

Transaction Date

01/01/2017

30/12/2017

Order Status

All

<div>\$10.66M</div> <div>\$ Profit Margin</div>	<div>\$3,120.5</div> <div>\$ Profit Margin per Cu...</div>	<div>3,416</div> <div>Unique Customers</div>	<div>19,354</div> <div>Transaction Counts</div>	<div>101</div> <div>Unique Products</div>
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Brand

☐ Giant Bicycles

☐ Norco Bicycles

☐ OHM Cycles

☐ Solex

☐ Trek Bicycles

☐ WeareA2B

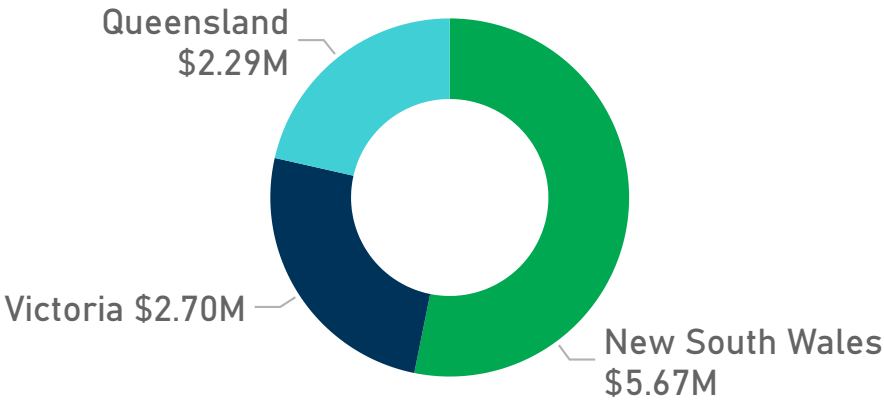
Wealth Segment

☐ Affluent Customer

☐ High Net Worth

☐ Mass Customer

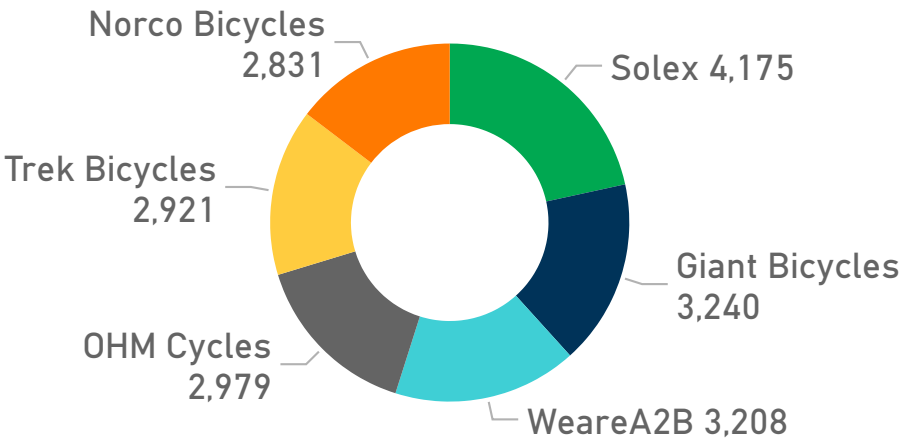
Total Profit Margin by State



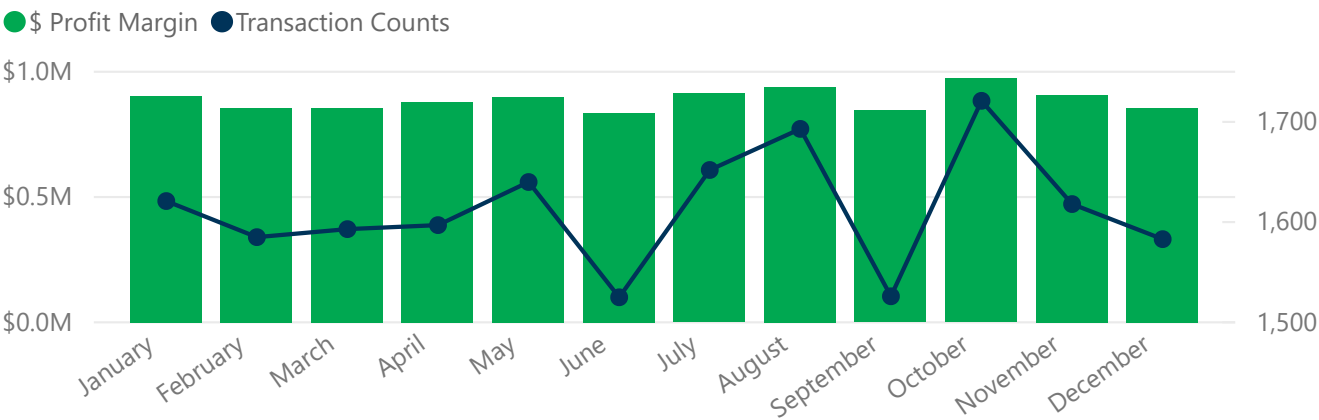
Average Transaction Duration for Approved Orders



