

	TotalSpend								TotalUniqueVisits								AVG_TICKET_SIZE							
	count	mean	std	min	25%	50%	75%	max	count	mean	std	min	25%	50%	75%	max	count	mean	std	min	25%	50%	75%	max
Cluster 0	2224	5.098112	6.395188	0.01	1.08	2.625	6.66	60.96	2224	1.230665	0.590321	1	1	1	1	7	2224	4.400108	5.619094	0.01	0.98	2.22	5.69125	60.96
	519	1979.008	1469.457	85.68	958.78	1604.06	2514.675	14998.11	519	152.3796	94.00243	21	89	120	178.5	627	519	14.72097	9.933454	1.518807	7.239802	12.04095	19.66995	63.06167
Cluster 2	2198	64.84339	96.93768	0.02	9.1825	27.31	74.75	776.94	2198	11.24659	14.71025	2	3	5	12	96	2198	5.706822	4.688025	0.01	2.305417	4.639167	7.734881	43.83
Cluster 3	1159	275.9832	332.0638	14.21	59.56	139.75	364.72	2363.35	1159	12.46333	14.32814	1	2	6	18	73	1159	27.47737	19.11245	7.410476	16.08929	22.19	32.77517	306.97
	AVG_ACTIVE_WEEKLY_SPEND																STD_CUST_TICKET							
	count	mean	std	min	25%	50%	75%	max	count	mean	std	min	25%	50%	75%	max	count	mean	std	min	25%	50%	75%	max
Cluster 0	2224	4.514089	5.735345	0.01	0.98	2.24	5.86375	60.96									394	2.2313	3.151643	0	0.053033	0.940452	3.265066	22.76884
Cluster 1	519	23.70325	14.34589	2.670161	13.10045	20.00266	31.90919	130.4183									519	11.68173	6.598371	0	6.804001	10.65838	15.62371	46.11916
Cluster 2	2198	6.508131	5.336648	0.01	2.465	5.300588	9.215398	43.83									2198	3.797974	3.539442	0	0.903018	2.881391	5.833324	27.9553
Cluster 3	1159	29.95751	18.97495	7.716	18.76896	24.92	35.78875	306.97									960	16.83296	8.527635	0	11.47738	15.41377	20.37379	61.12938
	repeat_product_index								avg_product_basket								sd_product_basket							
	count	mean	std	min	25%	50%	75%	max	count	mean	std	min	25%	50%	75%	max	count	mean	std	min	25%	50%	75%	max
Cluster 0	2224	1.065957	0.274408	1	1	1	1	6	2224	2.532401	2.440792	1	1	1.5	3	19	394	0.686758	1.191397	0	0	0	0.707107	7.778175
Cluster 1	519	3.609234	1.880047	1.514706	2.491495	3.201087	4.14053	21.36364	519	7.86435	4.702607	1	4.295228	6.778878	10.4543	27.78125	519	5.291842	2.931195	0	3.016625	4.900193	6.810632	17.37541
Cluster 2	2198	1.541938	0.675784	1	1.111111	1.37931	1.777778	8.285714	2198	3.248524	2.168303	1	1.666667	2.681463	4.247984	22	2198	1.696496	1.524127	0	0.534522	1.333059	2.645751	9.237604
Cluster 3	1159	1.479458	0.56075	1	1.033908	1.323944	1.747301	5.696203	1159	12.8786	6.617126	2.333333	8.185504	11.27027	16	51	960	7.569782	3.517747	0	5.2518	7.145127	9.409973	25.45584
	ProportionTopProductVal								PurchaseConsistencyWeek								MTBP							
	count	mean	std	min	25%	50%	75%	max	count	mean	std	min	25%	50%	75%	max	count	mean	std	min	25%	50%	75%	max
Cluster 0	2224	61.86577	34.85221	5.263158	33.33333	50	100	100	2224	0.024419	0.019057	0.008557	0.011182	0.018135	0.029551	0.132075	383	95.35013	103.8183	1	18.75	65	125	602
Cluster 1	519	6.819306	6.735085	1.330008	4.032589	5.20362	7.562277	100	519	0.72354	0.170904	0.180952	0.591246	0.720588	0.875	1.006196	519	7.123459	3.305814	1.758621	4.811511	6.889831	9.101124	35.85
Cluster 2	2198	23.15477	21.21008	2.278481	9.090909	15.38462	28.57143	100	2198	0.105014	0.10978	0.008951	0.034696	0.062398	0.124417	0.711475	2198	145.5562	162.0985	1	38	84.73214	186.3333	805
Cluster 3	1159	5.546775	2.797089	1.219512	3.812119	5	6.666667	33.33333	1159	0.117645	0.115135	0.008568	0.030838	0.074074	0.167832	0.772242	957	81.44542	93.8396	1	25.36364	47.72727	99.875	716
