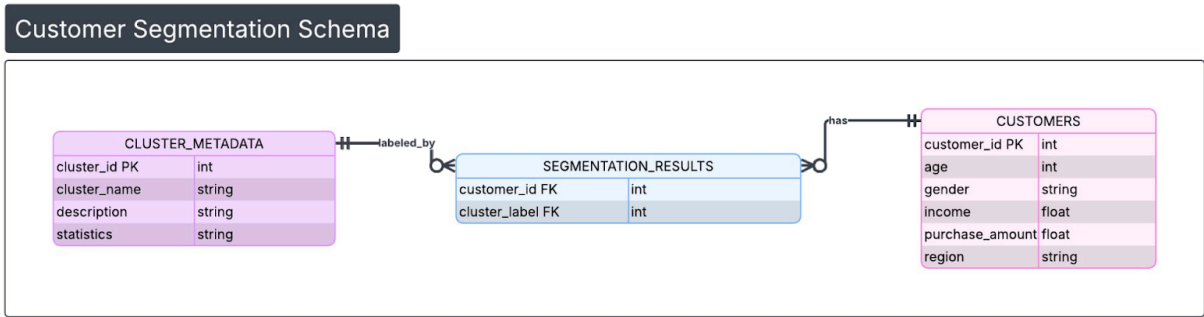
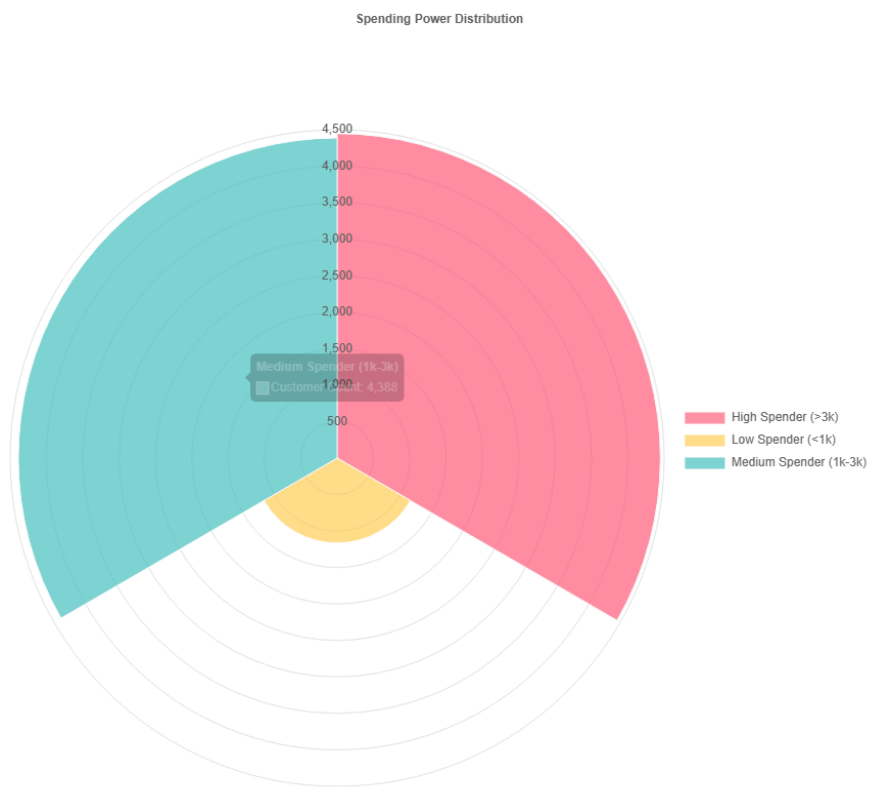


