

## Who are my customers?

# Primary Persona Summary

	New Customer	Repeat Customer	High AOV Customer (top 25%)	Fastest New Customer (top 25%)	Fastest Repeat Customer (top 25%)	Highest Margin Customer (top 25%)
<b>Gender</b>	F (79%)	F (49%)	M (59%)	F (79%)	F (49%)	M (59%)
<b>Age</b>	25-34 (34%)	35-44 (28%)	65+ (34%)	25-34 (34%)	35-44 (28%)	65+ (34%)
<b>Education</b>	Bach Degree (35%)	Bach Degree (31%)	Grad Degree (35%)	Bach Degree (35%)	Bach Degree (31%)	Grad Degree (35%)
<b>Home Ownership</b>	Home Owner (65%)	Home Owner (34%)	Home Owner (75%)	Home Owner (65%)	Home Owner (34%)	Home Owner (75%)
<b>Marital Status</b>	Married (78%)	Married (34%)	Married (78%)	Married (78%)	Married (34%)	Married (78%)
<b>Industry</b>	Medical (29%)	Other (19%)	Management (29%)	Medical (29%)	Other (19%)	Management (29%)
<b>Political Affiliation</b>	Democratic (42%)	Democratic (43%)	Republican (52%)	Democratic (42%)	Democratic (43%)	Republican (52%)
<b>Religious Affiliation</b>	Christian (79%)	Christian (71%)	Christian (56%)	Christian (79%)	Christian (71%)	Christian (56%)
<b>DMA</b>	New York (16%)	New Jersey (13%)	Los Angeles (16%)	New York (16%)	New Jersey (13%)	Los Angeles (16%)
<b>Interests</b>	Natural Foods	Art	Boating	Natural Foods	Art	Boating
<b>Preferred Outreach</b>	Email	SMS	Phone	Email	SMS	Phone
<b>Median Household Income</b>	\$78,298	\$65,198	\$128,298	\$78,298	\$65,198	\$128,298
<b>Median Home Value</b>	\$421,000	\$324,000	\$721,000	\$421,000	\$324,000	\$721,000

## Who are else are my customers?

# Secondary Persona Summary

	<b>New Customer</b>	<b>Repeat Customer</b>	<b>High AOV Customer (top 25%)</b>	<b>Fastest New Customer (top 25%)</b>	<b>Fastest Repeat Customer (top 25%)</b>	<b>Highest Margin Customer (top 25%)</b>
<b>Gender</b>	F (79%)	F (49%)	M (59%)	F (79%)	F (49%)	M (59%)
<b>Age</b>	25-34 (34%)	35-44 (28%)	65+ (34%)	25-34 (34%)	35-44 (28%)	65+ (34%)
<b>Education</b>	Bach Degree (35%)	Bach Degree (31%)	Grad Degree (35%)	Bach Degree (35%)	Bach Degree (31%)	Grad Degree (35%)
<b>Home Ownership</b>	Home Owner (65%)	Home Owner (34%)	Home Owner (75%)	Home Owner (65%)	Home Owner (34%)	Home Owner (75%)
<b>Marital Status</b>	Married (78%)	Married (34%)	Married (78%)	Married (78%)	Married (34%)	Married (78%)
<b>Industry</b>	Medical (29%)	Other (19%)	Management (29%)	Medical (29%)	Other (19%)	Management (29%)
<b>Political Affiliation</b>	Democratic (42%)	Democratic (43%)	Republican (52%)	Democratic (42%)	Democratic (43%)	Republican (52%)
<b>Religious Affiliation</b>	Christian (79%)	Christian (71%)	Christian (56%)	Christian (79%)	Christian (71%)	Christian (56%)
<b>DMA</b>	New York (16%)	New Jersey (13%)	Los Angeles (16%)	New York (16%)	New Jersey (13%)	Los Angeles (16%)
<b>Interests</b>	Natural Foods	Art	Boating	Natural Foods	Art	Boating
<b>Preferred Outreach</b>	Email	SMS	Phone	Email	SMS	Phone
<b>Median Household Income</b>	\$78,298	\$65,198	\$128,298	\$78,298	\$65,198	\$128,298
<b>Median Home Value</b>	\$421,000	\$324,000	\$721,000	\$421,000	\$324,000	\$721,000

