

# RFM Analysis DASHBOARD

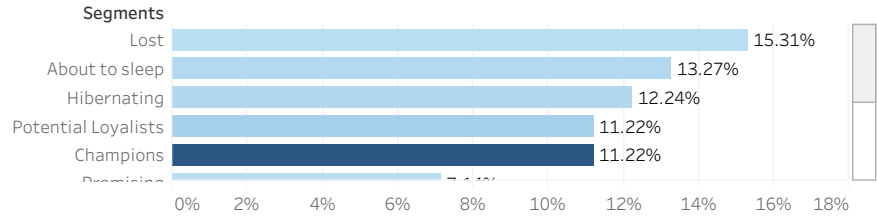
## Recency x Frequency

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.

Frequency_r..	Recency_rank				
	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.

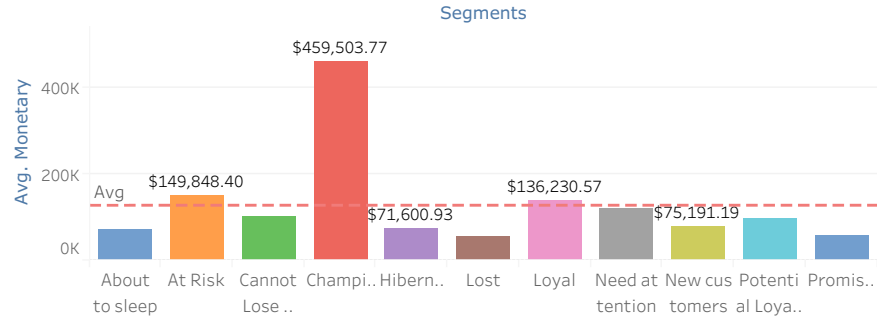


## Average Monetary



## Average amount by segments

The diagram indicates the average monetary amount per each segment.



## Ranks table

This table represents the entire data relevant for each customer.

Customer n..	Segments	RFM	Recency_rank	Customer name	
				R	F
Adrian Huxl..	Champions	145	1	All	All
Akiko Shim..	Champions	144	1	All	All
Allen Nelson	Potential L..	223	2	All	All
Ann Brown	Hibernating	323	3	All	All
Anna O'Hara	Loyal	245	2	All	All
Annette Ro..	Promising	222	2	All	All
Arnold Cruz	Hibernating	323	3	All	All
Ben Calagh..	Promising	221	2	All	All
Brian Chan..	Lost	511	5	All	All
Carine Sch..	Hibernating	321	3	All	All
Catherine ..	New custo..	122	1	All	All
Christina B..	Promising	342	3	All	All
Dan Lewis	Hibernating	321	3	All	All
Daniel Da Si..	Promising	222	2	All	All
Daniel Toni..	About to sl..	412	4	All	All
Dean Cassidy	About to sl..	411	4	All	All
Diego Freyre	Champions	155	1	All	All
Dominique ..	Potential L..	223	2	All	All

## RFM Segment by Frequency and Recency

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

