Client Segmentation Analysis

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Average Visit Frequency

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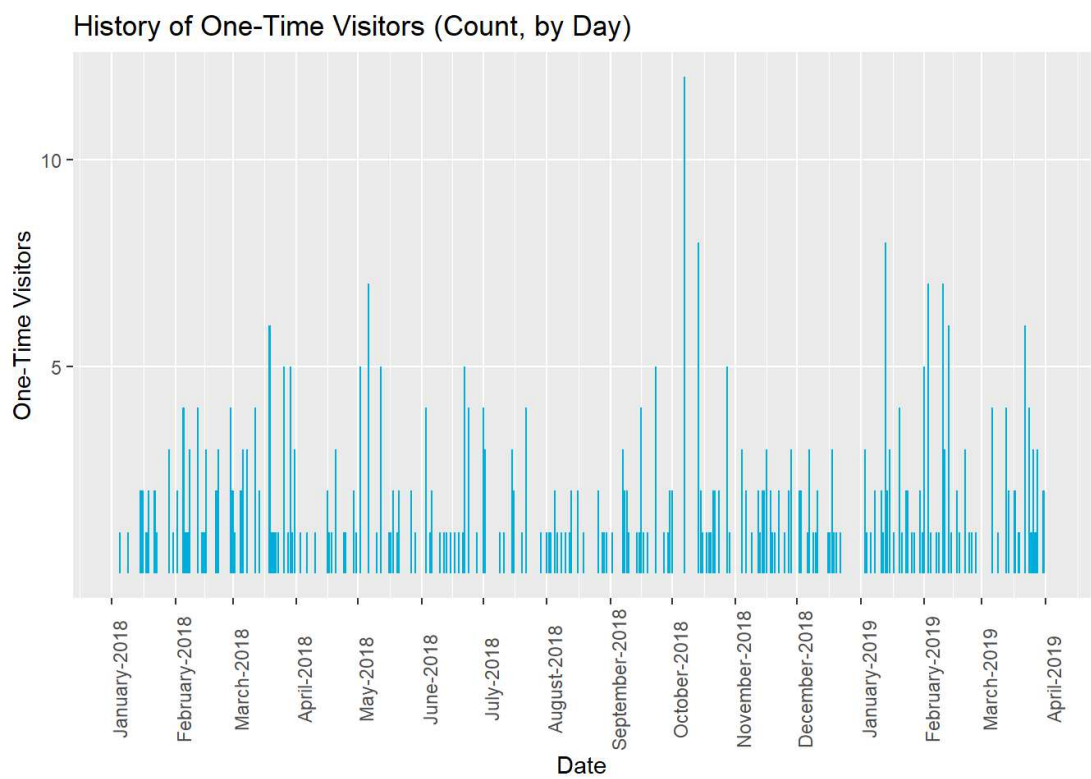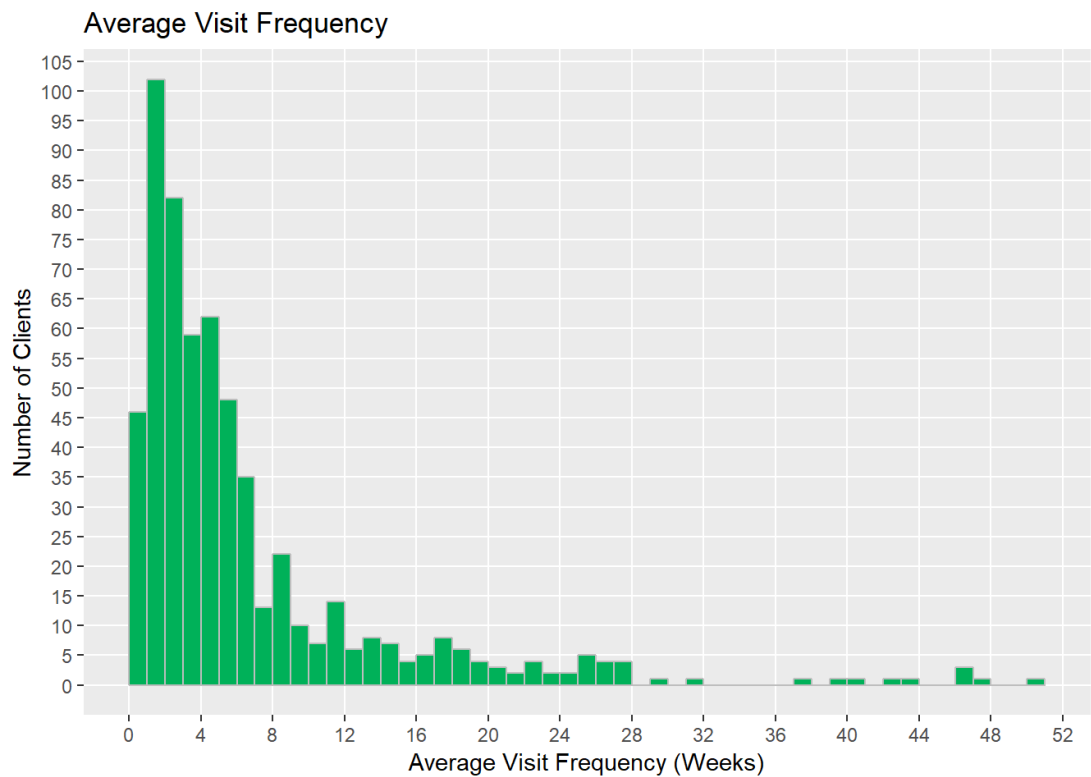
Clustering Analysis

