

Customer Segmentation of B2B Vehicles Sales Data

Order Date

1/6/2003

5/31/2005

DEALSI...

Large

Medium

Small

Customer Segment

All

92

7,786,040.86

of Customer

PayperCustomer

Total Sales

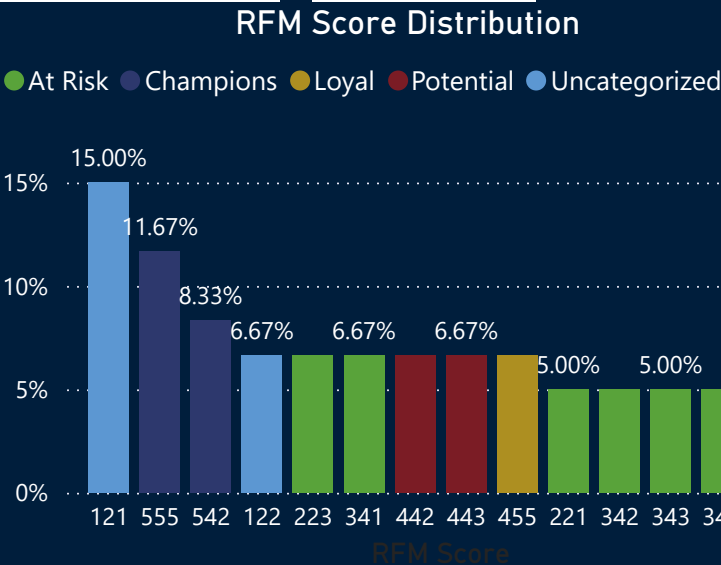
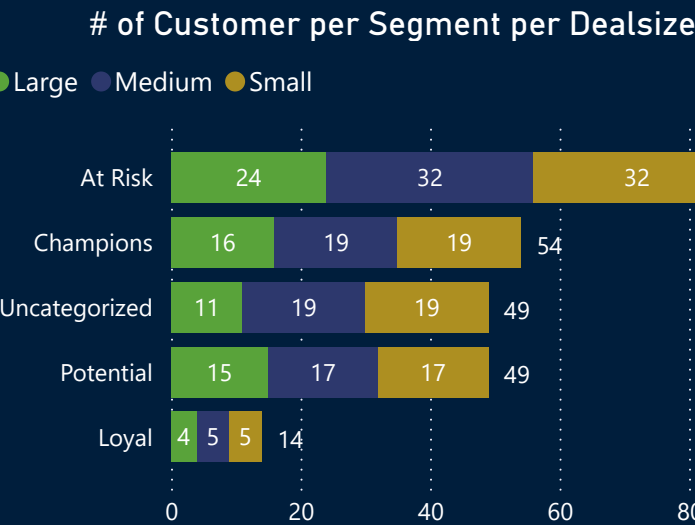
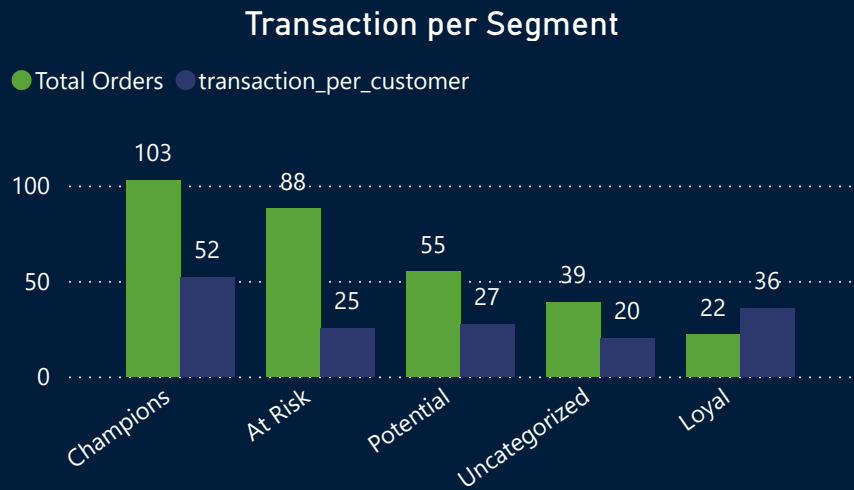
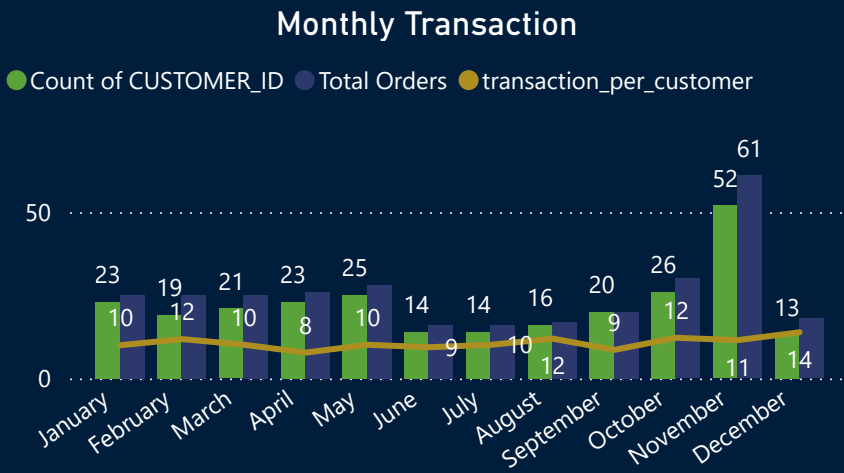
716M

