

RFM Results by Cell

Cell	Cell Group	Rec	Frq	Mon	RFM Custs	After Custs	Pct Cust Retained	After Orders	Order Response	After Sales	AOS	After Margin
Project Rev2004: First Half 2004 Review Analysis Rev2004-1: Summary - no categories Category: Not Used												
0	New	New	New	New	657	657	100%	1,060	161%	\$534,960	\$505	\$247,020
1	A	0-3 mo	3+x	\$701+	188	85	45%	106	56%	\$81,146	\$766	\$35,429
2	A			\$301-700	1,375	604	44%	787	57%	\$396,285	\$504	\$182,448
3	A			\$51-\$300	186	90	48%	131	70%	\$29,247	\$223	\$13,551
4	A			\$0-\$50								
		0-3 mo	3+x		1,749	1,024	45%	1,024	59%	\$506,678	\$506,678	\$231,428
5	A	0-3 mo	2x	\$701+	303	140	46%	185	61%	\$141,832	\$767	\$67,389
6	A			\$301-700	1,105	504	46%	646	58%	\$317,990	\$492	\$145,212
7	A			\$51-\$300	284	127	45%	162	57%	\$32,683	\$202	\$15,663
8	A			\$0-\$50	8	4	50%	4	50%	\$114	\$29	\$47
		0-3 mo	2x		1,700	997	46%	997	59%	\$492,619	\$492,619	\$228,311
9	A	0-3 mo	1x	\$701+	119	49	41%	63	53%	\$54,101	\$859	\$23,315
10	A			\$301-700	177	88	50%	114	64%	\$56,463	\$495	\$27,961
11	A			\$51-\$300	115	54	47%	71	62%	\$12,678	\$179	\$6,130
12	A			\$0-\$50	17	8	47%	12	71%	\$384	\$32	\$145
		0-3 mo	1x		428	260	46%	260	61%	\$123,626	\$123,626	\$57,551
13	A	4-6mo	3+x	\$701+	134	60	45%	80	60%	\$61,734	\$772	\$30,600
14	A			\$301-700	1,275	546	43%	704	55%	\$354,143	\$503	\$162,584
15	A			\$51-\$300	161	49	30%	59	37%	\$14,753	\$250	\$6,104
16	A			\$0-\$50								
		4-6mo	3+x		1,570	843	42%	843	54%	\$430,630	\$430,630	\$199,288
17	A	4-6mo	2x	\$701+	300	141	47%	178	59%	\$146,779	\$825	\$65,540
18	A			\$301-700	997	442	44%	579	58%	\$294,793	\$509	\$137,952
19	A			\$51-\$300	249	107	43%	137	55%	\$28,739	\$210	\$13,549
20	A			\$0-\$50	7	2	29%	2	29%	\$91	\$46	\$60
		4-6mo	2x		1,553	896	45%	896	58%	\$470,402	\$470,402	\$217,101

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21	A	4-6mo	1x	\$701+	148	75	51%	94	64%	\$85,612	\$911	\$40,921
22	A			\$301-700	183	79	43%	91	50%	\$48,082	\$528	\$23,848
23	A			\$51-\$300	119	52	44%	65	55%	\$11,480	\$177	\$5,375
24	A			\$0-\$50	14	9	64%	10	71%	\$225	\$23	\$90
		4-6mo	1x		464	260	46%	260	56%	\$145,399	\$145,399	\$70,234
25	B	7-9 mo	3+x	\$701+	173	81	47%	103	60%	\$77,333	\$751	\$33,494
26	B			\$301-700	1,250	552	44%	710	57%	\$360,975	\$508	\$169,954
27	B			\$51-\$300	160	66	41%	87	54%	\$19,339	\$222	\$9,030
28	B			\$0-\$50								
		7-9 mo	3+x		1,583	900	44%	900	57%	\$457,647	\$457,647	\$212,478
29	B	7-9 mo	2x	\$701+	258	112	43%	146	57%	\$118,935	\$815	\$52,378
30	B			\$301-700	1,032	429	42%	575	56%	\$288,164	\$501	\$133,693
31	B			\$51-\$300	282	106	38%	141	50%	\$27,187	\$193	\$12,915
32	B			\$0-\$50	10	4	40%	5	50%	\$238	\$48	\$82
		7-9 mo	2x		1,582	867	41%	867	55%	\$434,524	\$434,524	\$199,068
33	B	7-9 mo	1x	\$701+	111	45	41%	61	55%	\$52,249	\$857	\$24,032
34	B			\$301-700	149	73	49%	100	67%	\$45,737	\$457	\$20,716
35	B			\$51-\$300	103	39	38%	50	49%	\$8,704	\$174	\$4,013
36	B			\$0-\$50	16	9	56%	12	75%	\$362	\$30	\$104
		7-9 mo	1x		379	223	44%	223	59%	\$107,052	\$107,052	\$48,865
37	B	10-12 mo	3+x	\$701+	172	84	49%	104	60%	\$81,158	\$780	\$37,727
38	B			\$301-700	1,141	496	43%	610	53%	\$298,009	\$489	\$143,533
39	B			\$51-\$300	123	53	43%	61	50%	\$13,477	\$221	\$6,080
40	B			\$0-\$50	1							
		10-12 mo	3+x		1,437	775	44%	775	54%	\$392,644	\$392,644	\$187,340
41	B	10-12 mo	2x	\$701+	313	141	45%	175	56%	\$137,675	\$787	\$65,506

