

In this article:

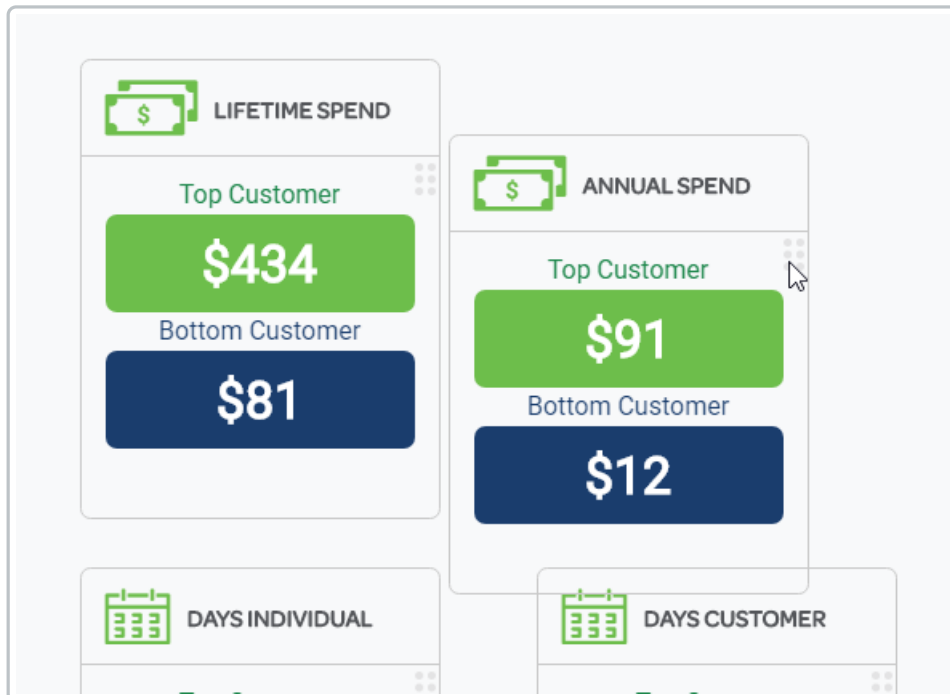
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## Overview

The **Top & Bottom Customers** page profiles the characteristics of your top customers (those with a recency score of 5 and a monetary score of 5) and your bottom customers (those with a recency score of 1 and a monetary score of 1)

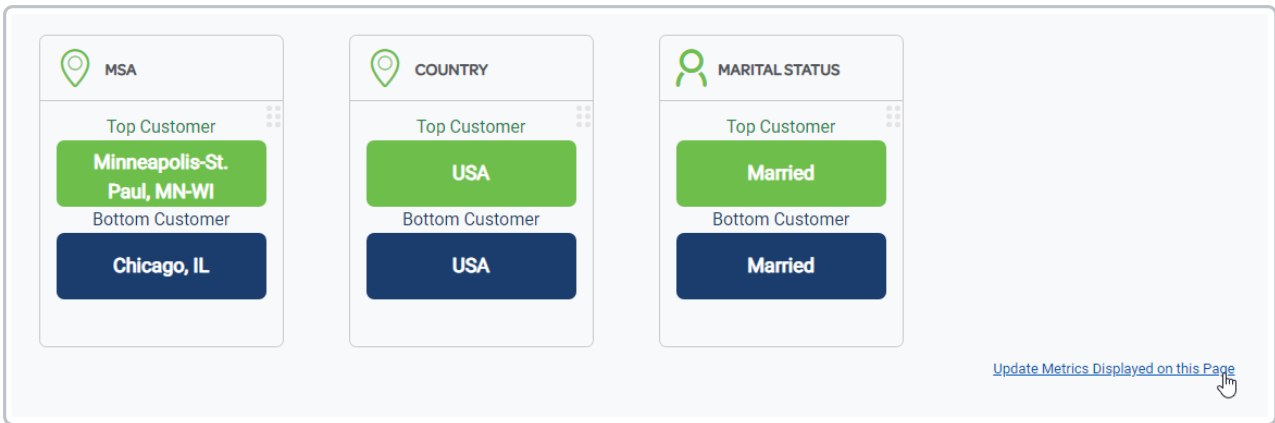
The metrics displayed include demographic information, customer-level aggregates and geographic data.

## Changing the Order of the Metrics Displayed

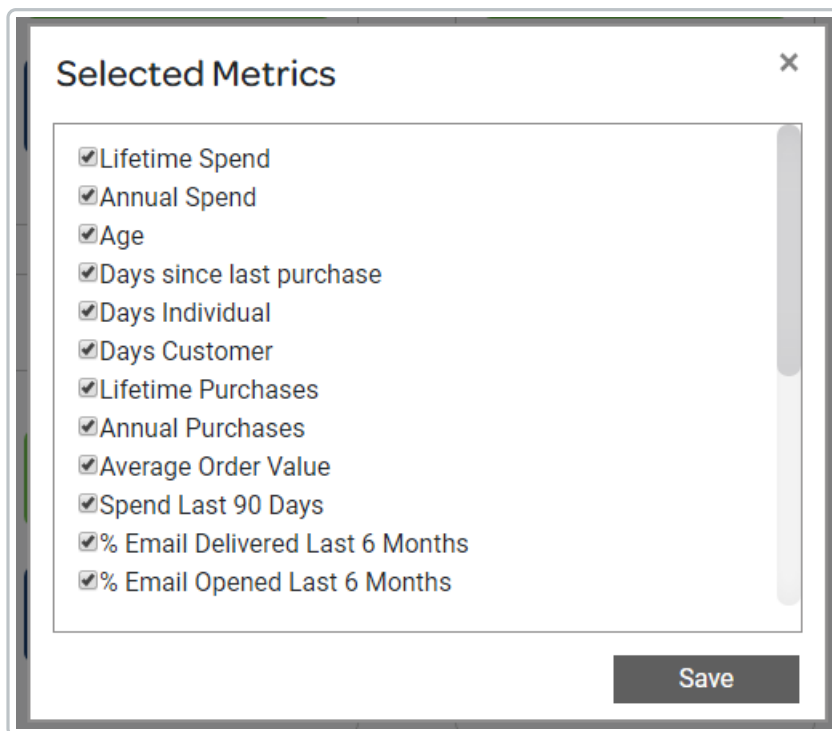


To change the order of the metrics displayed, simply drag and drop the metrics. The display order will be re-ordered for all users of your organization.

## Updating the Metrics Displayed



To update the metrics displayed on the page, click the "Update Metrics Displayed on this Page" link at the bottom right.



This will open the Selected Metrics window. Check any metrics you want to show on this page, and uncheck any you want to hide. Click "update" to save your selection.