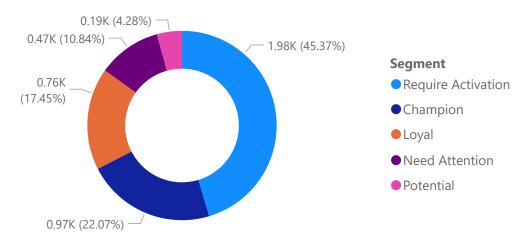
Revenue Segmentation Using RFM Analysis Built with SQL + Power BI | 2025 By - Aaron Jillundra

Count of CustomerID by Segment

Sum of rfm total by Segment

Champion

0K



Count of CustomerID

4.373K

Repeat Buyer Count

4.21K

Repeat Rate %

0.96

Som of right total 10K

Loyal

Segment

Need

Attention

Potential

Require

Activation

2.23K

Avg Monetary

Segment

Champion

Loyal

Need Attention

Potential

Require Activati...

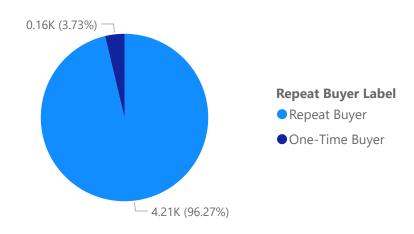
Champions

965

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