

Cluster Behavior (1)	Cluster 0	Cluster 1	Cluster 2	Cluster 3
Join Duration(Month)	10.22	88.90	133.08	53.48
Number of downline	0.68	34.80	92.71	15.97
Average Amount	1,085,997	952,253	930,359	977,657
Transaction	3.87	72.33	109.52	35.61
Average Ticket Size	2.69	3.38	15.54	2.7
Average Amount(3 Month)	140,860	826,971	863,253	620,094
Transaction(3 Month)	0.37	8.53	13.69	3.39
Average Ticket Size(3 Month)	0.43	3.19	17.09	2.01
Last Transaction(day)	416.33	25.61	9.46	114.52
Mean Time Between Purchase	16.16	15.79	11.61	29.59
Downline Sales	1,360,427	231,180,093	680,272,917	69,621,526
Result	Newbie or Churn	Platinum	Diamond	Gold

Cluster Behavior (2)	Cluster 0	Cluster 1	Cluster 2	Cluster 3	Cluster 4
Join Duration(Month)	17.83	88.90	133.08	53.48	7.77
Number of downline	1.2	34.80	92.71	15.97	0.51
Average Amount	980,610	952,253	930,359	977,657	1,119,848
Transaction	7.86	72.33	109.52	35.61	2.59
Average Ticket Size	2.66	3.38	15.54	2.7	2.7
Average Amount(3 Month)	579,391	826,971	863,253	620,094	0
Transaction(3 Month)	1.52	8.53	13.69	3.39	0
Average Ticket Size(3 Month)	1.78	3.19	17.09	2.01	0
Last Transaction(day)	73.96	25.61	9.46	114.52	526.3
Mean Time Between Purchase	31.4	15.79	11.61	29.59	11.26
Downline Sales	2,599,101	231,180,093	680,272,917	69,621,526	962,551
Result	Newbie	Platinum	Diamond	Gold	Churn

Business Strategies

Newbie

Foundational Training: Focus on providing comprehensive training and resources for newbies to understand your products, compensation plan, and basic sales techniques. Ensure they have a strong foundation to start building their MLM business.

Gold

Advanced Training: Members should receive more advanced training in areas like team leadership, marketing strategies, and effective communication. Equip them with the knowledge to lead their own teams effectively.

Team Building: Emphasize the importance of team building. Members should be actively recruiting and training their own downline members. Offer incentives and support to help them grow their teams.

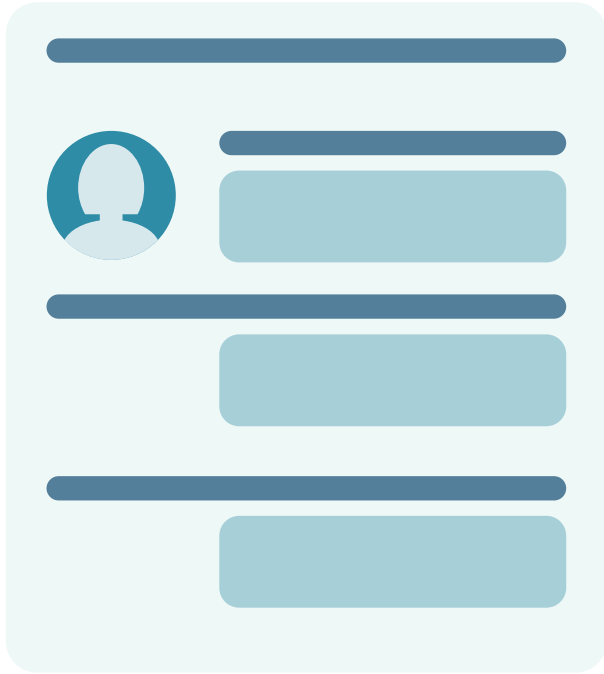
Platinum

Leadership Development: Platinum-tier members should focus on developing strong leadership skills. Provide leadership training and mentorship programs to help them guide and support their teams effectively.

Diamond

Mentorship and Coaching: Diamond-tier members should become mentors and coaches to their platinum and gold-tier teams. Encourage them to invest time in developing the leadership skills of their downline leaders.

