Feature Name	Importance
Number of orders	0.206
Standard deviation of the order dates	0.115
Number of session in the last quarter	0.114
Country	0.064
Number of items from new collection	0.055
Number of items kept	0.049
Net sales	0.039
Days between first and last session	0.039
Number of sessions	0.035
Customer tenure	0.033
Total number of items ordered	0.025
Days since last order	0.021
Days since last session	0.019
Standard deviation of the session dates	0.018
Orders in last quarter	0.016
Age	0.014
Average date of order	0.009
Total ordered value	0.008
Number of products viewed	0.007
Days since first order in last year	0.006
Average session date	0.006
Number of sessions in previous quarter	0.005