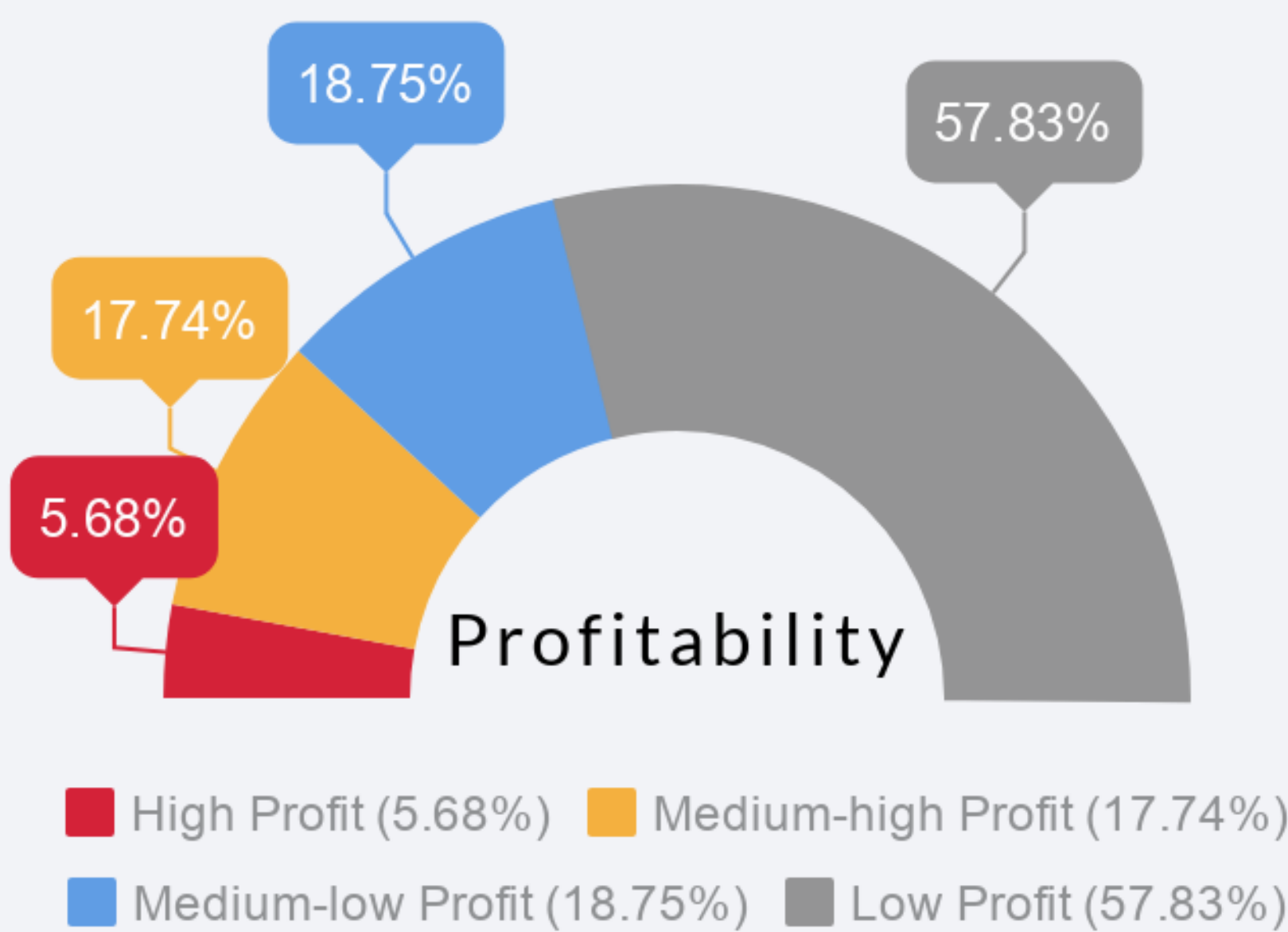
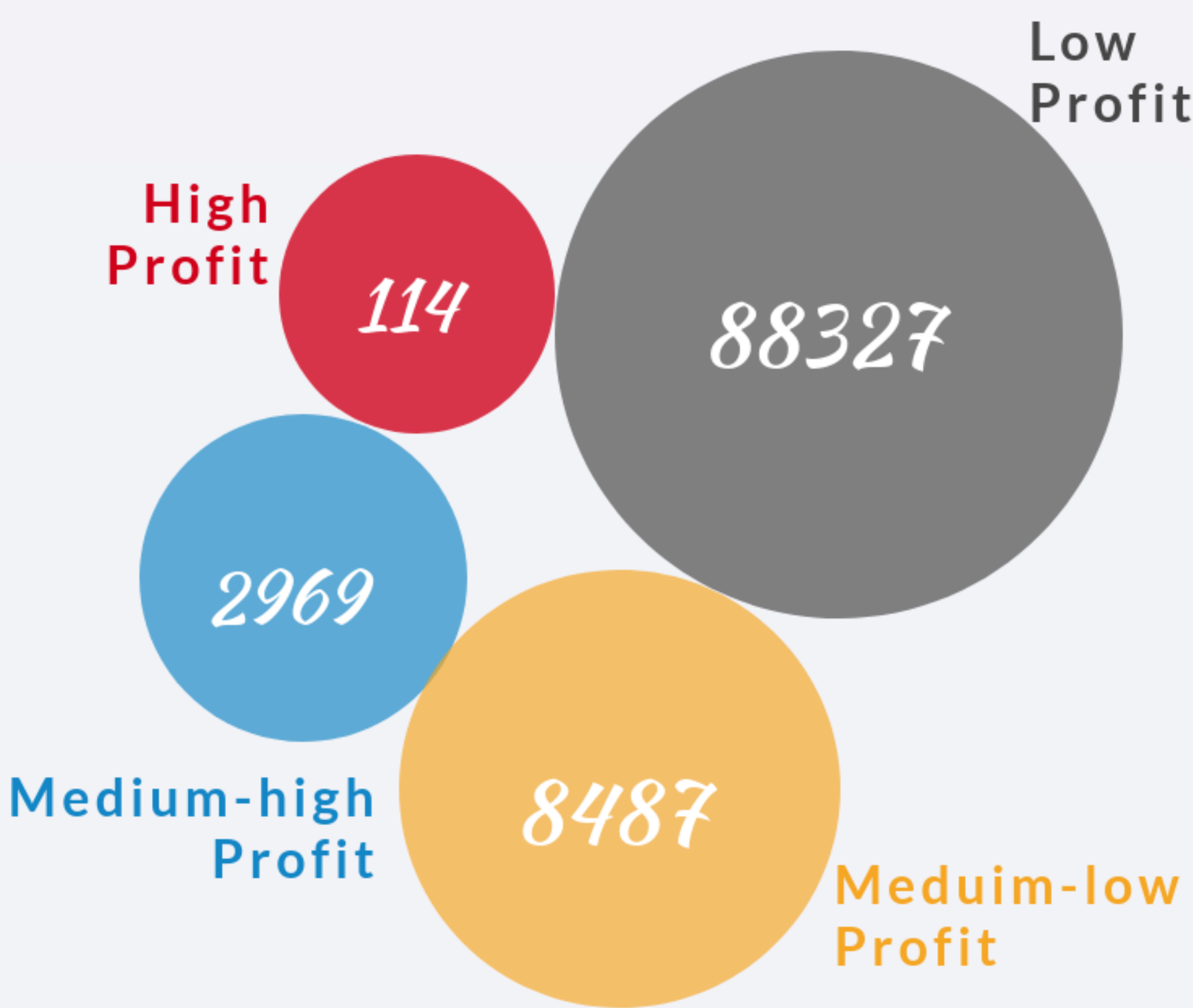