Business Strategies



Ideal Customer Profile (ICP) Infographics

Here is where your presentation begins

Ideal customer profile (ICP) infographics



Personal skills



Earth is the third planet from the Sun



Despite being red, Mars is a cold place



Jupiter is the biggest planet of them all



Saturn is composed of hydrogen and helium

Age

28

Gender

Female

Location

London

Ideal customer profile (ICP) infographics

01

Age

Earth is the third planet from the Sun

02

Gender

Neptune is the farthest planet from the Sun

03

Level education

Saturn is composed of hydrogen and helium



Occupation

Mercury is the closest planet to the Sun

04

Ethnic origin

Despite being red, Mars is a cold place

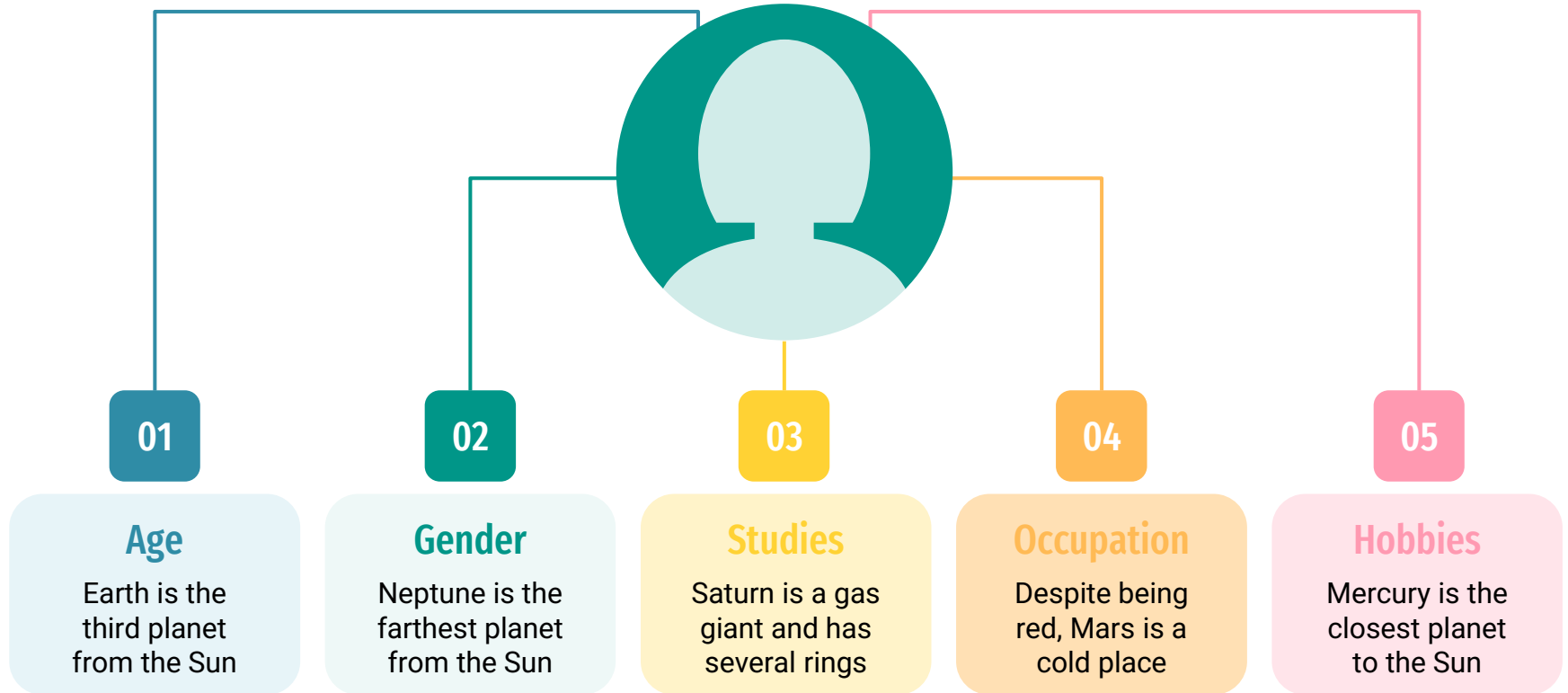
05

Hobbies

Jupiter is the biggest planet of them all

06

Ideal customer profile (ICP) infographics



Ideal customer profile (ICP) infographics

Demographics

Age

Neptune is the farthest planet from the Sun

Gender