Year, Q...

2003

2004

2005

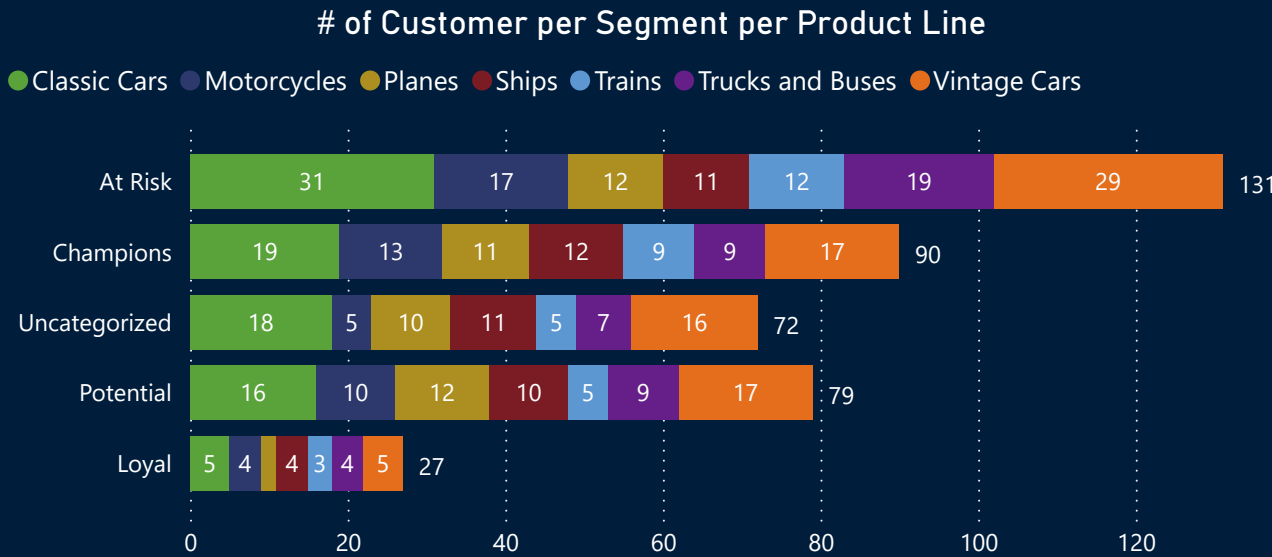
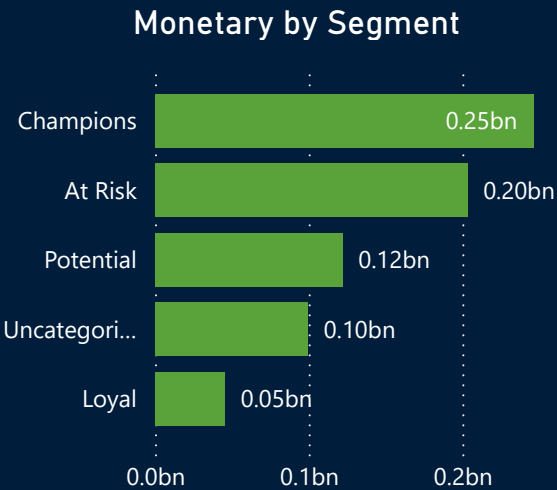
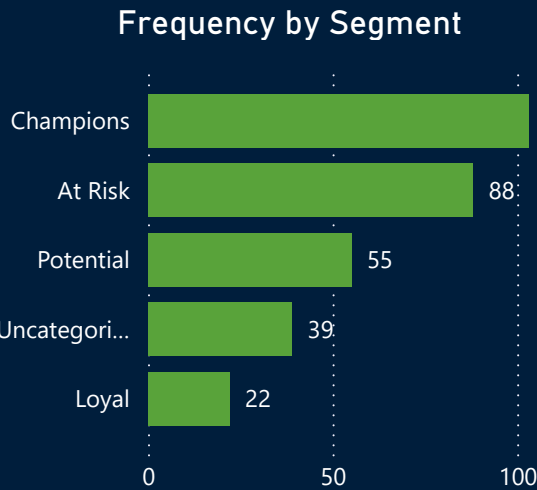
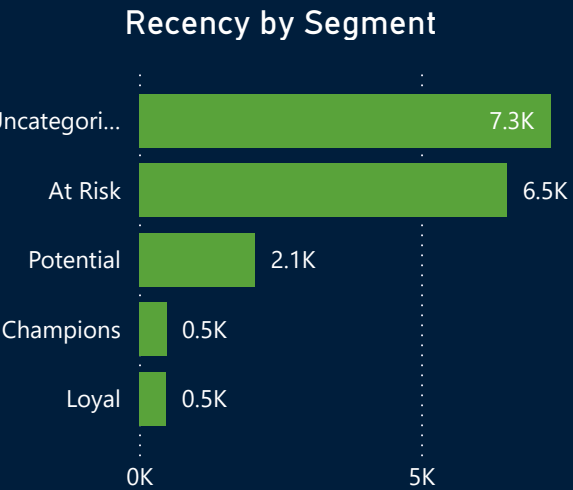
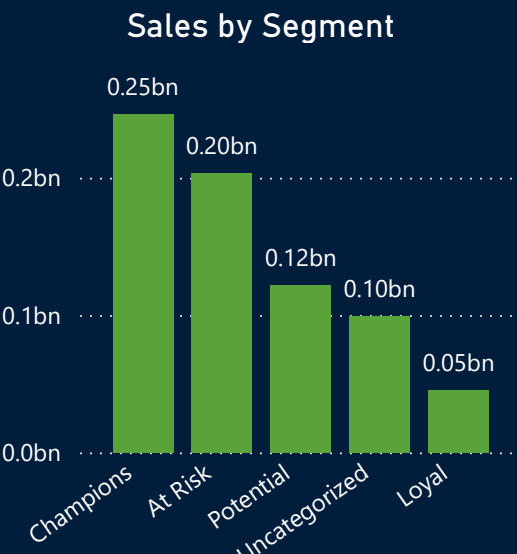
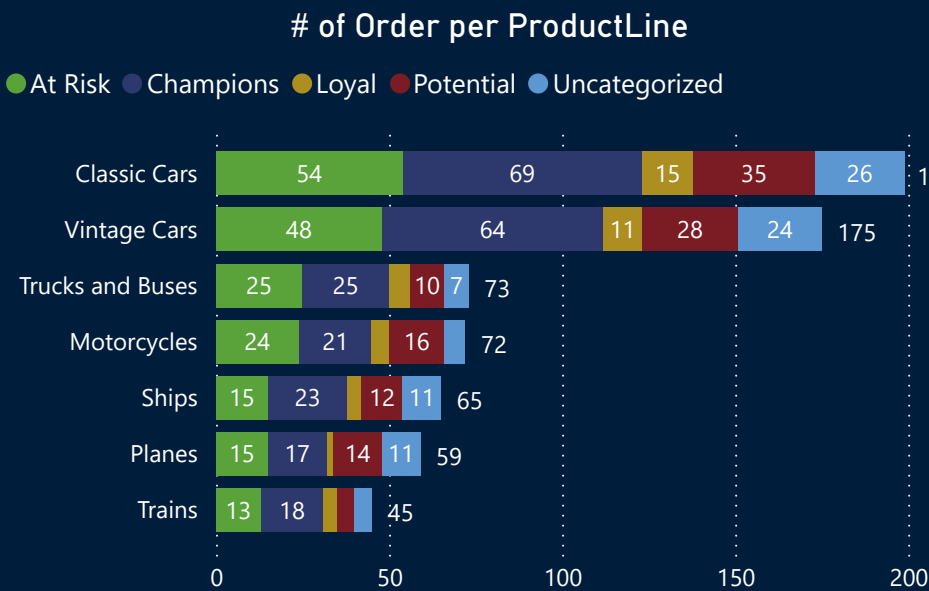
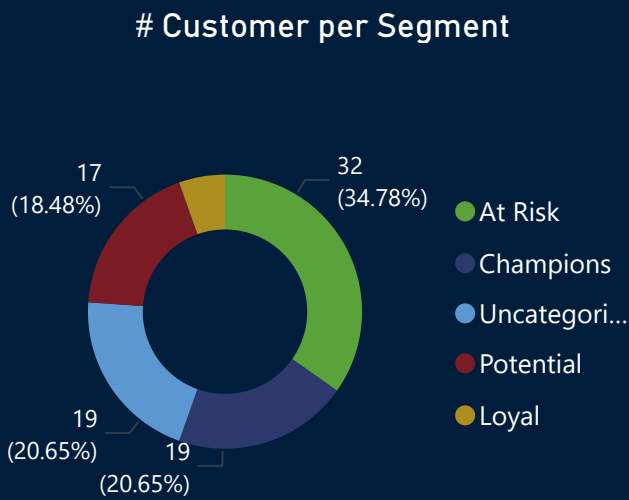
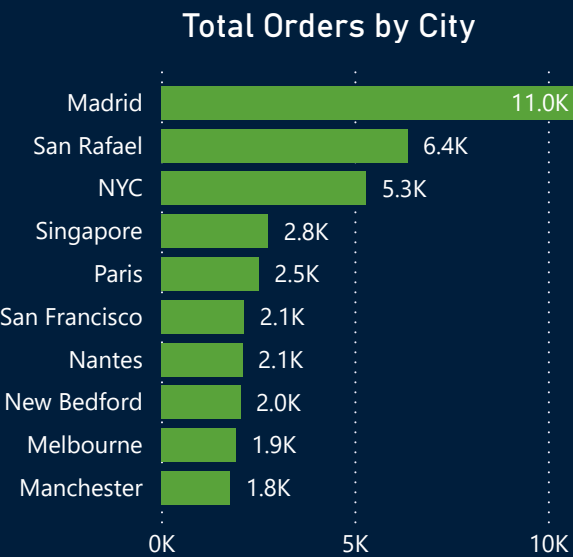


Order Details

CITY	QUANTITYORDERED	# ORDERNUMBER
Aarhus	882	2
Allentown	1111	4
Barcelona	882	3
Bergamo	1650	3
Bergen	973	3
Boras	1359	3
Boston	1628	5
Brickhaven	1654	8
Bridgewater	903	3
Brisbane	514	2
Total	99067	307

RFM Table

CUSTOMER_ID	LastOrderDate	Recency	Frequency	Monetary
BC_T2F8M4_4555	8/20/2004 12:00:00 AM	285	2	5767624
BC_V3F2K1_3392	10/22/2004 12:00:00 AM	222	2	5214879
CA_10100_8555	9/9/2004 12:00:00 AM	265	2	6845061
CA_1203_4555	8/30/2004 12:00:00 AM	275	2	9532588
CA_1227MM_3587	11/16/2004 12:00:00 AM	197	3	7802651
CA_13008_4555	1/6/2005 12:00:00 AM	146	3	4375627
CA_1734_3555	4/15/2005 12:00:00 AM	47	5	10151508
CA_21240_8555	2/9/2005 12:00:00 AM	112	3	9793506
CA_24100_0555	11/12/2004 12:00:00 AM	201	3	11049033
CA_28023_282	11/1/2004 12:00:00 AM	212	3	7851742
CA_28023_555	3/19/2004 12:00:00 AM	439	2	3542808



Customer Segmentation of B2B Vehicles Sales Data

Order Date

1/6/2003

5/31/2005

Customer Segment

All

DEALSI...

☐ Large

☐ Medium

☐ Small

927,786,040.86

of CustomerPayperCustomer

Total Sales

716M

Year, Q...

☐ 2003

☐ 2004

☐ 2005

TopProductLine

All

R Score

Selec...

1

2

3

4

5

F Score

Select all

1

2

4

5

M Score

Selec...

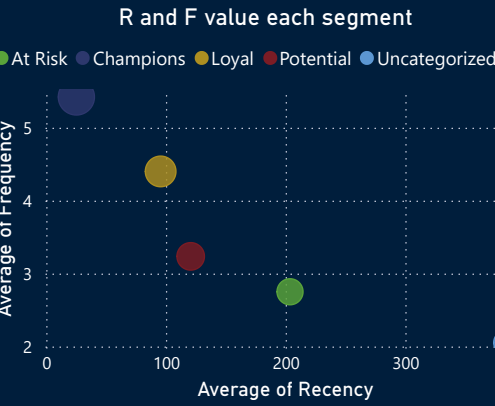
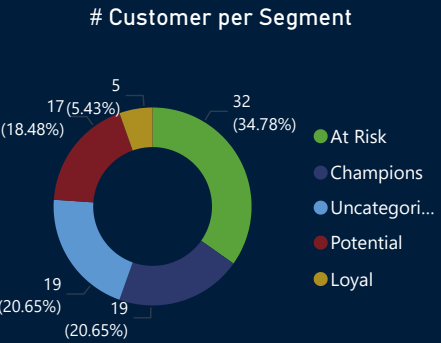
1

2

3

4

5



Average of Recency

182.83

Average of Frequency

3.34

Average of Monetary

7.79M

