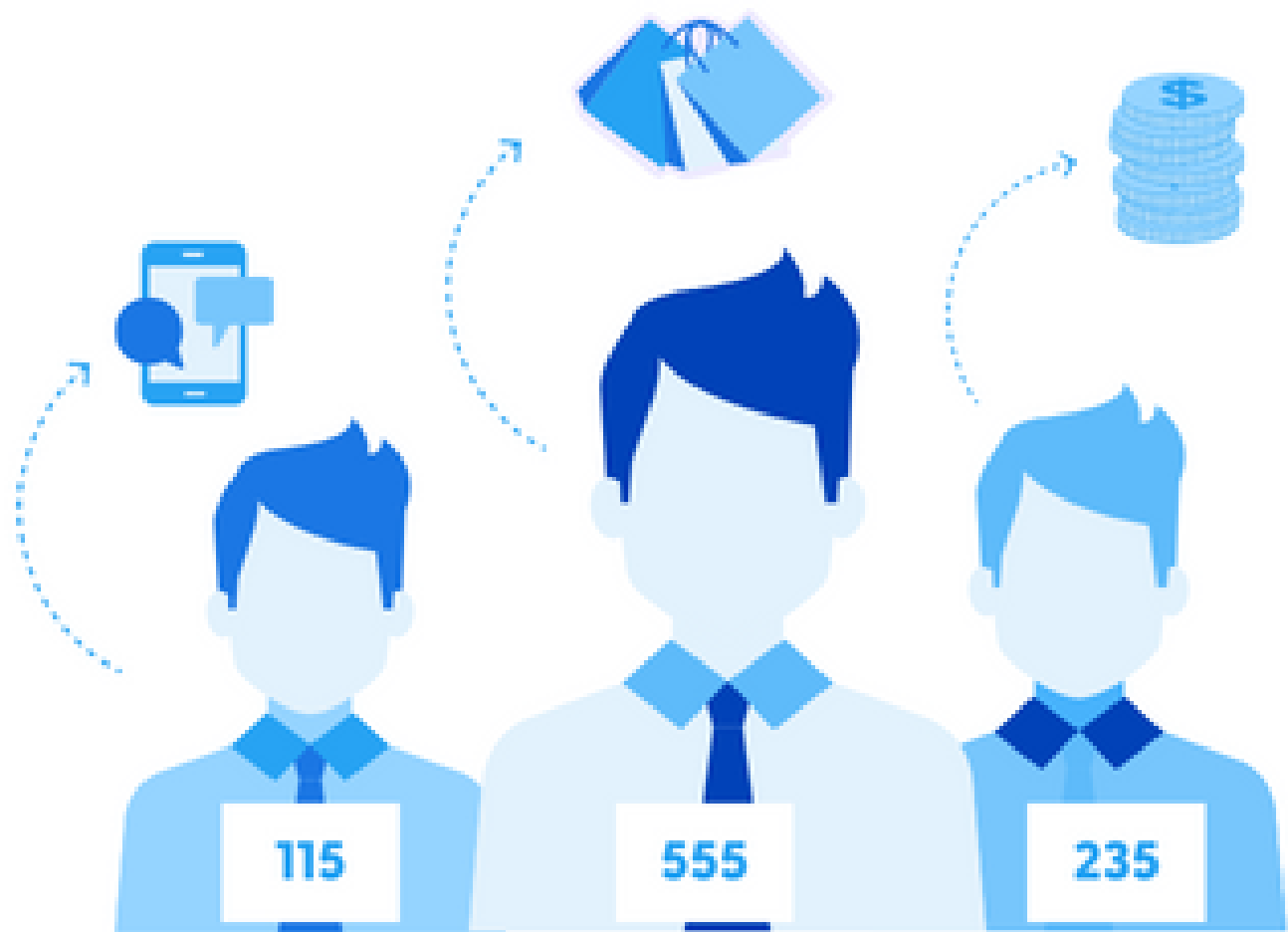


RFM Analysis



← SUPERSTORE DASHBOARD

2020

2021

2022

2023

Total Sales

Total Profit

Total
Quantity

Total
Orders

Total Customers

793

Average Frequency

6.32

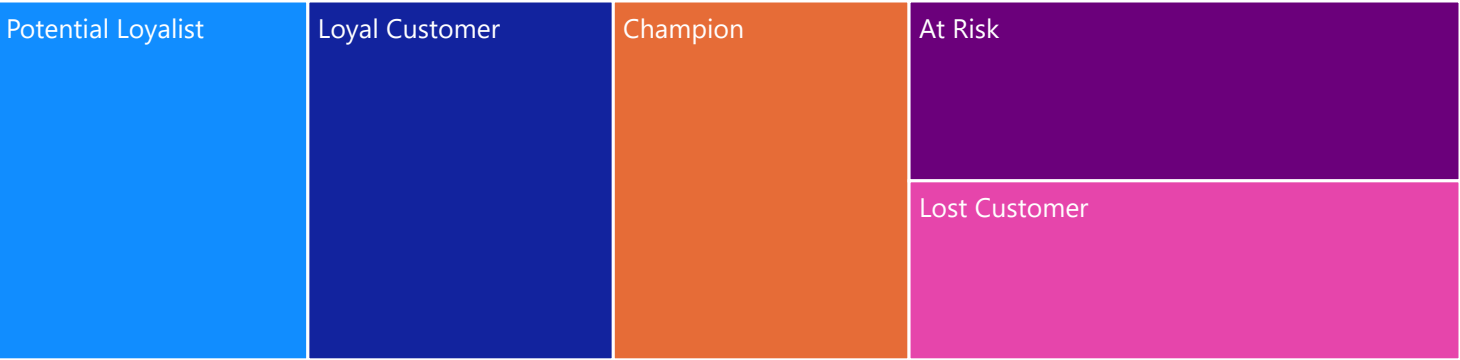
Average Recency

828.10

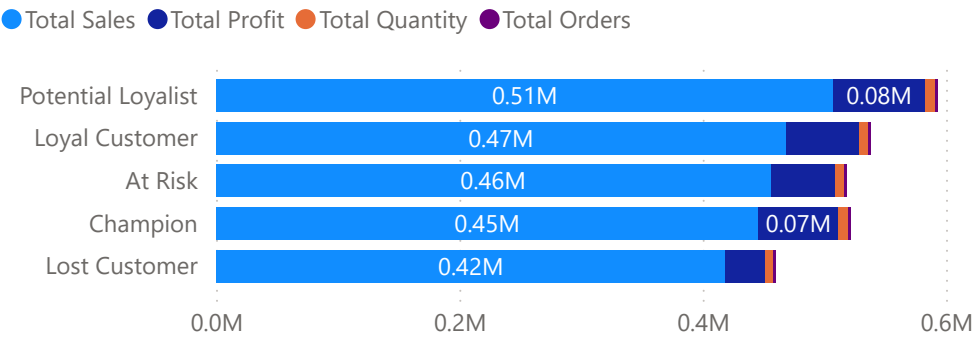
Average Monetary

2.90K

Number of Customers by Segmentation



Sales by Segmentation



Customer Name	Segments	RFM	Recency	Frequency	Monetary
Chuck Clark	Champion	554	223	10	2,870.05
Erica Bern	Champion	512	223	4	1,643.26
Jill Matthias	Champion	521	223	5	303.95
Patrick O'Donnell	Champion	533	223	7	2,493.21
Ben Peterman	Champion	554	224	9	3,675.86

RFM by Segments

