

# [R]ecency [F]requency [M]onetary

## Customer Segmentation

RFM Customer Segmentation

RFM Analysis

Country Name

AF

Afghanistan

BD

Bangladesh

CN

China

ID

Indonesia

IN

India

IQ

Iraq

IR

Iran

JP

Japan

KR

Korea

MM

Myanmar

MY

Malaysia

PH

Philippines

PK

Pakistan

SA

Saudi Arabia

TH

Thailand

TR

Türkiye

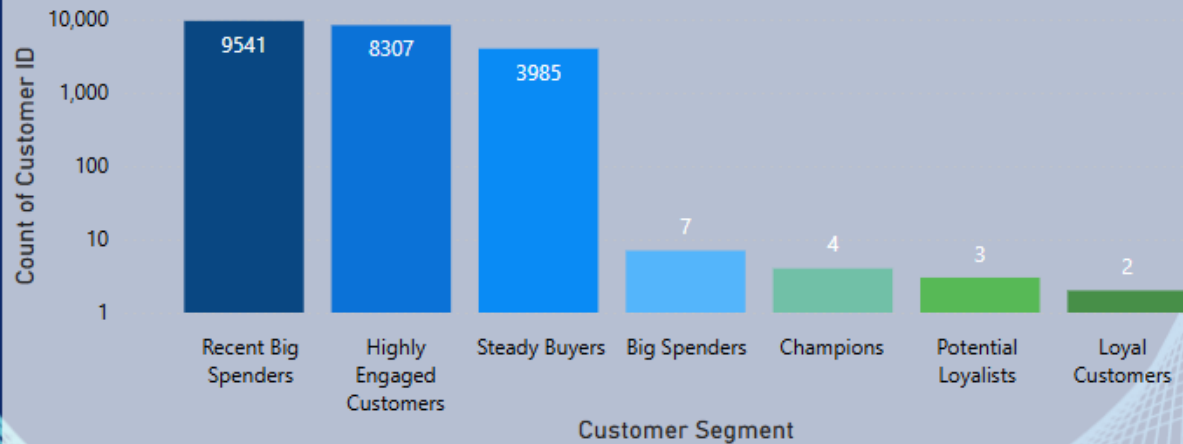
UZ

Uzbekistan

VN

Viet Nam

Count of Customer by Segment



Customer ID	CountryName	Customer Segment	Date of Last Order	Count of revenue	Sum of revenue	rfm
AF186035892	Afghanistan	Steady Buyers	4/8/2020	1	\$278	411
AF186035934	Afghanistan	Highly Engaged Customers	5/15/2019	1	\$185	111
AF1915092	Afghanistan	Recent Big Spenders	11/25/2020	342	\$554,097	511
AF1915452	Afghanistan	Highly Engaged Customers	7/10/2019	6	\$2,315	211
AF1915920	Afghanistan	Highly Engaged Customers	1/8/2020	1	\$2,239	311
AF1915944	Afghanistan	Highly Engaged Customers	9/4/2019	4	\$5,524	211
AF1915962	Afghanistan	Highly Engaged Customers	8/21/2019	1	\$366	211
AF1916052	Afghanistan	Highly Engaged Customers	2/20/2019	2	\$1,205	111
AF1916274	Afghanistan	Highly Engaged Customers	7/17/2019	1	\$583	211
AF1916280	Afghanistan	Recent Big Spenders	9/23/2020	11	\$5,770	511
AF1916544	Afghanistan	Highly Engaged Customers	6/19/2019	1	\$2,398	211
AF1916646	Afghanistan	Highly Engaged Customers	3/6/2019	1	\$580	111
AF1917144	Afghanistan	Recent Big Spenders	9/23/2020	25	\$44,647	511
Total			11/25/2020	235,574	\$669,079,974	

Sum of revenue by Segment

Recent Big Spenders

Highly Engag...

Big S...

Ch...

Steady Buyers

Loy...

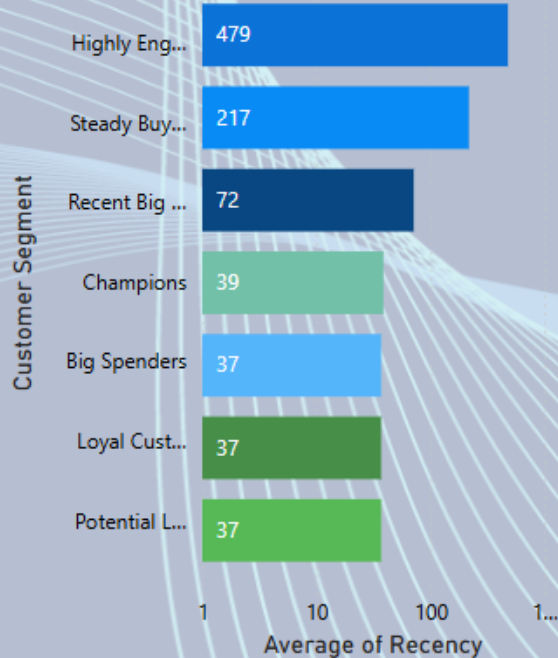
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# [R]ecency [F]requency [M]onetary Analysis

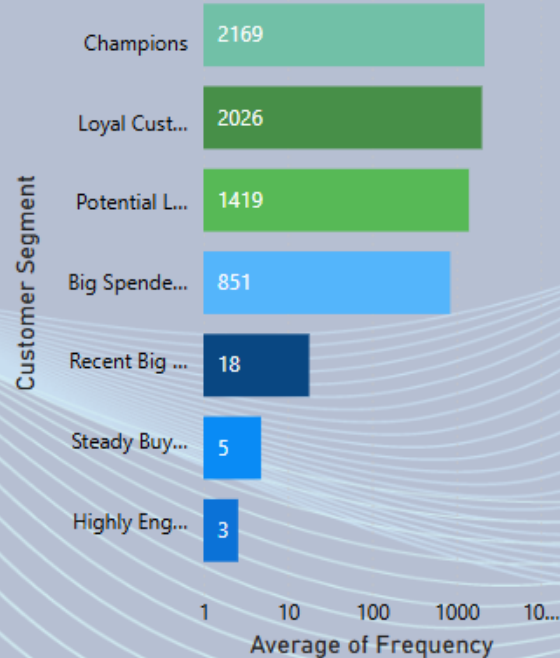
RFM Customer  
Segmentation

RFM Analysis

AVG [R]ecency by Customer Segment



AVG [F]requency by Customer Segment



AVG [M]onetary by Customer Segment

