

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.