Client Segmentation Analysis

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March 31, 2019

Average Visit Frequency

History of One-Time Visitors (Count, by Day)
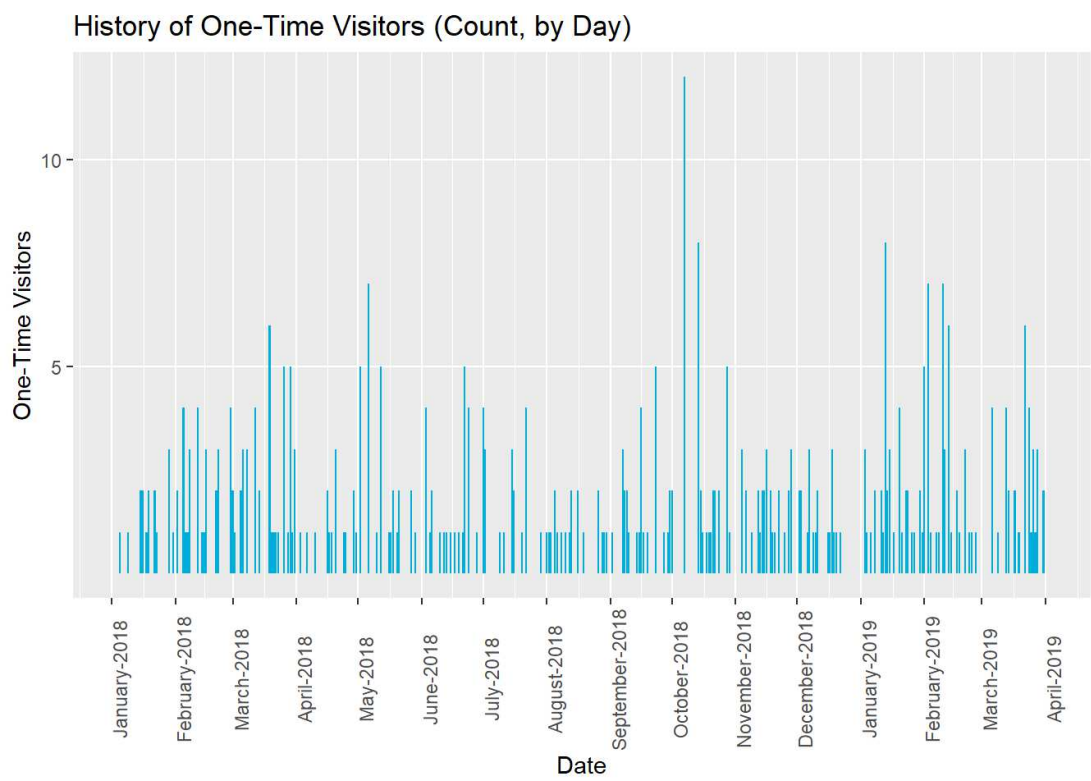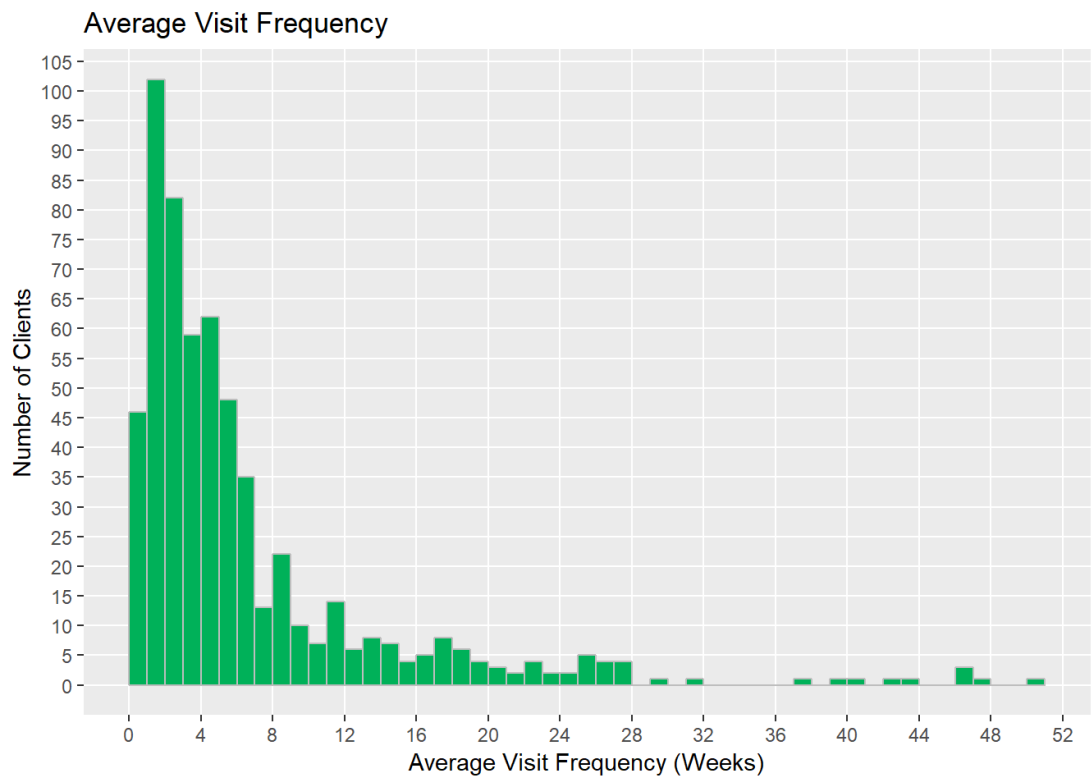
Clustering Analysis

