

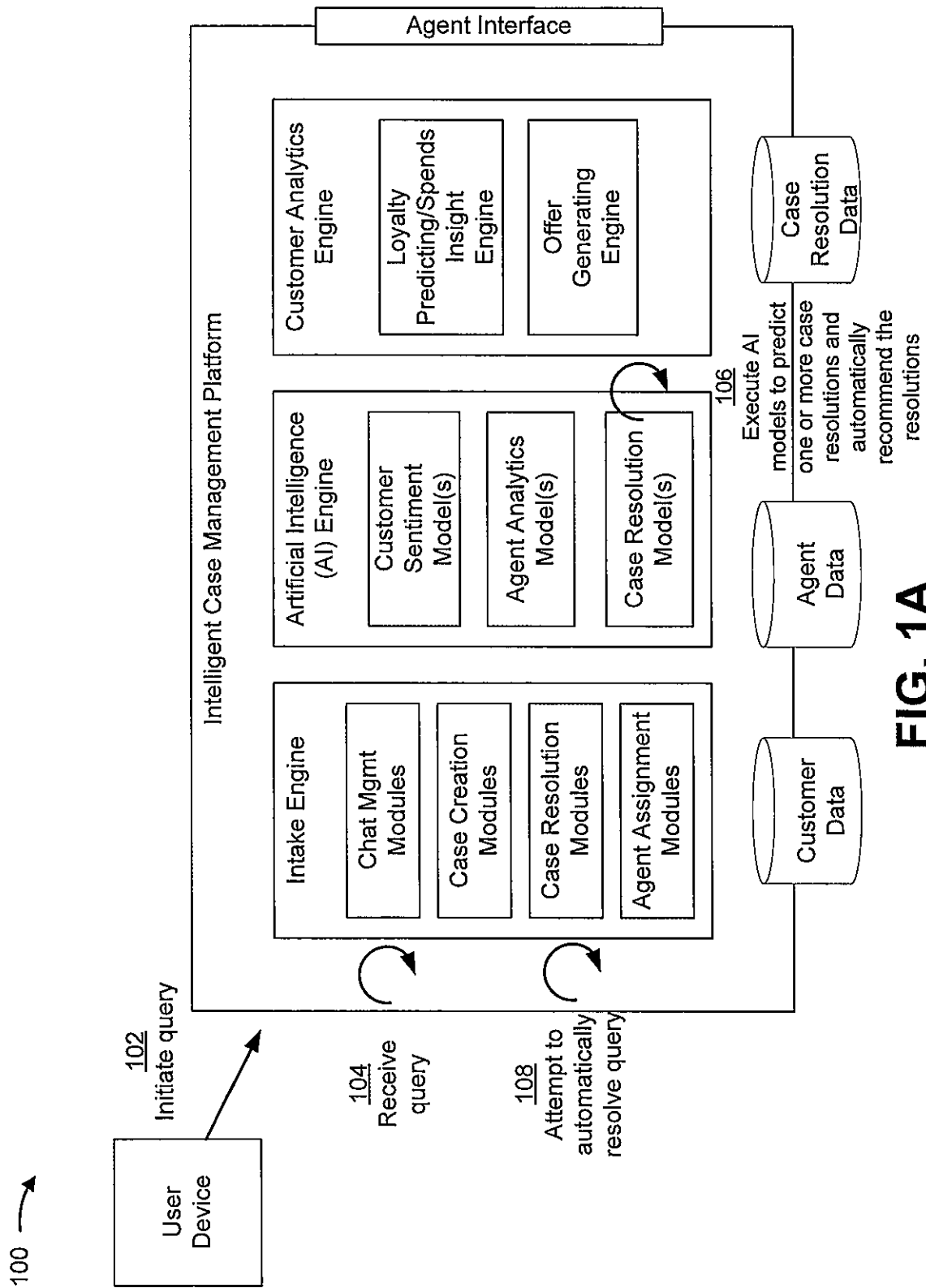


FIG. 1A

100 →

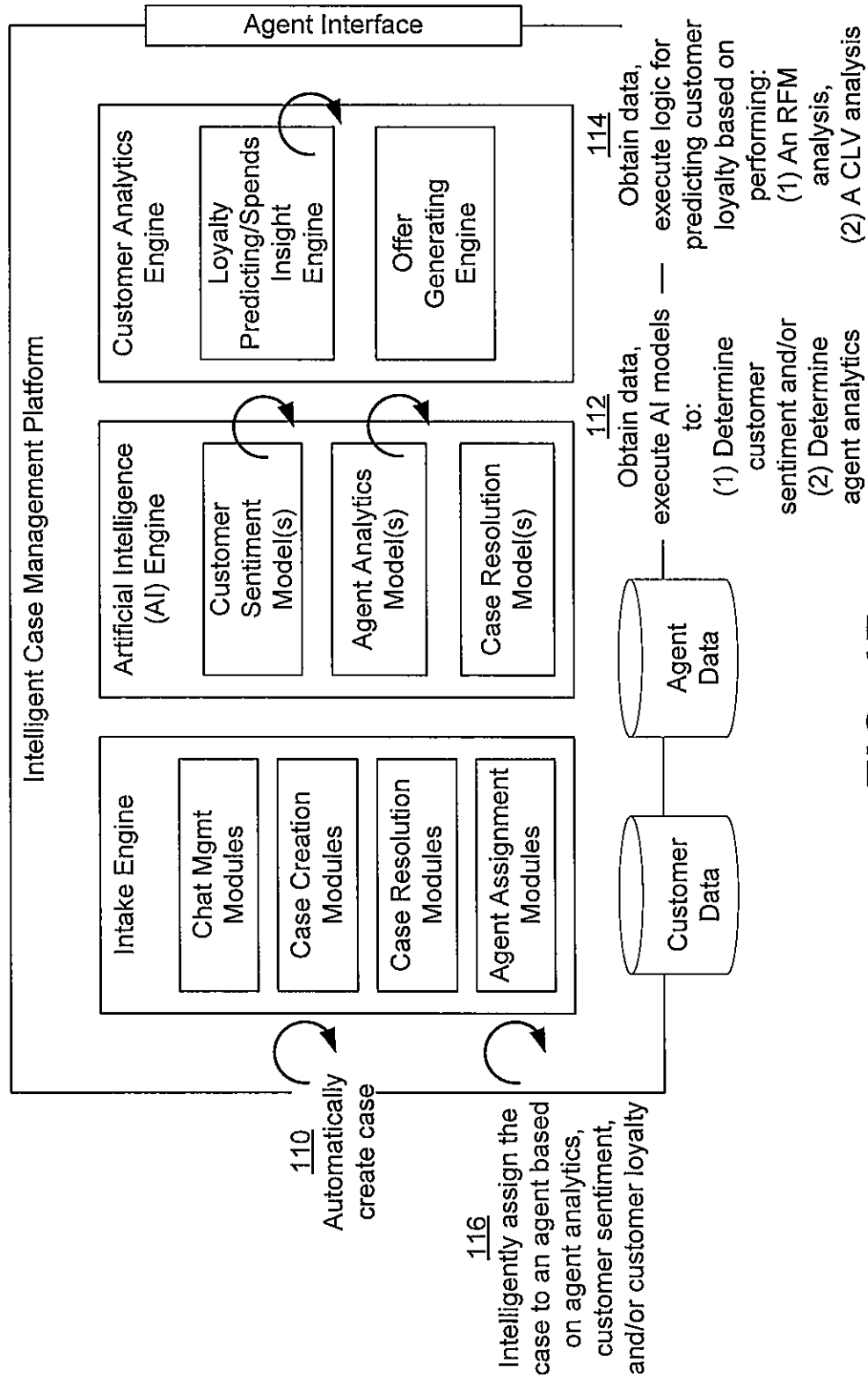


FIG. 1B

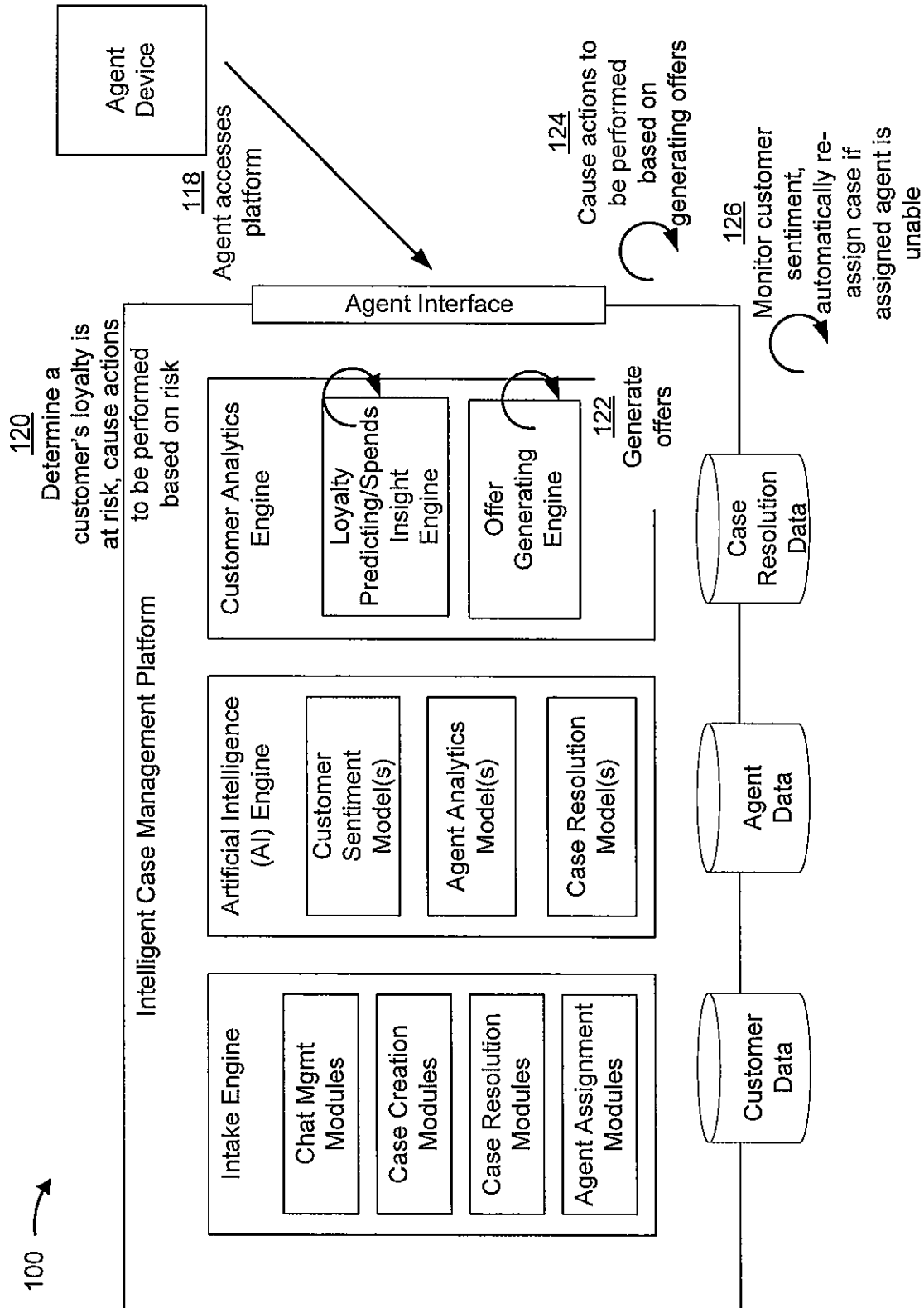


FIG. 1C

**202****Recency**

a. Arrange the unique customer in descending order of recency for min. 1 year

b. Take 1/5 of the customer pool; give them the score of 5

c. 80% of the remaining customer pool – take 1/5 of that customer pool, give them a score of 4

f. 80% of the remaining customer pool – take 1/5 of that customer pool, give them a score of 1

d. 80% of the remaining customer pool – take 1/5 of that customer pool, give them a score of 3

e. 80% of the remaining customer pool – take 1/5 of that customer pool, give them a score of 2