## What are my emerging customers?

# Emerging Persona Summary

	New Customer	Repeat Customer	High AOV Customer (top 25%)	Fastest New Customer (top 25%)	Fastest Repeat Customer (top 25%)	Highest Margin Customer (top 25%)
<b>Gender</b>	F (79%)	F (49%)	M (59%)	F (79%)	F (49%)	M (59%)
<b>Age</b>	25-34 (34%)	35-44 (28%)	65+ (34%)	25-34 (34%)	35-44 (28%)	65+ (34%)
<b>Education</b>	Bach Degree (35%)	Bach Degree (31%)	Grad Degree (35%)	Bach Degree (35%)	Bach Degree (31%)	Grad Degree (35%)
<b>Home Ownership</b>	Home Owner (65%)	Home Owner (34%)	Home Owner (75%)	Home Owner (65%)	Home Owner (34%)	Home Owner (75%)
<b>Marital Status</b>	Married (78%)	Married (34%)	Married (78%)	Married (78%)	Married (34%)	Married (78%)
<b>Industry</b>	Medical (29%)	Other (19%)	Management (29%)	Medical (29%)	Other (19%)	Management (29%)
<b>Political Affiliation</b>	Democratic (42%)	Democratic (43%)	Republican (52%)	Democratic (42%)	Democratic (43%)	Republican (52%)
<b>Religious Affiliation</b>	Christian (79%)	Christian (71%)	Christian (56%)	Christian (79%)	Christian (71%)	Christian (56%)
<b>DMA</b>	New York (16%)	New Jersey (13%)	Los Angeles (16%)	New York (16%)	New Jersey (13%)	Los Angeles (16%)
<b>Interests</b>	Natural Foods	Art	Boating	Natural Foods	Art	Boating
<b>Preferred Outreach</b>	Email	SMS	Phone	Email	SMS	Phone
<b>Median Household Income</b>	\$78,298	\$65,198	\$128,298	\$78,298	\$65,198	\$128,298
<b>Median Home Value</b>	\$421,000	\$324,000	\$721,000	\$421,000	\$324,000	\$721,000

What are my customers purchasing?

# Top Purchases Summary

	<b>New Customer</b>	<b>Repeat Customer</b>	<b>High AOV Customer (top 25%)</b>	<b>Fastest New Customer (top 25%)</b>	<b>Fastest Repeat Customer (top 25%)</b>	<b>Highest Margin Customer (top 25%)</b>
1.	Purchase A (\$XX,XXX)	Purchase A (\$XX,XXX)	Purchase A (\$XX,XXX)	Purchase A (\$XX,XXX)	Purchase A (\$XX,XXX)	Purchase A (\$XX,XXX)
2.	Purchase B (\$XX,XXX)	Purchase B (\$XX,XXX)	Purchase B (\$XX,XXX)	Purchase B (\$XX,XXX)	Purchase B (\$XX,XXX)	Purchase B (\$XX,XXX)
3.	Purchase C (\$XX,XXX)	Purchase C (\$XX,XXX)	Purchase C (\$XX,XXX)	Purchase C (\$XX,XXX)	Purchase C (\$XX,XXX)	Purchase C (\$XX,XXX)
4.	Purchase D (\$XX,XXX)	Purchase D (\$XX,XXX)	Purchase D (\$XX,XXX)	Purchase D (\$XX,XXX)	Purchase D (\$XX,XXX)	Purchase D (\$XX,XXX)
5.	Purchase E (\$XX,XXX)	Purchase E (\$XX,XXX)	Purchase E (\$XX,XXX)	Purchase E (\$XX,XXX)	Purchase E (\$XX,XXX)	Purchase E (\$XX,XXX)
6.	Purchase F (\$XX,XXX)	Purchase F (\$XX,XXX)	Purchase F (\$XX,XXX)	Purchase F (\$XX,XXX)	Purchase F (\$XX,XXX)	Purchase F (\$XX,XXX)
7.	Purchase G (\$XX,XXX)	Purchase G (\$XX,XXX)	Purchase G (\$XX,XXX)	Purchase G (\$XX,XXX)	Purchase G (\$XX,XXX)	Purchase G (\$XX,XXX)
8.	Purchase H (\$XX,XXX)	Purchase H (\$XX,XXX)	Purchase H (\$XX,XXX)	Purchase H (\$XX,XXX)	Purchase H (\$XX,XXX)	Purchase H (\$XX,XXX)
9.	Purchase I (\$XX,XXX)	Purchase I (\$XX,XXX)	Purchase I (\$XX,XXX)	Purchase I (\$XX,XXX)	Purchase I (\$XX,XXX)	Purchase I (\$XX,XXX)
10.	Purchase J (\$XX,XXX)	Purchase J (\$XX,XXX)	Purchase J (\$XX,XXX)	Purchase J (\$XX,XXX)	Purchase J (\$XX,XXX)	Purchase J (\$XX,XXX)

What are my customers purchasing more of?