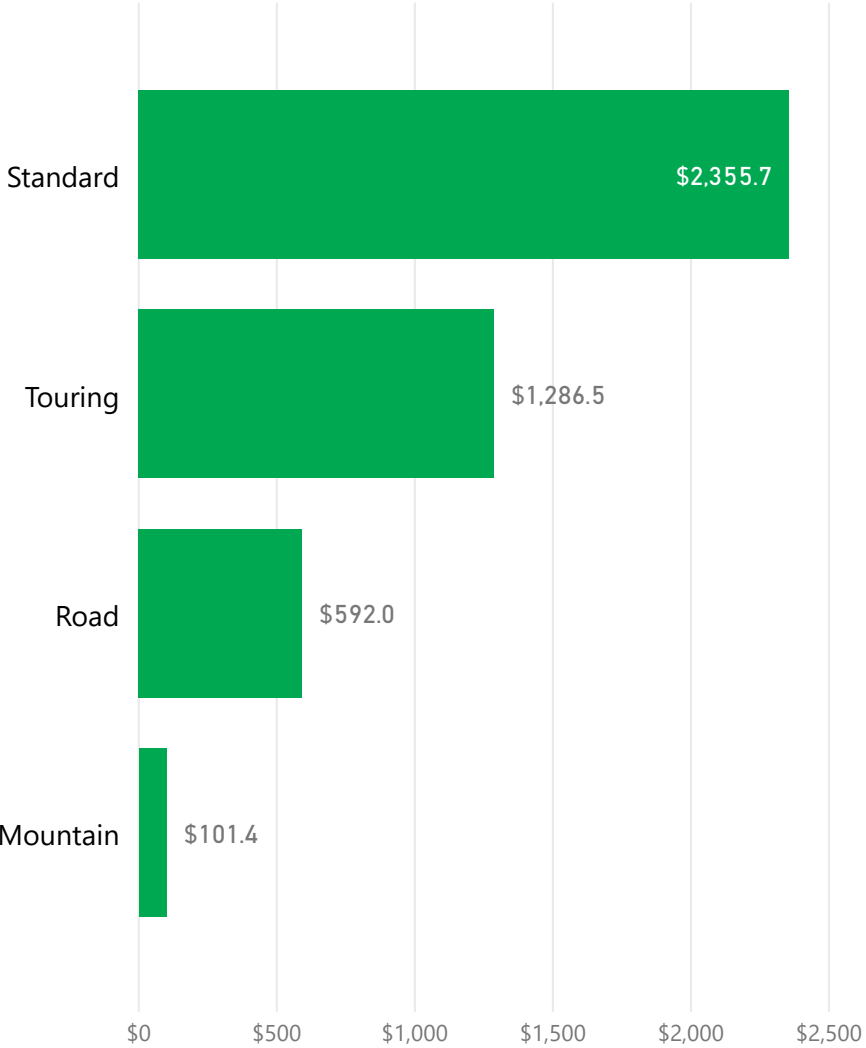
Total Transactions by Brand



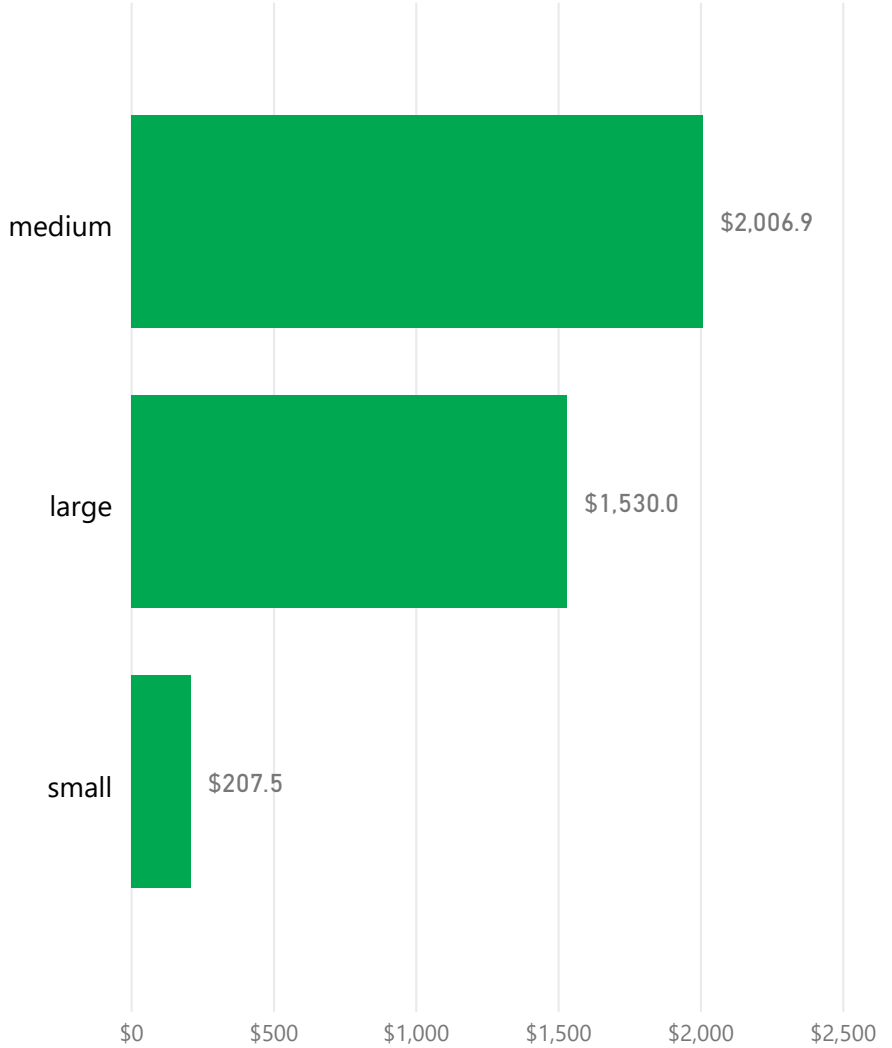
Total Profit Margin by Transaction Month



