

3,494

Total Customer

\$11.14M

Total Profit

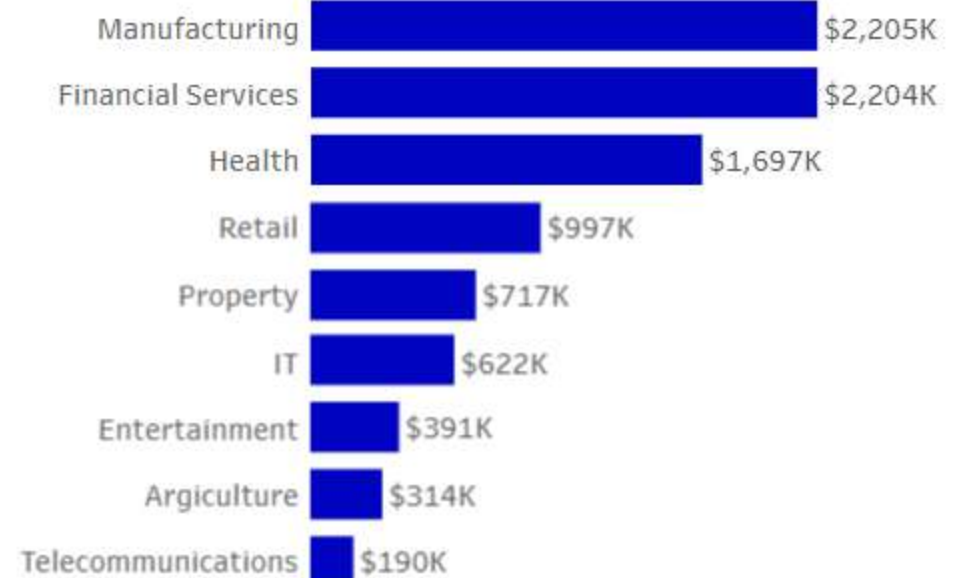
\$22.16M

Total Sales

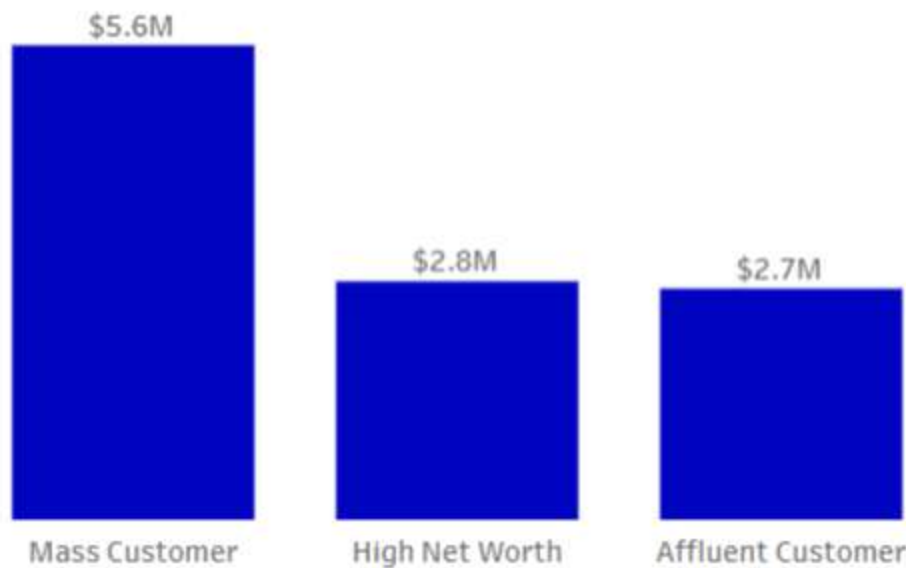
Profit by Month



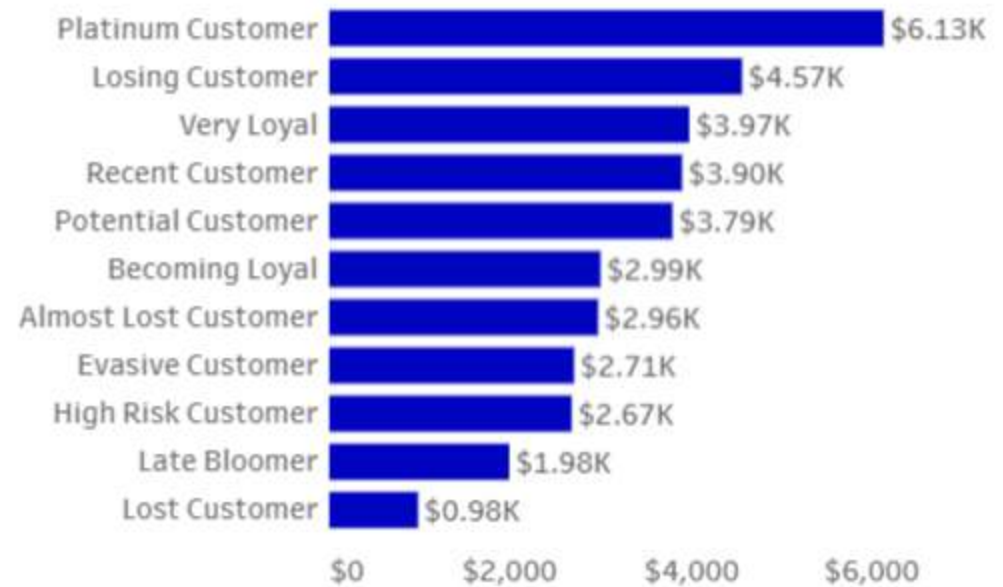
Profit by Job Industry



Profit by Wealth Segment



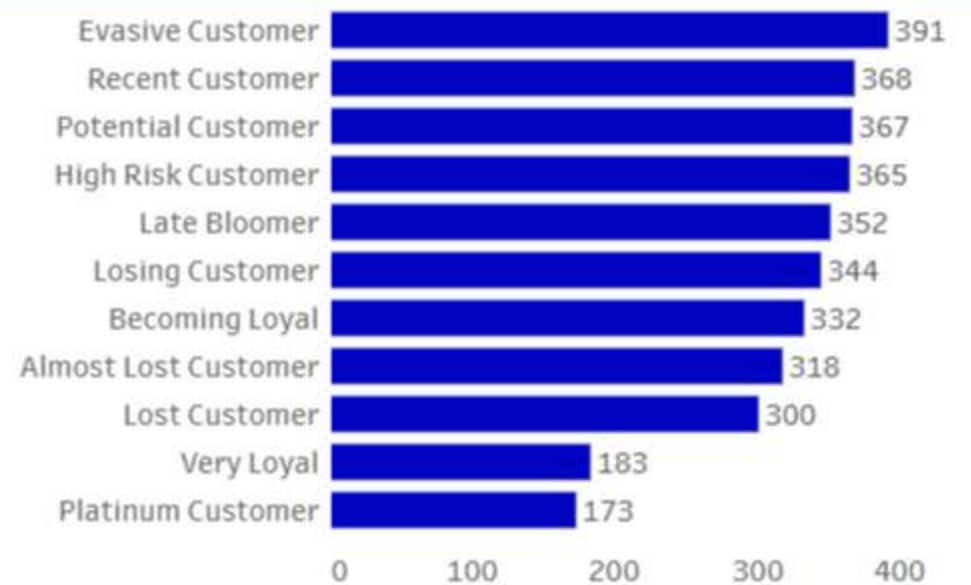
Avg. Profit by Customer Segment



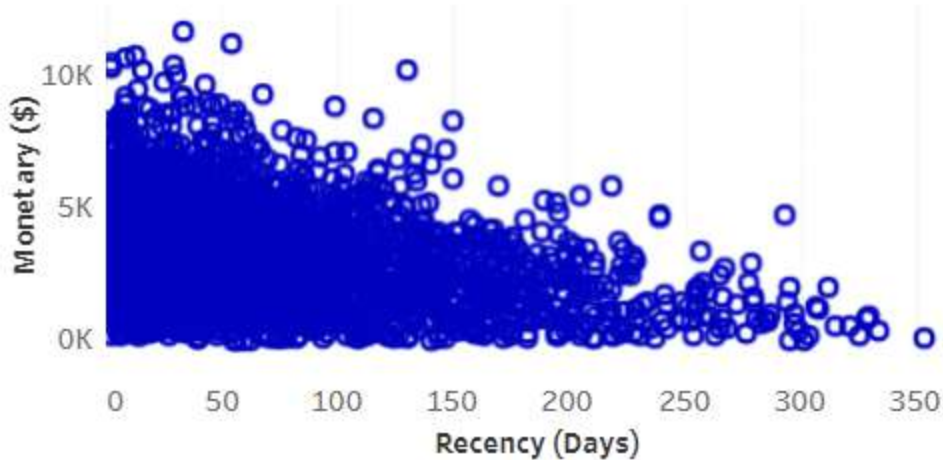
Cars Owned by State



Total Customer by Segment

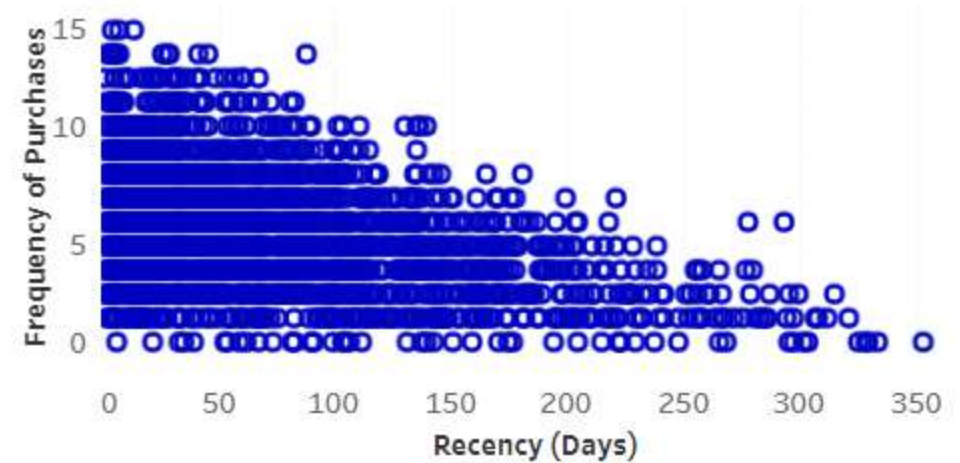


Monetary Against Recency



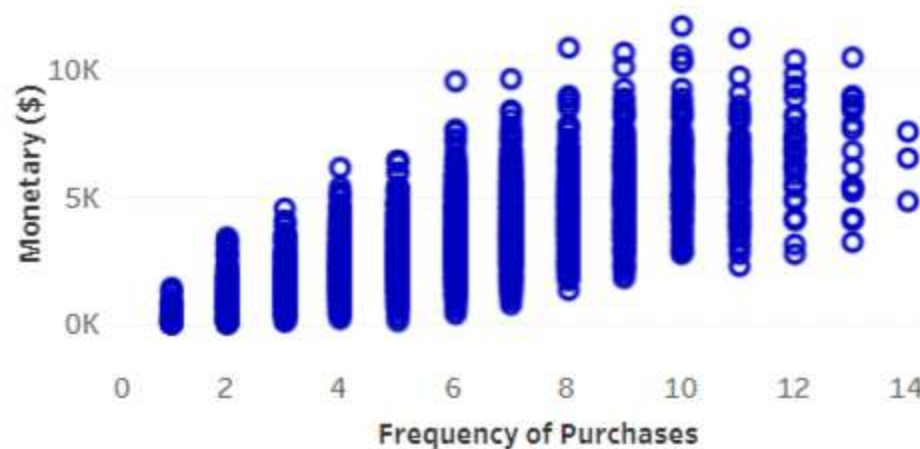
There is a negative relationship between monetary and recency value. Customers who purchased recently have generated more revenue, than customers who made a purchase a while ago.

Frequency Against Recency



There is a negative relationship between frequency and recency value. The higher the purchase frequency, the more recently (in time of day) the customer makes a purchase. So that customers on recent days make purchases more often.

