RFM Analysis Dahsboard

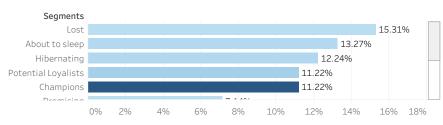
Recency x Frequency

The table demonstrates the relationship between the frequency of orders rank and the order's recency rank (1-the most recent, 5-the oldest). Cell color and value indicates the percentage from all customers for each rank's level

	Recency_rank						
Frequency_r	1	2	3	4	5		
1		1.02%		12.24%	18.37%		
2	10.20%	12.24%	15.31%	4.08%	2.04%		
4	7.14%	3.06%	4.08%	3.06%			
5	4.08%	2.04%	1.02%				

Segmentation of customers

The chart represents the percentage of customers in each segment. Color depends on the average monetary amount spent in every segment.



Average Monetary

54,228 459,504

Average amount by segments

The diagram indicates the average monetary amount per each segment.



Ranks table

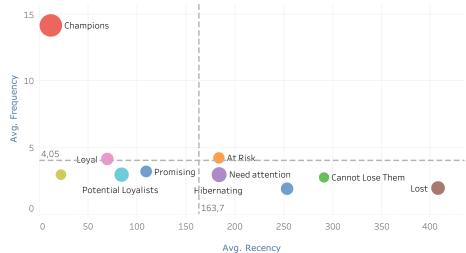
Customer name R F
All All All All

This table represents the entire date relevant for each customer

Customer n S	Segments	RFM	Recency_rank	Orders	Monetary
Adrian Huxl	Champions	145	1	4	\$6,159,727
Akiko Shim	Champions	144	1	4	\$3,377,559
Allen Nelson	Potential L	223	2	3	\$1,764,807
Ann Brown	Hibernating	323	3	3	\$2,094,474
Anna O'Hara	Loyal	245	2	4	\$6,303,574
Annette Ro	Promising	222	2	3	\$1,209,667
Arnold Cruz	Hibernating	323	3	3	\$2,274,175
Ben Calagh	Promising	221	2	3	\$827,852
Brian Chan	Lost	511	5	2	\$581,086
Carine Sch	Hibernating	321	3	3	\$156,200
Catherine 1	New custo	122	1	3	\$1,771,289
Christina B	Promising	342	3	4	\$1,267,201
Dan Lewis	Hibernating	321	3	3	\$949,387
Daniel Da Si	Promising	222	2	3	\$1,353,183
Daniel Toni	About to sl	412	4	2	\$1,059,775
Dean Cassidy /	About to sl	411	4	2	\$798,372
Diego Freyre	Champions	155	1	26	\$212,558,590
Dominiana	Dotontial	223	?	2	¢2 222 700

RFM Segment by Frequency and Recency

This scatterplot displays the arrangement and leadership of segments in terms of the orders amount and their recency.



Alekhina Anastasia, Ranks Table + Recency and Frequence table, Filatova Elizaveta, RFM segment by Frequency and Recency + Dashboard design, Ivanova Tatiana ,Segmentation of customers + Average amounts by segments, Notarius Sonya, RFM segment by Frequency and Recency + Dashboard design, Ryzhenko Maria, Segmentation of customers + Average amounts by segments, Titova Ekaterina, Ranks Table + Recency and Frequence table