

Customer Segment

Select all

Loyal

Potential Loyal

New

Cannot Lose Them

At Risk

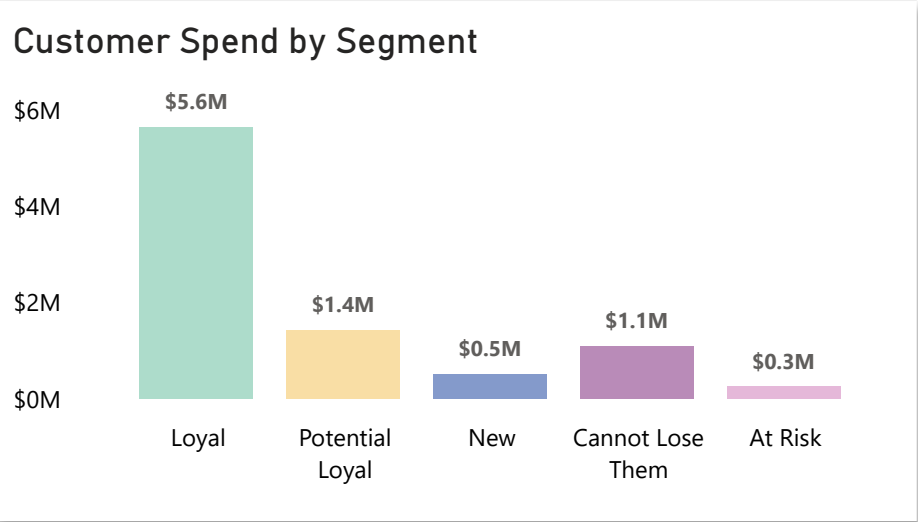
Number of Customers

Spend

4338

\$9M

Customer Segment	Average of Recency	Average of Frequency	Average of Monetary
Loyal	33.33	259.59	\$6,110
Potential Loyal	55.05	85.37	\$1,416
New	54.39	15.57	\$754
Cannot Lose Them	174.82	60.64	\$1,548
At Risk	238.67	19.03	\$246



Customer ID	Segment	Days Since Last Purchase	Number of Purchases	Total Spend
12346	Cannot Lose Them	346	1	\$77,184
12347	Loyal	23	182	\$4,310
12348	Cannot Lose Them	96	31	\$1,797
12349	Loyal	39	73	\$1,758
12350	At Risk	331	17	\$334
12352	Potential Loyal	57	85	\$2,506
12353	At Risk	225	4	\$89
12354	Cannot Lose Them	253	58	\$1,079
12355	At Risk	235	13	\$459
12356	Loyal	43	59	\$2,811

