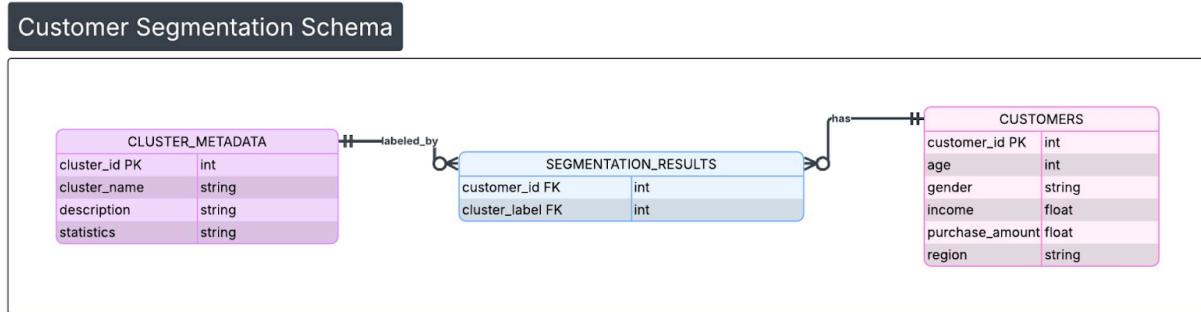
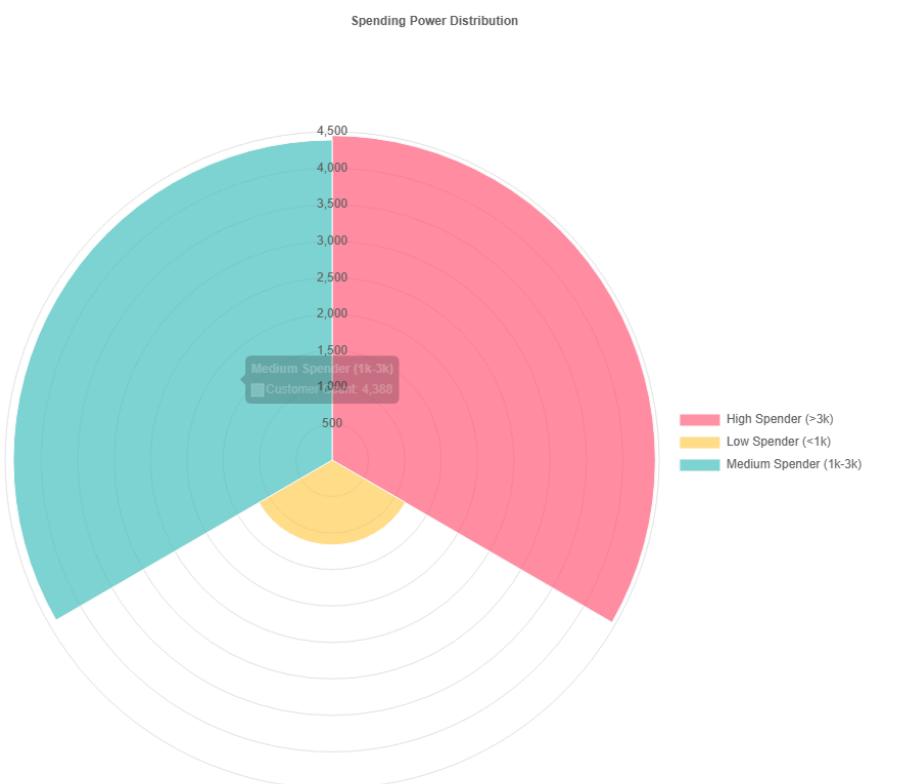


