Customer Segmentation Analysis
Offline Donation
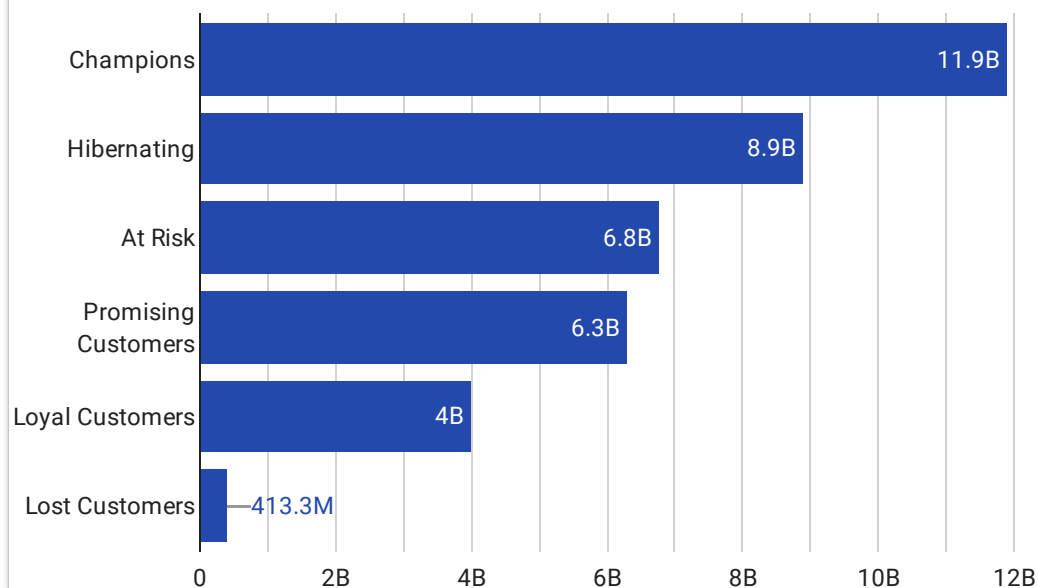
Recency vs Frequency vs Monetary Value

Legend: At Risk, Champions, Hibernating, Lost Customers, Loyal Customers, Promising Customers
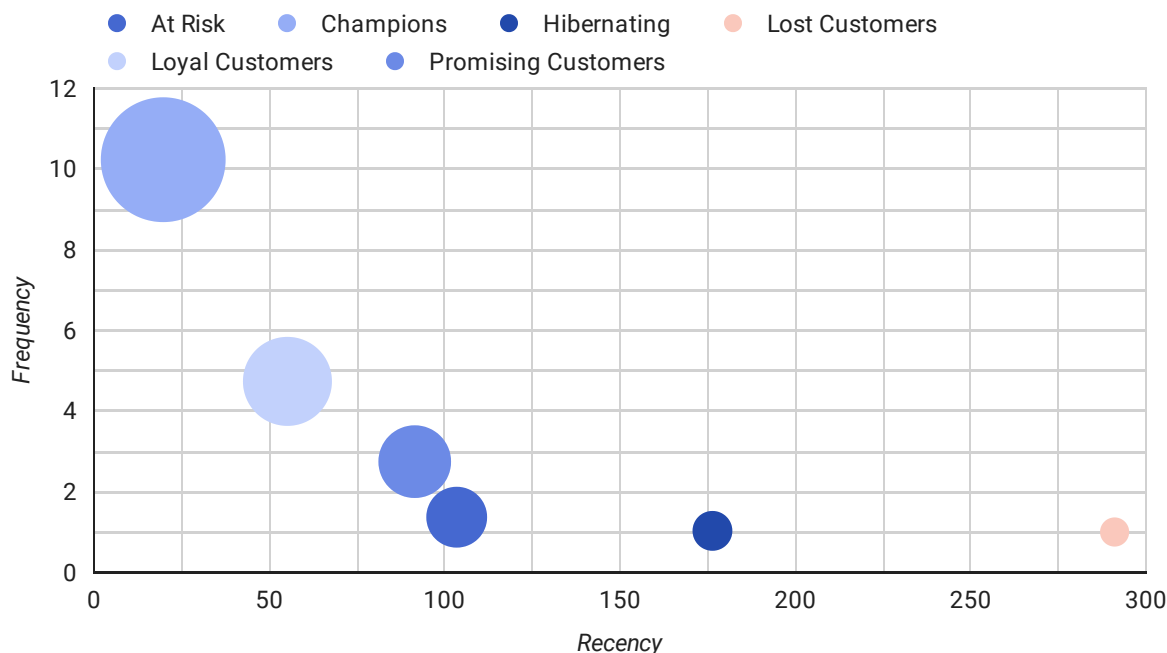
Persentase Banyaknya Customer tiap Segmen

