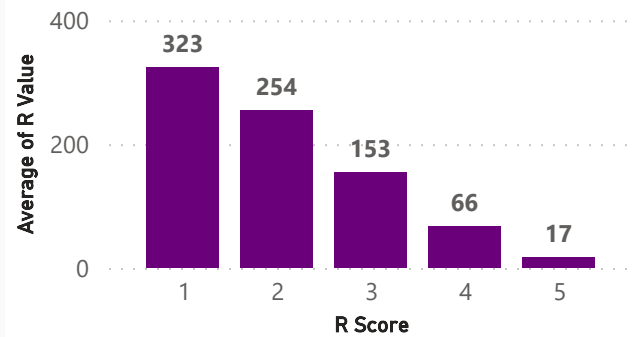
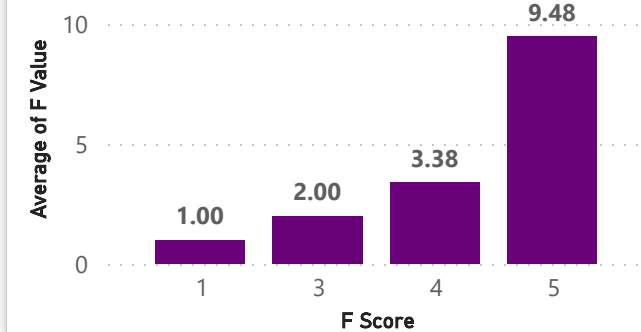