Diagrams and Visualizations

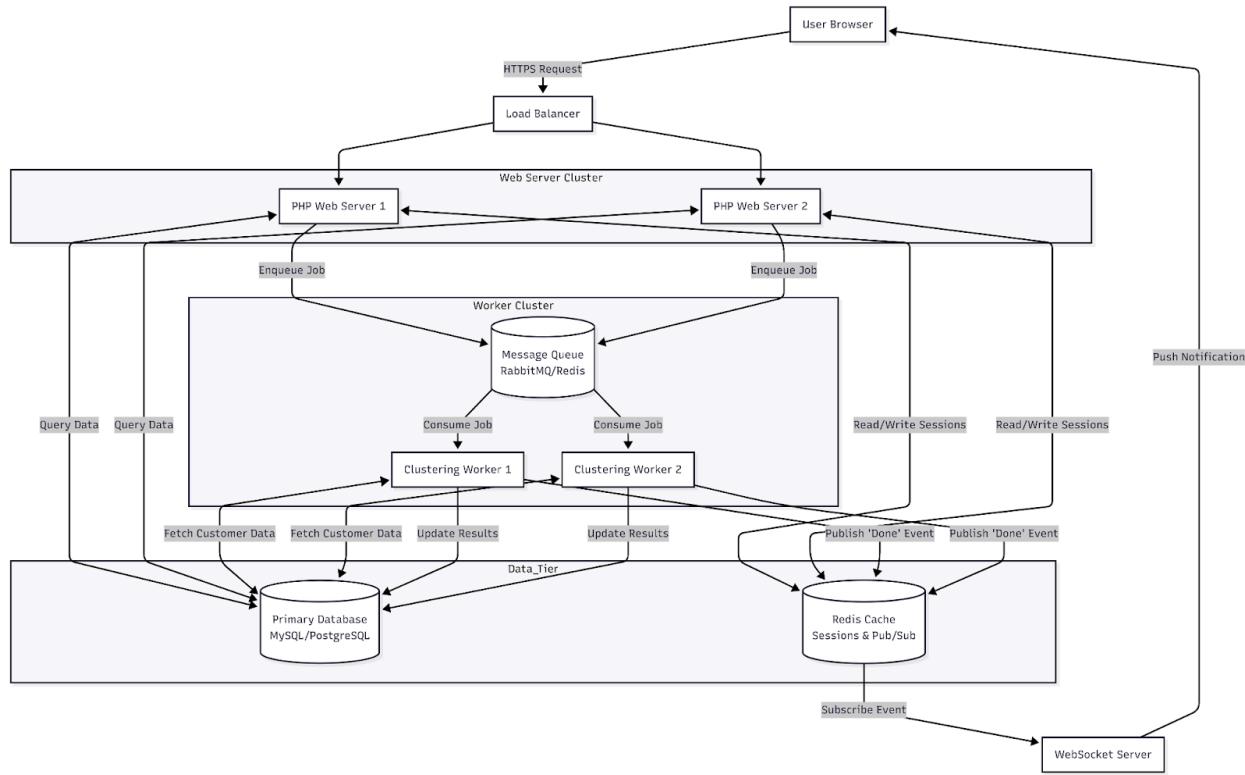
ERD diagram - 1.2



Radar chart for Purchase Tier Segmentation:

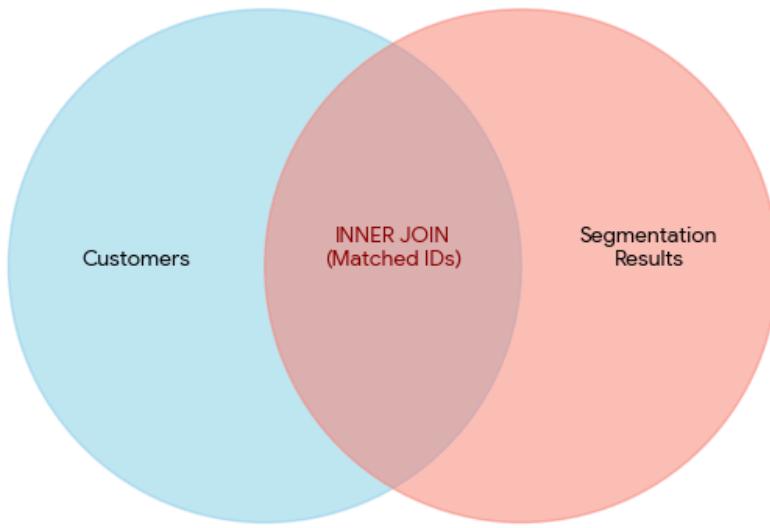


Architectural Diagram - 6.3



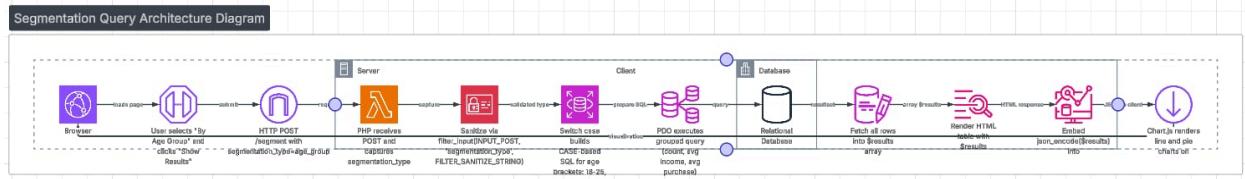
Venn Diagram of Customers and Segmentation Results:

Venn Diagram: SQL INNER JOIN Operation

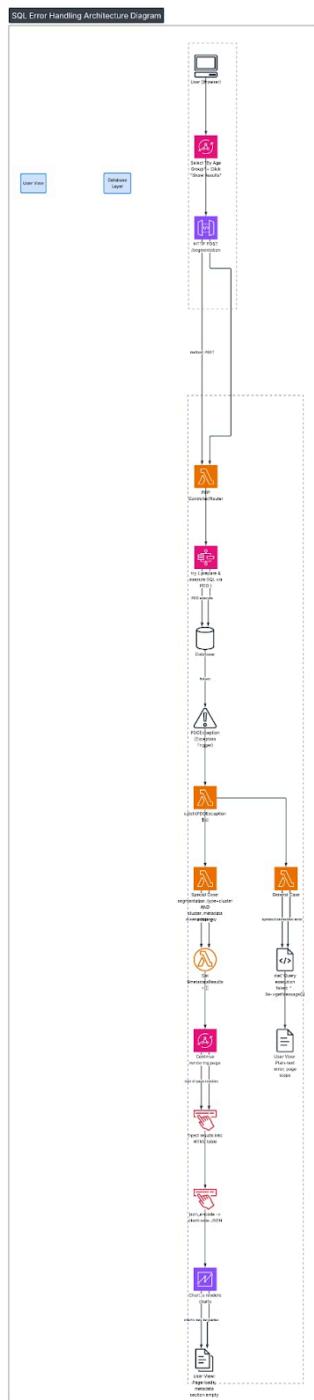


Only records with a matching `customer_id` in BOTH tables are returned.

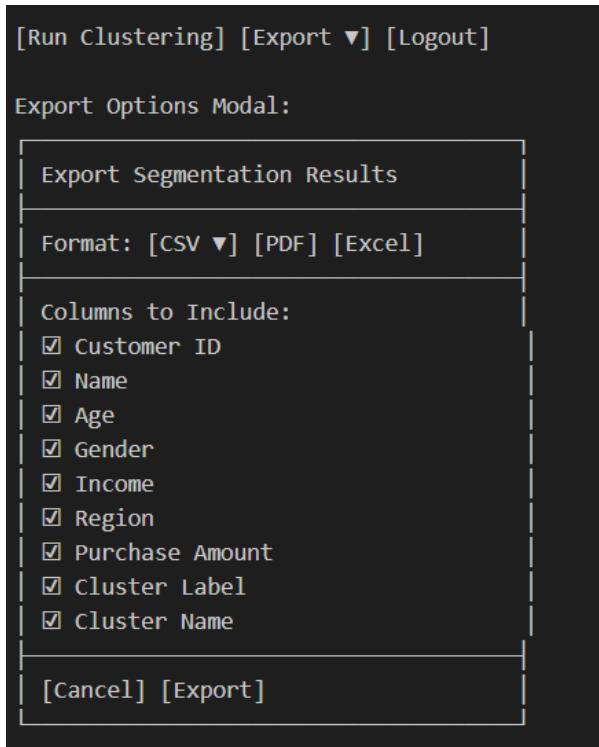
Segmentation Architecture - 1.3



Segmentation Architecture - 1.3



Mockup Layout:

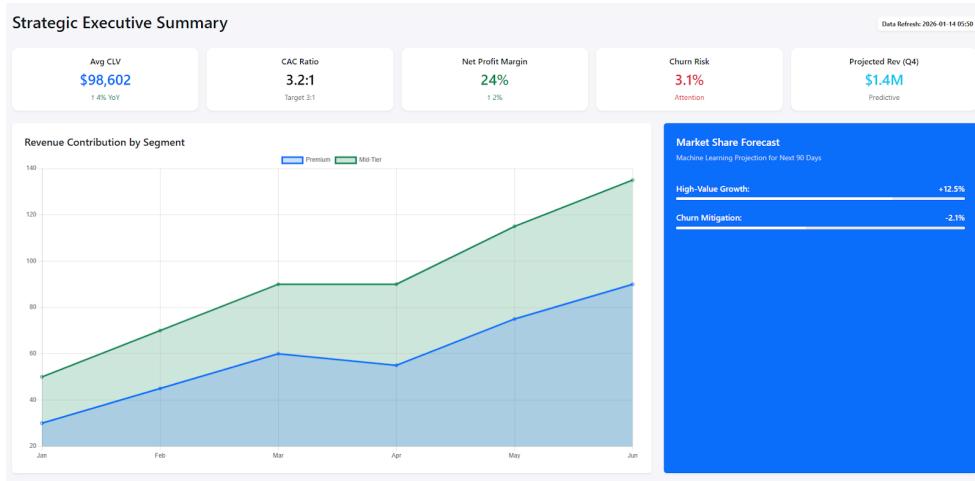


Export Finalized Layout:

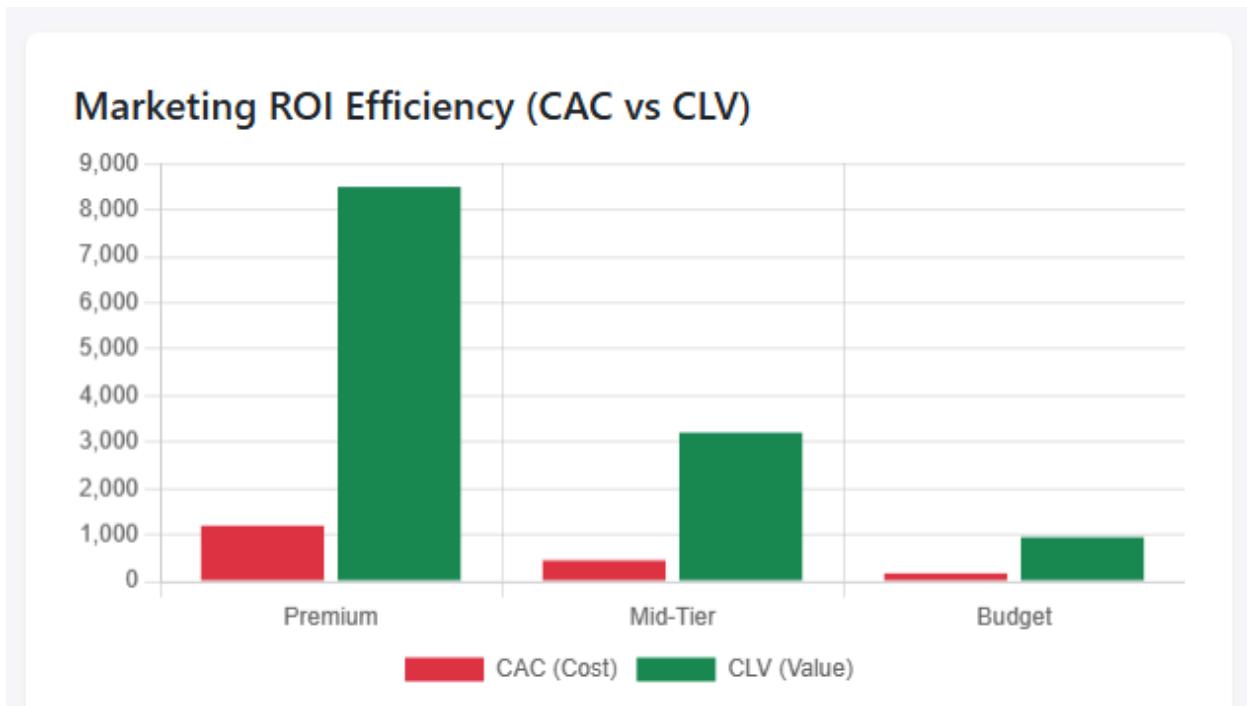
A green header bar with a download icon and the text "Export Segmentation Data". Below it is a form with two sections: "Export Format" and "Select Columns to Export". The "Export Format" section has a dropdown menu set to "CSV File". The "Select Columns to Export" section contains a grid of checkboxes for selecting columns. The columns are grouped by row: Row 1: Customer Id, Name, Age; Row 2: Gender, Income, Region; Row 3: Purchase Amount. To the right of the grid are two buttons: a green "Export" button with a download icon and a white "Select All" button.

