

Decile - 1

Decile Analysis

Decile	Customers Per Decile	Spending Range				Average Number of Purchases	Average Spending Per Transaction		Total Spending	Percentage of Total Spending	Cumulative Spending Percentage
		Minimum	Average	Maximum	Index		Average	Index			
10	461	\$152,250	\$223,280	\$6,147,064	388	18.31	\$12,194	166.33	\$102,932,080	38.8%	38.8%
9	461	\$98,861	\$122,748	\$152,250	214	12.18	\$10,078	137.46	\$56,586,828	21.4%	60.2%
8	461	\$67,276	\$81,978	\$98,861	143	9.87	\$8,306	113.29	\$37,791,858	14.3%	74.5%
7	461	\$45,768	\$55,934	\$67,276	97	8.36	\$6,691	91.26	\$25,785,574	9.7%	84.2%
6	461	\$30,394	\$37,663	\$45,768	66	7.57	\$4,975	67.86	\$17,362,643	6.6%	90.7%
5	461	\$19,276	\$24,520	\$30,394	43	7.31	\$3,354	45.75	\$11,303,720	4.3%	95.0%
4	461	\$11,365	\$15,078	\$19,276	26	6.51	\$2,316	31.59	\$6,950,958	2.6%	97.6%
3	461	\$5,959	\$8,485	\$11,365	15	4.17	\$2,035	27.75	\$3,911,585	1.5%	99.1%
2	461	\$2,386	\$4,035	\$5,959	7	2.72	\$1,483	20.23	\$1,860,135	0.7%	99.8%
1	461	\$3	\$1,136	\$2,386	2	1.41	\$806	10.99	\$523,696	0.2%	100.0%
All	4610	\$3	\$57,486	\$6,147,064		7.84	\$7,331		\$265,009,077		