- Hibernating — 50.8%
- At Risk — 18.9%
- Promising Customers — 10.8%
- Lost Customers — 7.9%
- Champions — 6.5%
- Loyal Customers — 5.1%
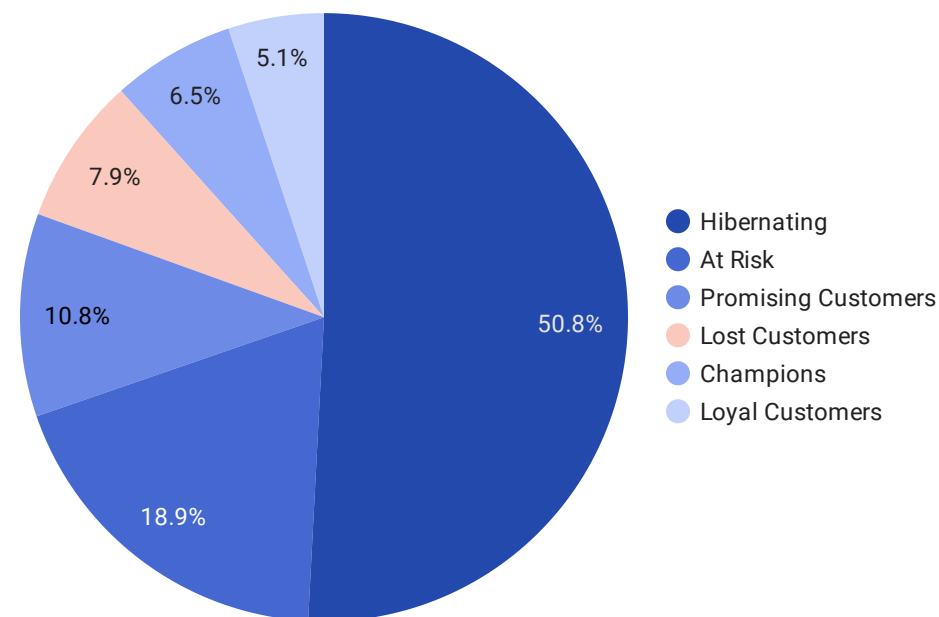
Jumlah Nominal per Segmen

Segmen	Nominal
Champions	11.9B
Hibernating	8.9B
At Risk	6.8B
Promising Customers	6.3B
Loyal Customers	4B
Lost Customers	413.3M

	Nama_Asli ▾	Recency	Frequen...	Monetary	Cluster
1.	zurhaidayati	55	6	675000	Promising Customers
2.	zulkifli dab yaumi s...	228	1	600000	Hibernating
3.	zulkifli	223	1	100000	Hibernating
4.	zulfi dan keluarga	308	1	200000	Lost Customers
5.	zulfadli zizar	265	1	300000	Hibernating
6.	zuhriyah hasanah	74	1	150000	Hibernating
7.	zufa novitra fitri yani	90	1	300000	Hibernating
8.	ziljian abqori candra	6	1	250000	Hibernating

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