RFM CLUSTER ANALYSIS

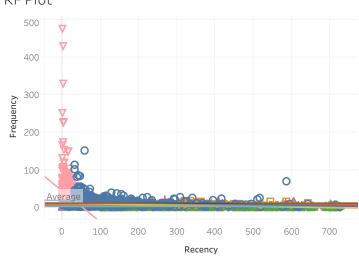
Geographical View Total Price



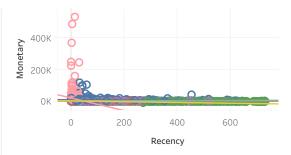
RF HeatMap

F Quartile	R Quartile 1 2 3 4			
1	37.10%	26.54%	23.15%	13.21%
2	20.13%	28.30%	29.17%	22.40%
3	7.54%	26.62%	30.68%	35.17%
4	1.35%	7.48%	24.80%	66.37%

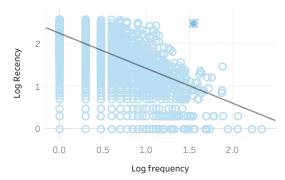
RF Plot



RM Plot



Cluster View



FM Plot