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
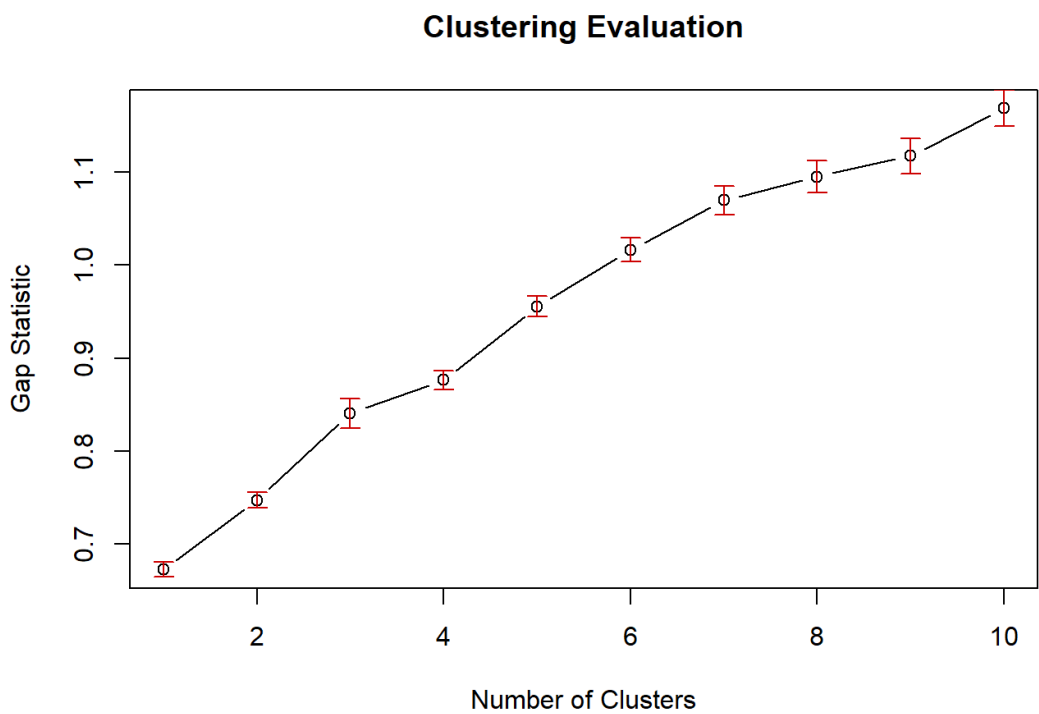
Cluster Sizes

