

3,494

Total Customer

\$11.14M

Total Profit

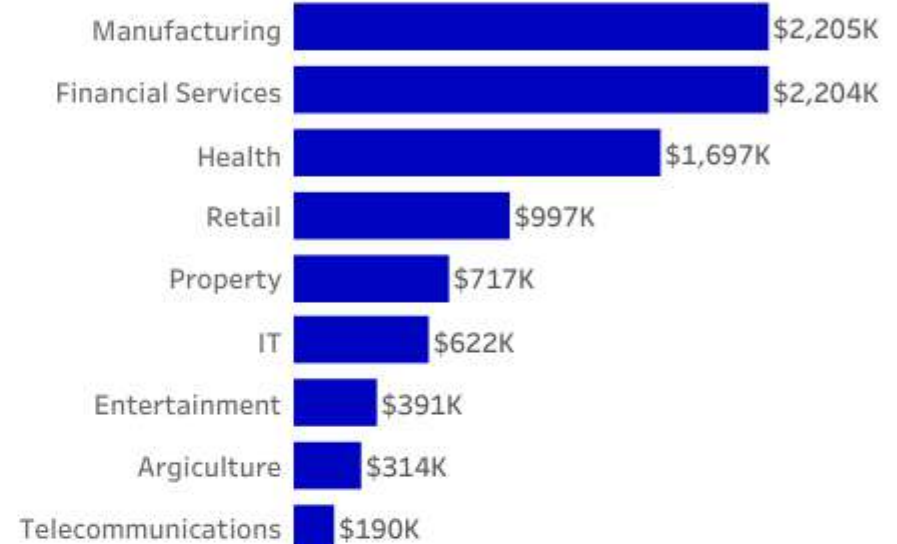
\$22.16M

Total Sales

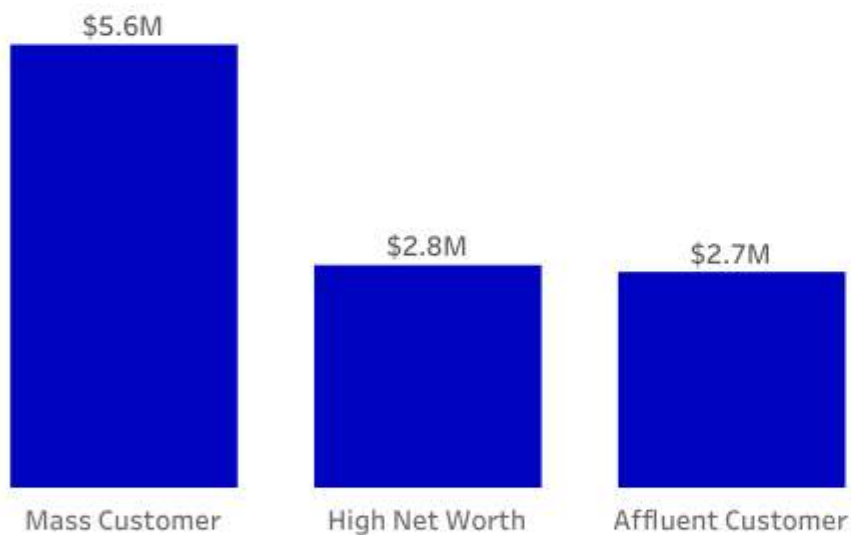
## Profit by Month



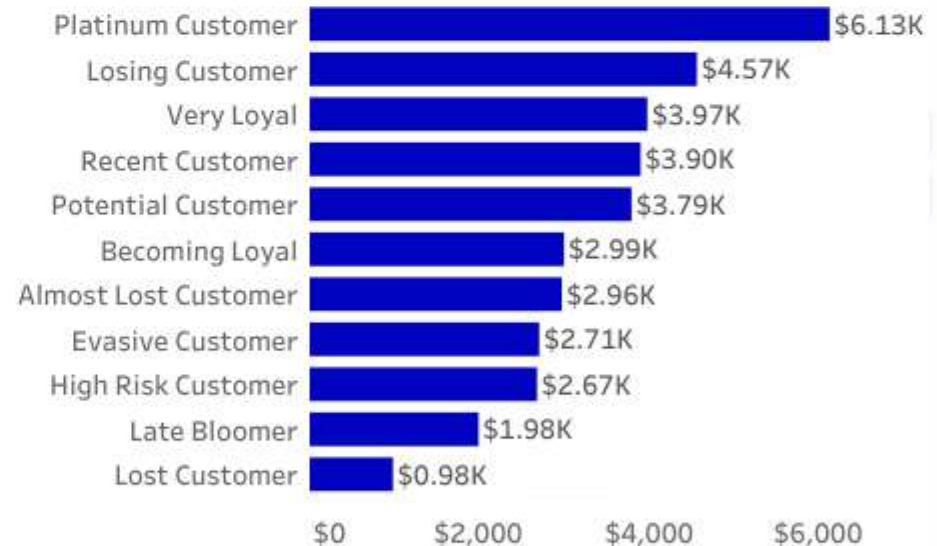
## Profit by Job Industry



## Profit by Wealth Segment



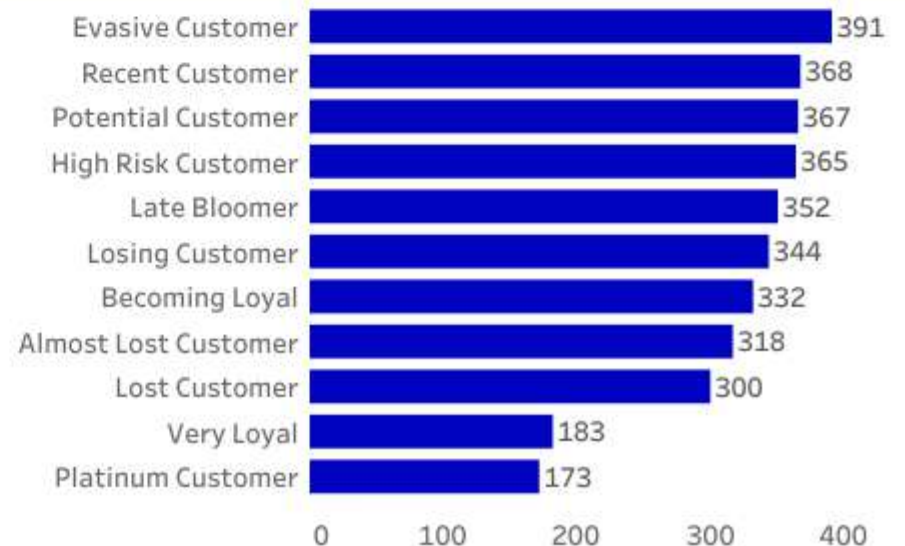
## Avg. Profit by Customer Segment



## Cars Owned by State

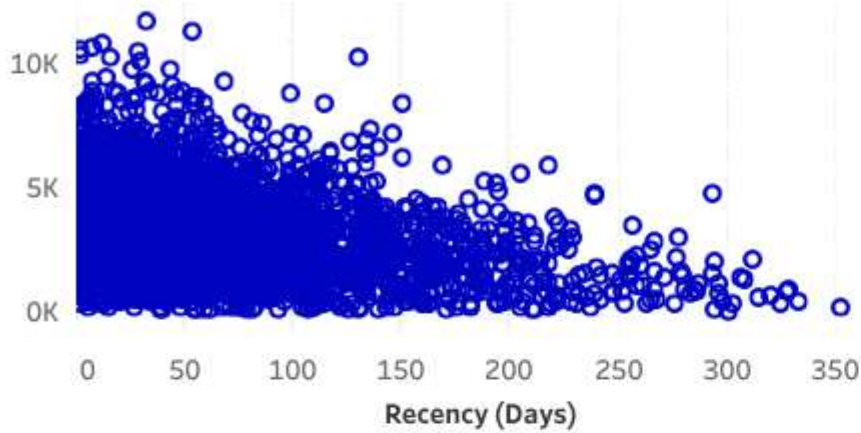