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

Clustering Evaluation
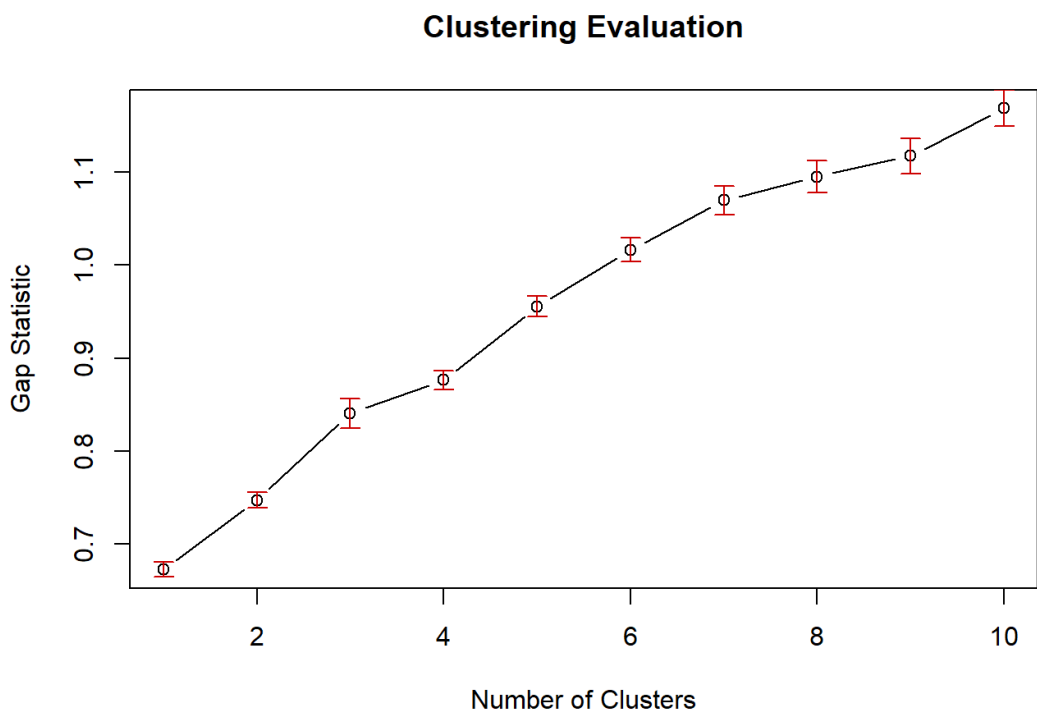
Cluster Sizes

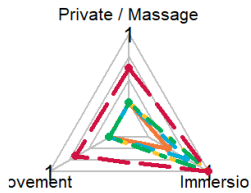| Group 1	Group 2	Group 3