Group 1	Group 2	Group 3
336	279	121

Client Segmentation Demographics

Group 1 Blend (Quantiles)
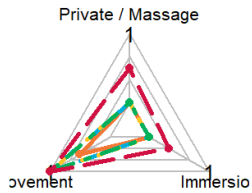
Private / Massage
1

ovement   Immersio
1

Group 2 Blend (Quantiles)

Private / Massage
1

ovement   Immersio
1

Group 3 Blend (Quantiles)

Private / Massage
1

ovement   Immersio
1

Total Spend, by Group

Total Spend ($)

1000

500

0

1   2   3
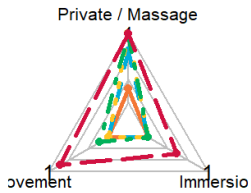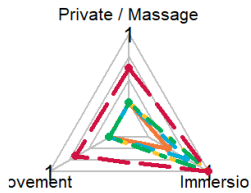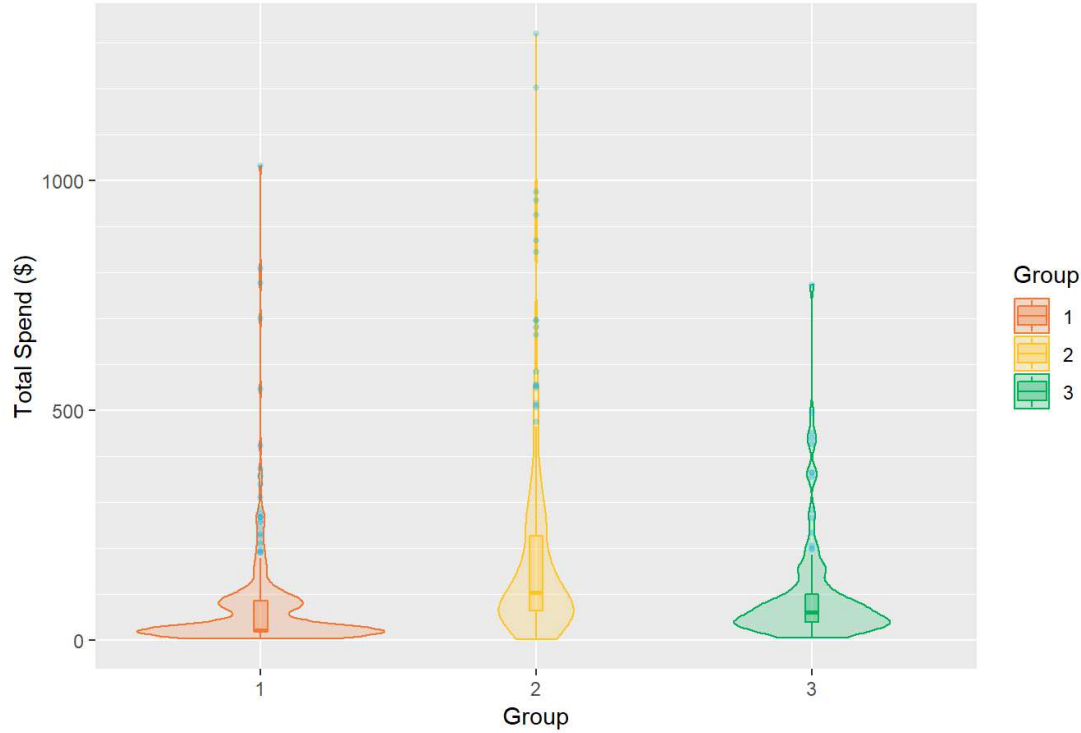
Group

