Documented marketing recommendations for each segment.

**Overall Progress** 0% i Project Overview Step 1: Understanding **Business Requirements and Data Overview** 2 Step 2: Sales Trend Analysis > Step 3: Customer 3 Segmentation Using RFM **Analysis** ☐ Subtask 1: Calculate RFM Metrics Subtask 2: Segment Customers Based on RFM Scores Subtask 3: Visualize Customer Segments ☐ Subtask 4: Submission **Using Time Series Analysis** Step 5: Business Insights & Recommendations

Refer & Earn

6 5

 $\varpi$