Columbia 80th Anniversary

# Customer Characteristics Analysis For Winter Campaign



Columbia mainly has **four segments** based on their **profitability**.



#1

\$4951.2

Average Revenue

\$2449.1

Average Profit

Last Purchase: 22 months ago

Order Number: 9

High Profit

2 Clusters

Purchase Channel

Payment Method

62.5%

7.1%

30.4%

62.5%

62.5%

Visa

Mastercard, American Express

#1

\$1211.9

Average Revenue

\$647.7

Average Profit

Last Purchase: 18 months ago

Order Number: 7

Medium-high

2 clusters

Purchase Channel

Payment Method

76.4%

17.1%

6.6%

76.4%

76.4%

Visa

45.4%

#2

\$38622.4

Average Revenue

\$20278.7

Average Profit

Last Purchase: 37 months ago

Order Number: 4

Medium-low

1 Cluster

Purchase Channel

Payment Method

100%

50%

Visa

#2

\$1164.9

Average Revenue

\$610.6

Average Profit

Last Purchase: 37 months ago

Order Number: 2

Low Profit

2 Clusters

Purchase Channel

Payment Method

52.7%

41.4%

Visa

Medium-low

1 Cluster

\$426.0

Average Revenue

\$231.4

Average Profit

Last Purchase: 26 months ago

Order Number: 3

Purchase Channel

Payment Method

61.7%

31.9%

6.4%

61.7%

61.7%

Visa

45%

\$126.9

Average Revenue

\$70.1

Average Profit

Last Purchase: 19 months ago

Order Number: 1

Purchase Channel

Payment Method

61.7%

46.2%

Visa

\$127.6

Average Revenue

\$67.3

Average Profit

Last Purchase: 62 months ago

Order Number: 1

Purchase Channel

Payment Method

61.9%

46.8%

Visa

Low Profit

2 Clusters