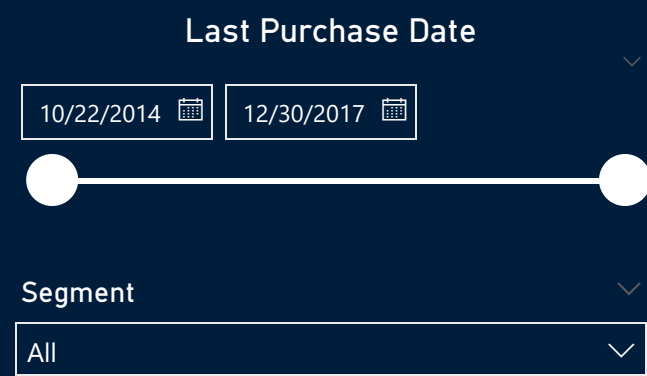
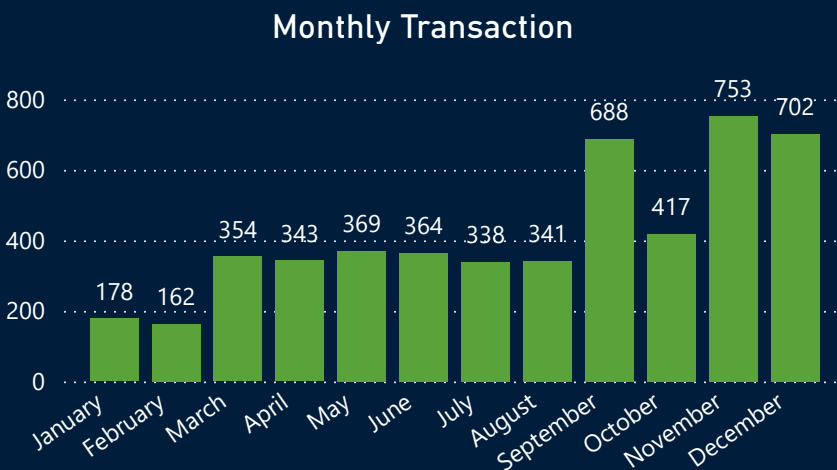


Customer Segmentation & Marketing Channel Performance



New York City Data	
793	1,426,975.69
Total Customers	Spending/Customer
New York City	United States
City	Country
355	389,435,030
# Customer NYC	Profit



Year, Quarter, Month, Day

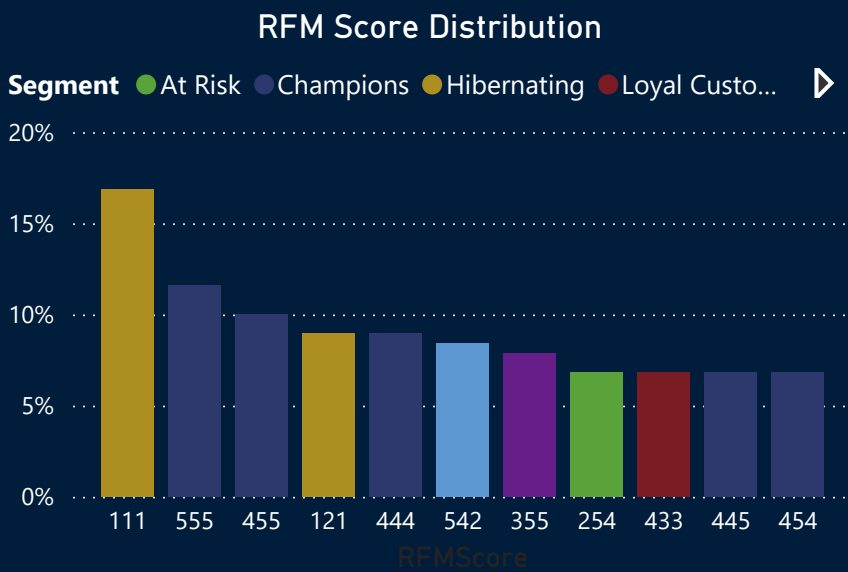
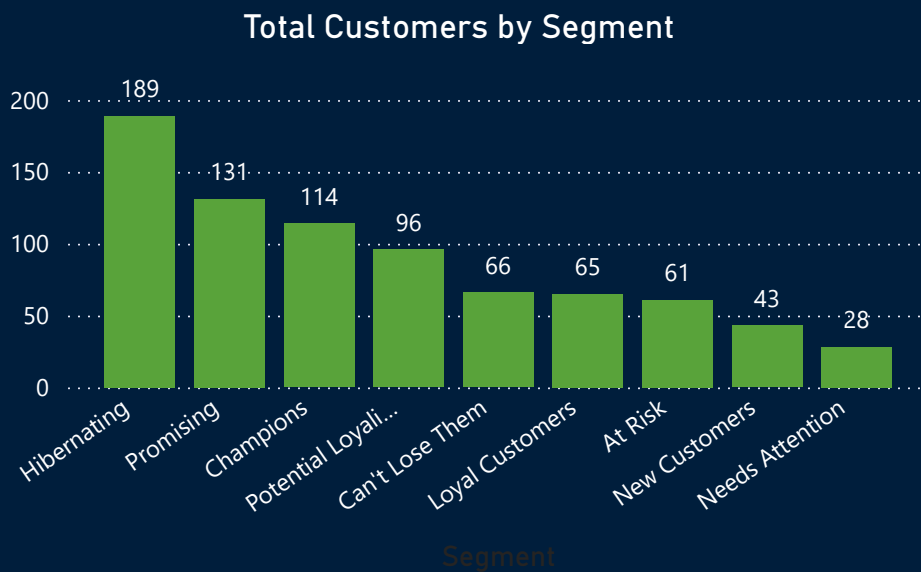
2014

