



# Customer Segmentation Overview

SEGMENT:

All



Revenue

\$17K

Total Customers

287

Avg Recency (Days)

114

Avg Orders per Customer

3.5

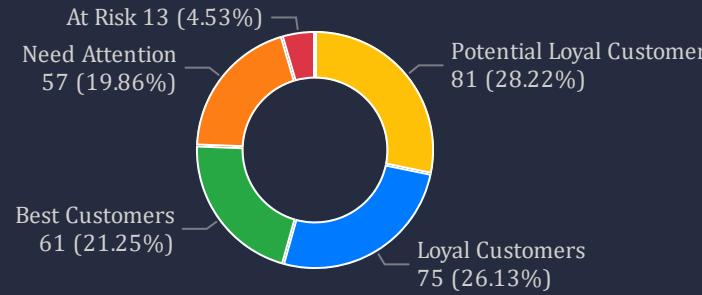
Avg Customer Value

\$59.96

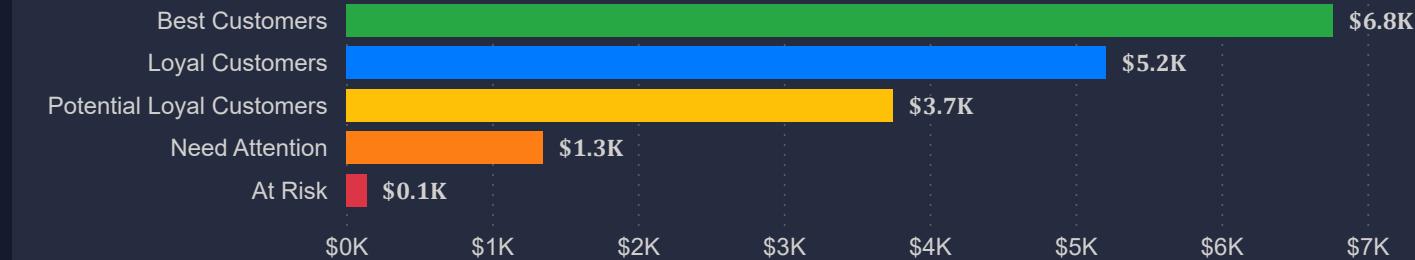
Avg Order Value

\$17.2

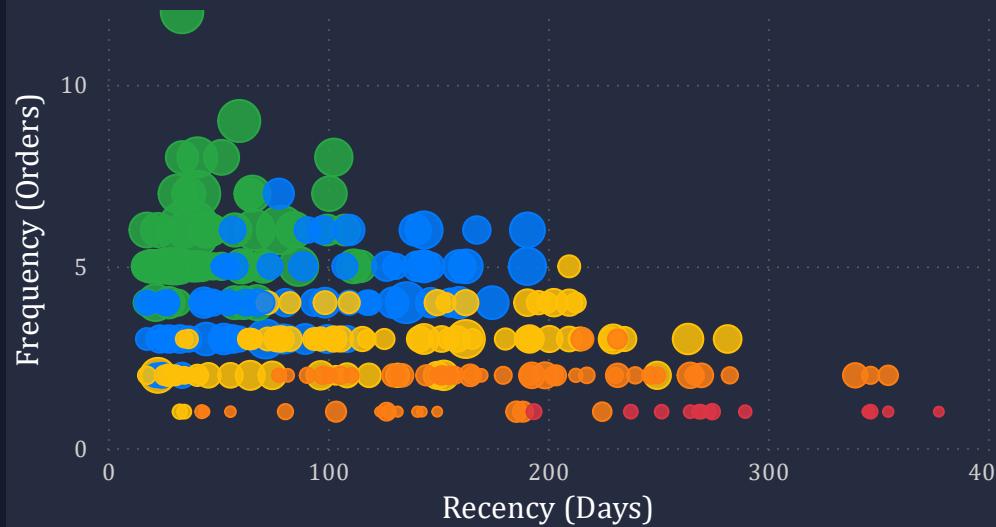
## Segment Distribution



## Revenue by Segment



## Recency vs Frequency by Segment



## Product Mix by Segment

Product ● Business Card ● Canvas Print ● Flyer ● Greeting Card ● Photo Book ● Poster