336	279	121

Client Segmentation Demographics

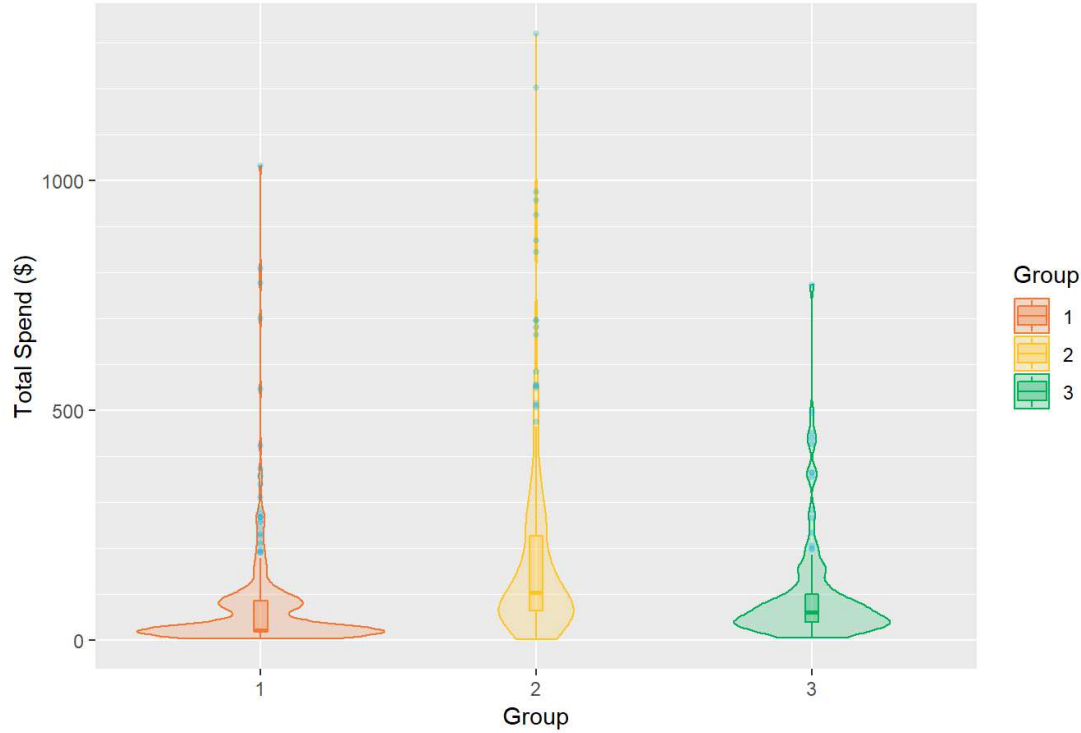**Group 1 Blend (Quantiles)**
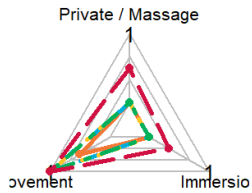