(R)RECENCY,_(F)FREQUENCY & (M)MONETARY ANALYSIS

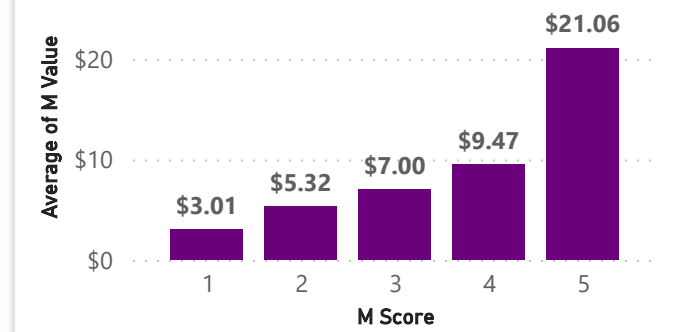
R SCORE AND AVERAGE R VALUE



F SCORE AND AVERAGE F VALUE



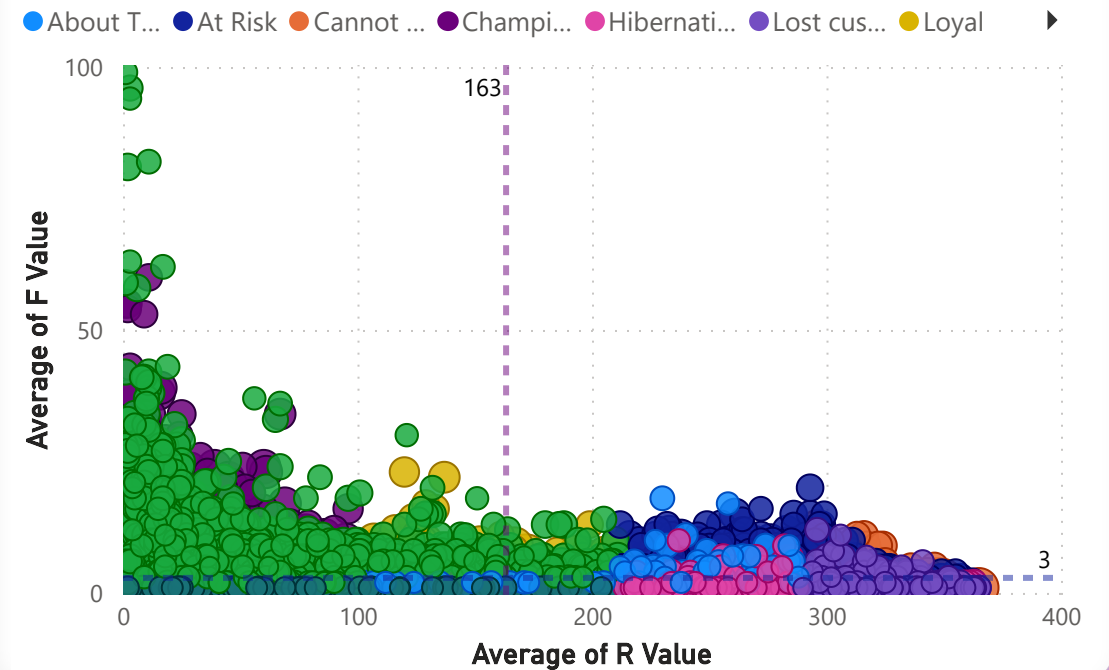
M SCORE AND AVERAGE M VALUE

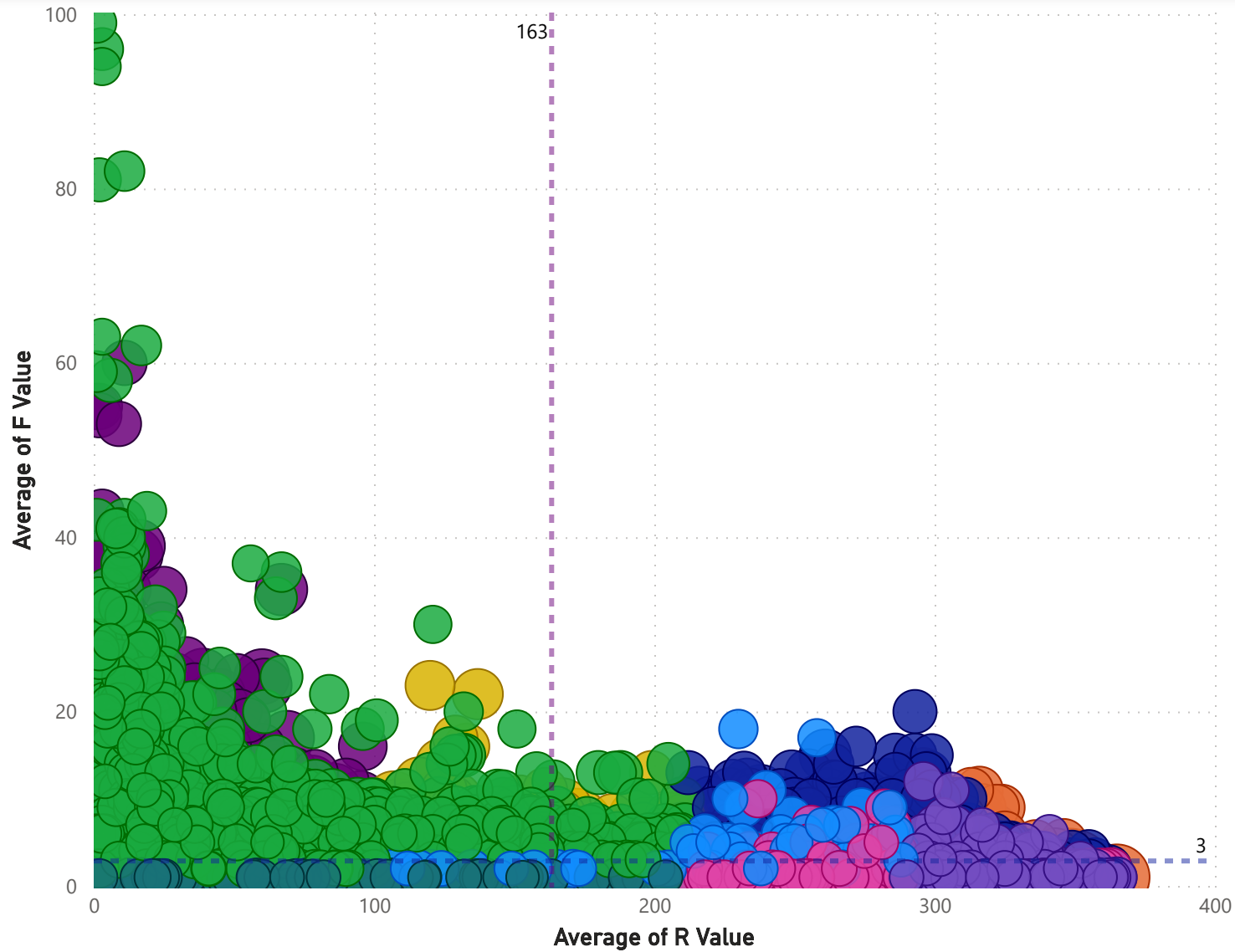


NUMBER OF CUSTOMERS IN EACH SEGMENT

Segment	Customer Count
Potential Loyalist	3501
Promising	3333
Cannot Lose Them	2792
Hibernating customers	2237
At Risk	2001
New Customers	1977
Champions	1763
Lost customers	1679
About To Sleep	1492
Loyal	1150
Need Attention	1020
Total	22625