Diagrams and Visualizations

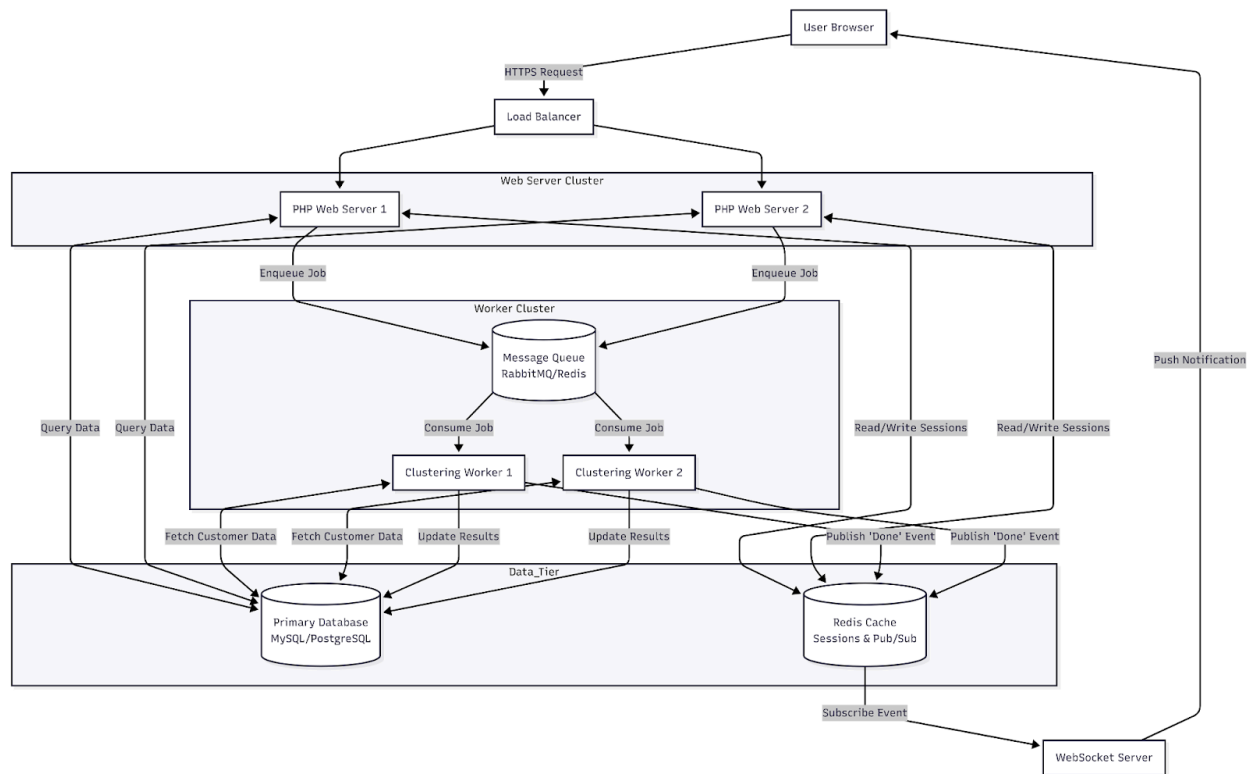
ERD diagram - 1.2



Radar chart for Purchase Tier Segmentation:

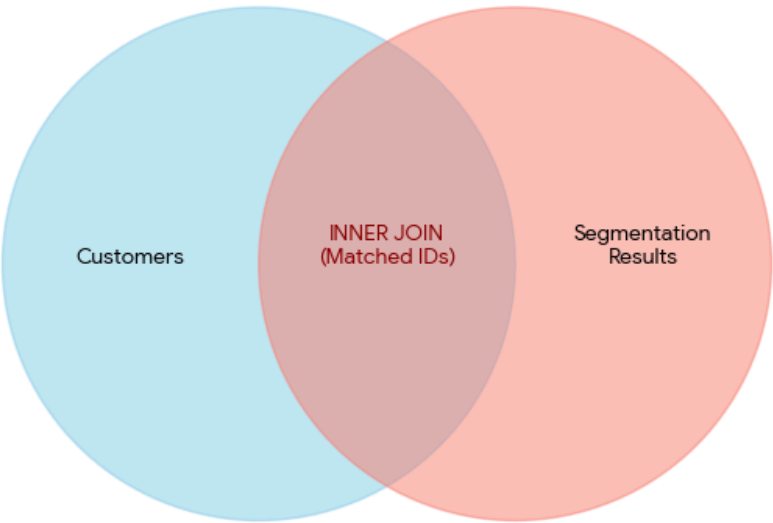


Architectural Diagram - 6.3



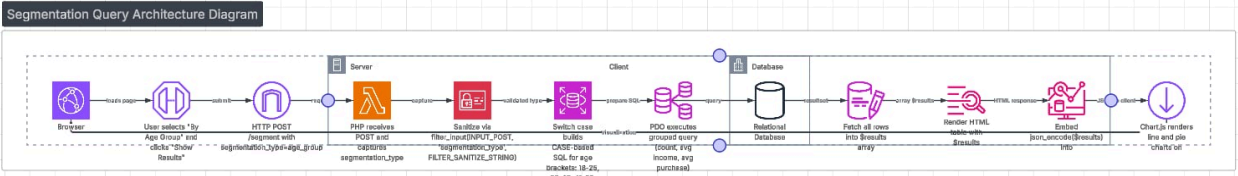
Venn Diagram of Customers and Segmentation Results:

Venn Diagram: SQL INNER JOIN Operation

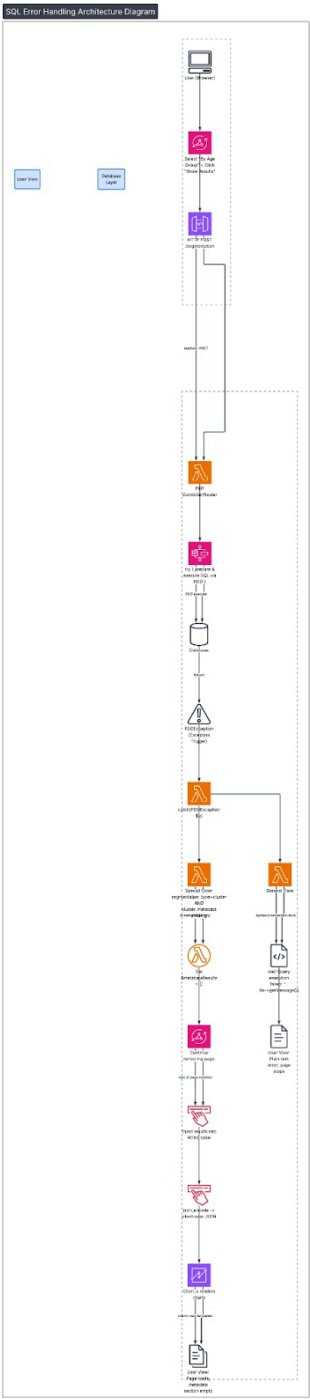


Only records with a matching customer_id in BOTH tables are returned.

Segmentation Architecture - 1.3



Segmentation Architecture - 1.3



Mockup Layout:

[Run Clustering] [Export ▼] [Logout]

Export Options Modal:

Export Segmentation Results

Format: [CSV ▼] [PDF] [Excel]

Columns to Include:

☒ Customer ID

☒ Name

☒ Age

☒ Gender

☒ Income

☒ Region

☒ Purchase Amount

☒ Cluster Label

☒ Cluster Name

[Cancel] [Export]

Export Finalized Layout:

Export Segmentation Data

Export Format

CSV File ▼

Select Columns to Export

☐ Customer Id

☐ Gender

☐ Purchase Amount

☐ Name

☐ Income

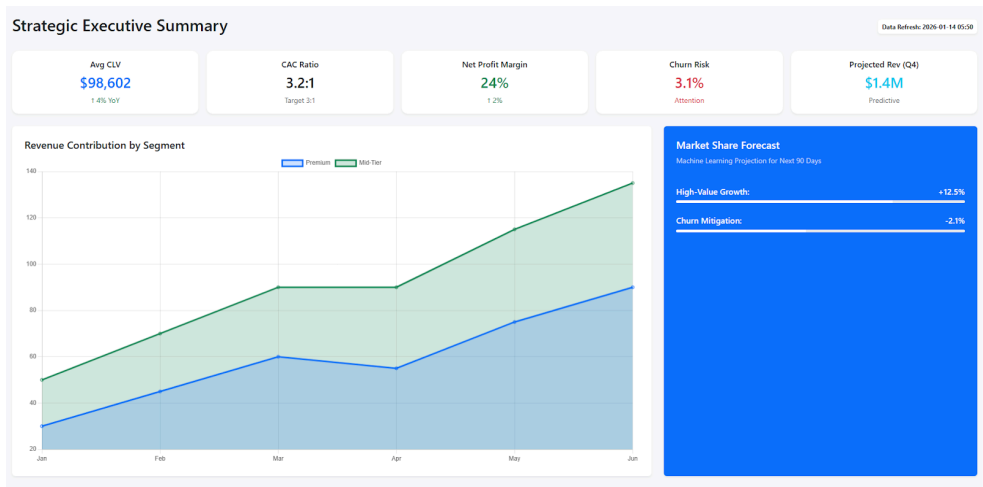
☐ Age

☐ Region

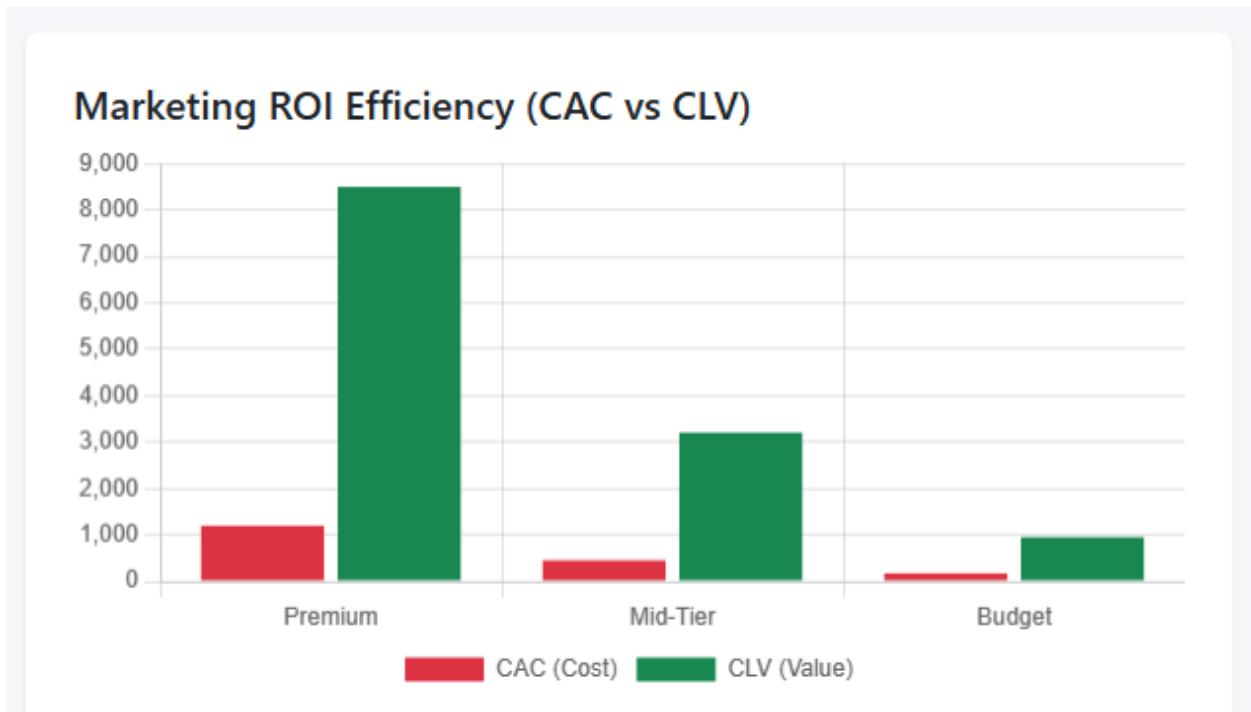
Export

Select All

Dashboard for Executives:



Marketing ROI Efficiency Bar Chart:



Executive Design Revenue Forecast Layout:

Executive Revenue Forecaster

Current Monthly Revenue (\$)

50000

Target Growth (e.g. 0.05)