Group
- 1
- 2
- 3

Average Visit Frequency, by Group
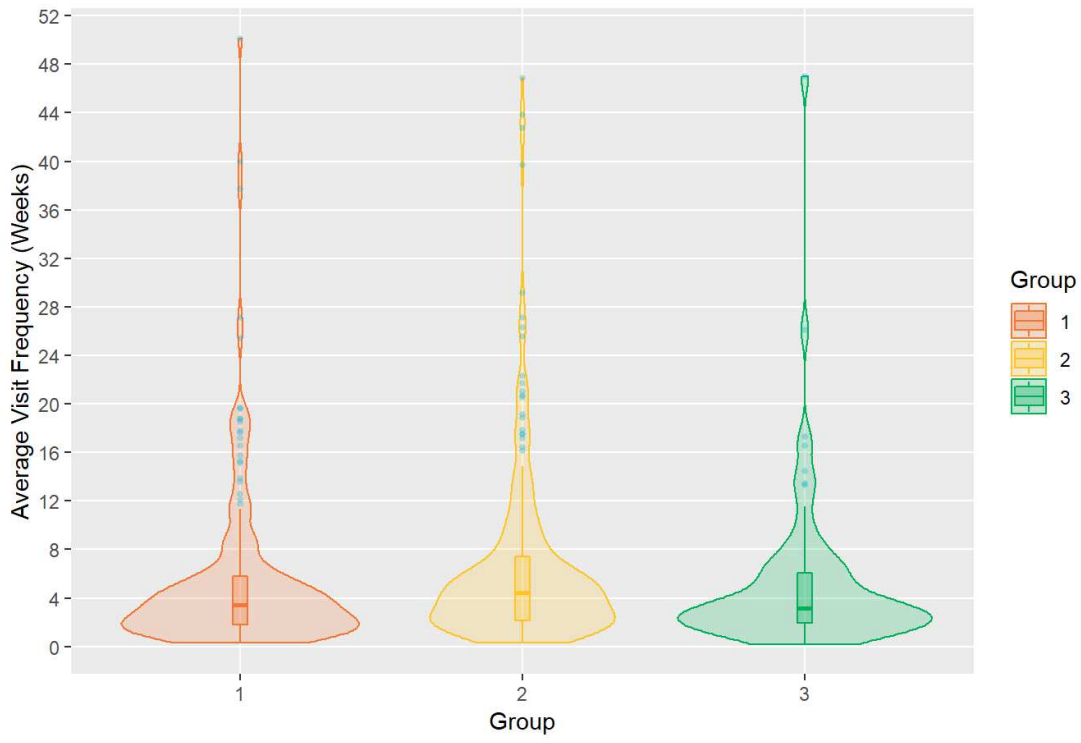
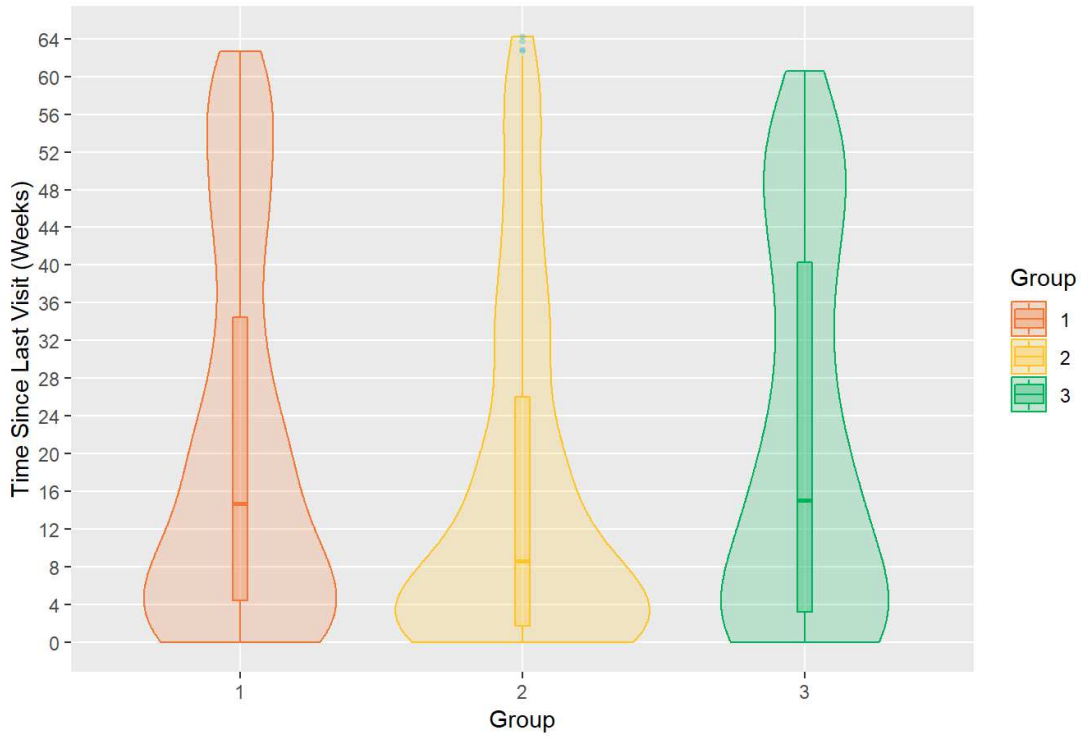Time Since Last Visit, by Group