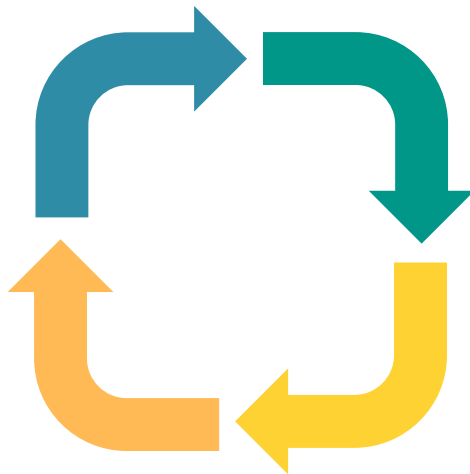
Mercury is the closest planet to the Sun

Marital status

Saturn is composed of hydrogen and helium

Parental status

Despite being red, Mars is a cold place



Ideal customer profile (ICP) infographics

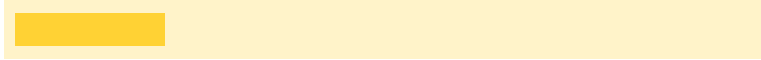


Ideal customer profile (ICP) infographics

Location

Saturn is composed of hydrogen and helium

25% Europe



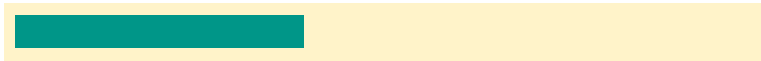
50% U.S.



Job

Neptune is the farthest planet from the Sun

40% Nurse



20% Doctor



Ideal customer profile (ICP) infographics

01

Gender

Neptune is the farthest planet from the Sun



02

Location

Saturn is composed of hydrogen and helium



03

Position

Mercury is the closest planet to the Sun



Ideal customer profile (ICP) infographics



25%

Age: 18 - 25

Jupiter is the biggest planet in the entire Solar System



20%

Age: 25 - 35

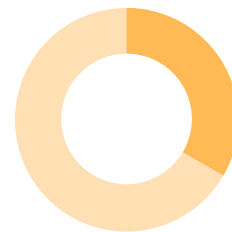
Despite being red, Mars is actually a very cold place