2015

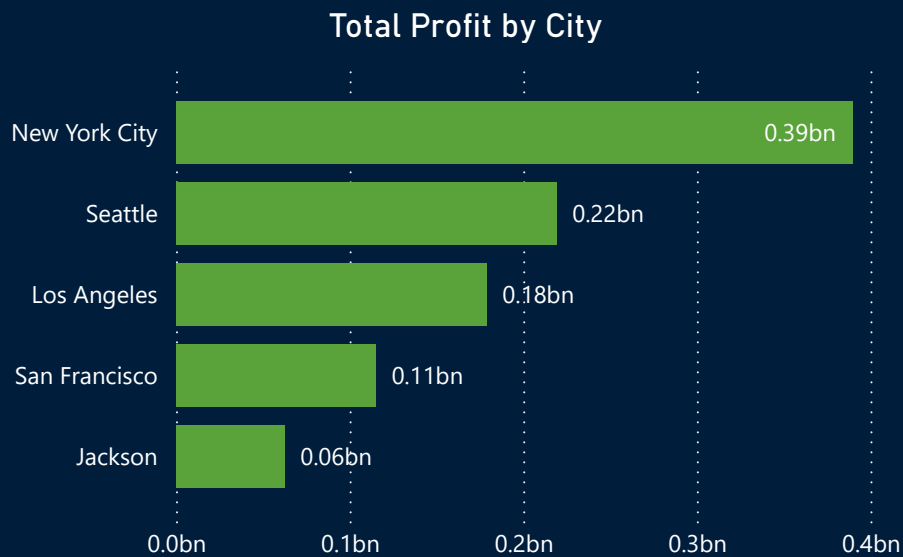
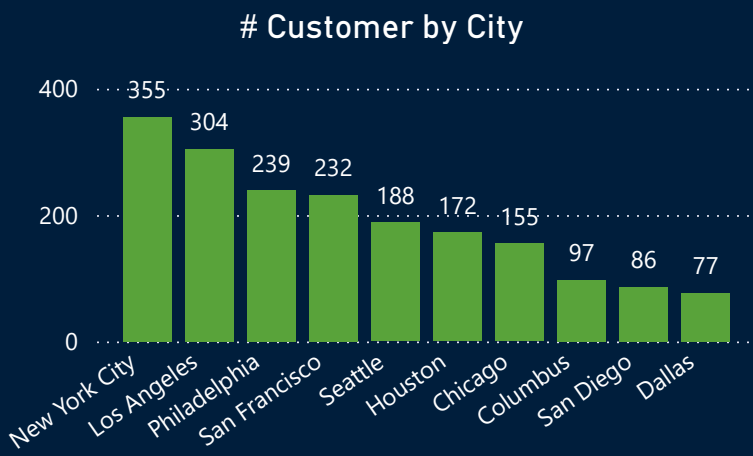
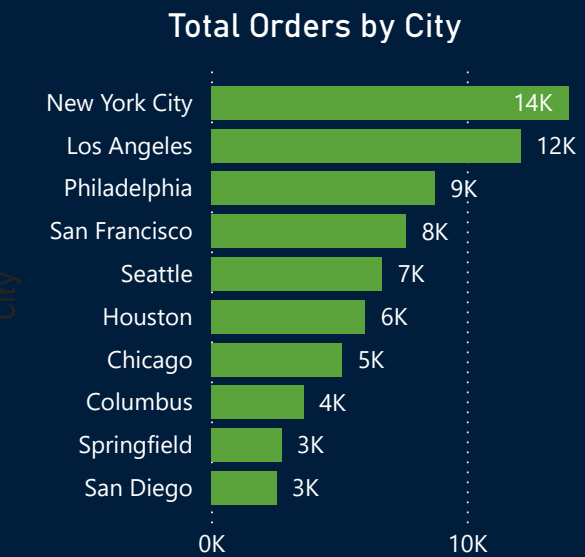
2016