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42	B	10-12 mo	2x	\$301-700	973	420	43%	530	54%	\$267,463	\$505	\$127,230
43	B			\$51-\$300	272	115	42%	151	56%	\$31,089	\$206	\$14,034
44	B			\$0-\$50	2	2	100%	2	100%	\$66	\$33	\$35
		10-12 mo	2x		1,560	858	43%	858	55%	\$436,293	\$436,293	\$206,805
45	B	10-12 mo	1x	\$701+	105	47	45%	63	60%	\$53,886	\$855	\$26,186
46	B			\$301-700	160	66	41%	87	54%	\$44,495	\$511	\$20,621
47	B			\$51-\$300	96	40	42%	53	55%	\$8,815	\$166	\$3,934
48	B			\$0-\$50	10	4	40%	4	40%	\$98	\$25	\$55
		10-12 mo	1x		371	207	42%	207	56%	\$107,294	\$107,294	\$50,796
49	C	13-24 mo	3+x	\$701+	467	195	42%	236	51%	\$180,807	\$766	\$80,237
50	C			\$301-700	3,911	1,585	41%	1,979	51%	\$987,581	\$499	\$453,998
51	C			\$51-\$300	505	192	38%	243	48%	\$56,462	\$232	\$26,430
52	C			\$0-\$50	1	1	100%	2	200%	\$71	\$36	\$36
		13-24 mo	3+x		4,884	2,460	40%	2,460	50%	\$1,224,921	\$1,224,921	\$560,701
53	C	13-24 mo	2x	\$701+	1,011	392	39%	485	48%	\$388,629	\$801	\$172,605
54	C			\$301-700	3,654	1,442	39%	1,805	49%	\$914,453	\$507	\$416,989
55	C			\$51-\$300	997	408	41%	511	51%	\$105,676	\$207	\$48,724
56	C			\$0-\$50	17	9	53%	11	65%	\$302	\$27	\$140
		13-24 mo	2x		5,679	2,812	40%	2,812	50%	\$1,409,060	\$1,409,060	\$638,458
57	C	13-24 mo	1x	\$701+	475	184	39%	235	49%	\$191,214	\$814	\$91,386
58	C			\$301-700	646	253	39%	300	46%	\$152,379	\$508	\$68,576
59	C			\$51-\$300	396	162	41%	202	51%	\$33,597	\$166	\$15,608
60	C			\$0-\$50	88	28	32%	39	44%	\$1,126	\$29	\$548
		13-24 mo	1x		1,605	776	39%	776	48%	\$378,316	\$378,316	\$176,118
61	D	25-36 mo	3+x	\$701+	368	137	37%	169	46%	\$133,061	\$787	\$59,479
62	D			\$301-700	2,868	1,046	36%	1,257	44%	\$628,652	\$500	\$290,660

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63	D	25-36 mo	3+x	\$51-\$300	388	132	34%	159	41%	\$37,036	\$233	\$16,932
64	D			\$0-\$50	4	2	50%	2	50%	\$50	\$25	\$21
		25-36 mo	3+x		3,628	1,587	36%	1,587	44%	\$798,799	\$798,799	\$367,092
65	D	25-36 mo	2x	\$701+	932	333	36%	413	44%	\$330,570	\$800	\$150,800
66	D			\$301-700	3,264	1,191	36%	1,440	44%	\$736,760	\$512	\$339,143
67	D			\$51-\$300	812	270	33%	348	43%	\$72,071	\$207	\$32,605
68	D			\$0-\$50	22	10	45%	13	59%	\$524	\$40	\$237
		25-36 mo	2x		5,030	2,214	36%	2,214	44%	\$1,139,925	\$1,139,925	\$522,785
69	D	25-36 mo	1x	\$701+	479	172	36%	207	43%	\$174,913	\$845	\$79,638
70	D			\$301-700	630	209	33%	257	41%	\$128,287	\$499	\$60,467
71	D			\$51-\$300	408	155	38%	182	45%	\$32,018	\$176	\$14,848
72	D			\$0-\$50	85	30	35%	35	41%	\$933	\$27	\$468
		25-36 mo	1x		1,602	681	35%	681	43%	\$336,151	\$336,151	\$155,421
73	D	37-48 mo	3+x	\$701+	285	91	32%	106	37%	\$84,166	\$794	\$38,586
74	D			\$301-700	2,161	637	29%	735	34%	\$360,653	\$491	\$166,566
75	D			\$51-\$300	299	97	32%	109	36%	\$24,348	\$223	\$11,162
76	D			\$0-\$50								
		37-48 mo	3+x		2,745	950	30%	950	35%	\$469,167	\$469,167	\$216,314
77	D	37-48 mo	2x	\$701+	777	217	28%	257	33%	\$205,187	\$798	\$91,249
78	D			\$301-700	2,844	923	32%	1,079	38%	\$536,845	\$498	\$249,771
79	D			\$51-\$300	747	223	30%	260	35%	\$53,345	\$205	\$24,616
80	D			\$0-\$50	15	6	40%	8	53%	\$254	\$32	\$111
		37-48 mo	2x		4,383	1,604	31%	1,604	37%	\$795,631	\$795,631	\$365,747
81	D	37-48 mo	1x	\$701+	460	148	32%	176	38%	\$148,996	\$847	\$68,819
82	D			\$301-700	616	201	33%	229	37%	\$110,305	\$482	\$51,324
83	D			\$51-\$300	389	121	31%	146	38%	\$26,889	\$184	\$12,606