Monetary Against Frequency



There is a positive relationship between frequency and monetary. The higher the frequency of purchases made by customers the more revenue generated.

The Top 1000 Targeted Customers

| Customer Segment | Total Custom.. | Cumulative | Customer Ta.. |
|----------------------|----------------|------------|---------------|
| Platinum Customer | 173 | 173 | 173 |
| Very Loyal | 183 | 356 | 183 |
| Becoming Loyal | 332 | 688 | 332 |
| Recent Customer | 368 | 1,056 | 312 |
| Potential Customer | 367 | 1,423 | 0 |
| Late Bloomer | 352 | 1,775 | 0 |
| Losing Customer | 344 | 2,119 | 0 |
| High Risk Customer | 365 | 2,484 | 0 |
| Evasive Customer | 391 | 3,193 | 0 |
| Almost Lost Customer | 318 | 2,802 | 0 |
| Lost Customer | 300 | 3,493 | 0 |

Customer Segment Description

| Customer Segment | Segment Description |
|----------------------|--|
| Platinum Customer | Most recent buy, buys often, most spent |
| Very Loyal | Most recent buy, buys often, spends large amount of money |
| Becoming Loyal | Relatively recent, bought more than once, spends large amount of money |
| Recent Customer | Bought recently, not very often, average money spent |
| Potential Customer | Bought recently, never bought before, spent small amount |
| Late Bloomer | No purchases recently, but RFM value is larger than average |
| Losing Customer | Purchases was a while ago, below average RFM value |
| High Risk Customer | Purchases was long ago, frequency is quite high, amount spent is high |
| Almost Lost Customer | Very low recency, low frequency, but high amount spent |
| Evasive Customer | Very low recency, Very low frequency, small amount spent |
| Lost Customer | Very Low RFM |