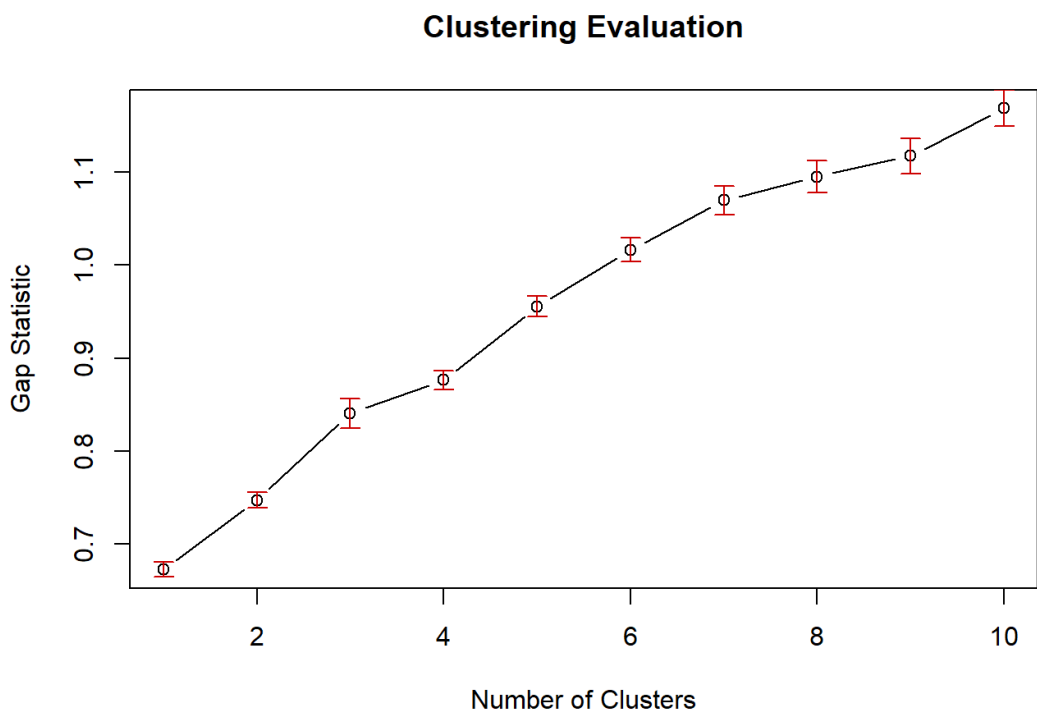
March 31, 2019



Clustering Analysis

Excerpt from Baseline Data Set

Client.ID	AveFreq	Gap	TotalSpend	Private / Massage	Movement	Immersions
100000002	3.209524	1.0000000	312	0.4000000	0.4000000	0.2000000
100000004	4.857143	36.5714286	121	0.6666667	0.0000000	0.3333333
100000009	1.831169	0.7142857	357	0.8571429	0.1428571	0.0000000
100000016	16.571429	52.1428571	79	0.0000000	0.0000000	1.0000000
100000020	3.771429	1.2857143	267	0.8000000	0.2000000	0.0000000

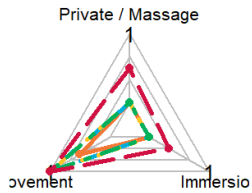


Cluster Sizes

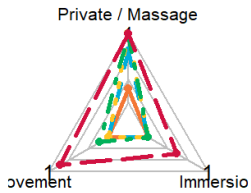
Group 1	Group 2	Group 3
336	279	121

Client Segmentation Demographics

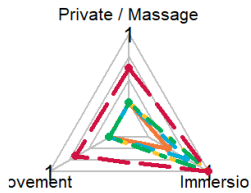
Group 1 Blend (Quantiles)