# Emerging Purchases Summary

	<b>New Customer</b>	<b>Repeat Customer</b>	<b>High AOV Customer (top 25%)</b>	<b>Fastest New Customer (top 25%)</b>	<b>Fastest Repeat Customer (top 25%)</b>	<b>Highest Margin Customer (top 25%)</b>
1.	Purchase A (\$XX,XXX)	Purchase A (\$XX,XXX)	Purchase A (\$XX,XXX)	Purchase A (\$XX,XXX)	Purchase A (\$XX,XXX)	Purchase A (\$XX,XXX)
2.	Purchase B (\$XX,XXX)	Purchase B (\$XX,XXX)	Purchase B (\$XX,XXX)	Purchase B (\$XX,XXX)	Purchase B (\$XX,XXX)	Purchase B (\$XX,XXX)
3.	Purchase C (\$XX,XXX)	Purchase C (\$XX,XXX)	Purchase C (\$XX,XXX)	Purchase C (\$XX,XXX)	Purchase C (\$XX,XXX)	Purchase C (\$XX,XXX)
4.	Purchase D (\$XX,XXX)	Purchase D (\$XX,XXX)	Purchase D (\$XX,XXX)	Purchase D (\$XX,XXX)	Purchase D (\$XX,XXX)	Purchase D (\$XX,XXX)
5.	Purchase E (\$XX,XXX)	Purchase E (\$XX,XXX)	Purchase E (\$XX,XXX)	Purchase E (\$XX,XXX)	Purchase E (\$XX,XXX)	Purchase E (\$XX,XXX)
6.	Purchase F (\$XX,XXX)	Purchase F (\$XX,XXX)	Purchase F (\$XX,XXX)	Purchase F (\$XX,XXX)	Purchase F (\$XX,XXX)	Purchase F (\$XX,XXX)
7.	Purchase G (\$XX,XXX)	Purchase G (\$XX,XXX)	Purchase G (\$XX,XXX)	Purchase G (\$XX,XXX)	Purchase G (\$XX,XXX)	Purchase G (\$XX,XXX)
8.	Purchase H (\$XX,XXX)	Purchase H (\$XX,XXX)	Purchase H (\$XX,XXX)	Purchase H (\$XX,XXX)	Purchase H (\$XX,XXX)	Purchase H (\$XX,XXX)
9.	Purchase I (\$XX,XXX)	Purchase I (\$XX,XXX)	Purchase I (\$XX,XXX)	Purchase I (\$XX,XXX)	Purchase I (\$XX,XXX)	Purchase I (\$XX,XXX)
10.	Purchase J (\$XX,XXX)	Purchase J (\$XX,XXX)	Purchase J (\$XX,XXX)	Purchase J (\$XX,XXX)	Purchase J (\$XX,XXX)	Purchase J (\$XX,XXX)