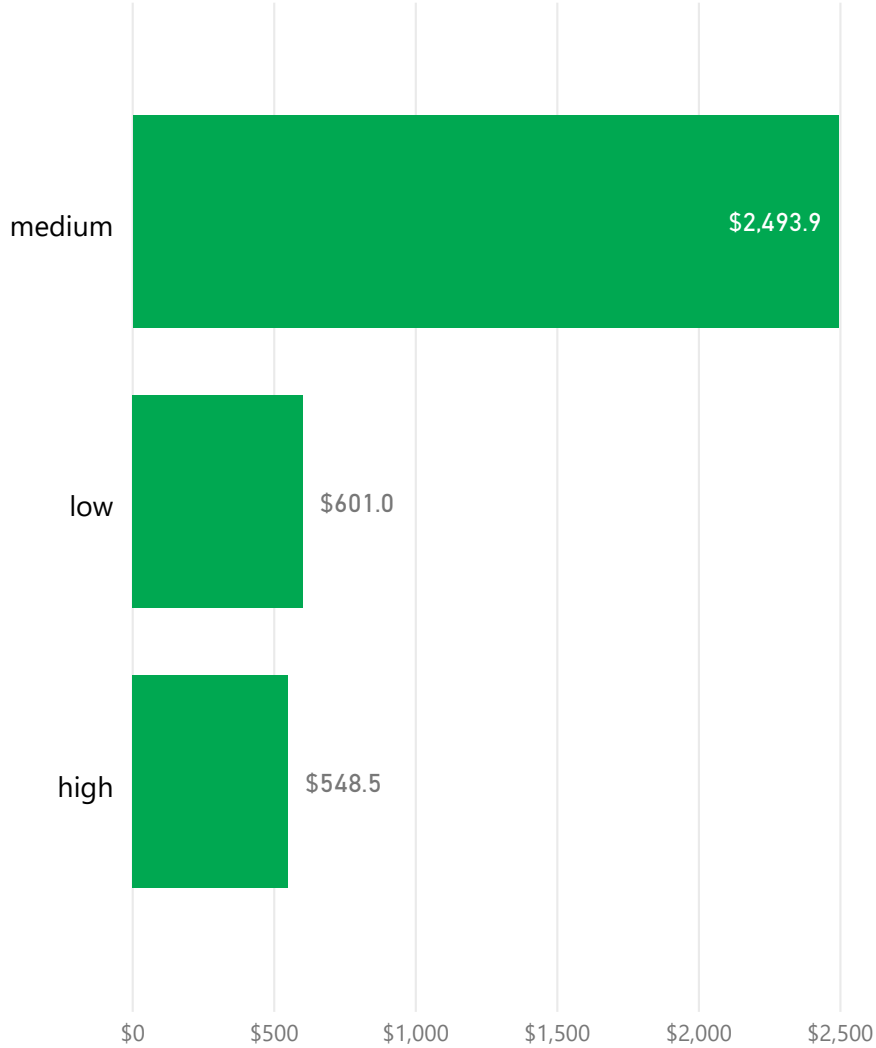
\$ Profit per Customer by Product Line



\$ Profit per Customer by Product Size



\$ Profit per Customer by Product Class



Transaction Date

01/01/2017

30/12/2017

Order Status

All

Online Order

All

Brand

All

Product Line

All

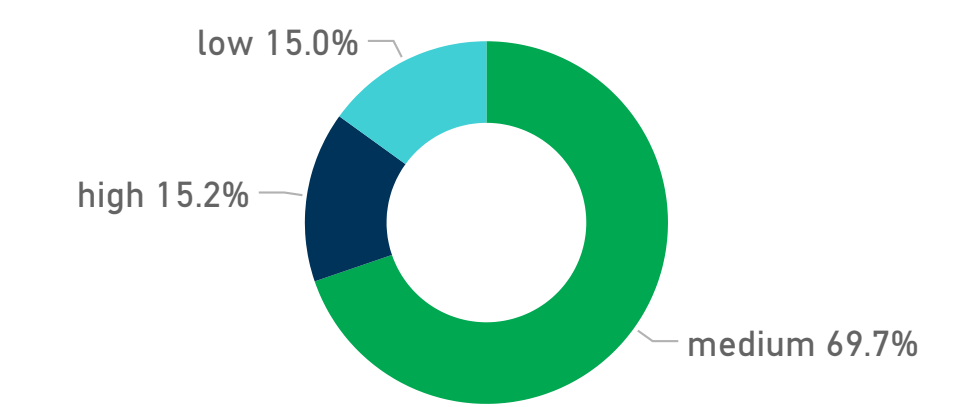
Product Size

All

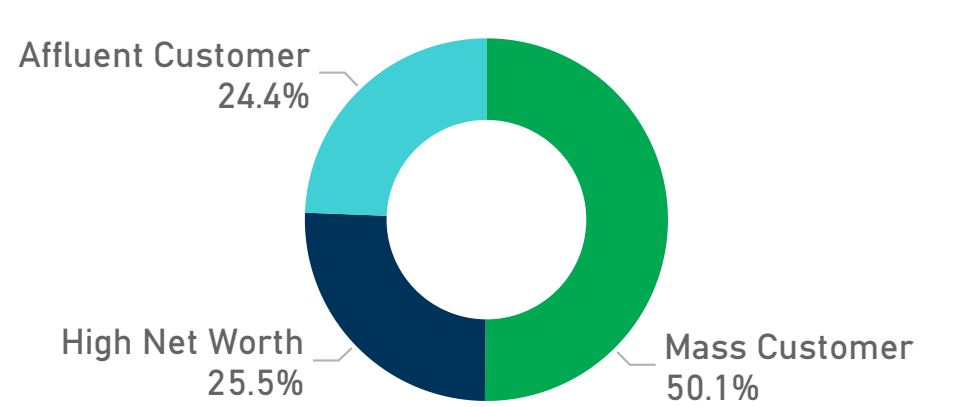
Product Class

All

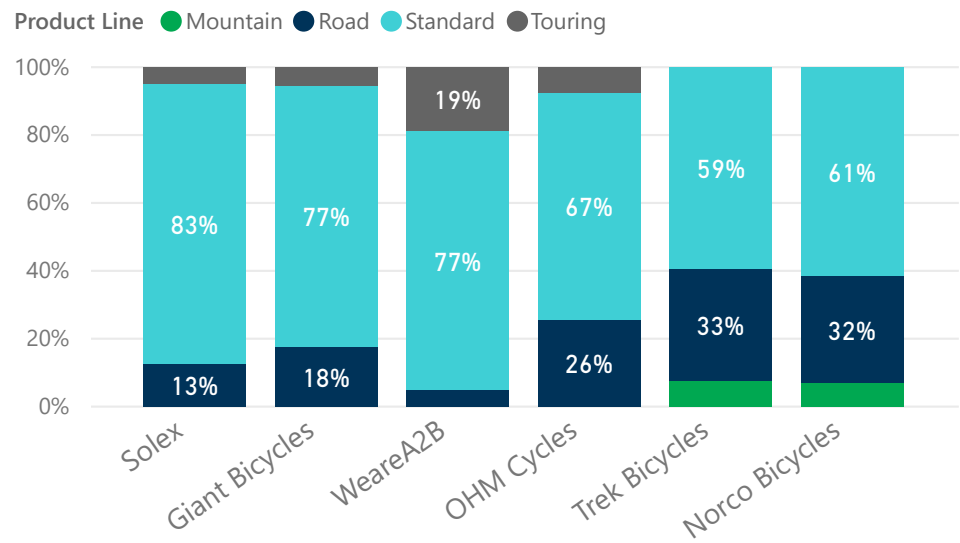
Total Transactions by Product Class



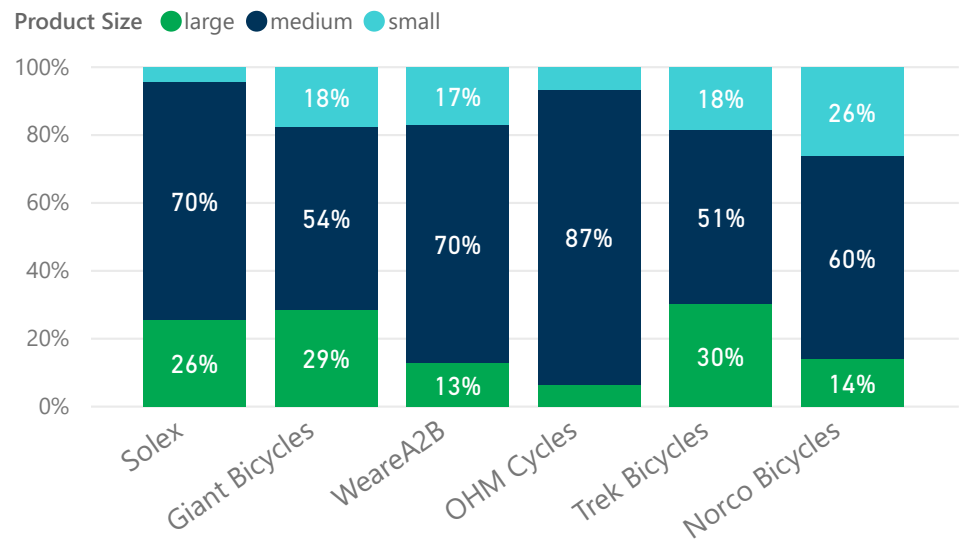
Total Transactions by Wealth Segment



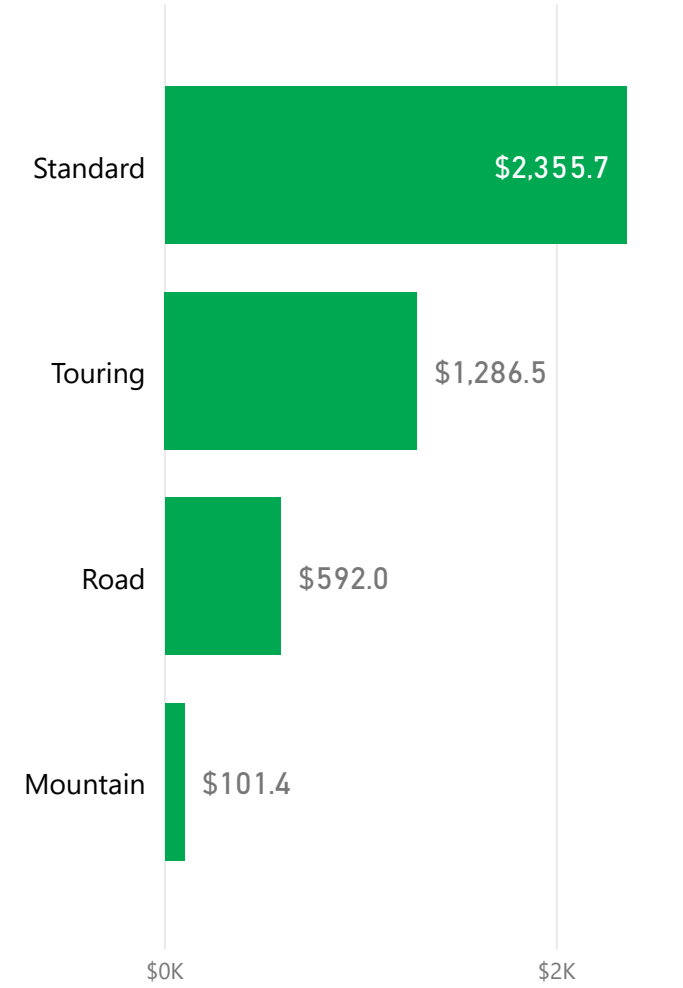
Total Transactions by Brand and Product Line