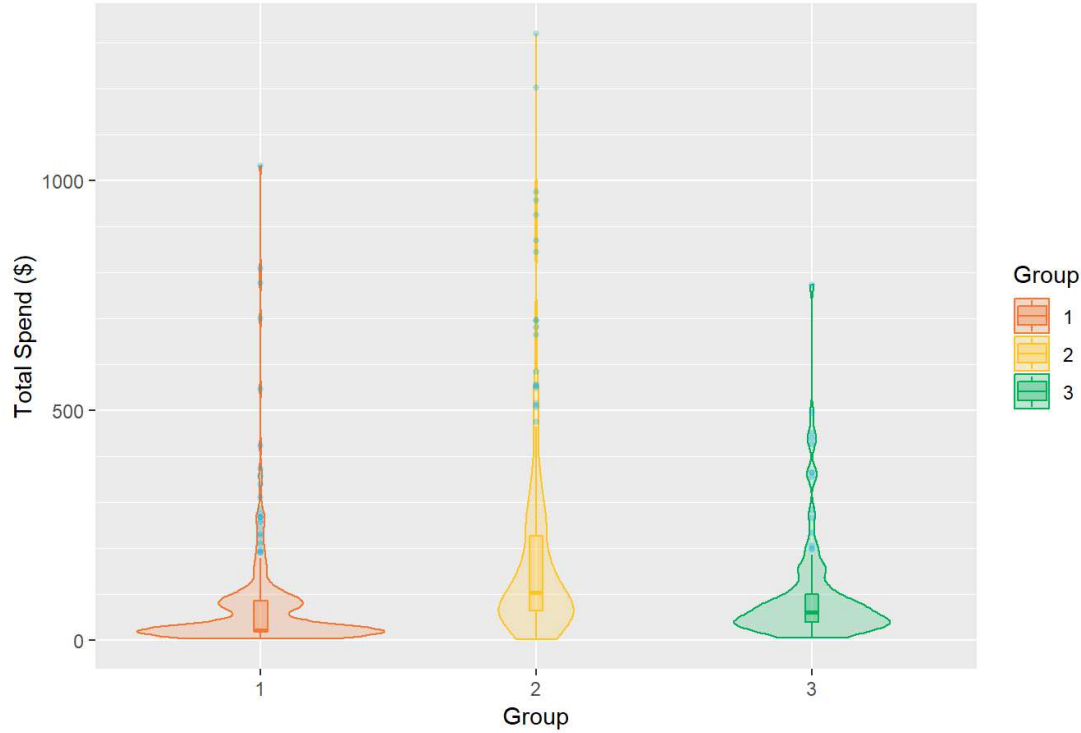
Group 2 Blend (Quantiles)



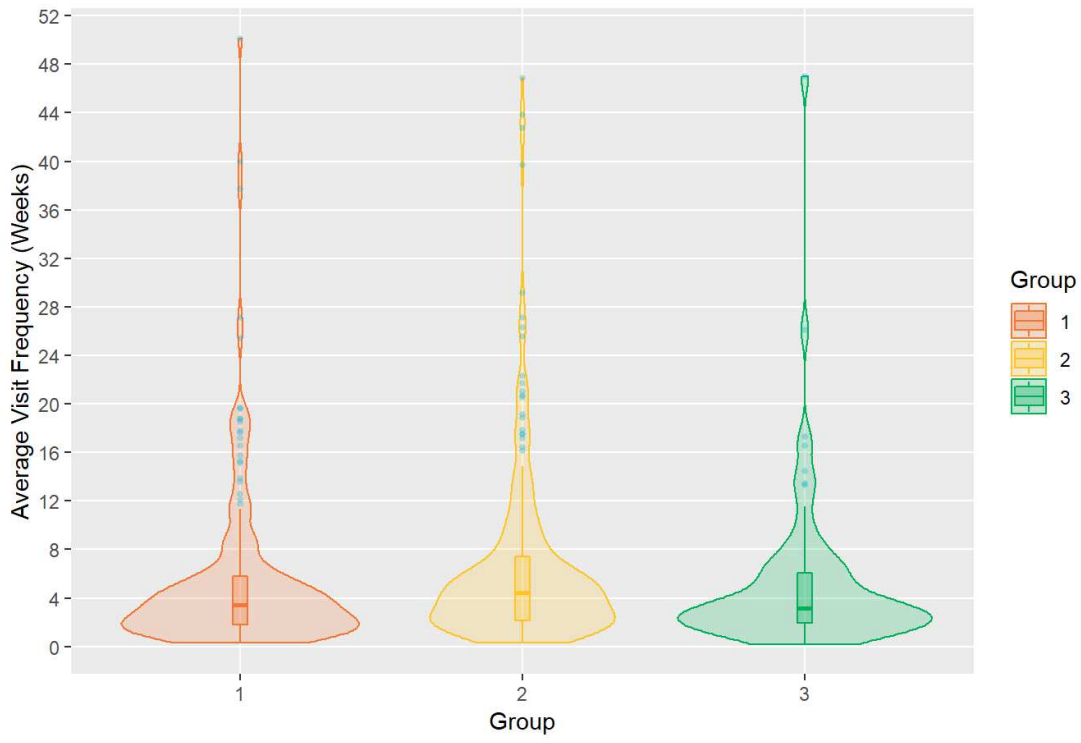
Group 3 Blend (Quantiles)