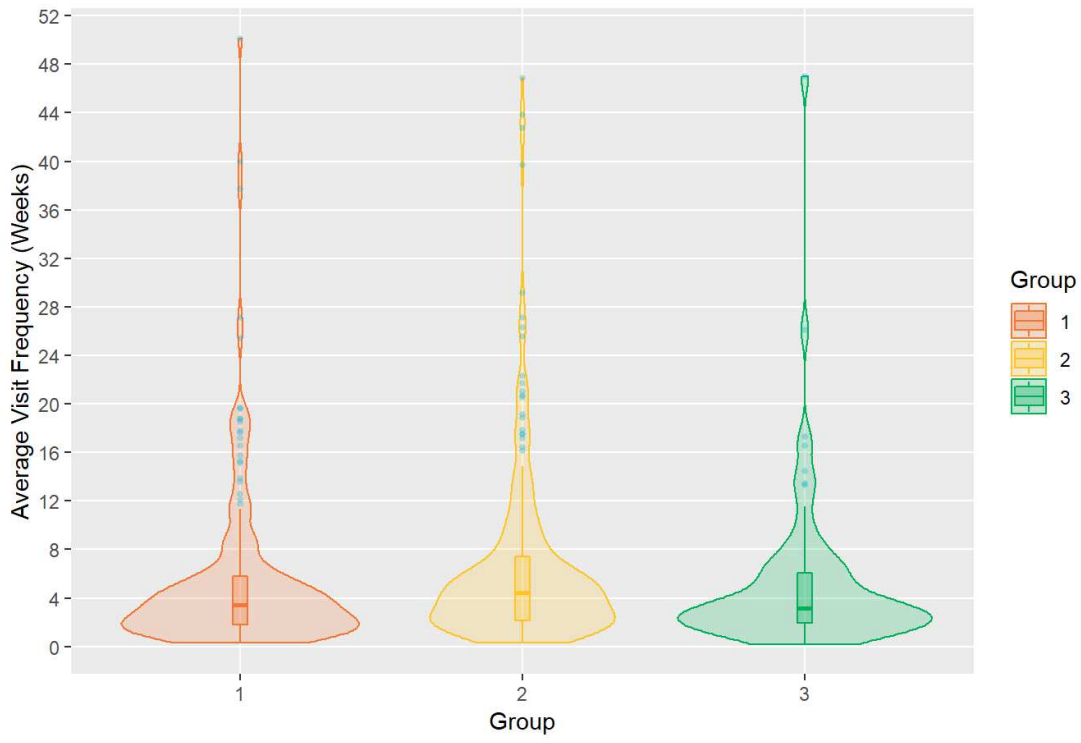**Group 2 Blend (Quantiles)**
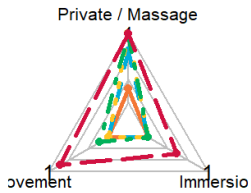
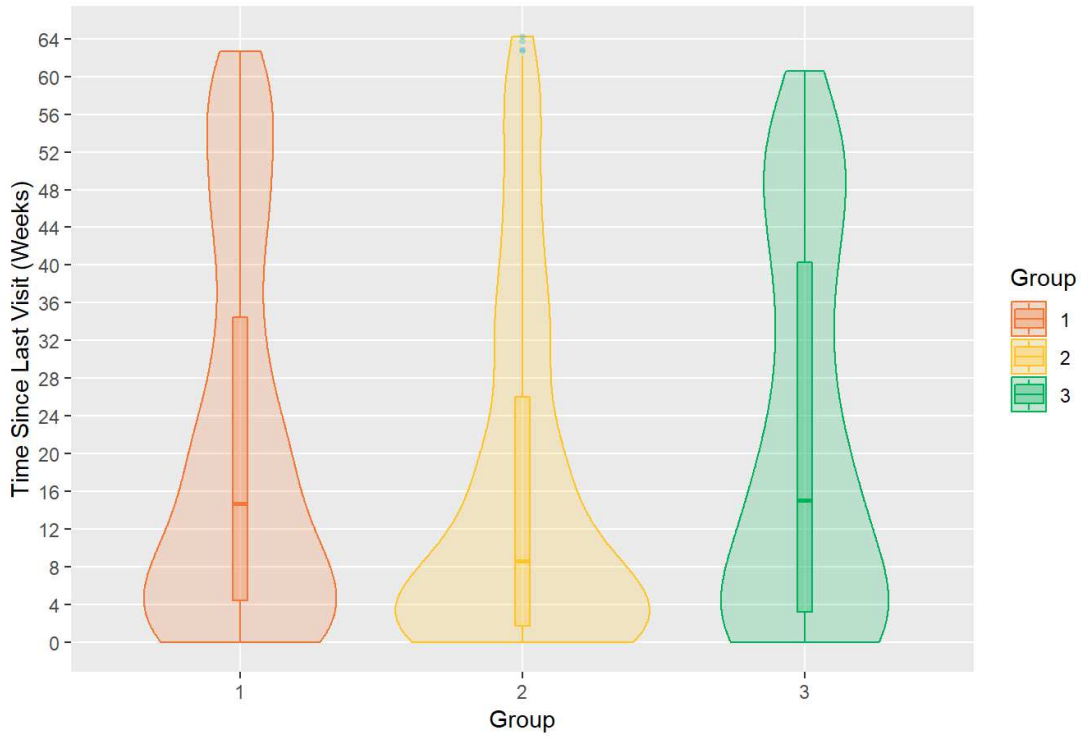**Group 3 Blend (Quantiles)**