0.05

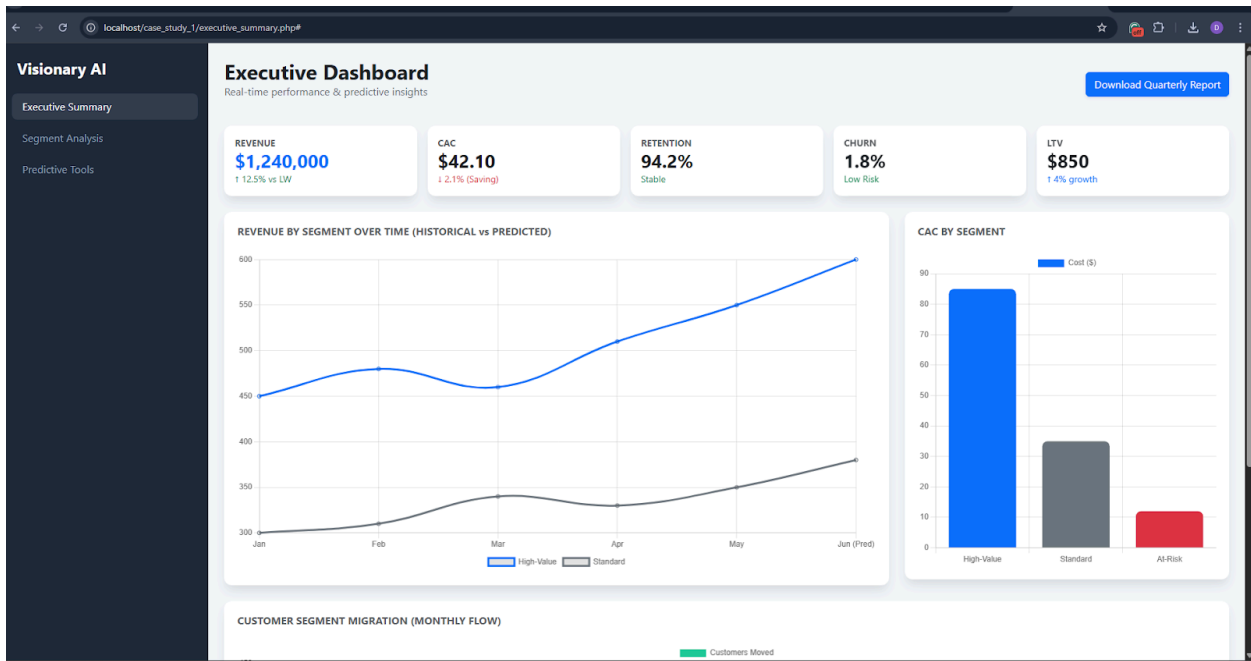
Generate Forecast

PROJECTED REVENUE (NEXT MONTH)

\$52,500.00

Confidence: 92%

Executive Dashboard Wideframe Version:



CLV Tier Distribution Distribution

CLV Tier Distribution

Customer Lifetime Value segmentation based on calculated CLV percentiles

Platinum Tier

2,500 customers

25.00% of total customers
CLV Range: \$28,035.63 - \$89,976.06
Avg CLV: \$48,205.88

Gold Tier

2,500 customers

25.00% of total customers
CLV Range: \$12,316.20 - \$28,012.80
Avg CLV: \$18,826.76

Silver Tier

2,500 customers

25.00% of total customers
CLV Range: \$4,833.07 - \$12,312.27
Avg CLV: \$8,175.30

Bronze Tier

2,500 customers

25.00% of total customers
CLV Range: \$400.42 - \$4,831.78
Avg CLV: \$2,604.19

CLV Tier Statistics

Tier	Customers	Percentage	CLV Range	Avg CLV	Avg Income	Avg Age	Avg Purchase
Platinum	2,500	25.00%	\$28,035.63 - \$89,976.06	\$48,205.88	\$69,149.33	52 years	\$4,186.28
Gold	2,500	25.00%	\$12,316.20 - \$28,012.80	\$18,826.76	\$53,963.01	51 years	\$3,223.47
Silver	2,500	25.00%	\$4,833.07 - \$12,312.27	\$8,175.30	\$49,511.21	47 years	\$2,369.29
Bronze	2,500	25.00%	\$400.42 - \$4,831.78	\$2,604.19	\$47,529.86	42.2 years	\$1,198.16

Sample Customers by CLV Tier

Platinum Tier Customers (Top 5 by CLV)							
ID	Name	Age	Gender	Region	Income	Purchase Amount	CLV
6476	Pedro Rivera	66	Male	CAR	\$86,603.77	\$4,998.67	\$89,976.06
1153	Jose Rodriguez	57	Other	Region VIII	\$98,908.99	\$4,995.62	\$89,921.16
4581	Ana Fernandez	58	Other	Region I	\$90,441.27	\$4,995.50	\$89,919.00
2576	Maria Dela Cruz	60	Female	CAR	\$87,247.90	\$4,993.86	\$89,889.48

Bronze Tier Customers (Top 5 by CLV)							
ID	Name	Age	Gender	Region	Income	Purchase Amount	CLV
5611	Elena Martinez	25	Male	Region XII	\$73,211.02	\$1,342.16	\$4,831.78
9641	Pedro Torres	40	Female	Region IV-A	\$83,400.83	\$1,342.02	\$4,831.27
2463	Maria Torres	78	Other	Region XII	\$15,159.57	\$1,341.89	\$4,830.80
5402	Carlos Torres	65	Female	Region VIII	\$72,325.22	\$1,006.14	\$4,829.47
9111	Carmen Dela Cruz	71	Male	BARMM	\$57,851.59	\$1,340.81	\$4,826.92
... and 2495 more customers							

CLV Tier Insights & Recommendations

Key Insights:

- Total Customers Segmented:** 10,000
- Highest Value Tier (Platinum):** Top 25% of customers by CLV
- Revenue Concentration:** Platinum and Gold tiers (top 50%) represent the majority of lifetime value
- Targeted Marketing:** Focus premium services and loyalty programs on higher tiers