CUSTOMER SEGMENTATION AND BEHAVIOUR PREDICTION

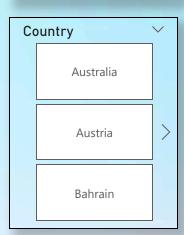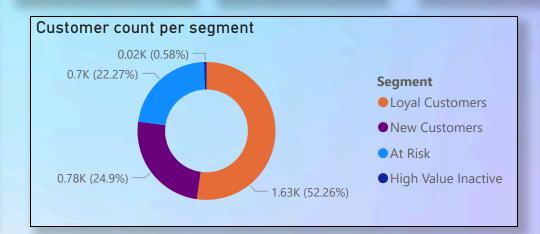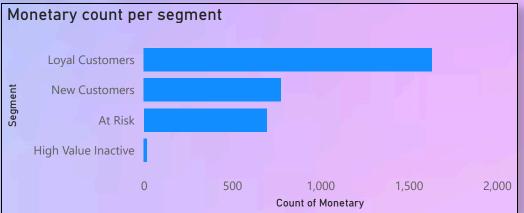| Segments	Total Customers	Revenue	AVG Revenue
4	**3125**	**3.53M**	**1.13K**

Segment ⌄
- ☐ (Blank)
- ☐ At Risk
- ☐ High Value Inactive

Country ⌄

- Australia
- Austria ›
- Bahrain

Customer count per segment

- 0.02K (0.58%)
- 0.7K (22.27%)
- 0.78K (24.9%)
- 1.63K (52.26%)

Segment
- 🟠 Loyal Customers
- 🟣 New Customers
- 🔵 At Risk
- 🔵 High Value Inactive

Monetary count per segment

Segment:
- Loyal Customers
- New Customers
- At Risk
- High Value Inactive

(axis: 0, 500, 1,000, 1,500, 2,000)
Count of Monetary

"Loyal customers contribute % of total revenue."

28.96%

RFM averages for each segment

🔵 Sum of AvgFrequency 🔵 Sum of AvgRecency 🟠 Sum of AvgTenure 🟣 Sum of AvgMonetary

Segment:
- (Blank)
- At Risk
- High Value Inactive
- Loyal Customers
- New Customers

(axis: 0K, 10K, 20K, 30K, 40K)