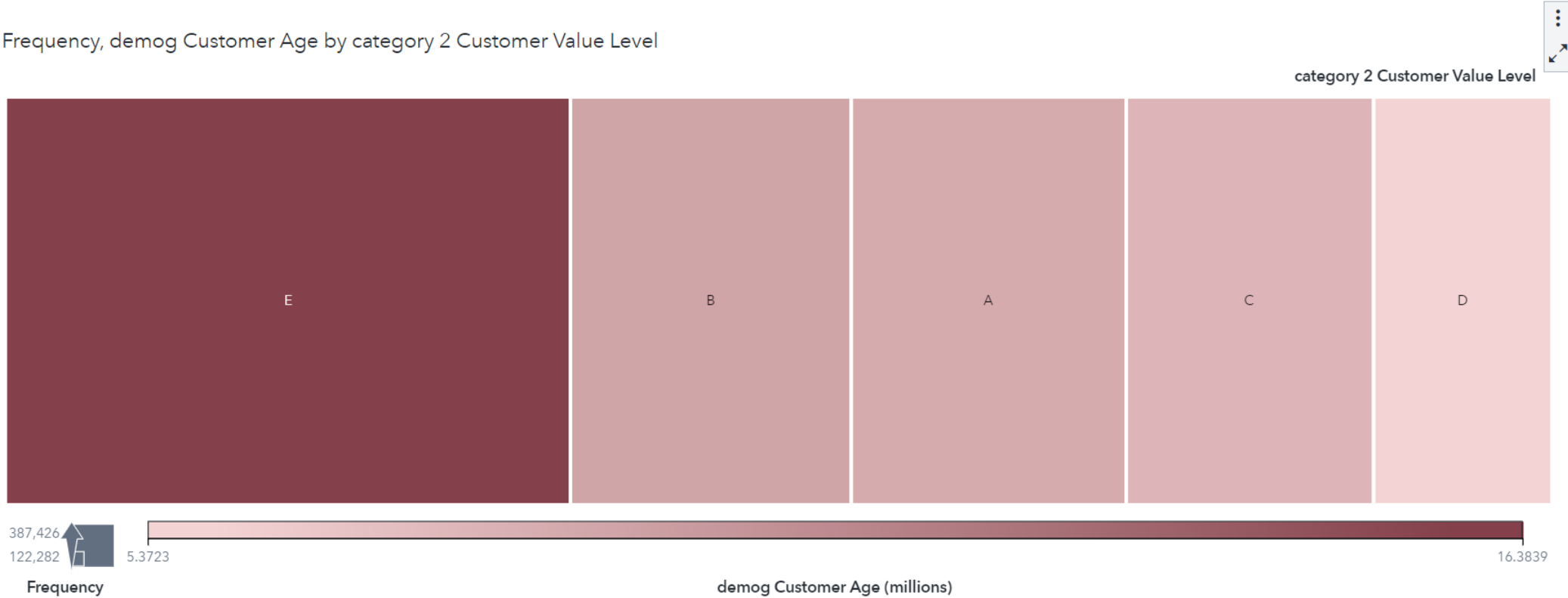
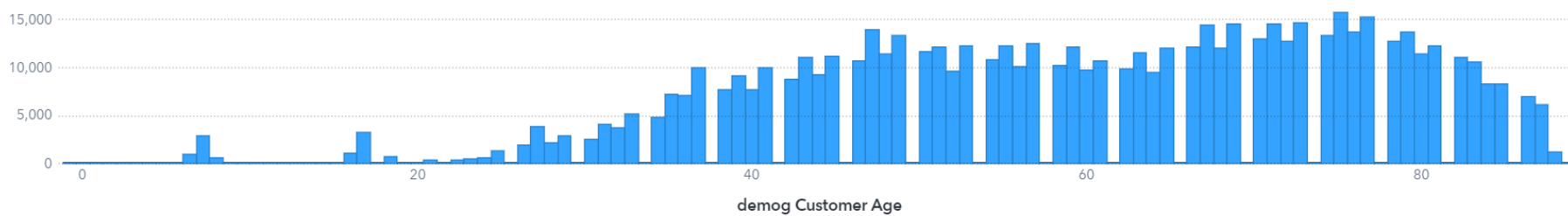