204**Frequency**

a. Set a threshold frequency of the customer stay (e.g., a min of 5 stays, identify what should be the best threshold looking at the data)

b. Take all customers who have stayed for a period of min 1 year and have min number of 5 stays. Arrange in descending order

g. 80% of the remaining customer pool – take 1/5 of that customer pool, give them a score of 1

c. Take 1/5 of the customer pool; give them a score of 5

d. 80% of the remaining customer pool – take 1/5 of that customer pool, give them a score of 4

e. 80% of the remaining customer pool – take 1/5 of that customer pool, give them a score of 3

f. 80% of the remaining customer pool – take 1/5 of that customer pool, give them a score of 2

206**Monetary Value**

a. Arrange the customers in order of average spend- Descending value. Customer who spend max will be on top

b. Take 1/5 of the customer pool; give them the score of 5

c. 80% of the remaining customer pool – take 1/5 of that customer pool, give them a score of 4

d. 80% of the remaining customer pool – take 1/5 of that customer pool, give them a score of 3

e. 80% of the remaining customer pool – take 1/5 of that customer pool, give them a score of 2

f. 80% of the remaining customer pool – take 1/5 of that customer pool, give them a score of 1

FIG. 2A

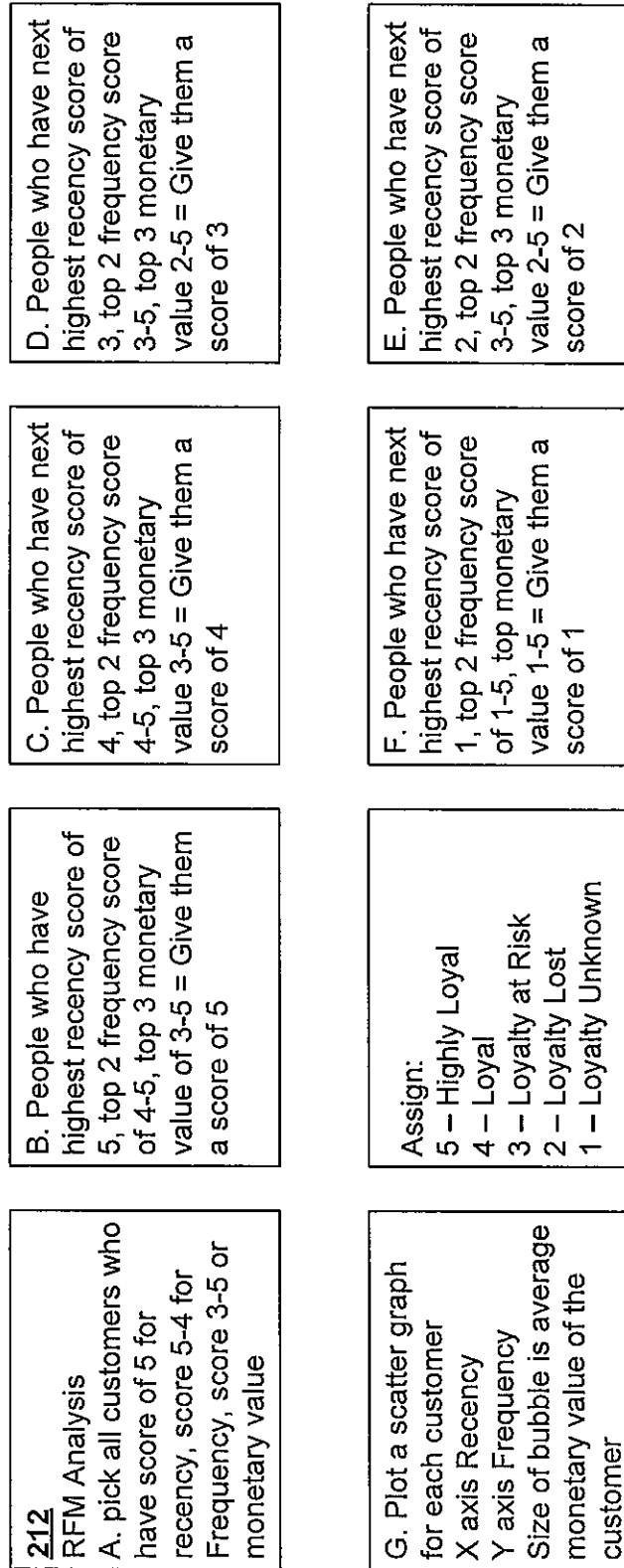


FIG. 2B

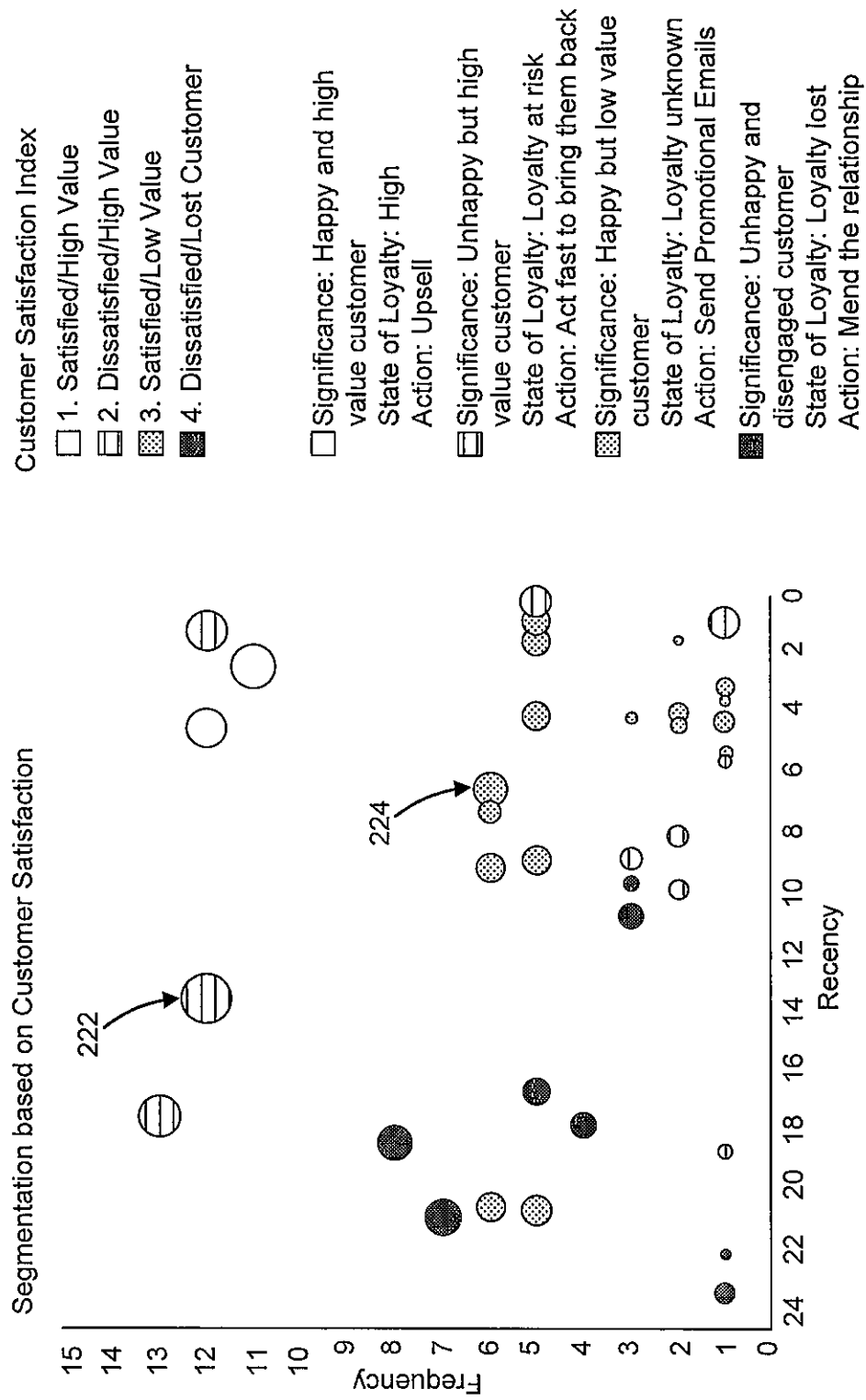


FIG. 2C

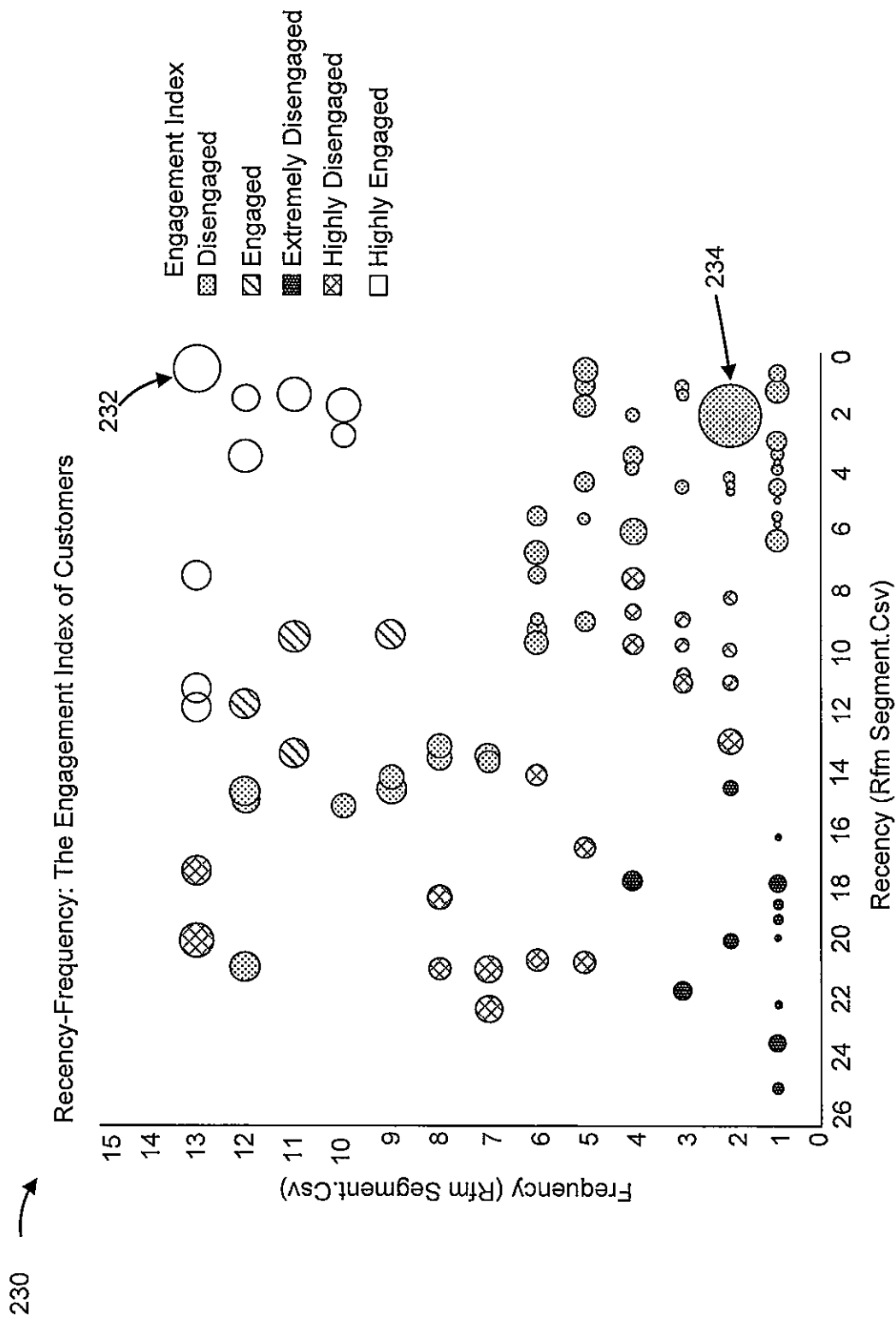


FIG. 2D

Spend Insights – Next 18 Months

