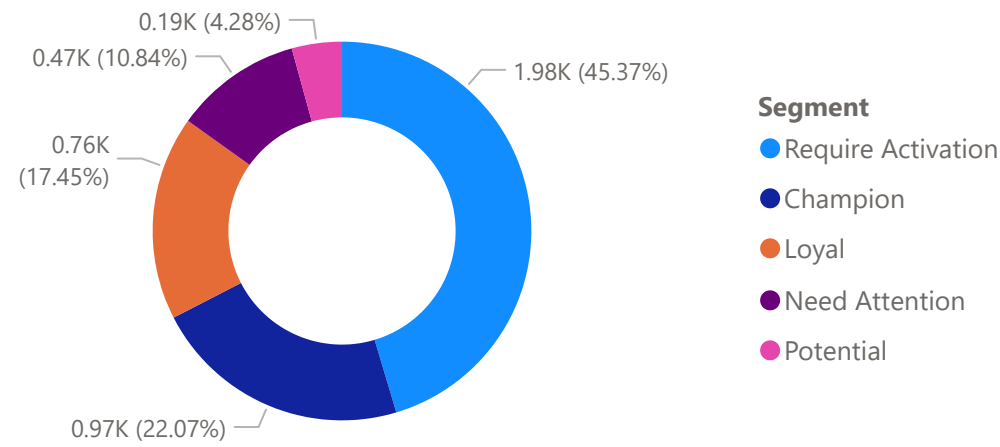
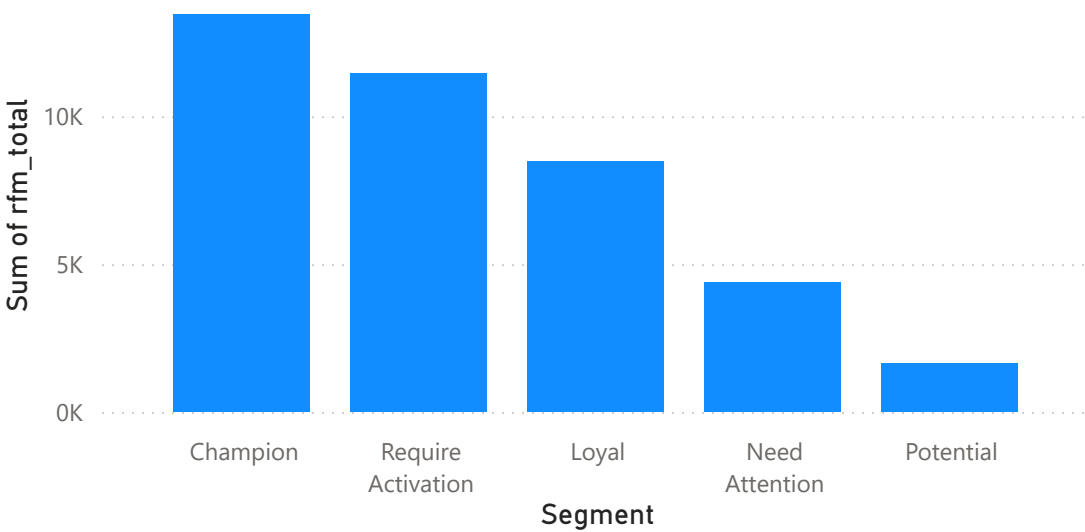


Count of CustomerID by Segment



Sum of rfm\_total by Segment



Count of CustomerID

4.373K

Repeat Buyer Count

4.21K

Repeat Rate %

0.96

Avg Monetary

2.23K

Segment

Champion	Loyal	Need Attention
Potential	Require Activati...	

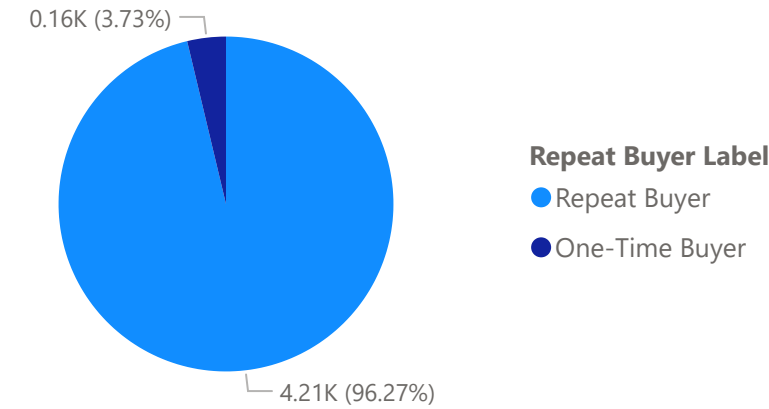
Champions

965

Repeat Buyer Label

One-Time Buyer
Repeat Buyer

Count of CustomerID by Repeat Buyer Label



**-Insight-**

• Over **96%** of our customers are **repeat buyers**, with **Champions** contributing the most revenue. Focus areas: 'Need Attention' & 'Potential' segments.

## Segment

Champion
Loyal
Need Attention
Potential
Require Activation

- Very recent, frequent buyers with high spend