## What are my customers purchasing together?

# Top Purchase Combo Summary

	<b>New Customer</b>	<b>Repeat Customer</b>	<b>High AOV Customer (top 25%)</b>	<b>Fastest New Customer (top 25%)</b>	<b>Fastest Repeat Customer (top 25%)</b>	<b>Highest Margin Customer (top 25%)</b>
<b>1.</b>	Purchase A + Purchase 1 (\$XX,XXX)	Purchase A + Purchase 1 (\$XX,XXX)	Purchase A + Purchase 1 (\$XX,XXX)	Purchase A + Purchase 1 (\$XX,XXX)	Purchase A + Purchase 1 (\$XX,XXX)	Purchase A + Purchase 1 (\$XX,XXX)
<b>2.</b>	Purchase B + Purchase 2 (\$XX,XXX)	Purchase B + Purchase 2 (\$XX,XXX)	Purchase B + Purchase 2 (\$XX,XXX)	Purchase B + Purchase 2 (\$XX,XXX)	Purchase B + Purchase 2 (\$XX,XXX)	Purchase B + Purchase 2 (\$XX,XXX)
<b>3.</b>	Purchase C + Purchase 3 (\$XX,XXX)	Purchase C + Purchase 3 (\$XX,XXX)	Purchase C + Purchase 3 (\$XX,XXX)	Purchase C + Purchase 3 (\$XX,XXX)	Purchase C + Purchase 3 (\$XX,XXX)	Purchase C + Purchase 3 (\$XX,XXX)
<b>4.</b>	Purchase D + Purchase 4 (\$XX,XXX)	Purchase D + Purchase 4 (\$XX,XXX)	Purchase D + Purchase 4 (\$XX,XXX)	Purchase D + Purchase 4 (\$XX,XXX)	Purchase D + Purchase 4 (\$XX,XXX)	Purchase D + Purchase 4 (\$XX,XXX)
<b>5.</b>	Purchase E + Purchase 5 (\$XX,XXX)	Purchase E + Purchase 5 (\$XX,XXX)	Purchase E + Purchase 5 (\$XX,XXX)	Purchase E + Purchase 5 (\$XX,XXX)	Purchase E + Purchase 5 (\$XX,XXX)	Purchase E + Purchase 5 (\$XX,XXX)
<b>6.</b>	Purchase F + Purchase 6 (\$XX,XXX)	Purchase F + Purchase 6 (\$XX,XXX)	Purchase F + Purchase 6 (\$XX,XXX)	Purchase F + Purchase 6 (\$XX,XXX)	Purchase F + Purchase 6 (\$XX,XXX)	Purchase F + Purchase 6 (\$XX,XXX)
<b>7.</b>	Purchase G + Purchase 7 (\$XX,XXX)	Purchase G + Purchase 7 (\$XX,XXX)	Purchase G + Purchase 7 (\$XX,XXX)	Purchase G + Purchase 7 (\$XX,XXX)	Purchase G + Purchase 7 (\$XX,XXX)	Purchase G + Purchase 7 (\$XX,XXX)
<b>8.</b>	Purchase H + Purchase 8 (\$XX,XXX)	Purchase H + Purchase 8 (\$XX,XXX)	Purchase H + Purchase 8 (\$XX,XXX)	Purchase H + Purchase 8 (\$XX,XXX)	Purchase H + Purchase 8 (\$XX,XXX)	Purchase H + Purchase 8 (\$XX,XXX)
<b>9.</b>	Purchase + Purchase 9I (\$XX,XXX)	Purchase + Purchase 9I (\$XX,XXX)	Purchase + Purchase 9I (\$XX,XXX)	Purchase + Purchase 9I (\$XX,XXX)	Purchase + Purchase 9I (\$XX,XXX)	Purchase + Purchase 9I (\$XX,XXX)
<b>10.</b>	Purchase J + Purchase 10 (\$XX,XXX)	Purchase J + Purchase 10 (\$XX,XXX)	Purchase J + Purchase 10 (\$XX,XXX)	Purchase J + Purchase 10 (\$XX,XXX)	Purchase J + Purchase 10 (\$XX,XXX)	Purchase J + Purchase 10 (\$XX,XXX)

## Where are my customers?

# Top Location Summary

	<b>New Customer</b>	<b>Repeat Customer</b>	<b>High AOV Customer (top 25%)</b>	<b>Fastest New Customer (top 25%)</b>	<b>Fastest Repeat Customer (top 25%)</b>	<b>Highest Margin Customer (top 25%)</b>
<b>1.</b>	Location A (XX%)	Location A (XX%)	Location A (XX%)	Location A (XX%)	Location A (XX%)	Location A (XX%)
<b>2.</b>	Location B (XX%)	Location B (XX%)	Location B (XX%)	Location B (XX%)	Location B (XX%)	Location B (XX%)
<b>3.</b>	Location C (XX%)	Location C (XX%)	Location C (XX%)	Location C (XX%)	Location C (XX%)	Location C (XX%)
<b>4.</b>	Location D (XX%)	Location D (XX%)	Location D (XX%)	Location D (XX%)	Location D (XX%)	Location D (XX%)
<b>5.</b>	Location E (XX%)	Location E (XX%)	Location E (XX%)	Location E (XX%)	Location E (XX%)	Location E (XX%)
<b>6.</b>	Location F (XX%)	Location F (XX%)	Location F (XX%)	Location F (XX%)	Location F (XX%)	Location F (XX%)
<b>7.</b>	Location G (XX%)	Location G (XX%)	Location G (XX%)	Location G (XX%)	Location G (XX%)	Location G (XX%)
<b>8.</b>	Location H (XX%)	Location H (XX%)	Location H (XX%)	Location H (XX%)	Location H (XX%)	Location H (XX%)
<b>9.</b>	Location I (XX%)	Location I (XX%)	Location I (XX%)	Location I (XX%)	Location I (XX%)	Location I (XX%)
<b>10.</b>	Location J (XX%)	Location J (XX%)	Location J (XX%)	Location J (XX%)	Location J (XX%)	Location J (XX%)

