

FLO - Customer Segmentation - RFM Analysis

SEGMENT

All

CATEGORY

All

19,94K

Customer

14,98M

Revenue

CUSTOMER ID

RFM SCORE

SEGMENT

CATEGORY

003334c0-2b61-11ea-9d27-000d3a38a36f

423

potential_loyalists

[KADIN]

003903e0-abce-11e9-a2fc-000d3a38a36f

443

loyal_customers

[KADIN]

00740768-d6d7-11e9-93bc-000d3a38a36f

531

potential_loyalists

[KADIN]

007a2954-4b66-11eb-806e-000d3a38a36f

433

potential_loyalists

[KADIN]

00a5009a-2558-11eb-a59b-000d3a38a36f

511

new_customers

[KADIN]

00f6ec78-5b07-11ea-a06d-000d3a38a36f

534

potential_loyalists

[KADIN]

00fa3c44-748c-11eb-8577-000d3a38a36f

511

new_customers

[KADIN]

Segment

hibernating

loyal_custo...

at_Risk

potential_loy...

champions

about_to_sle...

cant_loose

need_attenti...

promising

new_custom...

0K

2K

4K

Customer

RECENTY

1

400

FREQUENCY

1

250

MONETARY

50,00

46.000,00

Customer Segments

hibernating

at_Risk

champions

about_to_sleep

loyal_customers

potential_loyalists

cant_loose

promising

need_attention

new_custo...