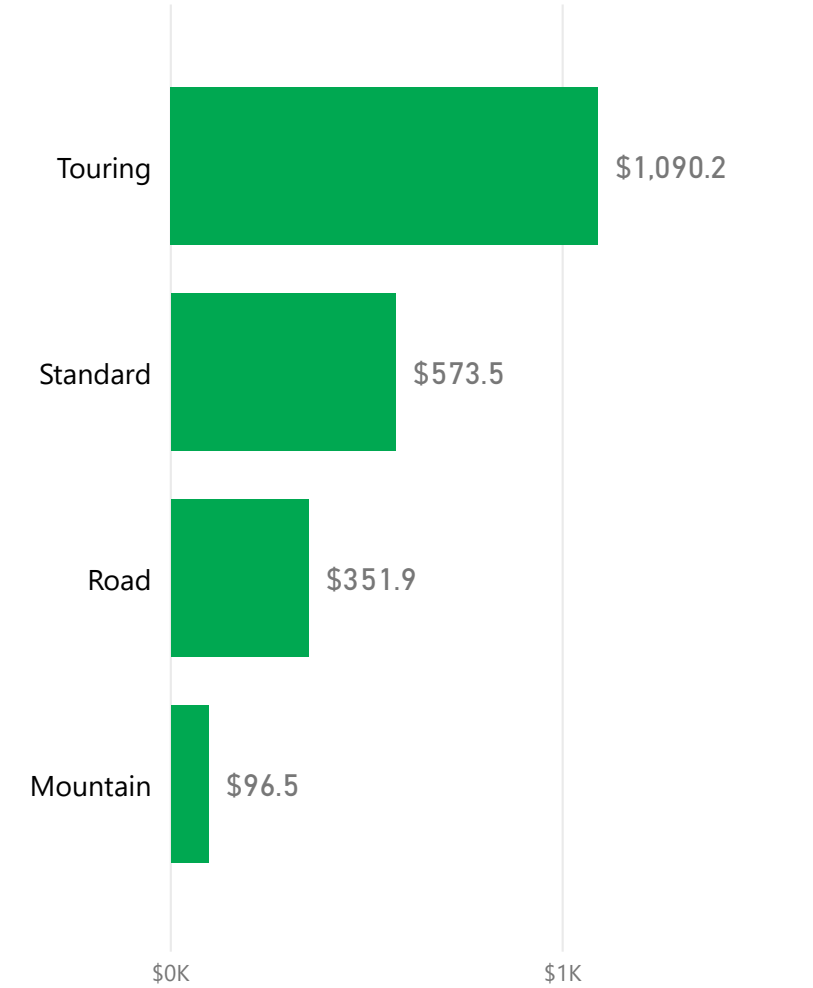
Total Transactions by Brand and Product Size



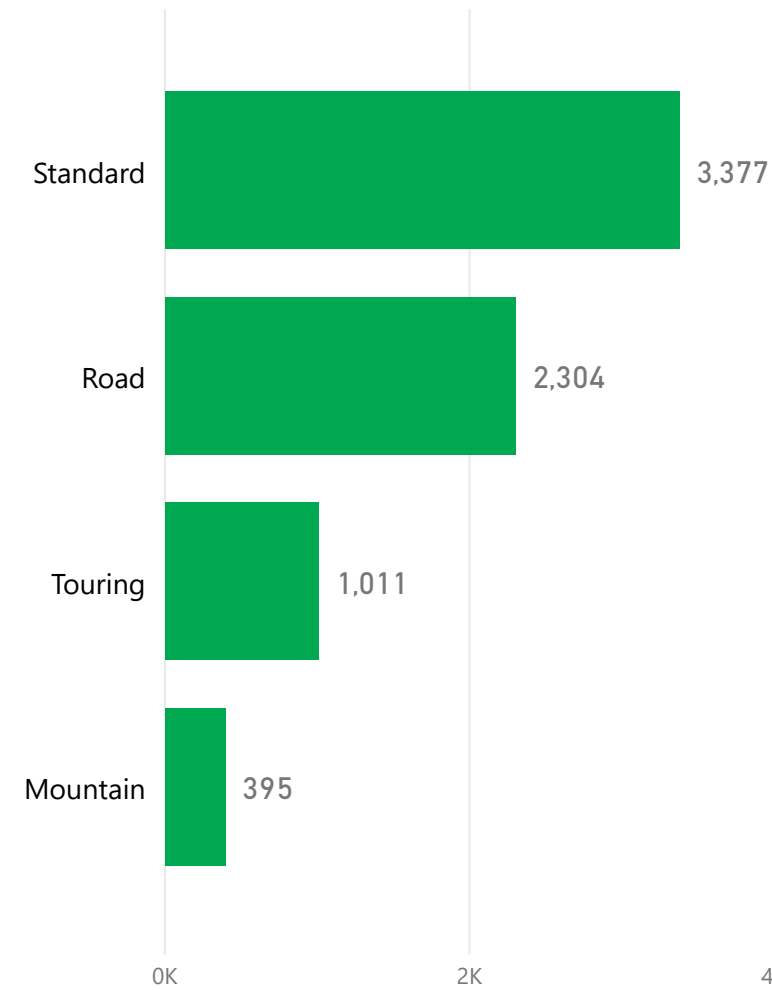
\$ Profit per Customer by Product Line



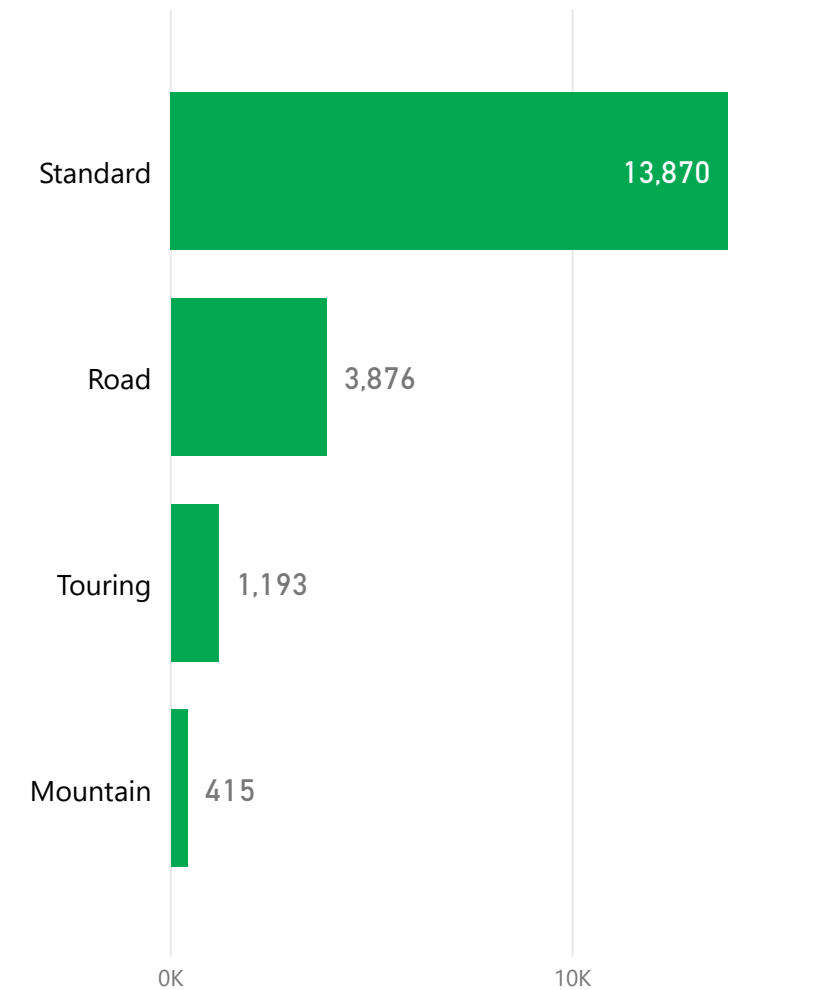
\$ Profit per Transaction by Product Line



