

Purchase period

Store №

3 240

Customer count

19 196 840

Purchase amount (in units)

Customer distribution by groups

- VIP
- Promising
- Can't Lose Them
- Loyal Customers
- At Risk
- About to Churn
- Hibernating
- 9,07%
- 9,44%
- 1,48%
- 20,06%
- 15,93%
- 18,09%
- 25,93%

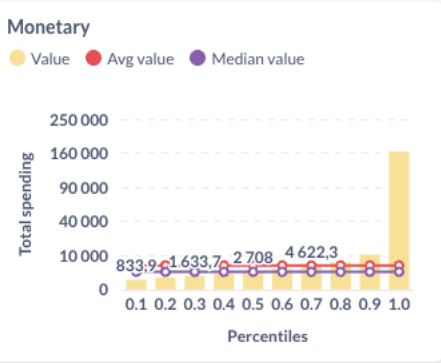
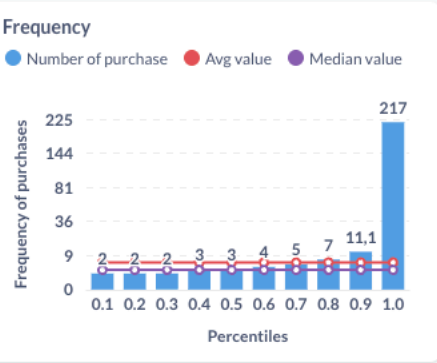
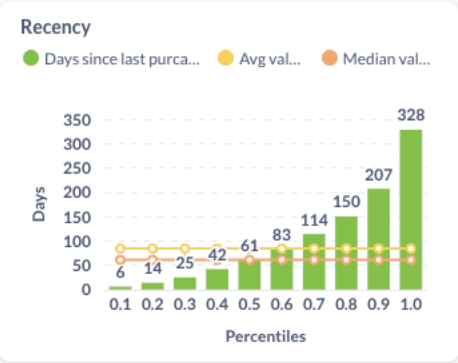
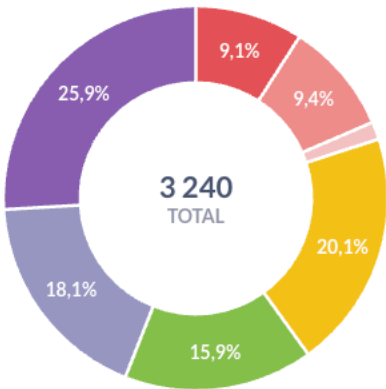


Table with assignment of category and group to each customer									
Card ^	^ Days without purchase	^ r	^ Number of purchase	^ F	^ Purchase amount	^ M	RFM ^	Customer group ^	
2000200150053	84	1	2	1	713	1	111	Hibernating	
2000200150091	4	3	5	2	3 549	2	322	Loyal Customers	
2000200150107	7	3	3	2	1 735	2	322	Loyal Customers	
2000200150145	21	3	14	3	12 426	3	333	VIP	
2000200150237	45	2	3	2	2 772	2	222	Loyal Customers	
2000200150367	30	2	16	3	11 064	3	233	Promising	
2000200150381	39	2	8	3	3 803	3	233	Promising	
2000200150398	7	3	5	2	4 118	3	323	Promising	
2000200150411	6	3	29	3	90 386	3	333	VIP	
2000200150428	36	2	7	2	13 419	3	223	Loyal Customers	
2000200150442	65	2	2	1	667	1	211	Hibernating	
2000200150459	318	1	2	1	2 152	2	112	About to Churn	
2000200150466	46	2	2	1	937	1	211	Hibernating	
2000200150480	7	3	2	1	3 639	3	313	At Risk	
2000200150497	15	3	7	2	17 183	3	323	Promising	
2000200150589	95	1	5	2	5 056	3	123	About to Churn	