Group 1 Representatives

First.name	Last.name	Confidence
William	Runolfsson	0.99
Brenton	Lueilwitz	0.98
Tyrell	Terry	0.98
Carmen	Abshire	0.98
Frederick	Konopelski	0.98
Clarisa	Schowalter	0.97
Nathanial	Reinger	0.97
Rodolfo	Hessel	0.97
Rickey	Goodwin	0.96
Joey	McLaughlin	0.96
Abigail	Leannon	0.96
Fletcher	Lang	0.96
Jules	Spencer	0.95
Nickole	Thiel	0.95
Raylene	Lebsack	0.95
Sung	Volkman	0.95
Modesto	Ernser	0.95
Zulma	Huels	0.95
Chong	Turcotte	0.95
Mervin	Buckridge	0.95

Group 2 Representatives

First.name	Last.name	Confidence
Jason	Yost	0.97
Elwood	Collier	0.96
Jayne	Funk	0.95
Lanell	Sanford	0.95
Marvella	Hauck	0.93
Myron	Abernathy	0.92
Micheal	Rippin	0.92
Dusty	Senger	0.92
Fe	Boehm	0.92
Berry	Hintz	0.91
Barb	Heidenreich	0.91

First.name	Last.name	Confidence
Tameika	Schimmel	0.91
Alphonso	Mayer	0.91
Hyo	Shanahan	0.91
Denny	Vandervort	0.91
Randi	Collins	0.91
Dena	Denesik	0.90
Carmel	Osinski	0.90
Concetta	Collins	0.90
Myron	Howell	0.90

Group 3 Representatives

First.name	Last.name	Confidence
Rodger	Hintz	0.88
Booker	Corwin	0.86
Rose	Schuster	0.86
Serita	Moore	0.86
Trenton	Conroy	0.86
Anibal	Wunsch	0.86
Anissa	Heidenreich	0.86
Arnetta	Hintz	0.86
Rodolfo	O'Reilly	0.85
Rayford	Medhurst	0.85
Dana	Rath	0.85
Leonardo	Stiedemann	0.85
Dale	Kassulke	0.85
Micki	Hagenes	0.85
Colby	Pfannerstill	0.85
Carmine	Blanda	0.84
Mason	Hettinger	0.84
Antonetta	Grant	0.84
Babette	Carroll	0.84
Zenobia	Lindgren	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)
```