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84	D	37-48 mo	1x	\$0-\$50	67	21	31%	25	37%	\$904	\$36	\$418
		37-48 mo	1x		1,532	576	32%	576	38%	\$287,094	\$287,094	\$133,167
85	D	49-60 mo	3+x	\$701+	243	61	25%	69	28%	\$51,634	\$748	\$24,058
86	D			\$301-700	1,514	381	25%	428	28%	\$217,660	\$509	\$100,238
87	D			\$51-\$300	212	60	28%	68	32%	\$16,310	\$240	\$8,183
88	D			\$0-\$50	1							
		49-60 mo	3+x		1,970	565	25%	565	29%	\$285,604	\$285,604	\$132,479
89	D	49-60 mo	2x	\$701+	648	188	29%	209	32%	\$172,737	\$826	\$81,064
90	D			\$301-700	2,338	608	26%	694	30%	\$354,345	\$511	\$161,495
91	D			\$51-\$300	630	162	26%	184	29%	\$38,792	\$211	\$18,259
92	D			\$0-\$50	16	1	6%	3	19%	\$53	\$18	\$21
		49-60 mo	2x		3,632	1,090	26%	1,090	30%	\$565,927	\$565,927	\$260,839
93	D	49-60 mo	1x	\$701+	427	100	23%	115	27%	\$92,105	\$801	\$39,565
94	D			\$301-700	569	149	26%	163	29%	\$84,281	\$517	\$37,915
95	D			\$51-\$300	410	118	29%	137	33%	\$26,255	\$192	\$12,341
96	D			\$0-\$50	51	13	25%	13	25%	\$470	\$36	\$216
		49-60 mo	1x		1,457	428	26%	428	29%	\$203,111	\$203,111	\$90,037
97	X	61+	3+x	\$701+	422	80	19%	89	21%	\$70,315	\$790	\$33,732
98	X			\$301-700	3,019	408	14%	446	15%	\$217,441	\$488	\$100,062
99	X			\$51-\$300	393	53	13%	58	15%	\$12,620	\$218	\$6,143
100	X			\$0-\$50	1							
		61+	3+x		3,835	593	14%	593	15%	\$300,376	\$300,376	\$139,937
101	X	61+	2x	\$701+	2,268	225	10%	248	11%	\$196,635	\$793	\$91,035
102	X			\$301-700	8,141	862	11%	947	12%	\$471,482	\$498	\$215,809
103	X			\$51-\$300	2,225	229	10%	254	11%	\$53,606	\$211	\$24,056
104	X			\$0-\$50	57	4	7%	4	7%	\$94	\$24	\$36

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		61+	2x		12,691	1,453	10%	1,453	11%	\$721,817	\$721,817	\$330,936
105	X	61+	1x	\$701+	3,179	157	5%	168	5%	\$136,569	\$813	\$63,280
106	X			\$301-700	4,278	249	6%	271	6%	\$135,218	\$499	\$60,096
107	X			\$51-\$300	2,704	177	7%	187	7%	\$31,790	\$170	\$14,234
108	X			\$0-\$50	511	26	5%	28	5%	\$690	\$25	\$341
		61+	1x		10,672	654	6%	654	6%	\$304,267	\$304,267	\$137,951
Category Totals					80,378	27,613	28%	27,613	34%	\$13,859,934	3,859,934	\$6,384,267
Analysis Totals					80,378	27,613	28%	27,613	34%	\$13,859,934	3,859,934	\$6,384,267
Project Totals					80,378	27,613	28%	27,613	34%	\$13,859,934	3,859,934	\$6,384,267