

ADVENTUREWORK'S CUSTOMER SEGMENTATION
ANALYTICAL INSIGHT



Segment

Continent

All

All

Frequency

31K

Average Order Value

3.49K

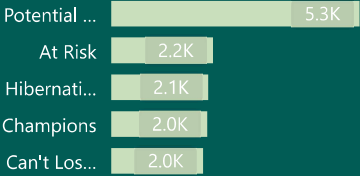
Monetary

187.5K

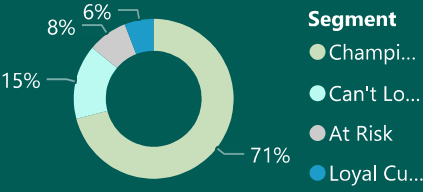
Basket Size

9

Customer by Segment



Top 4 Segment Sales



Year

2011 2012 2013 2014

Top 10 Customer Sales

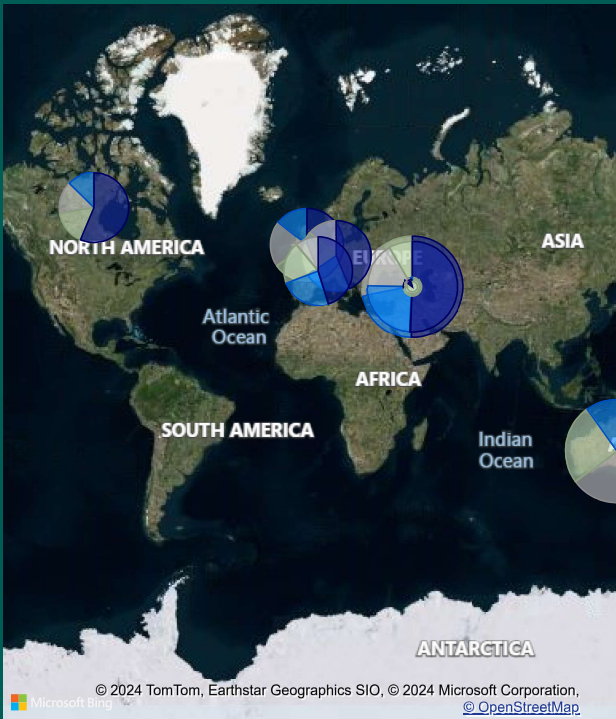


Bottom 10 Customer Sales



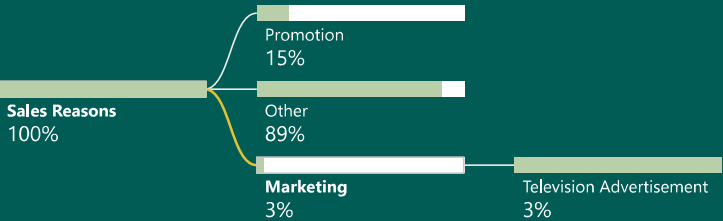
Customer Segment By Country

Segment ● At Risk ● Champions ● Hibernating ● Potential Lo...



ReasonType

Name



ADVENTUREWORK'S CUSTOMER DETAILS



Year

2011

2012

2013

2014

Continent

All



Country

All



Segment

All



Customer	Segment	Demographics
A. Francesca Leonetti	Champions	<IndividualSurvey xmlns="http://schema
Aaron Alexander	Potential Loyalist	<IndividualSurvey xmlns="http://schema
Aaron Bryant	Potential Loyalist	<IndividualSurvey xmlns="http://schema
Aaron Butler	Potential Loyalist	<IndividualSurvey xmlns="http://schema
Aaron Chen	Hibernating	<IndividualSurvey xmlns="http://schema
Aaron Coleman	Potential Loyalist	<IndividualSurvey xmlns="http://schema
Aaron Con	Champions	<IndividualSurvey xmlns="http://schema
Aaron Edwards	Hibernating	<IndividualSurvey xmlns="http://schema
Aaron Flores	Customers Needin...	<IndividualSurvey xmlns="http://schema
Aaron Foster	Champions	<IndividualSurvey xmlns="http://schema
Aaron Gonzales	Customers Needin...	<IndividualSurvey xmlns="http://schema
Aaron Griffin	Hibernating	<IndividualSurvey xmlns="http://schema
Aaron Henderson	Potential Loyalist	<IndividualSurvey xmlns="http://schema
Aaron Hernandez	Potential Loyalist	<IndividualSurvey xmlns="http://schema
Aaron Hill	Hibernating	<IndividualSurvey xmlns="http://schema

RFM ANALYST

Frequency	31K
Average Order Value (AOV)	3.49K
Monetary	187.49K
Basket Size	9
Sales Type	Marketing
Sales Reason	Demo Event

PURCHASING INFORMATION

Total Order	31.47K
Total Purchase	123.22M
Recently Order	5/31/2011...
First Order	6/30/2014...