What are my customers emerging?

# Emerging Location Summary

	<b>New Customer</b>	<b>Repeat Customer</b>	<b>High AOV Customer (top 25%)</b>	<b>Fastest New Customer (top 25%)</b>	<b>Fastest Repeat Customer (top 25%)</b>	<b>Highest Margin Customer (top 25%)</b>
1.	Location A (XX%)	Location A (XX%)	Location A (XX%)	Location A (XX%)	Location A (XX%)	Location A (XX%)
2.	Location B (XX%)	Location B (XX%)	Location B (XX%)	Location B (XX%)	Location B (XX%)	Location B (XX%)
3.	Location C (XX%)	Location C (XX%)	Location C (XX%)	Location C (XX%)	Location C (XX%)	Location C (XX%)
4.	Location D (XX%)	Location D (XX%)	Location D (XX%)	Location D (XX%)	Location D (XX%)	Location D (XX%)
5.	Location E (XX%)	Location E (XX%)	Location E (XX%)	Location E (XX%)	Location E (XX%)	Location E (XX%)
6.	Location F (XX%)	Location F (XX%)	Location F (XX%)	Location F (XX%)	Location F (XX%)	Location F (XX%)
7.	Location G (XX%)	Location G (XX%)	Location G (XX%)	Location G (XX%)	Location G (XX%)	Location G (XX%)
8.	Location H (XX%)	Location H (XX%)	Location H (XX%)	Location H (XX%)	Location H (XX%)	Location H (XX%)
9.	Location I (XX%)	Location I (XX%)	Location I (XX%)	Location I (XX%)	Location I (XX%)	Location I (XX%)
10.	Location J (XX%)	Location J (XX%)	Location J (XX%)	Location J (XX%)	Location J (XX%)	Location J (XX%)



How am I acquiring customers?

# Method of Acquisition Summary

	<b>New Customer</b>	<b>Repeat Customer</b>	<b>High AOV Customer (top 25%)</b>	<b>Fastest New Customer (top 25%)</b>	<b>Fastest Repeat Customer (top 25%)</b>	<b>Highest Margin Customer (top 25%)</b>
1.	Method A (XX%)	Method A (XX%)	Method A (XX%)	Method A (XX%)	Method A (XX%)	Method A (XX%)
2.	Method B (XX%)	Method B (XX%)	Method B (XX%)	Method B (XX%)	Method B (XX%)	Method B (XX%)
3.	Method C (XX%)	Method C (XX%)	Method C (XX%)	Method C (XX%)	Method C (XX%)	Method C (XX%)
4.	Method D (XX%)	Method D (XX%)	Method D (XX%)	Method D (XX%)	Method D (XX%)	Method D (XX%)
5.	Method E (XX%)	Method E (XX%)	Method E (XX%)	Method E (XX%)	Method E (XX%)	Method E (XX%)
6.	Method F (XX%)	Method F (XX%)	Method F (XX%)	Method F (XX%)	Method F (XX%)	Method F (XX%)
7.	Method G (XX%)	Method G (XX%)	Method G (XX%)	Method G (XX%)	Method G (XX%)	Method G (XX%)
8.	Method H (XX%)	Method H (XX%)	Method H (XX%)	Method H (XX%)	Method H (XX%)	Method H (XX%)
9.	Method I (XX%)	Method I (XX%)	Method I (XX%)	Method I (XX%)	Method I (XX%)	Method I (XX%)
10.	Method J (XX%)	Method J (XX%)	Method J (XX%)	Method J (XX%)	Method J (XX%)	Method J (XX%)