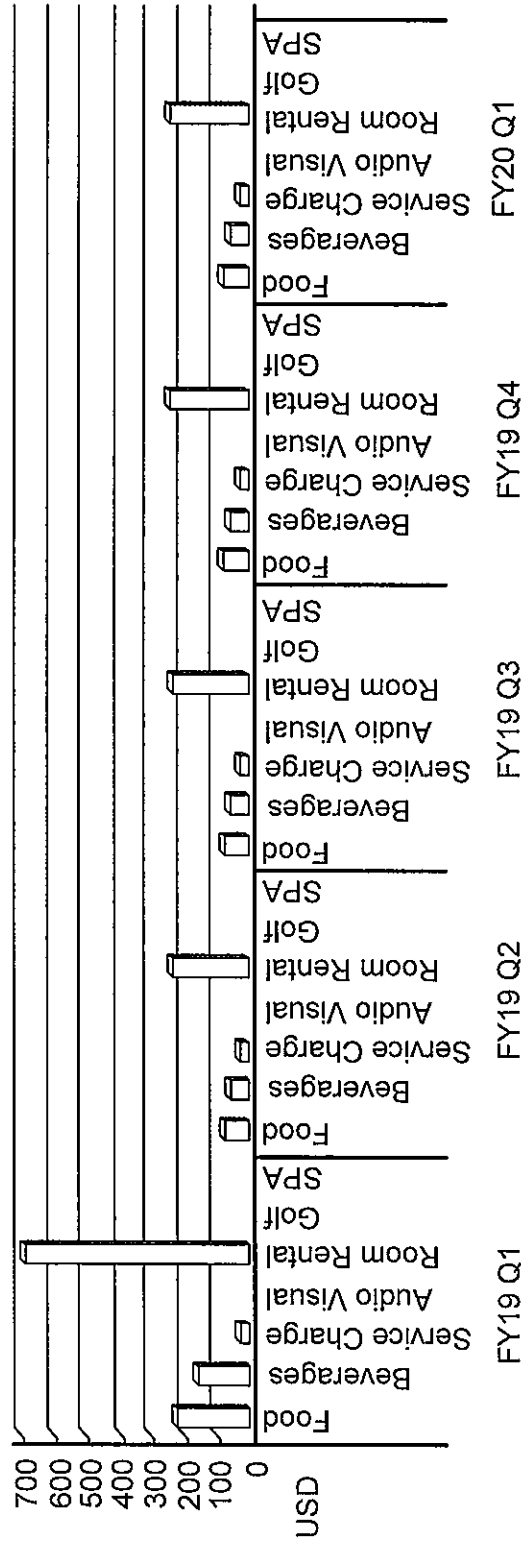


FIG. 2E

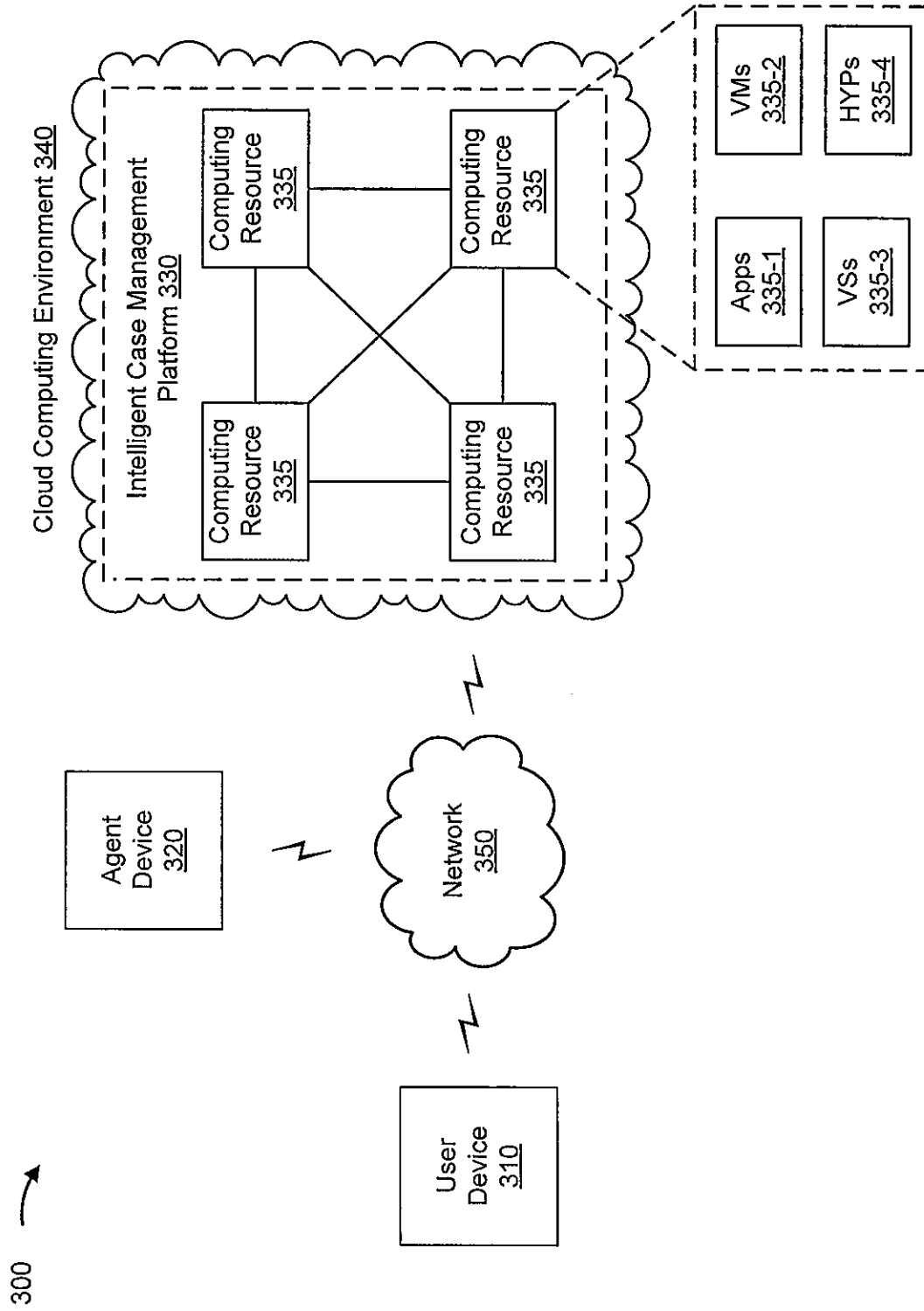


FIG. 3

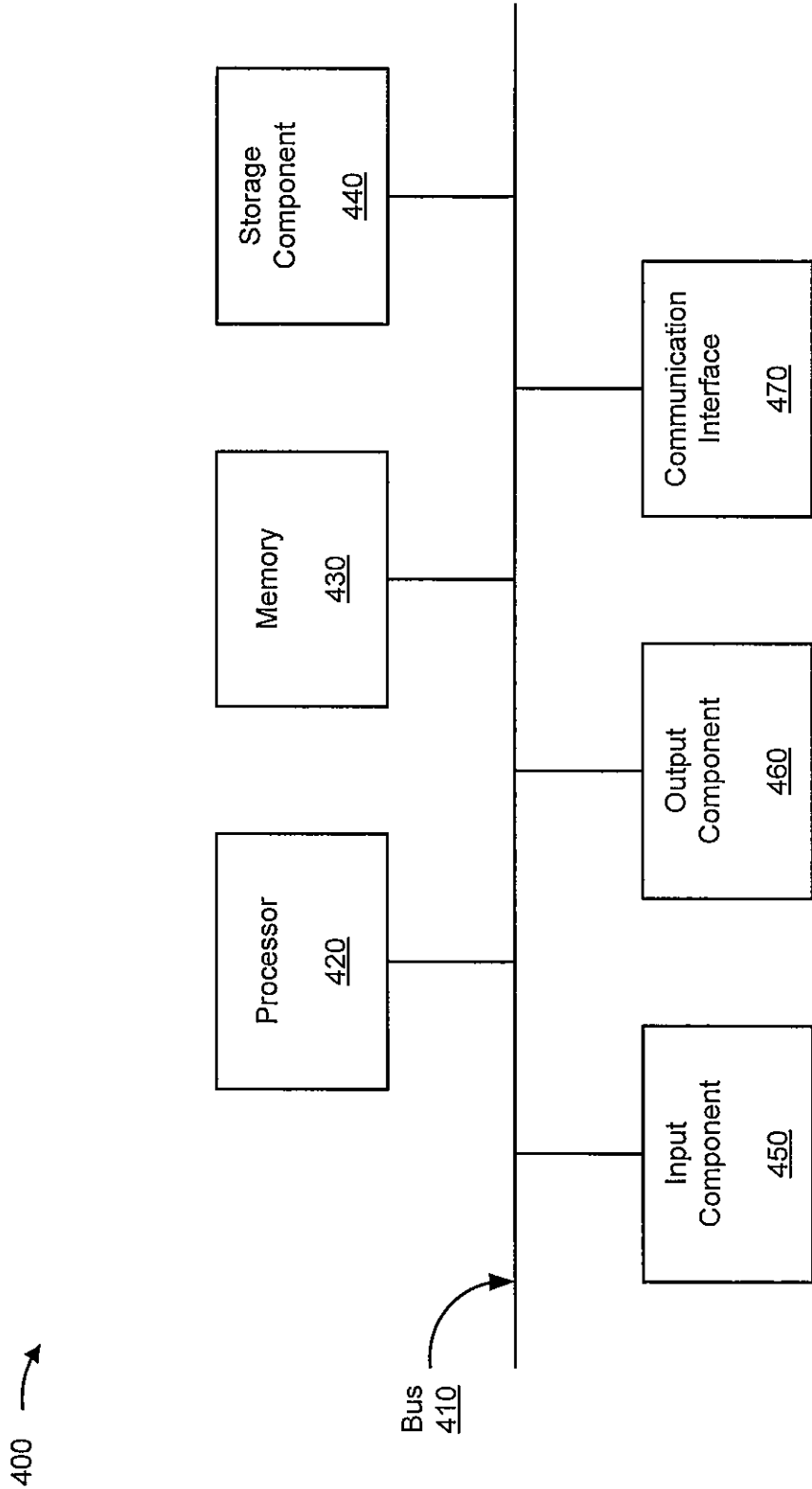


FIG. 4

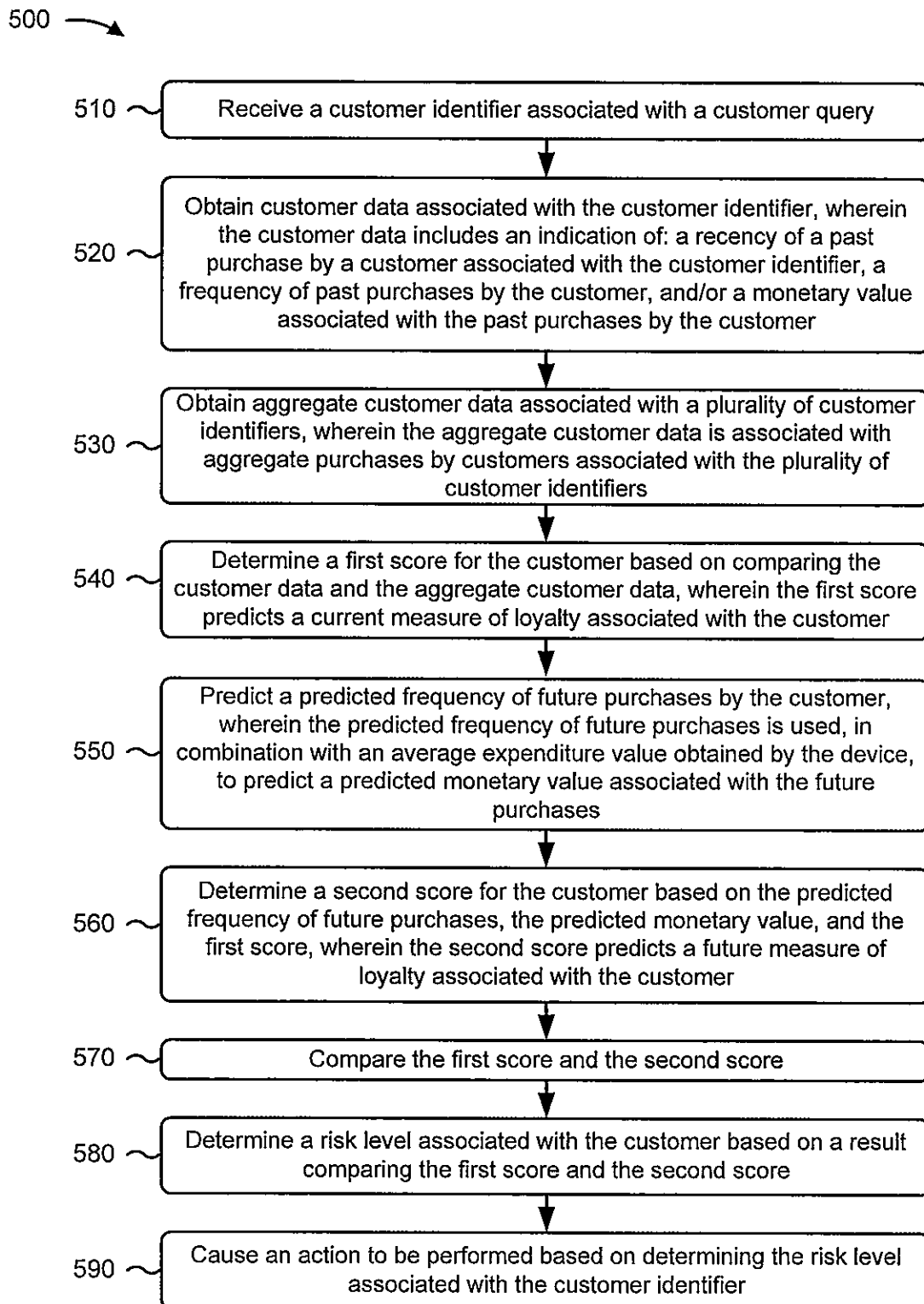


FIG. 5

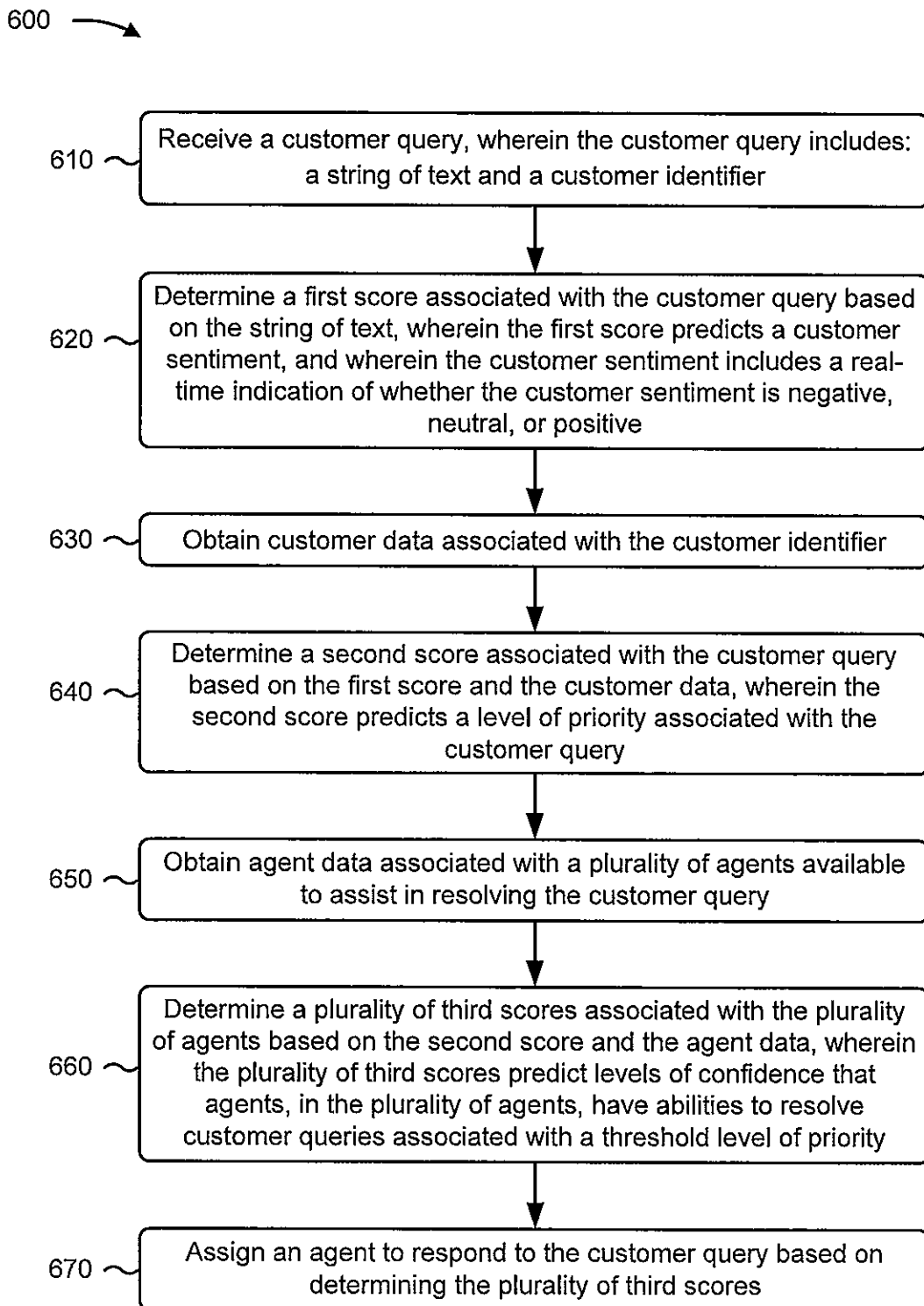


FIG. 6

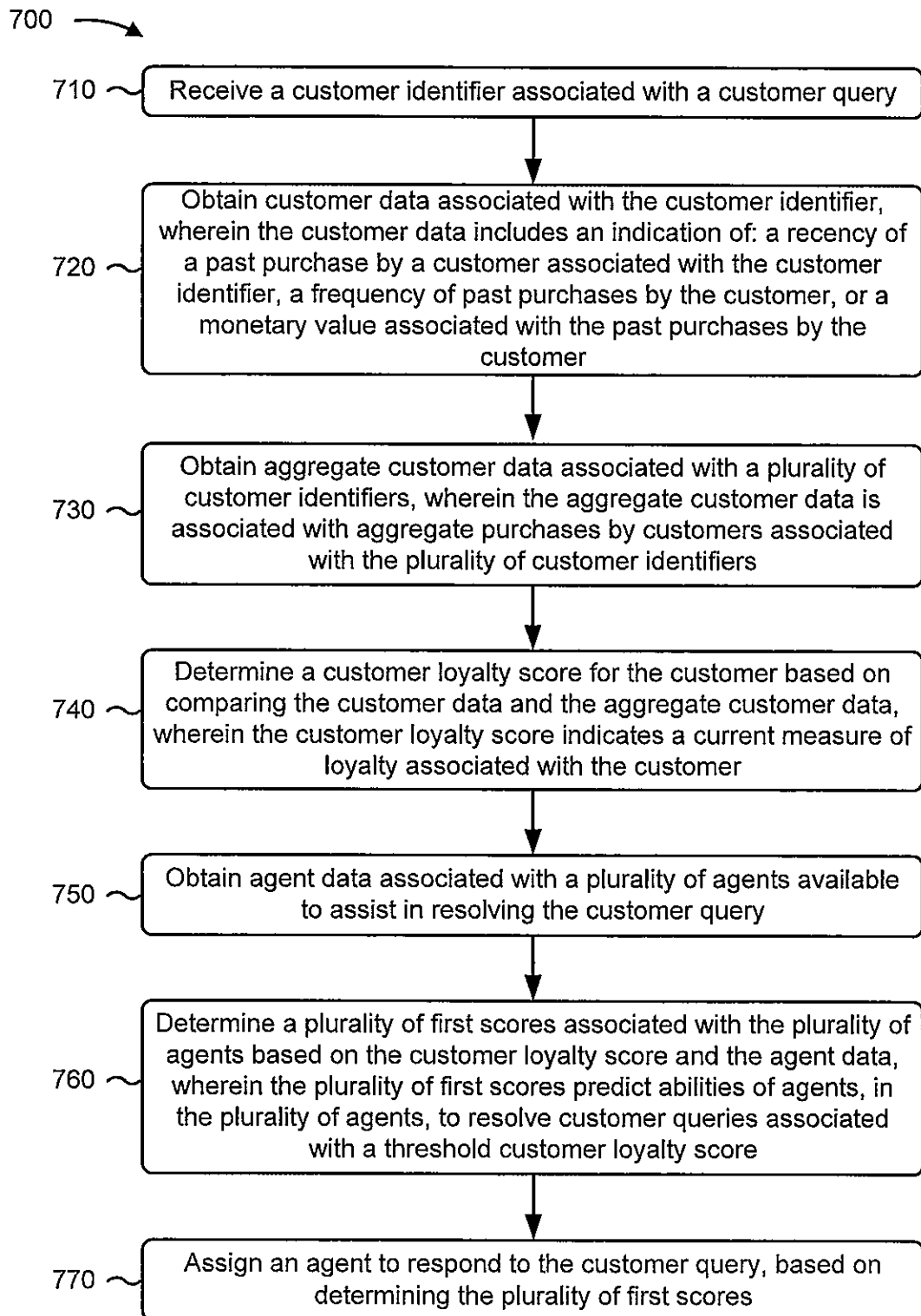


FIG. 7