2017

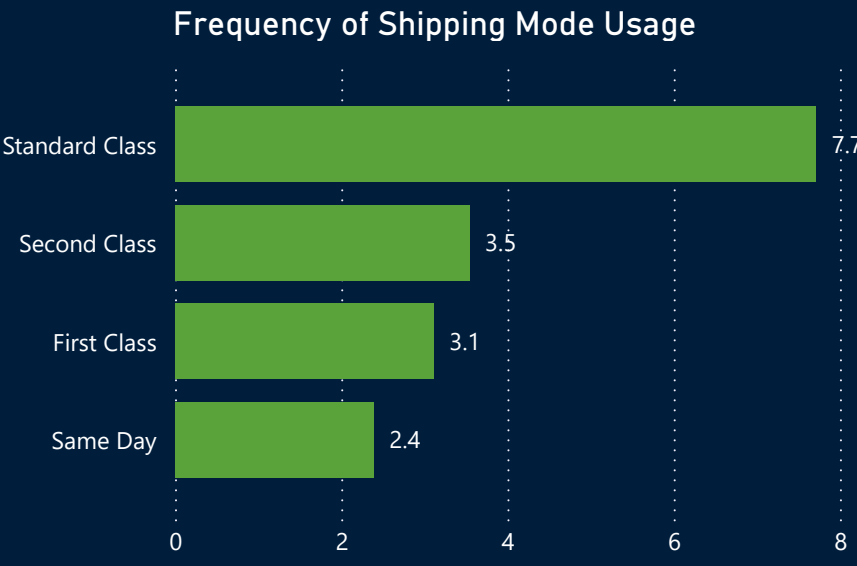
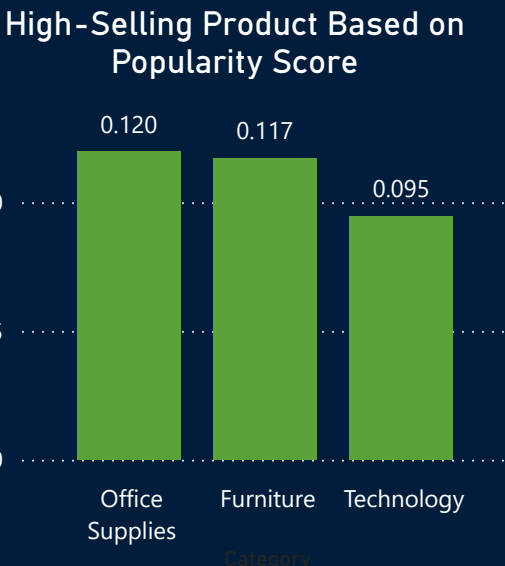
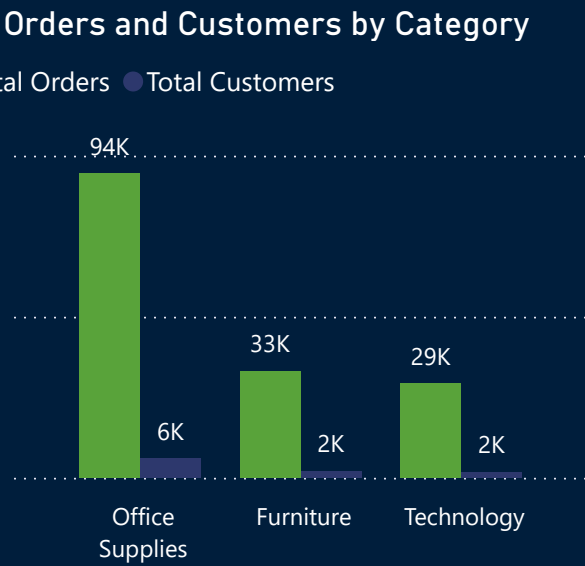
Country	Total Customer
United States	4669
Total	4669