Frequency, demog Customer Age by category 2 Customer Value Level



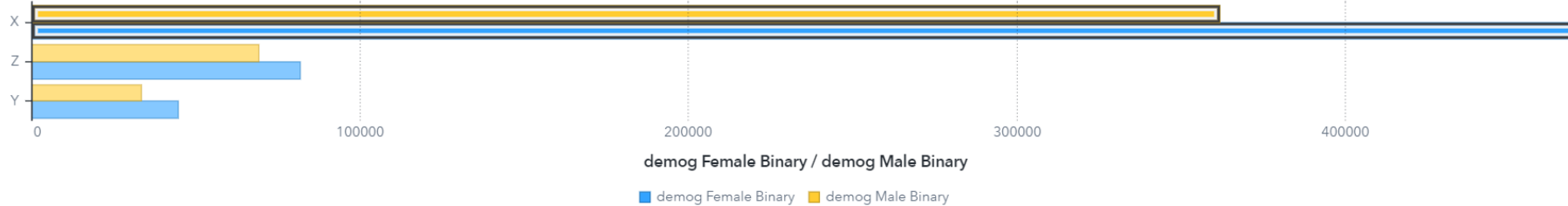
Frequency of demog Customer Age

Frequency



demog Female Binary, demog Male Binary by category 1 Account Activity Level

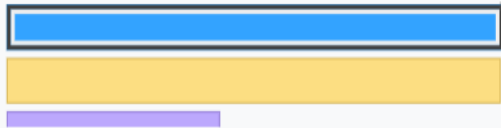
category 1 Account Activity Level



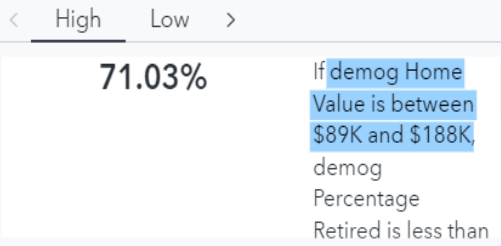
What are the characteristics of category 2 Customer Value Level?

category 2 Customer Value Level has a 17.77% chance (188K of 1.1M) of being A. It's the third most common category 2 Customer Value Level value.

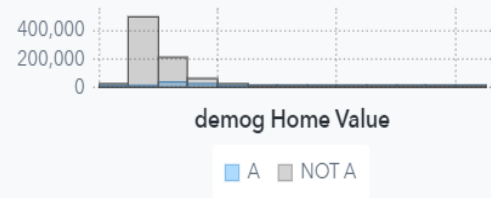
What factors are most related to category 2 Customer Value Level?



What are the groups based on demog Home Value by the chance of category 2 Customer Value Level being A?

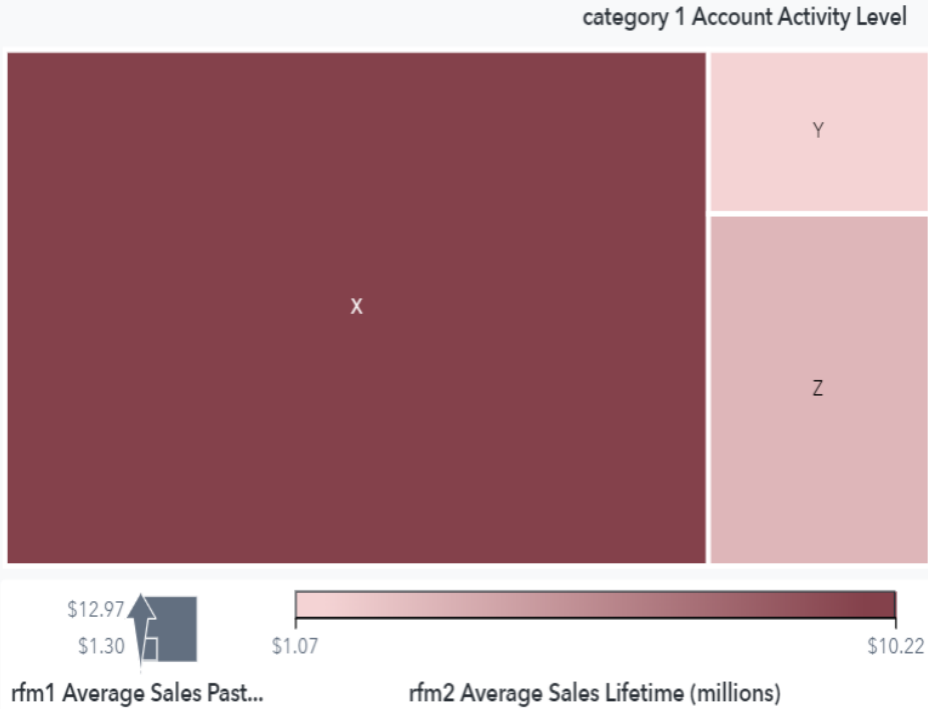


What is the relationship between category 2 Customer Value Level and demog Home Value?



The average demog Home Value when category 2 Customer Value Level is A is \$203K, with a minimum of \$0 and a maximum of \$600K. The average demog Home Value when category 2 Customer Value Level is NOT A is \$85K, with a minimum of \$0 and a maximum of \$600K. Average demog Home Value is \$106K, and it ranges from \$0 to \$600K.

rfm1 Average Sales Past 3 Years, rfm2 Average Sales Lifetime by category 1 Account Activity Level



Filters: No selections

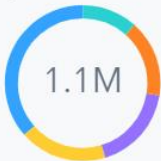
PAGE TITLE



- A
- B
- C
- D
- E

Frequency of category 2  
Customer Value Level

Frequency



category 2 Customer Value Level

E B A C D

category 1 Account Activity Level  
(demog Customer Age)

<input type="checkbox"/> X	38113172	
<input type="checkbox"/> V	2020524	

< Pie - category 1 Account Activity Level 1 Correlation - demog Income 1 Word cloud - category 2 Customer Value Level 1 >

rfm4 Last Product Purchase Amount, rfm5 Count Purchased Past 3 Years by category 1 Account Activity Level

