

RFM Total	Number of Customers	Amount spent	Percent of Total spent	Avg spent per Customer	Avg spent per purchase	Total transactions	Percent of total transactions
30	7	\$1,016,811.07	60.03	\$145,258.72	\$430.12	2,364	60.65
29	2	\$52,836.00	3.12	\$26,418.00	\$447.76	118	3.03
28	5	\$402,122.91	23.74	\$80,424.58	\$804.25	500	12.83
27	2	\$19,409.62	1.15	\$9,704.81	\$147.04	132	3.39
26	5	\$22,055.75	1.3	\$4,411.15	\$154.24	143	3.67
25	2	\$9,078.00	0.54	\$4,539.00	\$153.86	59	1.51
24	6	\$48,906.80	2.89	\$8,151.13	\$385.09	127	3.26
23	2	\$13,831.76	0.82	\$6,915.88	\$373.83	37	0.95
22	2	\$6,920.50	0.41	\$3,460.25	\$182.12	38	0.97
21	2	\$10,901.29	0.64	\$5,450.65	\$330.34	33	0.85
20	2	\$2,793.00	0.16	\$1,396.50	\$107.42	26	0.67
19	2	\$10,589.00	0.63	\$5,294.50	\$814.54	13	0.33
18	4	\$5,004.00	0.3	\$1,251.00	\$147.18	34	0.87
17	6	\$14,197.00	0.84	\$2,366.17	\$591.54	24	0.62
16	5	\$10,412.68	0.61	\$2,082.54	\$315.54	33	0.85
15	8	\$7,061.25	0.42	\$882.66	\$150.24	47	1.21
14	9	\$14,487.75	0.86	\$1,609.75	\$329.27	44	1.13
13	8	\$10,109.28	0.6	\$1,263.66	\$348.60	29	0.74
12	6	\$3,910.00	0.23	\$651.67	\$195.50	20	0.51
11	7	\$3,014.15	0.18	\$430.59	\$143.53	21	0.54
10	6	\$2,833.00	0.17	\$472.17	\$166.65	17	0.44
9	5	\$2,492.00	0.15	\$498.40	\$207.67	12	0.31
8	4	\$1,985.00	0.12	\$496.25	\$248.13	8	0.21
7	1	\$130.00	0.01	\$130.00	\$43.33	3	0.08
6	4	\$755.00	0.04	\$188.75	\$188.75	4	0.1
5	3	\$475.00	0.03	\$158.33	\$95.00	5	0.13
4	2	\$430.00	0.03	\$215.00	\$215.00	2	0.05
3	5	\$303.00	0.02	\$60.60	\$60.60	5	0.13
Totals	122	\$1,693,854.81	100	\$13,884.06	\$434.54	3,898	100