Customer ID	LastPurchaseDate	Recency	Frequency	Monetary	Segment
AA-10315	6/29/2017 12:00:00 AM	186	11	5090484	Can't Lose Them
AA-10375	12/11/2017 12:00:00 AM	21	15	165678	Potential Loyalis
AA-10480	4/15/2017 12:00:00 AM	261	12	193048	Hibernating
AA-10645	11/5/2017 12:00:00 AM	57	18	1737756	Promising
AB-10015	11/10/2016 12:00:00 AM	417	6	143818	Hibernating
AB-10060	11/6/2017 12:00:00 AM	56	18	5110574	Promising
AB-10105	11/19/2017 12:00:00 AM	43	20	2898788	Champions
AB-10150	11/19/2017 12:00:00 AM	43	12	280163	Potential Loyalis
AB-10165	12/5/2017 12:00:00 AM	27	14	397663	Potential Loyalis
Total		118000	9994	1131591720	



City	Total Orders	# Order ID
New York City	13990	450
Los Angeles	12089	384
Philadelphia	8738	265
San Francisco	7612	265
Seattle	6681	212
Houston	6017	188
Chicago	5110	171
Columbus	3610	111
Springfield	2749	73
San Diego	2548	88
Dallas	2403	80
Total	156816	5009



Customer Segmentation & Marketing Channel Performance

Last Purchase Date

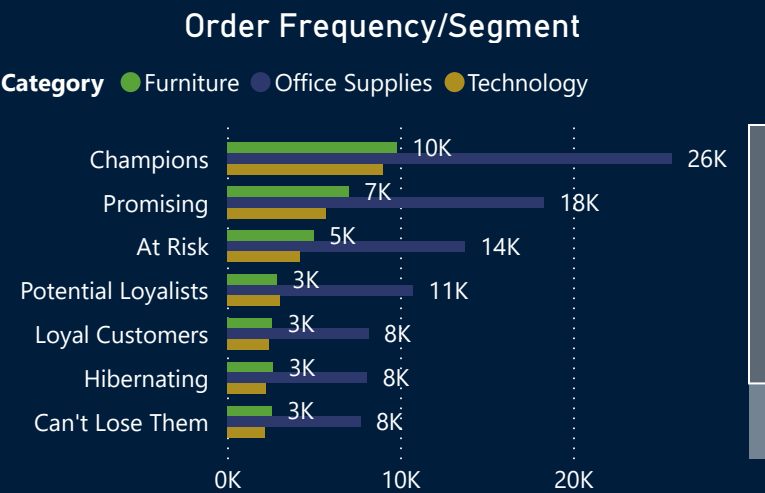
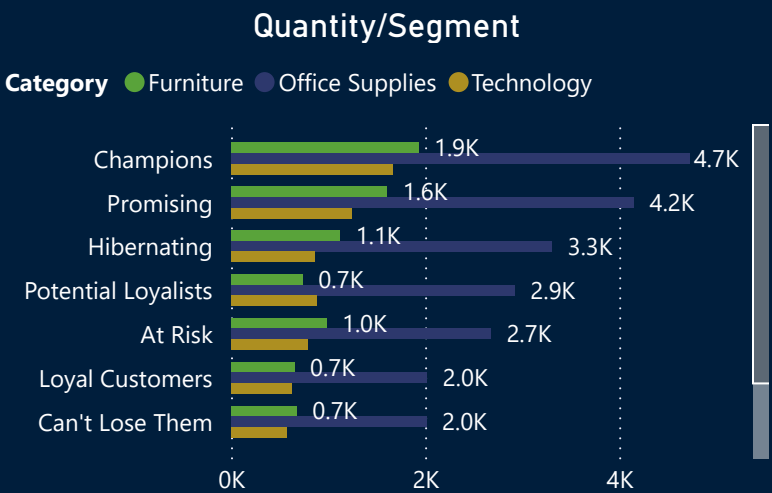
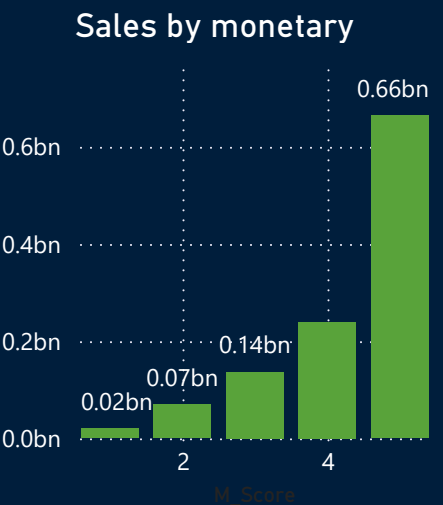
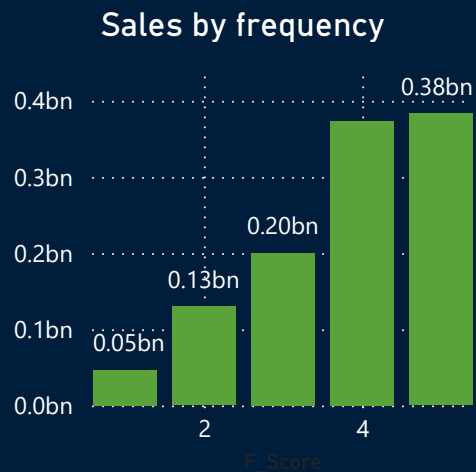
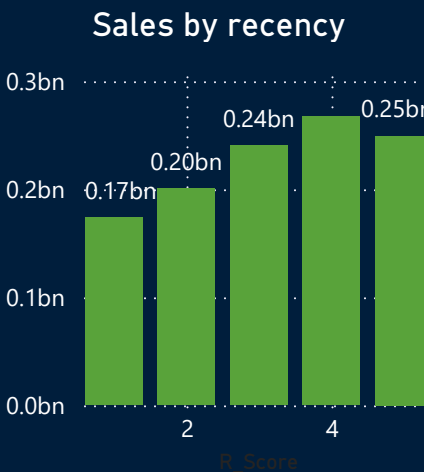
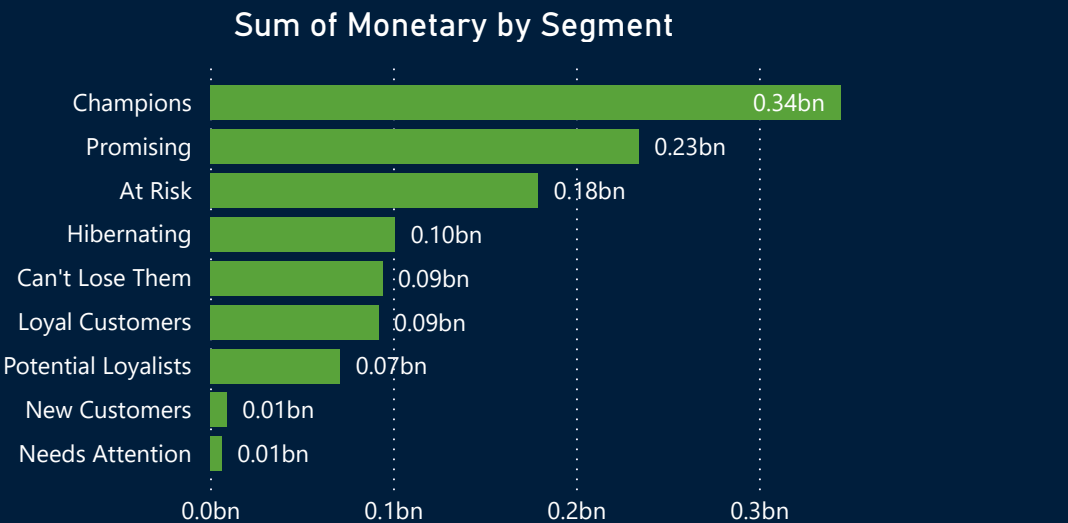