Total Spend, by Group

Average Visit Frequency, by Group

Time Since Last Visit, by Group

Group 1 Representatives

First.name	Last.name	Confidence
Louanne	Leannon	0.99
Ruthann	Hudson	0.98
Dominick	Nolan	0.98
Doug	Cronin	0.98
Kelley	Barrows	0.98
Gino	Gislason	0.97
Adell	Gislason	0.97
Vanessa	Kulas	0.97
Clotilde	D'Amore	0.96
Anton	Langworth	0.96
Lou	Hermiston	0.96
Vivienne	Boyer	0.96
Louie	Bergstrom	0.95
Santo	Thompson	0.95
Sharyn	Stanton	0.95
Izetta	Lang	0.95
Kathlyn	Aimonetti	0.95
Janna	Fay	0.95
Christen	Murphy	0.95
Mohammad	Maggio	0.95

Group 2 Representatives

First.name	Last.name	Confidence
Freddie	Zulauf	0.97
Ronda	McGlynn	0.96
Mafalda	Hoeger	0.95
Rolanda	Abbott	0.95
Zona	Lueilwitz	0.93
Adelia	Reichel	0.92
Hilton	Jones	0.92
Enrique	Nicolas	0.92
Otelia	Ruecker	0.92
Georgene	Larkin	0.91
Fernande	Russel	0.91

First.name	Last.name	Confidence
Rubin	Schaden	0.91
Wiley	Farrell	0.91
Giuseppe	Feest	0.91
Angelina	Runte	0.91
Archie	Aufderhar	0.91
Venessa	Wunsch	0.90
Eura	Dietrich	0.90
Shameka	McDermott	0.90
Haywood	Herzog	0.90

Group 3 Representatives

First.name	Last.name	Confidence
Will	Kshlerin	0.88
Shantae	Stokes	0.86
Jeri	Fritsch	0.86
Gene	Howell	0.86
Parker	Grant	0.86
Hobert	Kerluke	0.86
Becky	Reynolds	0.86
Aleisha	Feil	0.86
Kory	Sipes	0.85
Wilber	Willms	0.85
Susannah	Weber	0.85
Beulah	Ondricka	0.85
Nilda	Zulauf	0.85
Lala	Larson	0.85
Tomeka	Hermiston	0.85
Audry	Gleason	0.84
Maryetta	McLaughlin	0.84
Lamar	Rodriguez	0.84
Kent	Mitchell	0.84
Lacresha	Prohaska	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)
```