Unique Customers by Product Line



Total Transactions by Product Line



Product Line

Mountain

Road

Standard

Touring

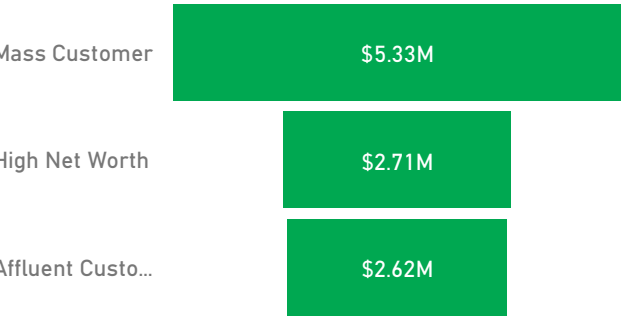
Wealth Segment

Affluent Customer

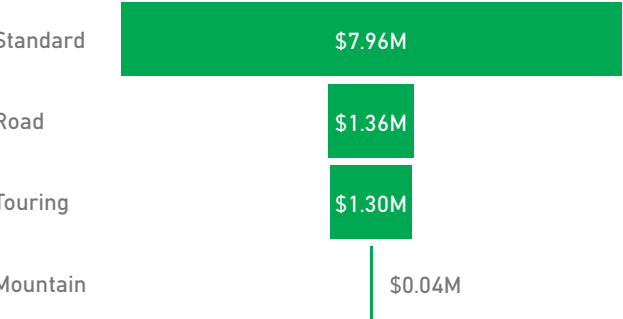
High Net Worth

Mass Customer

Total Profit Margin by Wealth Segment



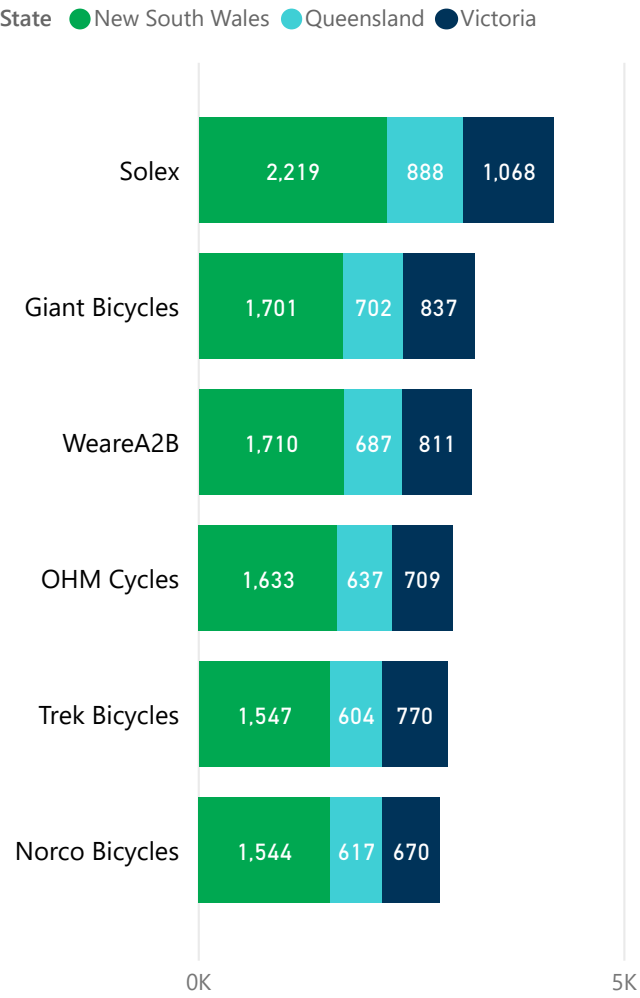
Total Profit Margin by Product Line



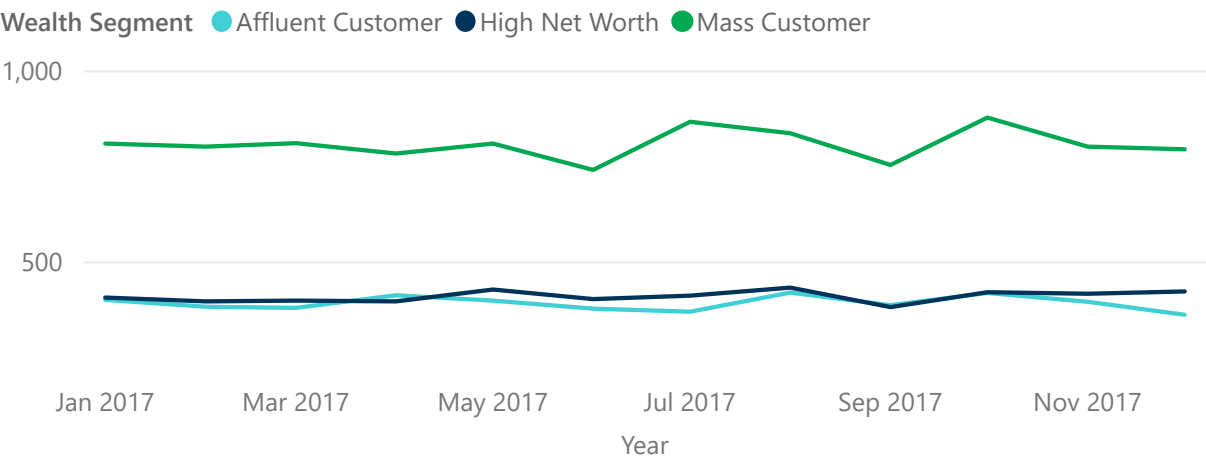
Total Profit Margin by Wealth Segment and Product Line