	ProportionTopProductAmt								Total_Active_Week															
	count	mean	std	min	25%	50%	75%	max	count	mean	std	min	25%	50%	75%	max	count	mean	std	min	25%	50%	75%	max
Cluster 0	2224	74.05273	26.91838	14.42112	51.43071	79.16884	100	100	2224	1.201439	0.562654	1	1	1	1	7	2224	444.7567	221.6697	0	255.75	446	647.25	818
Cluster 1	519	9.526957	9.610789	1.883601	4.862029	6.921138	10.53872	100	519	81.60886	21.44588	19	65	81	99.5	117	519	6.204239	7.421969	0	1	4	9	45
Cluster 2	2198	34.57257	23.53728	2.74518	16.6721	28.53001	46.49421	100	2198	9.461783	11.26582	1	3	5	11	64	2198	126.9854	159.4544	0	22	59	170	795
Cluster 3	1159	14.9674	11.51032	2.248652	7.693754	11.62891	18.6514	97.00954	1159	10.62381	11.56546	1	2	6	16	53	1159	182.2726	217.5452	0	22	76	294	817
	TotalCustomerDays(Week)								TotalActiveDays (Week)								Recency (day)							
	count	mean	std	min	25%	50%	75%	max	count	mean	std	min	25%	50%	75%	max	count	mean	std	min	25%	50%	75%	max
Cluster 0	2224	9.652539	28.80395	1	1	1	1	301.5	2224	1.020496	0.142655	1	1	1	1	3	2224	444.7567	221.6697	0	255.75	446	647.25	818
Cluster 1	519	10.27531	3.162093	6.931034	7.965686	9.62963	11.69068	37.78947	519	1.62692	0.529912	1	1.255229	1.472727	1.770626	4.008621	519	6.204239	7.421969	0	1	4	9	45
Cluster 2	2198	97.84697	82.80809	1	36.4625	72.33333	135.75	403	2198	1.116161	0.244164	1	1	1	1.16	4	2198	126.9854	159.4544	0	22	59	170	795
Cluster 3	1159	52.94004	55.30899	1	15.83988	36.6	75.63333	358.5	1159	1.110076	0.215817	1	1	1	1.153846	4	1159	182.2726	217.5452	0	22	76	294	817
	SHOP_WEEKDAY								SHOP_HOUR															
	count	mean	std	min	25%	50%	75%	max	count	mean	std	min	25%	50%	75%	max	count	mean	std	min	25%	50%	75%	max
Cluster 0	2224	4.158273	2.015715	1	2	4	6	7	2224	14.84397	3.661625	8	12	15	18	21	2224	96.6577	10.31337	33.33333	100	100	100	100
Cluster 1	519	7	0	7	7	7	7	7	519	20.30636	1.397936	13	20	21	21	21	519	20.77942	3.02105	15.37085	18.67017	20.28799	22.44993	36.85029
Cluster 2	2198	6.207916	1.230396	1	6	7	7	7	2198	17.85168	3.141747	8	16	19	21	21	2198	48.35589	18.77996	17.57182	33.54211	47.31273	58.15733	100
Cluster 3	1159	6.009491	1.551893	1	6	7	7	7	1159	58.21191	29.11292	13.41673	32.17309	51.68645	92.0587	100	1159	55.4009	28.29824	17.78191	30.8706	47.10924	58.31224	100
	ProportionShopWeekDay								ProportionShopHour															
	count	mean	std	min	25%	50%	75%	max	count	mean	std	min	25%	50%	75%	max	count	mean	std	min	25%	50%	75%	max
Cluster 0	2224	95.39344	12.64897	33.33333	100	100	100	100	2224	96.6577	10.31337	33.33333	100	100	100	100	2224	96.6577	10.31337	33.33333	100	100	100	100
Cluster 1	519	20.77942	3.02105	15.37085	18.67017	20.28799	22.44993	36.85029	519	21.5501	8.290164	10.92423	16.65454	19.9271	24.06937	92.80467	519	20.77942	3.02105	15.37085	18.67017	20.28799	22.44993	36.85029
Cluster 2	2198	48.35589	18.77996	17.57182	33.54211	47.31273	58.15733	100	2198	54.28256	24.65069	12.71745	33.81275	50.40379	71.3939	100	2198	48.35589	18.77996	17.57182	33.54211	47.31273	58.15733	100
Cluster 3	1159	55.4009	28.29824	17.78191	30.8706	47.10924	58.31224	100	1159	58.21191	29.11292	13.41673	32.17309	51.68645	92.0587	100	1159	55.4009	28.29824	17.78191	30.8706	47.10924	58.31224	100