25%

Age: 35 - 45

Saturn is a gas giant and is composed of hydrogen and helium



30%

Age: 45 - 55

Mercury is the smallest planet of them all

Ideal customer profile (ICP) infographics

Demographics

Earth

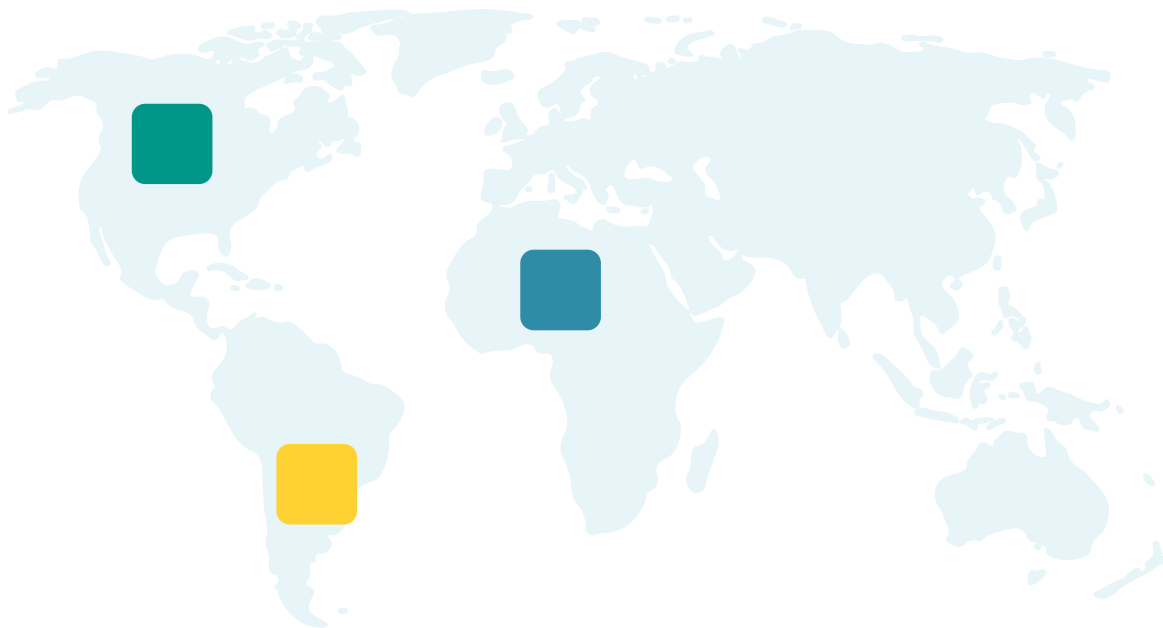
Earth is the third planet from the Sun

Neptune

Neptune is the farthest planet from the Sun

Saturn

Saturn is composed of hydrogen and helium



Ideal customer profile (ICP) infographics



Age



25%

30 - 40 years

Mercury is the closest planet to the Sun



30%

40 - 50 years

Mercury is the closest planet to the Sun

Location



50%

France

Jupiter is the biggest planet of them all



15%

Spain

Jupiter is the biggest planet of them all

Ideal customer profile (ICP) infographics

Neptune

Neptune is the farthest planet from the Sun

Saturn

Saturn is composed of hydrogen and helium

Earth

Earth is the third planet from the Sun

Venus

Venus is the second planet from the Sun

Mercury

Mercury is the closest planet to the Sun

Mars

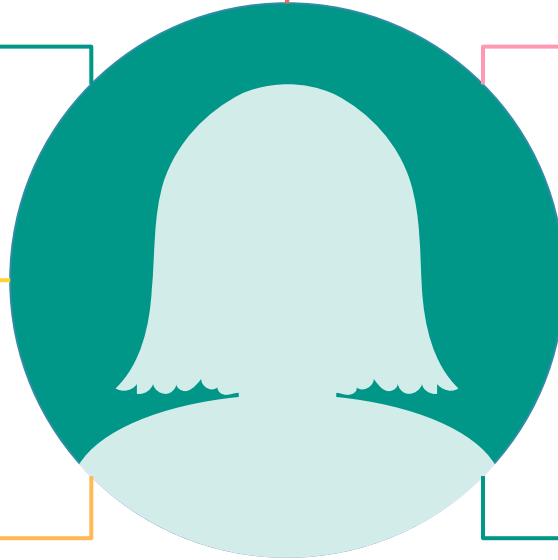
Despite being red, Mars is a cold place

Jupiter

Jupiter is the biggest planet of them all

Sun

The Sun is the star at the center of the Solar System



Ideal customer profile (ICP) infographics



Neptune

Neptune is the farthest planet from the Sun



Saturn

Saturn is composed of hydrogen and helium



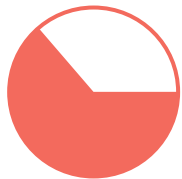
Mercury

Mercury is the closest planet to the Sun



Mars

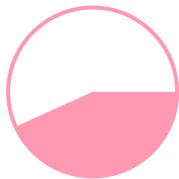
Despite being red, Mars is a cold place



65%

Earth

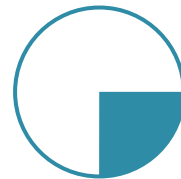
Earth is the third planet from the Sun



45%

Jupiter

It's the biggest planet of them all



25%

Sun

It's the star at the center of our System

Ideal customer profile (ICP) infographics

Socio-economic



Neptune

Neptune is the farthest planet from the Sun

58%

Saturn

Saturn is composed of hydrogen and helium

30%

Earth

Earth is the third planet from the Sun

12%

Follow the link in the graph to modify its data and then paste the new one here. For more info, **[click here](#)**