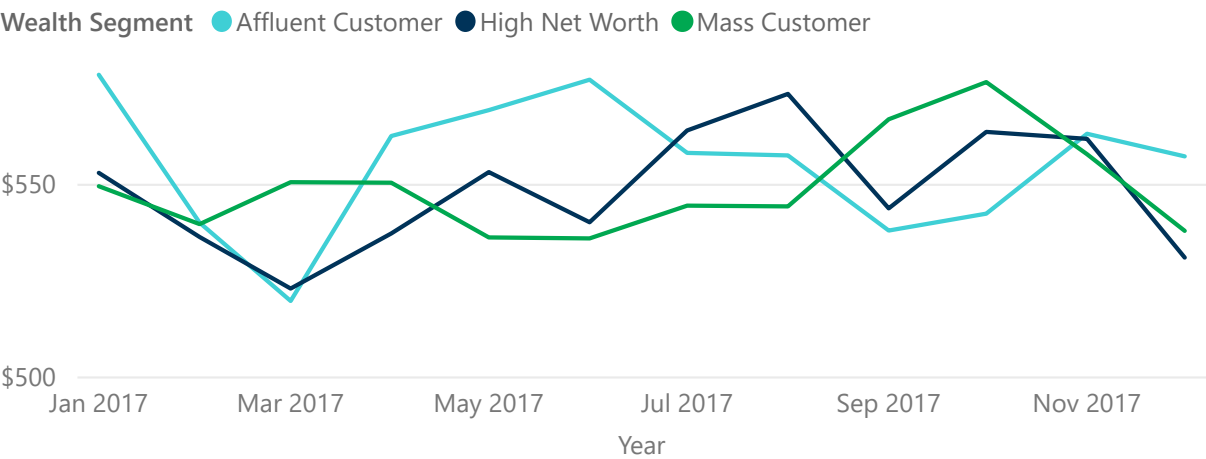
Total Transactions by Customer State



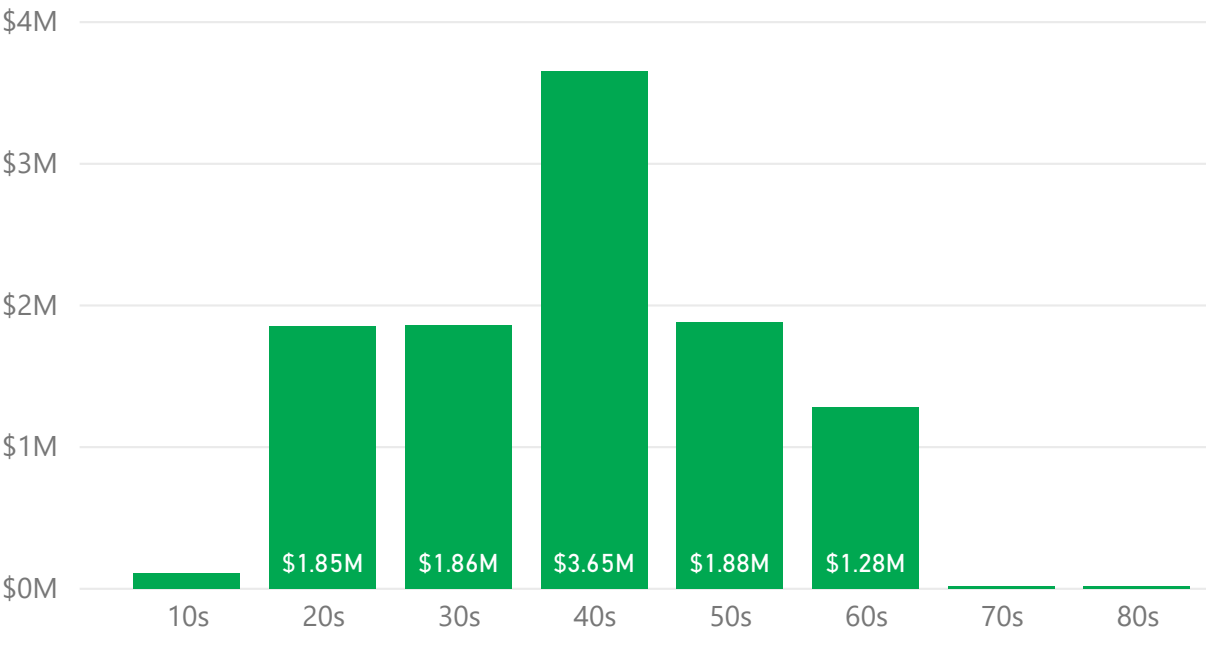
Total Transactions by Wealth Segment



Profit Margin per Customer by Wealth Segment



Total Profit Margin by Age Group



Job Industry	Total Profit Margin	Total List Price	Total Cost	Unique Customers	Total Transactions	Transaction per Customer	\$ Profit Margin per Customer	\$ Profit Margin per Transaction	\$ List Price per Transaction	\$
Argiculture	\$302,991.35	\$606,542.36	\$303,551.01	100	566	5.66	\$3,029.9	\$535.3	\$1,071.6	
Account Coordinator	\$2,738.89	\$8,086.79	\$5,347.90	1	9	9.00	\$2,738.9	\$304.3	\$898.5	
Account Executive	\$7,705.37	\$14,040.19	\$6,334.82	3	12	4.00	\$2,568.5	\$642.1	\$1,170.0	
Account Representative IV	\$8,427.96	\$15,221.45	\$6,793.49	2	14	7.00	\$4,214.0	\$602.0	\$1,087.2	
Administrative Assistant I	\$1,764.85	\$4,887.03	\$3,122.18	1	7	7.00	\$1,764.9	\$252.1	\$698.1	
Administrative Assistant III	\$2,640.70	\$5,834.02	\$3,193.32	2	5	2.50	\$1,320.4	\$528.1	\$1,166.8	
Administrative Assistant IV	\$5,378.60	\$8,234.90	\$2,856.30	1	6	6.00	\$5,378.6	\$896.4	\$1,372.5	
Administrative Officer	\$6,182.52	\$9,893.75	\$3,711.23	1	9	9.00	\$6,182.5	\$686.9	\$1,099.3	
Assistant Manager	\$4,655.53	\$7,013.27	\$2,357.74	1	5	5.00	\$4,655.5	\$931.1	\$1,402.7	
Assistant Professor	\$7,400.90	\$10,667.74	\$3,266.84	2	11	5.50	\$3,700.5	\$672.8	\$969.8	
Associate Professor	\$2,475.28	\$9,606.77	\$7,131.49	1	6	6.00	\$2,475.3	\$412.5	\$1,601.1	
Biostatistician I	\$1,828.47	\$2,683.29	\$854.82	1	2	2.00	\$1,828.5	\$914.2	\$1,341.6	
Biostatistician IV	\$3,807.64	\$8,689.25	\$4,881.61	1	7	7.00	\$3,807.6	\$543.9	\$1,241.3	
Budget/Accounting Analyst I	\$5,809.11	\$10,098.55	\$4,289.44	1	7	7.00	\$5,809.1	\$829.9	\$1,442.7	
Total	\$10,659,593.26	\$21,415,129.90	\$10,755,536.64	3,416	19,354	5.67	\$3,120.5	\$550.8	\$1,106.5	