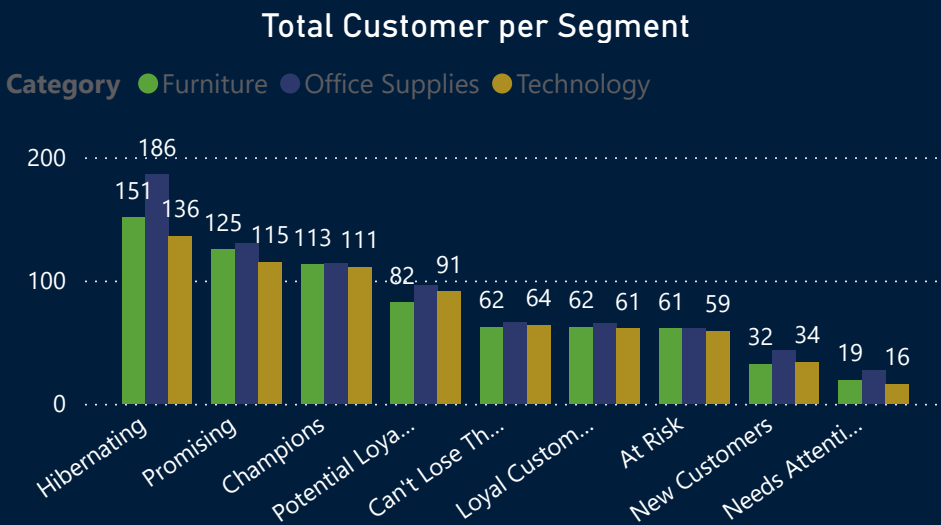
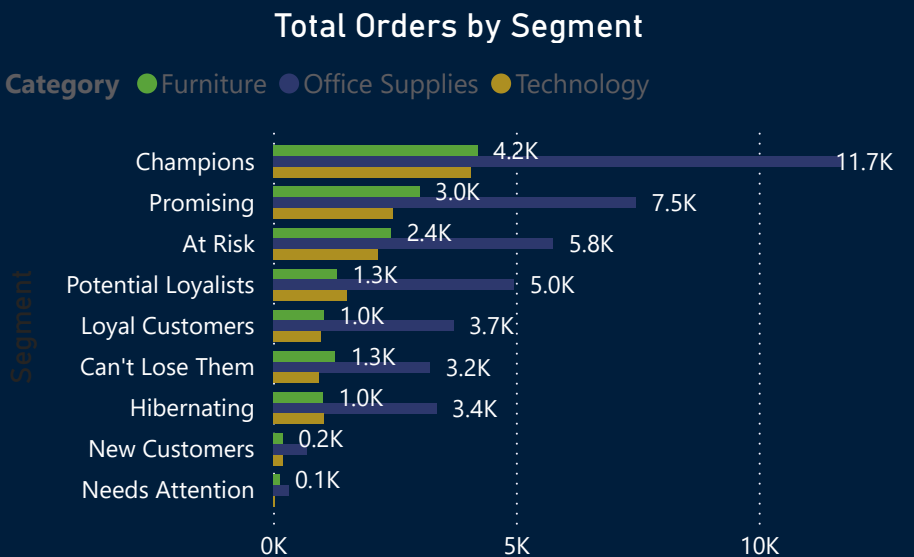
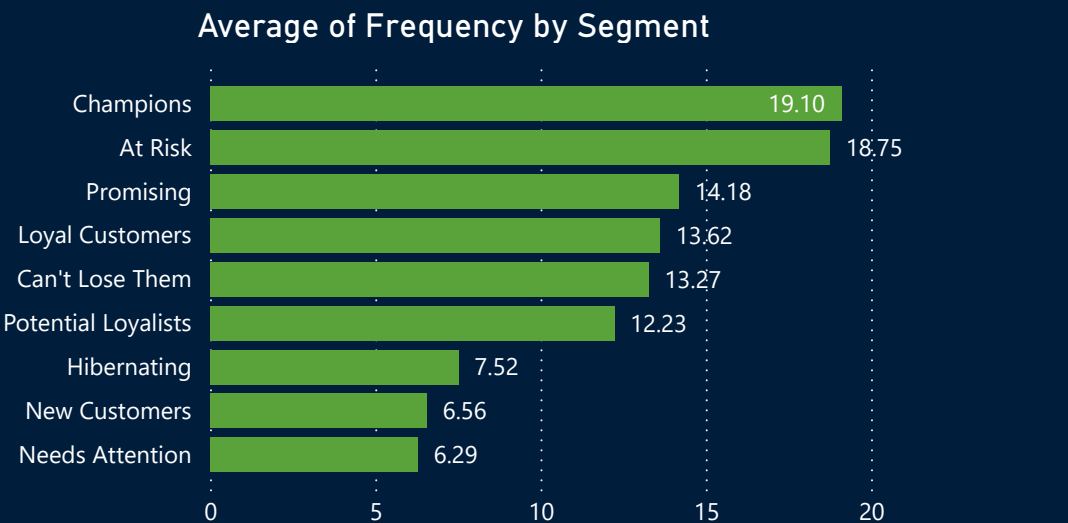
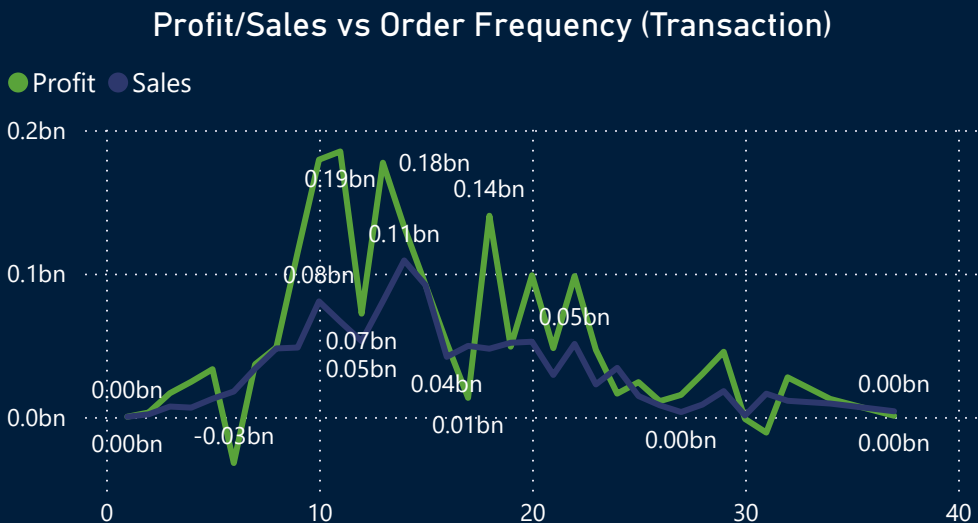
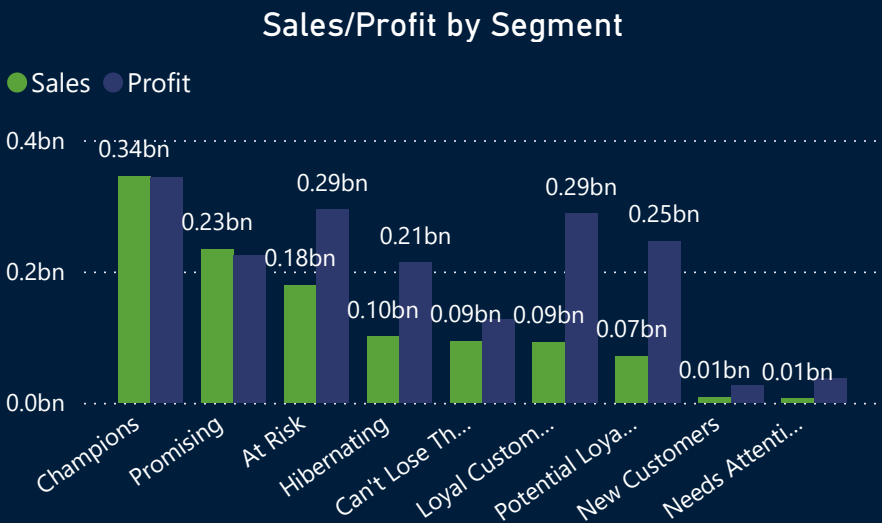
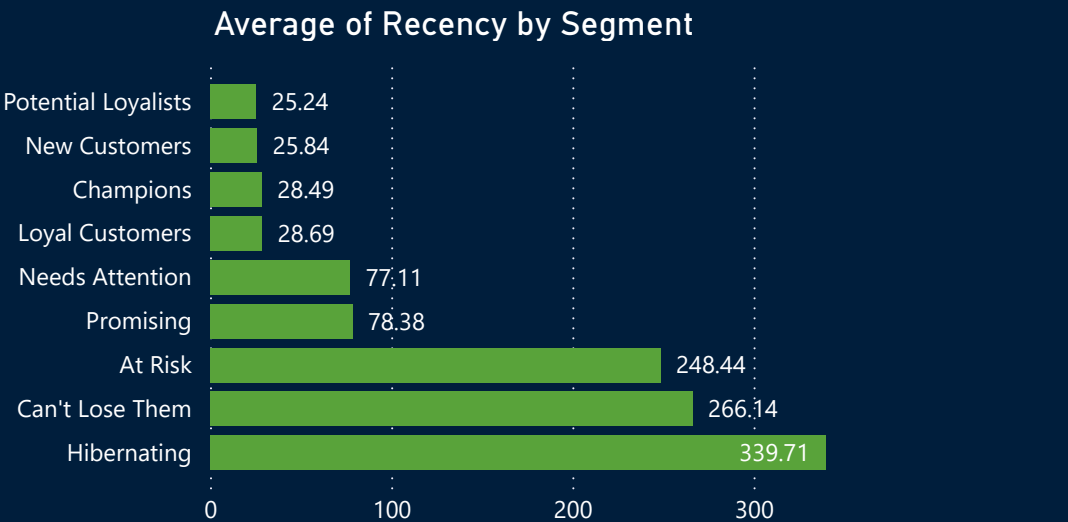
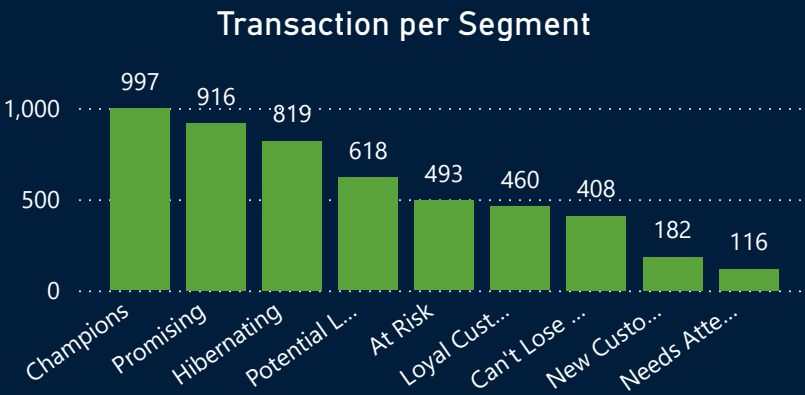
10/22/2014

12/30/2017

Segment

All

New York City Data	
793	1,426,975.69
Total Customers	Spending/Custo...
New York City	United States
City	Country
355	389,435,030
# Customer NYC	Profit



Customer Segmentation & Marketing Channel Performance

Last Purchase Date

10/22/2014

12/30/2017

Segment

All

New York City Data	
793	1,426,975.69
Total Customers	Spending/Custo...
New York City	United States
City	Country
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# Customer NYC	Profit

