**QUIZ**

In the provided MS Excel sheet, you have data for 5000 customers who are also Facebook users. For each customer, you have the RFM scores (columns C:E) and whether they have clicked on your most recent Facebook advertisement you have decided to show to them (column B).

In the past, users who have clicked on your Facebook campaigns and visited your company website purchased some items immediately; your average profit from these customers is 25 TL per customer.

You created a new Facebook campaign and you need to figure out to which RFM groups to show this new advertisement to.

Facebook will charge you per view, so for each customer to whom you decide to display the campaign you will pay Facebook 1 TL.

Which RFM groups should you show the ad campaign to? Complete the Excel spreadsheet and upload it to Blackboard.