CUSTOMER SEGMENTATION - EXISTING CUSTOMERS

Customer Segments

▼

RFM Level

▼

RFM Score

▼

All

▼

All

▼

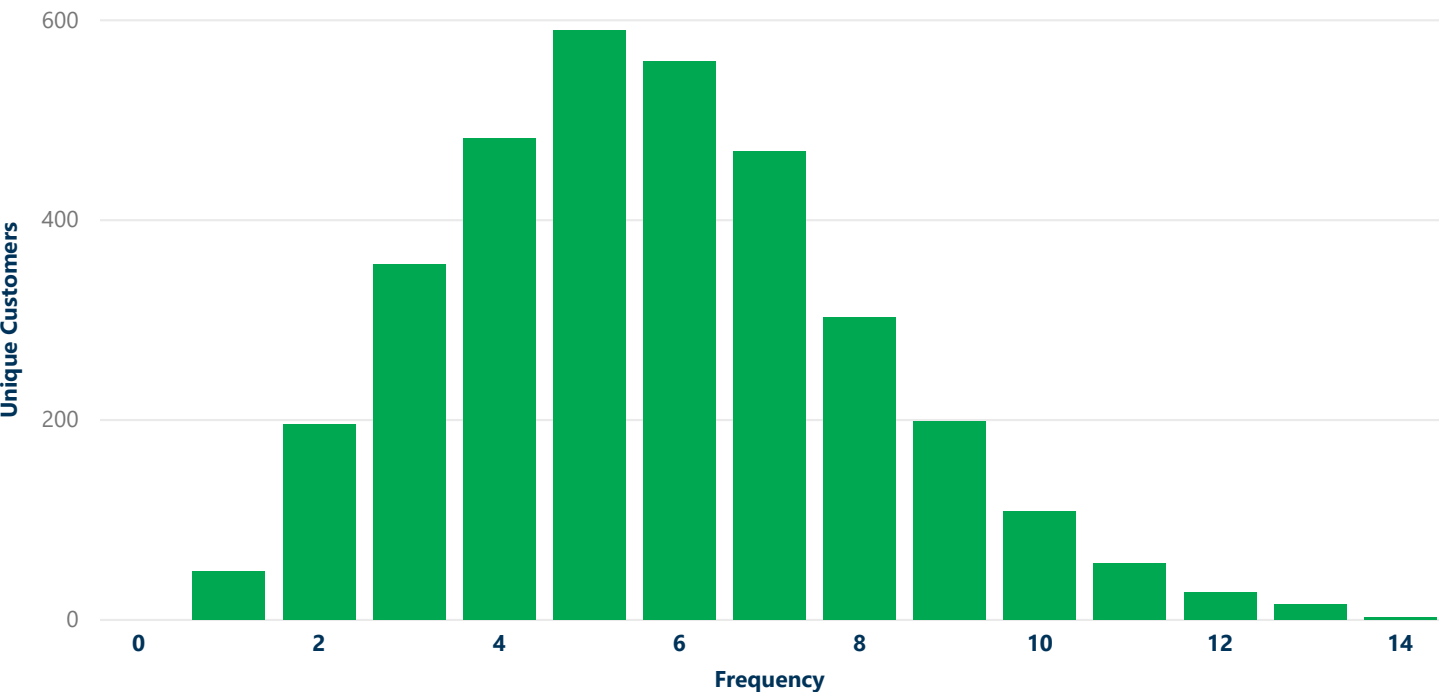
All

▼

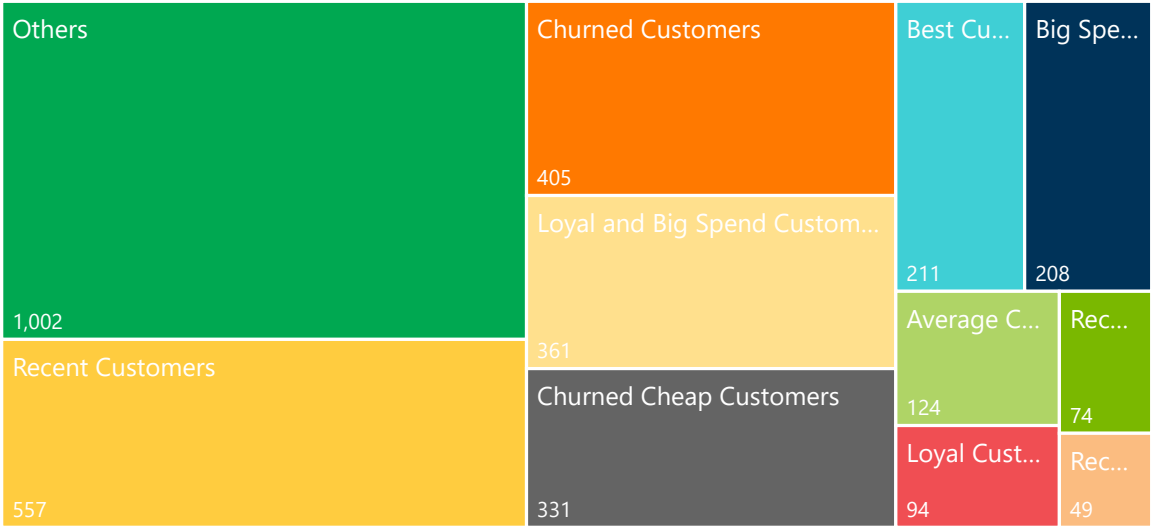
Recency x Frequency Quartile Matrix by % of Customers

R	1	2	3	4
1	13%	8%	2%	2%
2	7%	9%	4%	5%
3	5%	8%	4%	7%
4	6%	9%	4%	8%

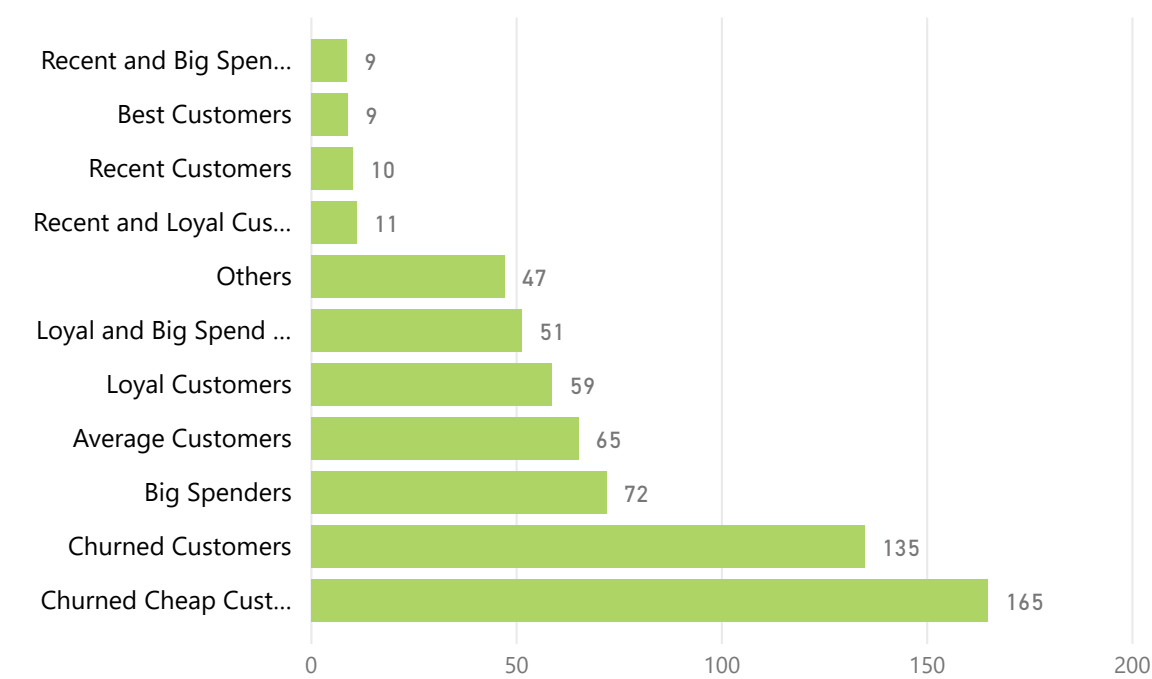
Number of Customers by Transaction Counts



Number of Customers by Customer Segments



Average Recency by Customer Segments



Customer Name	Customer Segments	RFM Score	Recency	Transactions	Total Spend
Addi Seager	Best Customers	12	6	10	\$12,338.51
Agathe Weafer	Best Customers	12	8	9	\$10,079.42
Agustin Isworth	Best Customers	12	7	9	\$9,008.40
Alberik Mereweather	Best Customers	12	15	8	\$8,398.18
Albie Pach	Best Customers	12	2	8	\$8,783.30
Aldon Roelofs	Best Customers	12	9	9	\$9,893.75
Aldous Cubin	Best Customers	12	13	10	\$11,721.06
Alexandr Maylard	Best Customers	12	2	10	\$13,634.73
Alexia Wolford	Best Customers	12	6	9	\$9,425.52
Ammamaria Standbridge	Best Customers	12	2	10	\$15,826.00
Andonis Cochrane	Best Customers	12	1	10	\$11,058.14
Andras Yurocjkin	Best Customers	12	6	9	\$10,510.10
Annabella Hebron	Best Customers	12	9	8	\$12,724.26
Anna-diane Crumpe	Best Customers	12	15	9	\$11,417.36
Arnie Zorn	Best Customers	12	2	10	\$9,430.63
Ave Peatt	Best Customers	12	4	11	\$8,523.43
Averyl Gosz	Best Customers	12	2	8	\$11,223.94
Aylmer Glenwright	Best Customers	12	4	9	\$12,316.00
Barn Sainsberry	Best Customers	12	9	9	\$8,310.50
Barrett Lindley	Best Customers	12	11	9	\$15,370.81
Bart Creenan	Best Customers	12	3	8	\$9,180.13
Benedicto Hoxey	Best Customers	12	5	9	\$12,741.44
Bentley Fortesquieu	Best Customers	12	5	11	\$12,474.74
Berne Fulkes	Best Customers	12	7	9	\$12,108.45
Berny Bold	Best Customers	12	19	8	\$8,631.57
Betta Shrimpton	Best Customers	12	16	8	\$8,779.22
Bettina Farrer	Best Customers	12	3	8	\$10,866.75
Blinnie Hazelden	Best Customers	12	10	8	\$11,450.73
Bobbette Anna	Best Customers	12	8	8	\$9,402.42

