

Recency Score	Number Of Customers scored as this Recency	First Date of this Recency	Last Date of this Recency	Number of Days	Total spent during this Recency (** Skewed)	Average spent per day during this Recency
10	12	7/20/16	7/29/16	10	\$5,522.50	\$552.25
9	12	6/27/16	7/19/16	23	\$22,244.41	\$967.15
8	12	5/25/16	6/26/16	33	\$18,360.67	\$556.38
7	12	3/31/16	5/24/16	55	\$148,003.31	\$2,690.97
6	12	2/09/16	3/30/16	51	\$86,547.40	\$1,697.01
5	13	11/09/15	2/08/16	92	\$134,578.40	\$1,462.81
4	11	7/23/15	11/08/15	109	\$155,619.45	\$1,427.70
3	12	2/11/15	7/22/15	162	\$275,732.85	\$1,702.05
2	12	8/13/14	2/10/15	182	\$262,027.24	\$1,439.71
1	14	8/01/13	8/12/14	377	\$585,218.58	\$1,552.30
Totals	122	8/01/13	7/29/16	1,094	\$1,693,854.81	\$1,548.31

\*\*While the numbers in the column are accurate they are not comparable to other numbers in this column. ...Usually due to uneven number of days/time-span