Ideal customer profile (ICP) infographics

Psychographics

Personality

Active

Neptune is the farthest planet from the Sun

Sporty

Venus is the second planet from the Sun

Curious

The Sun is the star at the center of our System

Lifestyle

Healthy food

Neptune is the farthest planet from the Sun

Hours of sport

Saturn is a gas giant and has several rings

Hours of rest

Earth is the third planet from the Sun

Interests

Creative hobbies

Despite being red, Mars is a cold place

Reading type

Pluto is now considered a dwarf planet

Visit to museums

Ceres is located in the main asteroid belt

Ideal customer profile (ICP) infographics

	Age	Gender	Salary	Country	Occupation
Customer 01	54	Female	10 - 20K	Spain	Designer
Customer 02	52	Male	30 - 50K	Greece	Teacher
Customer 03	57	Female	20 - 40K	Italy	Chef
Customer 04	40	Male	25 - 30K	France	Doctor
Customer 05	45	Male	40 - 50K	England	Nurse

Ideal customer profile (ICP) infographics



Age

25



Gender

Female



Location

Spain



Occupation

Lawyer

Ideal customer profile (ICP) infographics



Age: 24

Gender: Male

Location: London

Earth is the
third planet
from the Sun



Age: 28

Gender: Female

Location: Spain

Neptune is the
farthest planet
from the Sun



Age: 27

Gender: Male

Location: France

Saturn is a gas
giant with
several rings



Age: 25

Gender: Male

Location: Greece

Despite being
red, Mars is a
cold place

Ideal customer profile (ICP) infographics



Age

Mercury is the closest planet to the Sun

Gender

Neptune is the farthest planet from the Sun

Location

Saturn is composed of hydrogen and helium

Habits

Mercury is the closest planet to the Sun

Value

Neptune is the farthest planet from the Sun

Occupation

Saturn is composed of hydrogen and helium

Ideal customer profile (ICP) infographics



Age: 28
Gender: Male
Location: Spain

45%

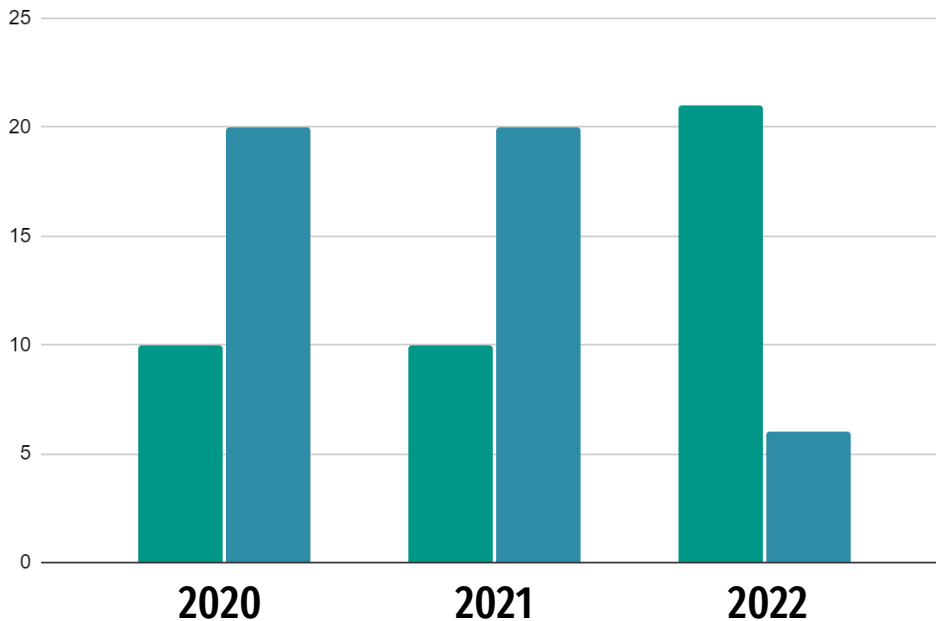
Venus

Venus is the second planet from the Sun

85%

Earth

Earth is the third planet from the Sun



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Ideal customer profile (ICP) infographics