TRANSACTION DETAIL - EXISTING CUSTOMERS

Customer ID	Transaction ID	Brand	Online Order	Order Status	Product ID	Product Line	Product Class	Product Size	List Price	Standard Cost	Margin	Transaction Date	Product First Sold Date	Business Unit
1	13424	Solex	No	Approved	2	Standard	medium	medium	71.49	53.62	\$17.87	February 21, 2017	August 11, 2005	
1	13644	Giant Bicycles	No	Approved	25	Road	medium	medium	1,538.99	829.65	\$709.34	May 19, 2017	November 12, 1991	
1	14486	Norco Bicycles	No	Approved	23	Mountain	low	small	688.63	612.88	\$75.75	March 27, 2017	August 7, 1991	
1	14931	Giant Bicycles	Yes	Approved	31	Standard	medium	medium	230.91	173.18	\$57.73	December 14, 2017	March 24, 2002	
1	15663	Giant Bicycles	Yes	Approved	32	Standard	medium	medium	642.70	211.37	\$431.33	June 4, 2017	March 18, 2011	
1	16423	OHM Cycles	Yes	Approved	9	Road	medium	medium	742.54	667.40	\$75.14	December 9, 2017	August 7, 2003	
1	18970	Giant Bicycles	Yes	Approved	11	Standard	high	medium	1,274.93	764.96	\$509.97	March 29, 2017	November 11, 1996	
1	3765	Solex	Yes	Approved	38	Standard	medium	medium	1,577.53	826.51	\$751.02	April 6, 2017	March 21, 2008	
1	5157	Trek Bicycles	Yes	Approved	47	Road	low	small	1,720.70	1,531.42	\$189.28	May 11, 2017	July 23, 2003	
1	94	OHM Cycles	No	Approved	86	Standard	medium	medium	235.63	125.07	\$110.56	December 23, 2017	May 12, 2005	
1	9785	Norco Bicycles	No	Approved	72	Standard	medium	medium	360.40	270.30	\$90.10	January 5, 2017	September 11, 2003	
10	10250	WeareA2B	Yes	Approved	44	Standard	medium	medium	1,769.64	108.76	\$1,660.88	July 13, 2017	December 13, 2007	
10	14899	Giant Bicycles	No	Approved	69	Road	medium	medium	792.90	594.68	\$198.22	August 9, 2017	May 24, 2006	
10	18946	OHM Cycles	No	Approved	53	Standard	medium	medium	795.34	101.58	\$693.76	November 17, 2017	June 19, 2015	
10	4565	Trek Bicycles	No	Approved	5	Mountain	low	medium	574.64	459.71	\$114.93	August 26, 2017	September 30, 2004	
10	5956	Solex	Yes	Approved	21	Standard	medium	large	1,071.23	380.74	\$690.49	June 20, 2017	May 28, 1993	
100	5925	OHM Cycles	Yes	Approved	51	Standard	high	medium	2,005.66	1,203.40	\$802.26	May 10, 2017	July 30, 2014	
100	9585	OHM Cycles	Yes	Approved	9	Road	medium	medium	742.54	667.40	\$75.14	December 19, 2017	October 24, 2005	
1005	12837	Solex	Yes	Approved	79	Touring	medium	large	2,083.94	675.03	\$1,408.91	July 7, 2017	April 22, 1993	
1005	17603	Norco Bicycles	No	Approved	0	Standard	medium	medium	360.40	270.30	\$90.10	January 13, 2017	July 27, 2004	
1005	187	Giant Bicycles	Yes	Approved	1	Touring	medium	large	1,873.97	863.95	\$1,010.02	July 24, 2017	September 11, 2003	
1005	19882	WeareA2B	No	Approved	77	Standard	medium	medium	1,769.64	108.76	\$1,660.88	May 14, 2017	November 27, 2001	
1005	2826	Trek Bicycles	Yes	Approved	11	Standard	medium	small	1,775.81	1,580.47	\$195.34	February 2, 2017	May 7, 2010	
1007	12067	Norco Bicycles	No	Approved	34	Road	high	large	774.53	464.72	\$309.81	November 9, 2017	March 20, 2003	
1007	18790	WeareA2B	No	Approved	26	Standard	medium	medium	1,992.93	762.63	\$1,230.30	July 22, 2017	May 28, 1993	
1007	19804	Trek Bicycles	Yes	Approved	20	Standard	medium	small	1,775.81	1,580.47	\$195.34	December 10, 2017	May 7, 2010	
1007	3419	Solex	No	Approved	91	Standard	medium	medium	100.35	75.26	\$25.09	October 17, 2017	July 28, 1999	
1007	5211	Solex	No	Approved	24	Road	medium	large	1,777.80	820.78	\$957.02	April 20, 2017	May 9, 2011	
1007	5895	Solex	No	Approved	38	Standard	medium	medium	1,577.53	826.51	\$751.02	March 2, 2017	March 18, 2011	

Customer Segment Definition Table

Data Element Name	Segment Name ▲	Data Definition
Customer Segment	Average Customers	Customers who engaged, purchased on average and spend on average
Customer Segment	Best Customers	Customers who bought most recently, purchased most and spend the most
Customer Segment	Big Spenders	Customers who spend the most
Customer Segment	Churned Cheap Customers	Customers last purchased long ago and purchased few and sepnd little
Customer Segment	Churned Customers	Customers Haven't purchased for some time but purchased frequently and spend the most
Customer Segment	Loyal and Big Spend Customers	Customers who purchased most and spend the most
Customer Segment	Loyal Customers	Customers who purchased most
Customer Segment	Others	Remaining segments of customers other than defined groups
Customer Segment	Recent and Big Spend Customers	Customers who bought most recently and spend the most
Customer Segment	Recent and Loyal Customers	Customers who bought most recently and purchased most
Customer Segment	Recent Customers	Customers who bought most recently

Glossary of Customer Segmentation Terms

Data Element Name	Data Definition ▼
Frequency	Total number of orders or transactions made by a customer
Monetary Value	Total dollar value (\$) money spend by a customer
Recency	Time since last order or transaction made by a customer
RFM Score	Sum of Recency, Frequency and Monetary tertile scores (i.e., min=3 and max=12)
R	Recency breakdown into four equal percentile (i.e., 4 = Most Recent, ..., 1= Long Ago)
PCA_Y	PCA transformed dimensions of RFM features' component "Y"
PCA_X	PCA transformed dimensions of RFM features' component "X"
M	Monetary Value breakdown into four equal percentile (i.e., 4 = Most Spend, ..., 1= Least Spend)
F	Frequency breakdown into four equal percentile (i.e., 4 = Most Frequent, ..., 1= Least Frequent)
RFM Segment	Concatenated strings of R-F-M Segments like 111, 222, 333, 444
Cluster PCA	Cluster label assigned by K-Means clustering on the PCA transform customer segmentation data