

# Customer Segmentation

Total Sales

**€7.96M**

ARPU

**€1.84K**

AOV

**€374.14**

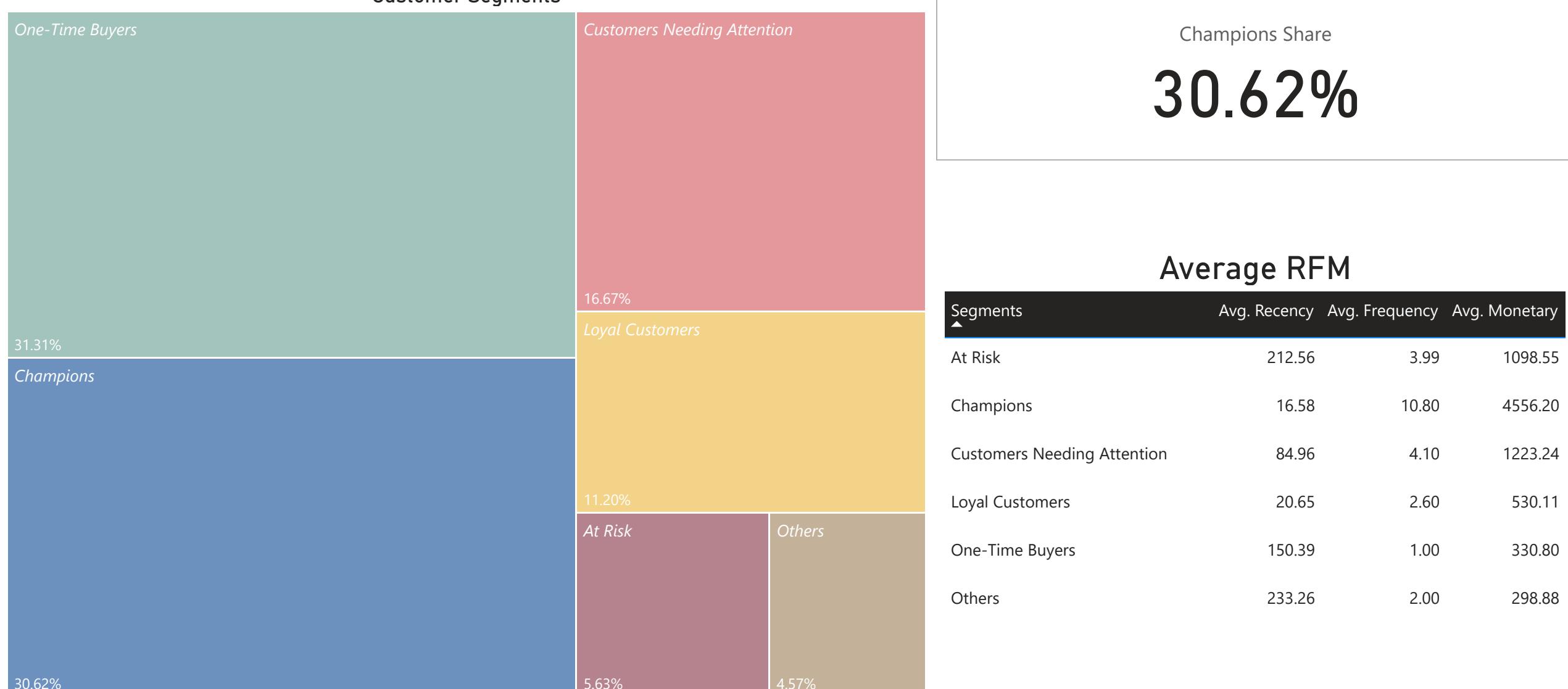
Active Customers

**4.33K**

Repeat Rate

**68.69%**

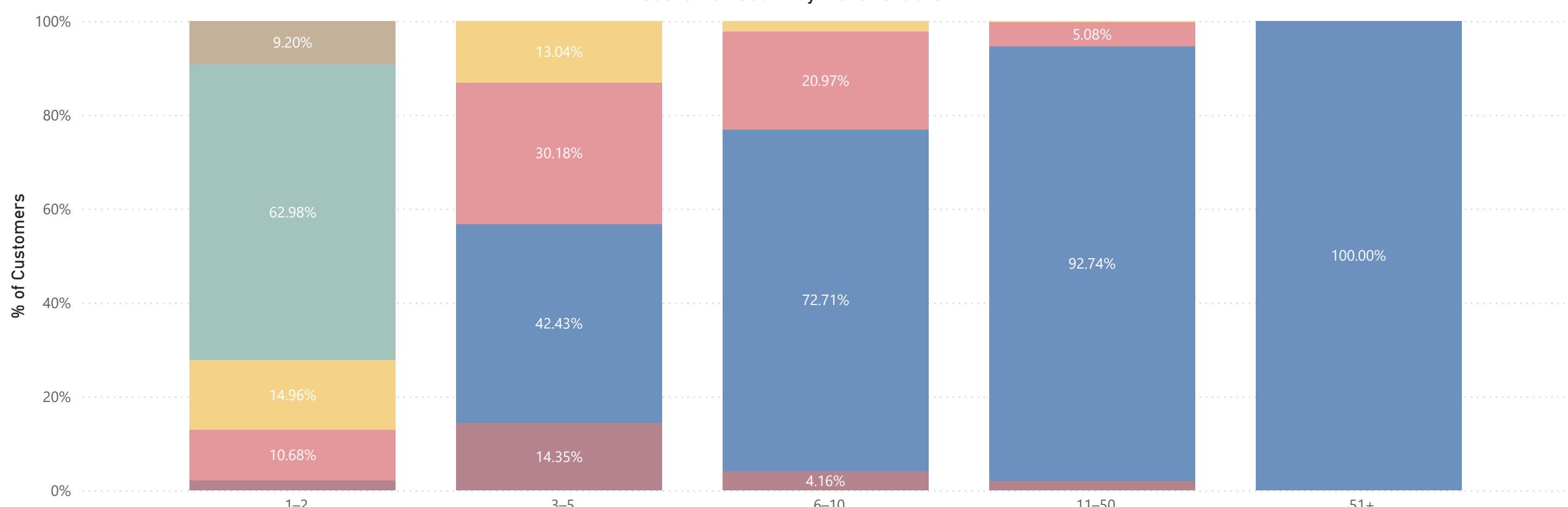
## Customer Segments



## Average RFM

Segments	Avg. Recency	Avg. Frequency	Avg. Monetary
At Risk	212.56	3.99	1098.55
Champions	16.58	10.80	4556.20
Customers Needing Attention	84.96	4.10	1223.24
Loyal Customers	20.65	2.60	530.11
One-Time Buyers	150.39	1.00	330.80
Others	233.26	2.00	298.88

## Customer Count by No. of Orders



CustomerID	Segment	R	F	M
All	All	All	All	All

Customer	Segment	RFM	Recency	Frequency	Monetary
12365	At Risk	2.00	283	3	321
12377	At Risk	2.33	307	2	1628
12383	At Risk	3.00	176	6	1839
12410	At Risk	2.33	293	3	681
12414	At Risk	2.00	209	3	562
12424	At Risk	2.33	154	2	1761
12493	At Risk	2.00	157	3	417
12501	At Risk	2.33	307	2	2090
12559	At Risk	2.00	302	3	536
12585	At Risk	2.67	226	4	1983
12590	At Risk	2.67	182	3	9861
12601	At Risk	2.33	181	6	570
12625	At Risk	2.67	203	3	2614
12652	At Risk	2.00	314	2	915