(R) AND (F)VALUE FOR EACH SEGMENT





R | 162.10
Average of R Value

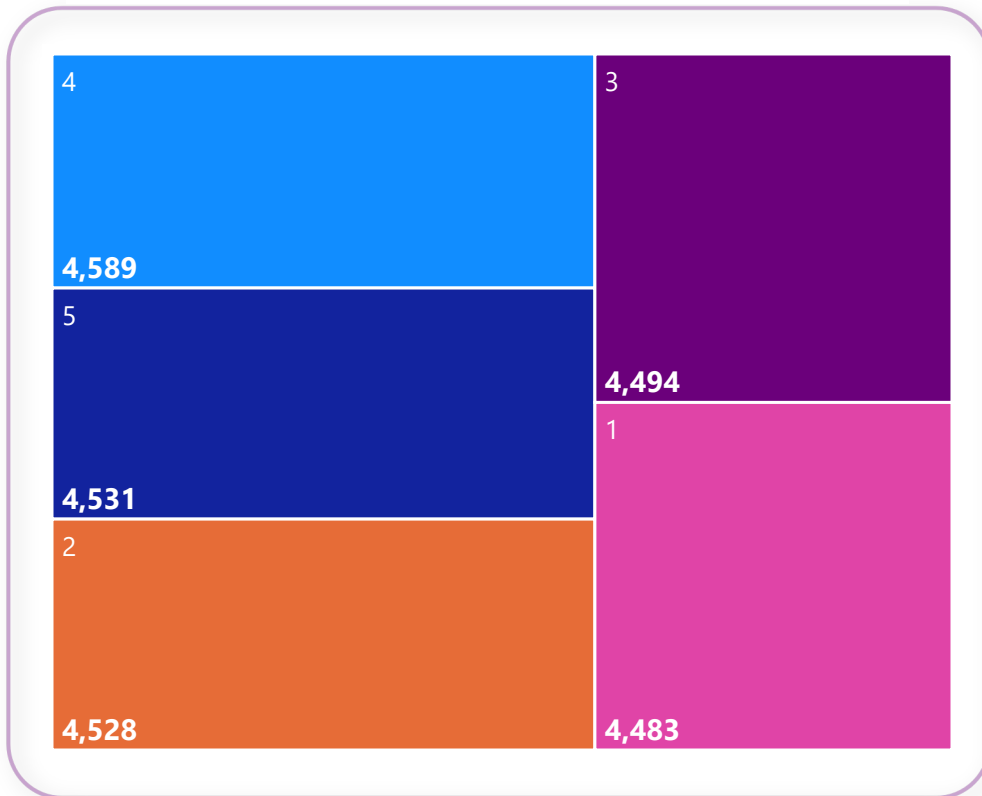
F | 2.86
Average of F Value

M | \$9.17
Average of M Value