Neptune

Neptune is the farthest planet from the Sun



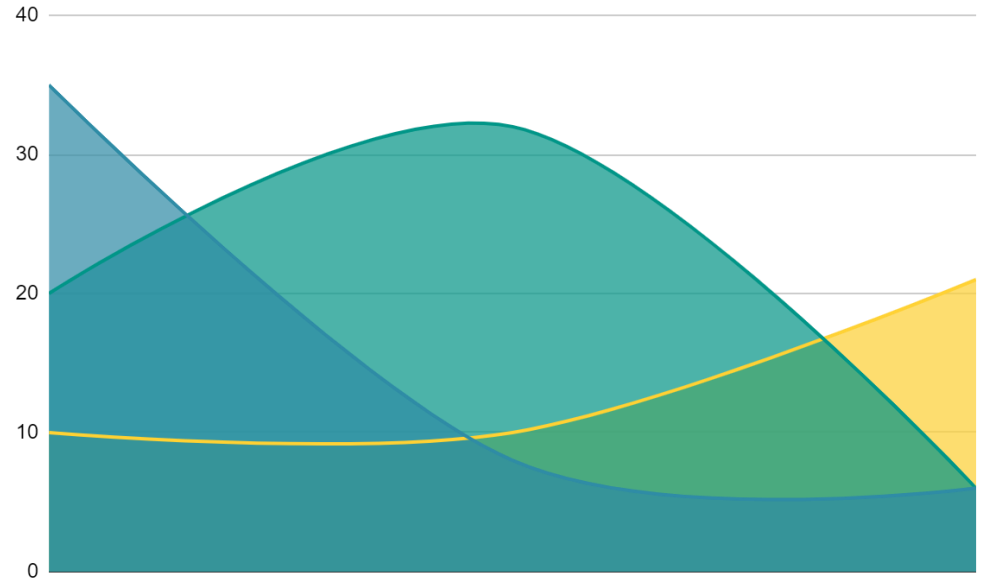
Saturn

Saturn is composed of hydrogen and helium



Earth

Earth is the third planet from the Sun



Follow the link in the graph to modify its data and then paste the new one here. For more info, [click here](#)

