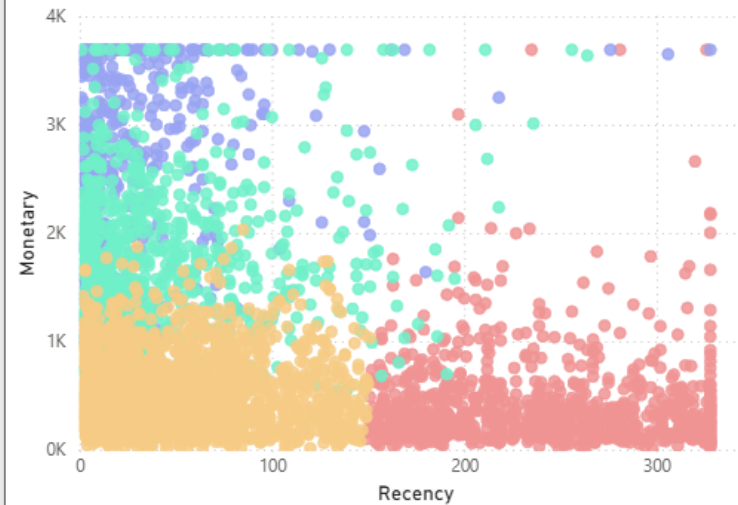


## Segment, Recency and Monetary

Segment ● At-Risk / Lost Cust... ● Best / VIP Cust... ● Loyal Custo... ● Potential / R...



## Monetary by Segment

5.03M

Total Revenue

Best / VIP Cu...

2,182.42K

Loyal Custo...

1,514.61K

Potential / R...

921.78K

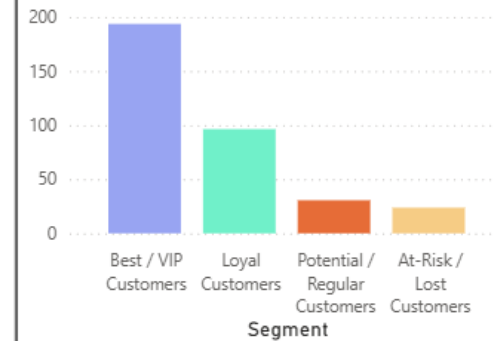
At-Risk / Los...

408.88K

## SUPERSTORE DASHBOARD

Recency Frequency and Monetary  
Analysis based Customer Segmentation

## Frequency by Segment



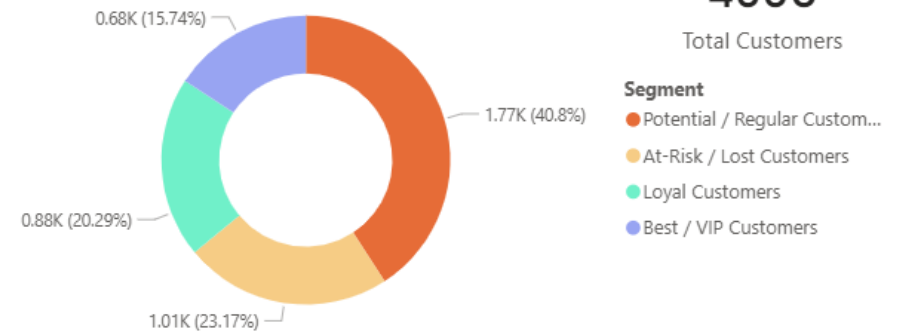
Segment	Average of Recency	Average of Frequency	Average of Monetary
Potential / Regular Customers	52.87	30.54	15.74%
Loyal Customers	42.46	96.32	23.17%
Best / VIP Customers	23.54	193.62	40.8%
At-Risk / Lost Customers	240.44	22.75	15.74%

Segment	Recommended Action
Potential / Regular Customers	Target with offers to increase spend.
Loyal Customers	Encourage referrals & upsell.
Best / VIP Customers	Reward & retain with exclusives.
At-Risk / