Figure 1

Customer Distribution by RFM Segment

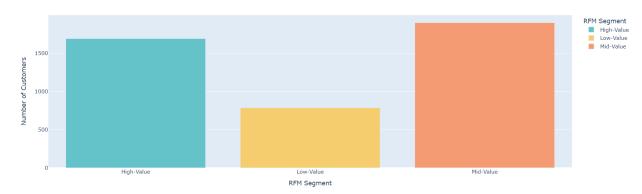


Figure 2

Correlation Matrix of RFM Values within Champions Segment

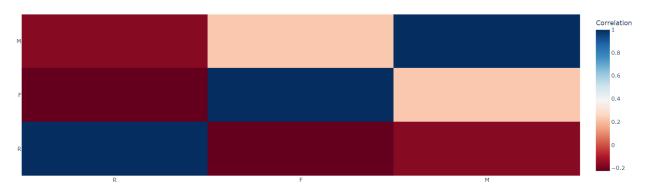


Figure 3

Comparison of RFM Segments

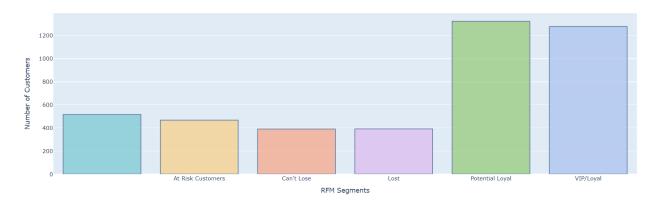


Figure 4

Comparison of RFM Segments based on Recency, Frequency, and Monetary Scores