Ideal customer profile (ICP) infographics

Use of technologies and users

Number of devices

Neptune is the farthest planet from the Sun

01

02

Comparison of products

Mercury is the closest planet to the Sun

Renewal frequency

Saturn is composed of hydrogen and helium

06

03

Use of services

Despite being red, Mars is a cold place

Hours of use per day

Earth is the third planet from the Sun

05

04

Notifications up to date

Jupiter is the biggest planet in the Solar System

Ideal customer profile (ICP) infographics

Salary

Despite being red, Mars is a cold place

Properties

Mercury is the closest planet to the Sun

Education

Jupiter is the biggest planet of them all

Lifestyle

Neptune is the farthest planet from the Sun



Ideal customer profile (ICP) infographics



Age

25

Gender

Female

Location

Italy

Education

Medicine

Hobby 01

Earth is the third planet from the Sun

Hobby 02

Neptune is the farthest planet from the Sun

Hobby 03

Saturn is composed of hydrogen and helium

Hobby 04

Mercury is the closest planet to the Sun

Ideal customer profile (ICP) infographics

Earth

Earth is the third planet from the Sun

Neptune

Neptune is the farthest planet from the Sun

Mercury

Mercury is the closest planet to the Sun

Mars

Despite being red, Mars is a cold place



Ideal customer profile (ICP) infographics



70%

Women: 20 - 40 years

Earth is the third planet
from the Sun



60%

Men: 20 - 40 years

Neptune is the farthest
planet from the Sun



30%

Women: 40 - 60

years
Earth is the third planet
from the Sun



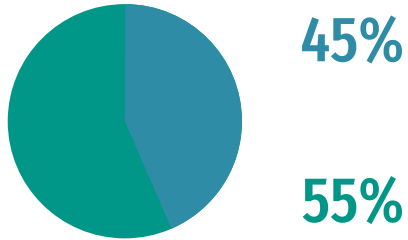
40%

Men: 40 - 60 years

Neptune is the farthest
planet from the Sun

Ideal customer profile (ICP) infographics

User buying habits

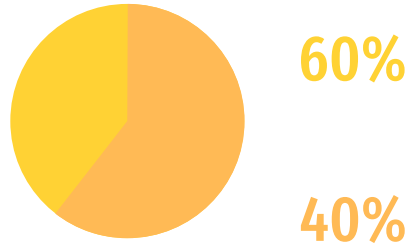


Online

Jupiter is the biggest planet of them all

In person

Despite being red, Mars is a cold place

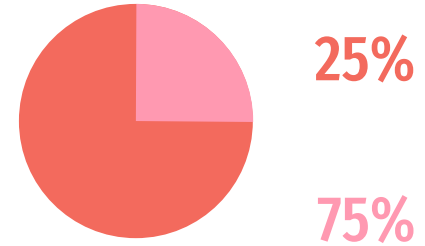


Weekly

Neptune is the farthest planet from the Sun

Monthly

Mercury is the closest planet to the Sun



Clothing

Neptune is the farthest planet from the Sun

Leisure

Mercury is the closest planet to the Sun

Ideal customer profile (ICP) infographics

Age: 20 - 30

Jupiter is the biggest planet of them all

Age: 30 - 40

Earth is the third planet from the Sun

Age: 40 - 50

Neptune is the farthest planet from the Sun

Age: 50 - 60

Saturn is composed of hydrogen and helium

20k

30k

45k

60k

Ideal customer profile (ICP) infographics



Location

Saturn is composed of hydrogen and helium

Value

Despite being red, Mars is a cold place

Salary

Mercury is the closest planet to the Sun

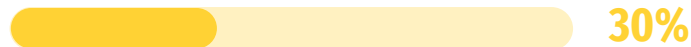
Age

20 - 35: 60%

35 - 50: 40%

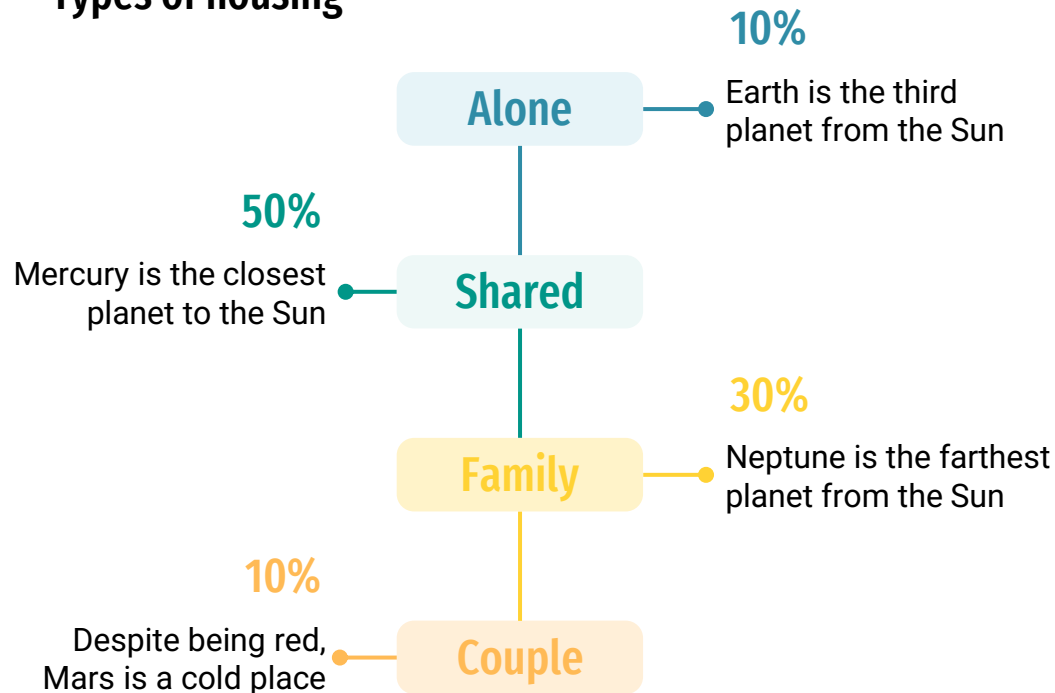


Interest



Ideal customer profile (ICP) infographics

Types of housing



Ideal customer profile (ICP) infographics

Age

Earth is the third planet from the Sun

Gender

Neptune is the farthest planet from the Sun

Level education

Saturn is a gas giant and has several rings

Occupation

Despite being red, Mars is a cold place

Hobbies

Mercury is the closest planet to the Sun

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