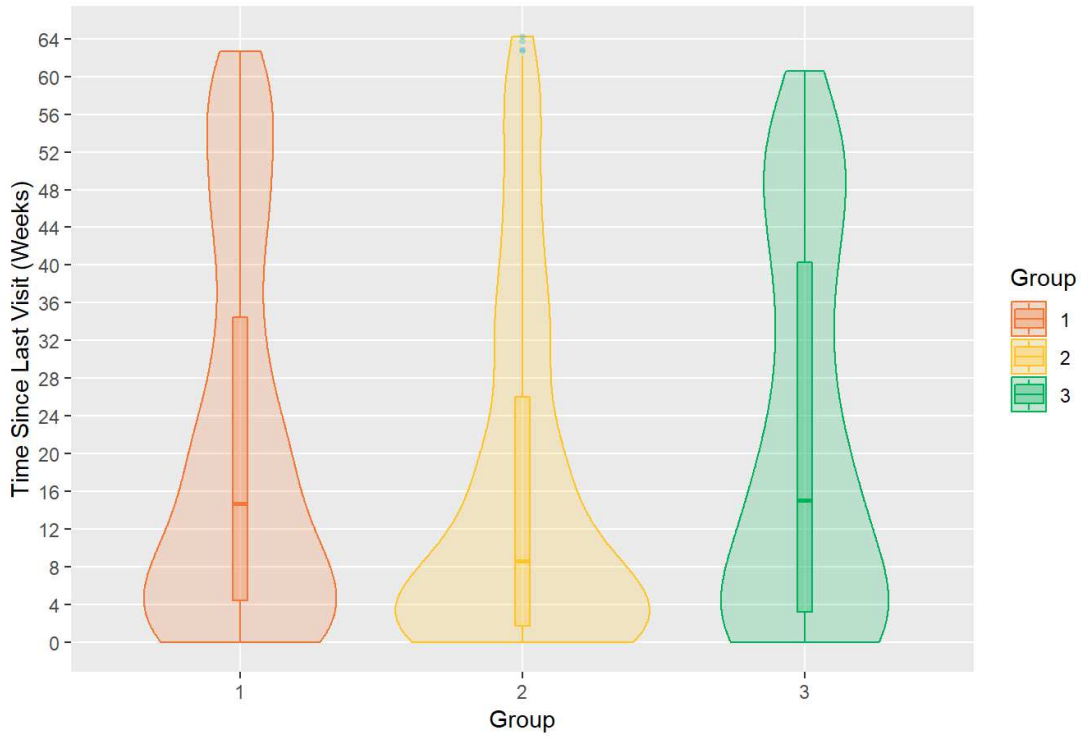
Total Spend, by Group



Average Visit Frequency, by Group



Time Since Last Visit, by Group



Group 1 Representatives

First.name	Last.name	Confidence
Brock	Stamm	0.99
Sterling	Stoltenberg	0.98
Verlie	Cremin	0.98
Meryl	Senger	0.98
Justina	Lockman	0.98
Shantae	Kuvalis	0.97
Jana	Rath	0.97
Hyman	Feeney	0.97
Keri	Aufderhar	0.96
Rogelio	Schroeder	0.96
Trang	Monahan	0.96
Jenice	Feeney	0.96
Mitchel	Kub	0.95
Mose	Feil	0.95
Charissa	Crona	0.95
Salina	Thiel	0.95
Cleo	Harber	0.95
Clemente	Rowe	0.95
Lavinia	Reichert	0.95
Amos	Boyer	0.95

Group 2 Representatives

First.name	Last.name	Confidence
Myles	Glover	0.97
Isabella	Rippin	0.96
Matt	Kuphal	0.95
Monique	Hyatt	0.95
Zofia	Stanton	0.93
Maurice	Nikolaus	0.92
Jone	Rodriguez	0.92
Pat	Nitzsche	0.92
Brendon	Schmitt	0.92
Tillie	Ondricka	0.91
Porter	Carroll	0.91

First.name	Last.name	Confidence
Columbus	O'Keefe	0.91
Zenia	Little	0.91
Stephen	Paucek	0.91
Alyce	Olson	0.91
Charlene	Watsica	0.91
Toby	Steuber	0.90
Dong	Bernhard	0.90
Randal	Zieme	0.90
Tom	Reichel	0.90

Group 3 Representatives

First.name	Last.name	Confidence
Marcelo	Collins	0.88
Karyl	Zemlak	0.86
Whitney	McKenzie	0.86
Freddie	Lebsack	0.86
Noemi	O'Connell	0.86
Cristi	Kozey	0.86
Les	Bogan	0.86
Kathi	Reynolds	0.86
Brandi	Muller	0.85
Emile	Streich	0.85
Wanda	Murray	0.85
Julio	Russel	0.85
Marjorie	Larson	0.85
Eddy	Barrows	0.85
Kirby	Hartmann	0.85
Arthur	Effertz	0.84
Greg	Roob	0.84
Pamella	Steuber	0.84
Rudolf	Doyle	0.84
Camille	Nienow	0.84

Mailing List Output

```
# Mailing List Output
```

```
write.csv(Group1List, file="Group 1 Email List.csv", quote=F, row.names=F)  
write.csv(Group2List, file="Group 2 Email List.csv", quote=F, row.names=F)  
write.csv(Group3List, file="Group 3 Email List.csv", quote=F, row.names=F)  
write.csv(Group4List, file="Group 4 Email List (No Paid Visit History).csv", quote=F, row.names=F)
```