Export Segmentation Data		
Export Format	Select Columns to Export	
CSV File	<input type="checkbox"/> Customer Id <input type="checkbox"/> Name <input type="checkbox"/> Age <input type="checkbox"/> Gender <input type="checkbox"/> Income <input type="checkbox"/> Region <input type="checkbox"/> Purchase Amount	
		<input type="button" value="Export"/>
		<input type="button" value="Select All"/>

Dashboard for Executives:



Marketing ROI Efficiency Bar Chart:



Executive Design Revenue Forecast Layout:

Executive Revenue Forecaster

Current Monthly Revenue (\$)

Target Growth (e.g. 0.05)

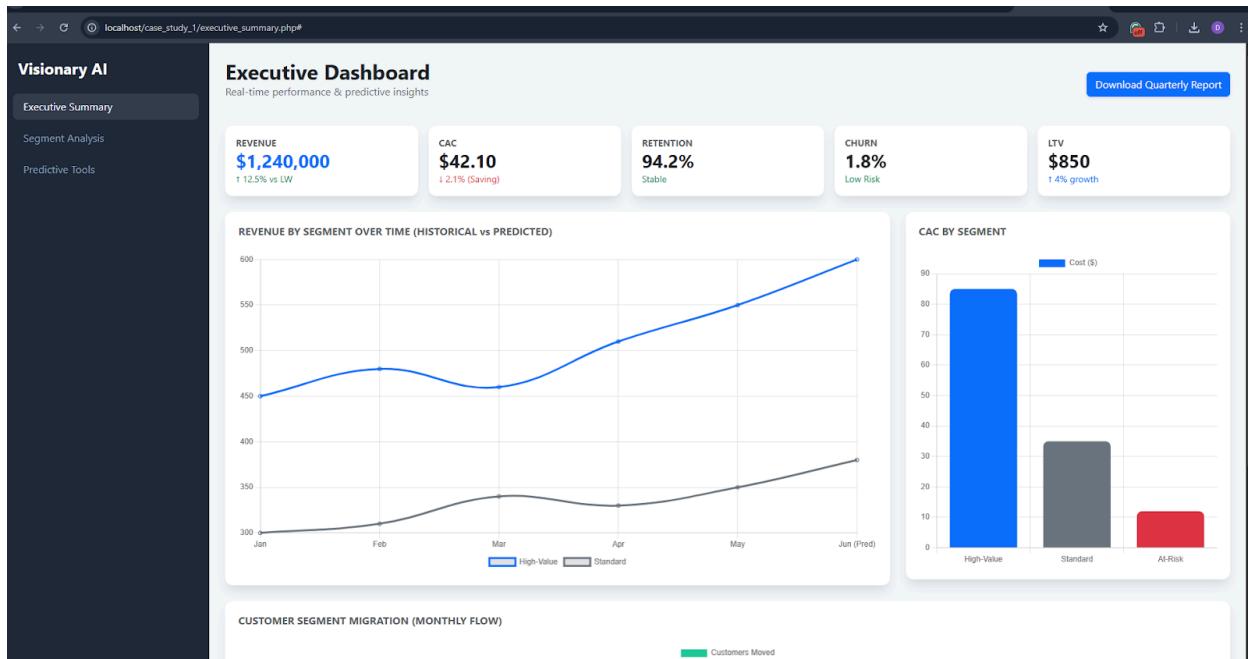
Generate Forecast

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	Gold Tier	Silver Tier	Bronze Tier
2,500 customers 25.00% of total customers CLV Range: \$28,035.63 - \$89,976.06 Avg CLV: \$48,205.88	2,500 customers 25.00% of total customers CLV Range: \$12,316.20 - \$28,012.80 Avg CLV: \$18,826.76	2,500 customers 25.00% of total customers CLV Range: \$4,833.07 - \$12,312.27 Avg CLV: \$8,175.30	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