## Total Customer by Segment



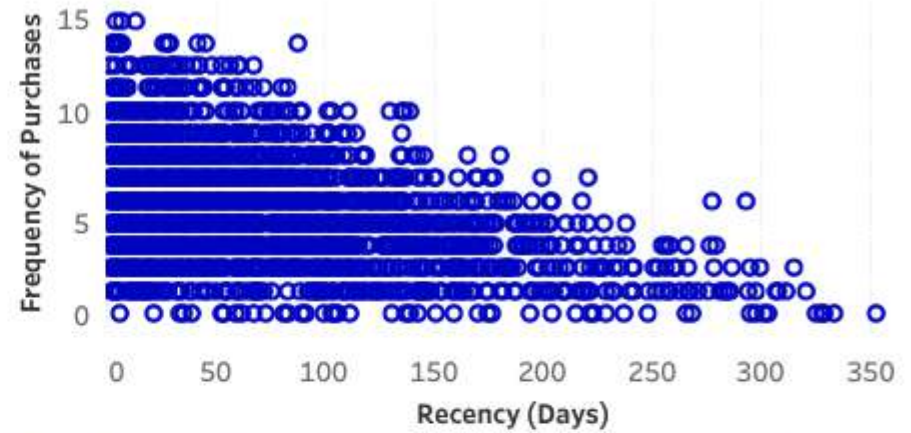


### Monetary Against Recency



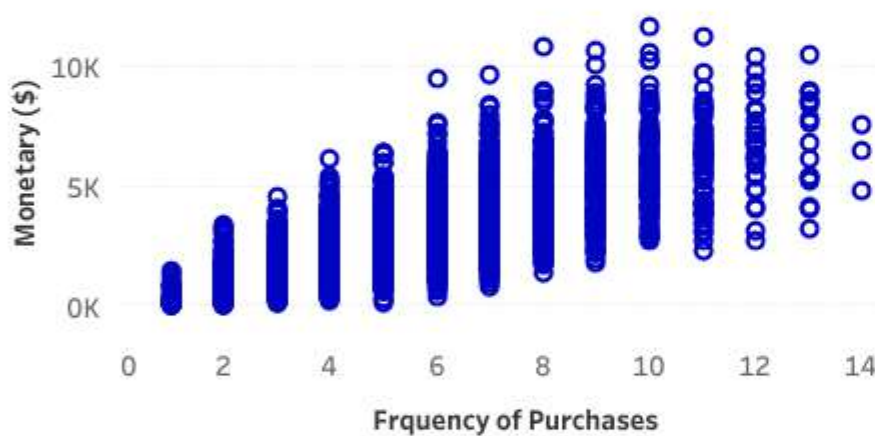
There is a negative relationship between monetary and recency value. Customers who purchased recently have generated more revenue, than customers who made a purchase a while ago.

### Frequency Against Recency



There is a negative relationship between monetary 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