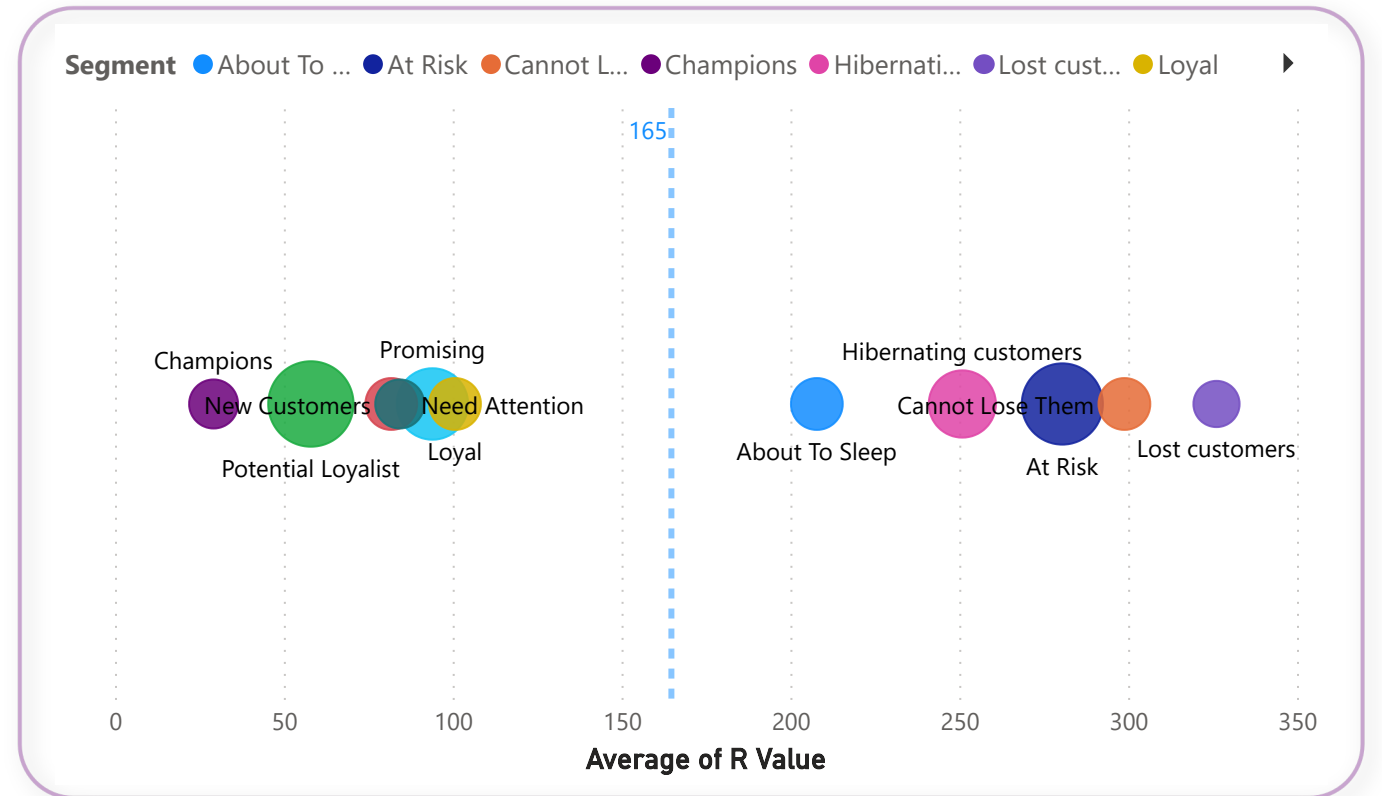
(R)ECENCY



NUMBER OF CUSTOMERS IN EACH R SCORE



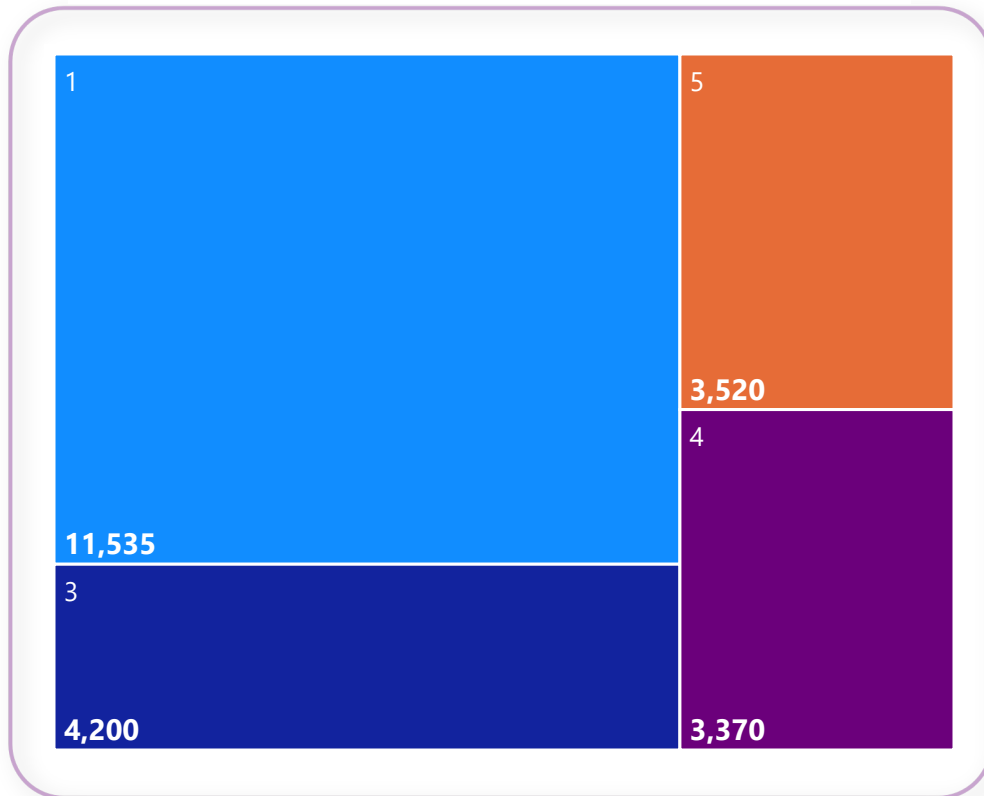
NUMBER OF CUSTOMERS AND AVERAGE R VALUE IN EACH SEGMENT



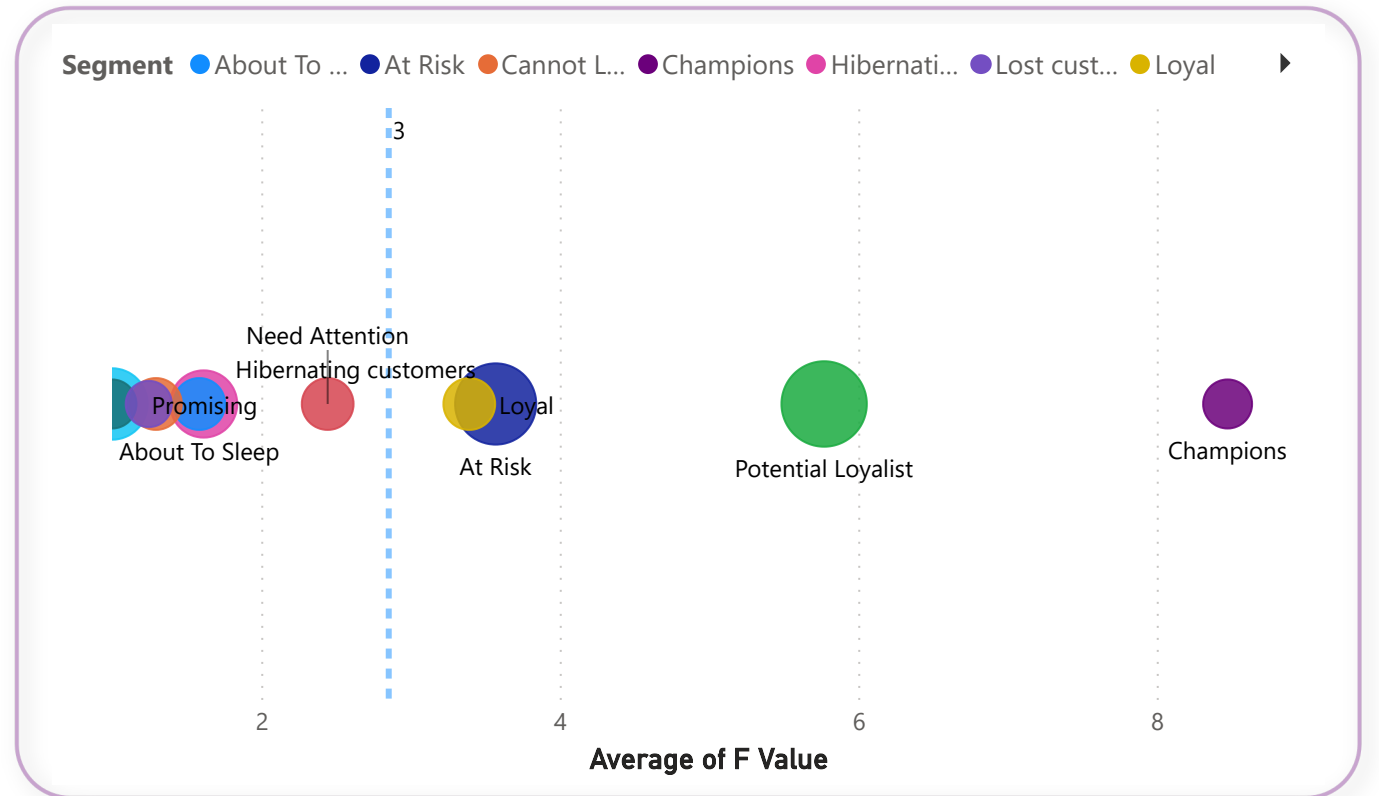
(F) FREQUENCY



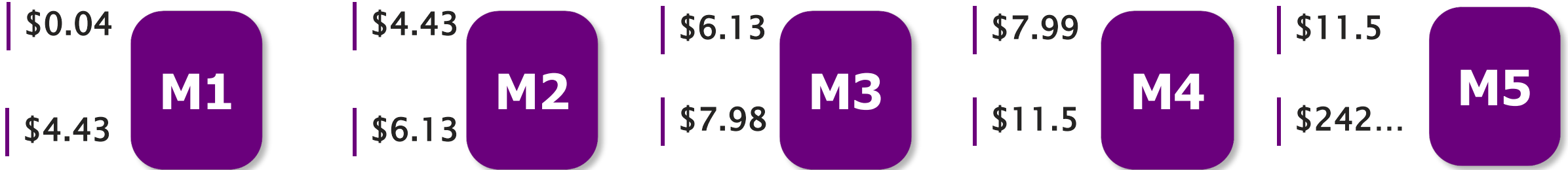
NUMBER OF CUSTOMERS IN EACH F SCORE



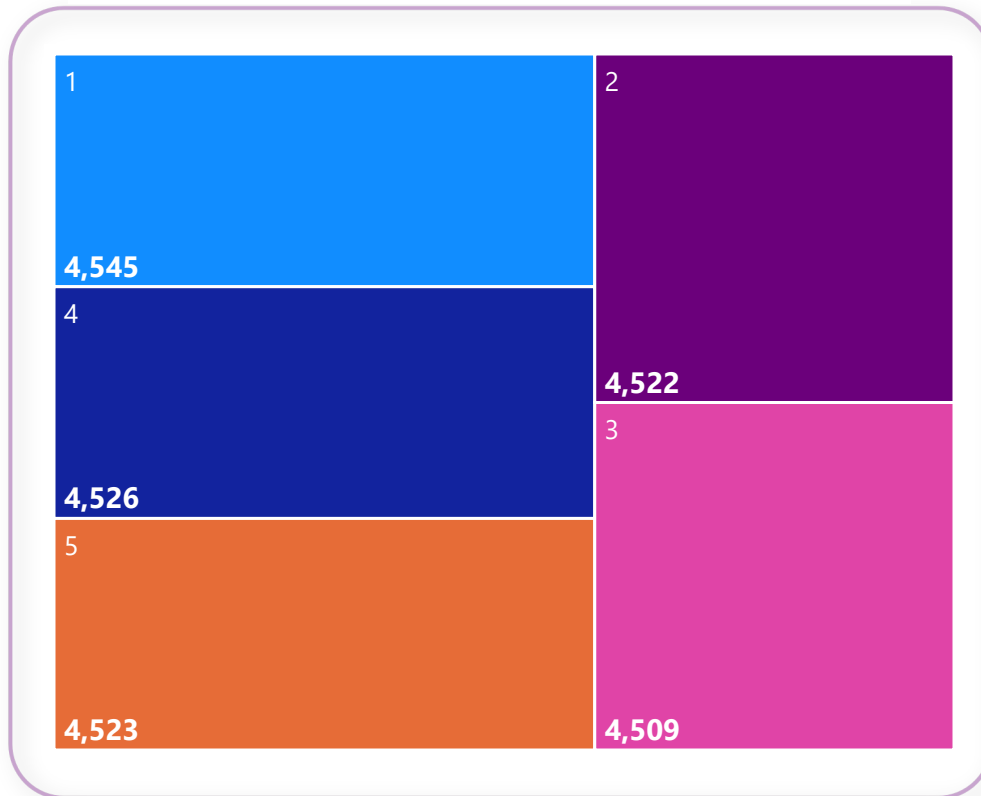
NUMBER OF CUSTOMERS AND AVERAGE F VALUE IN EACH SEGMENT



(M)MONETARY



NUMBER OF CUSTOMERS IN EACH M SCORE



NUMBER OF CUSTOMERS AND AVERAGE M VALUE IN EACH SEGMENT

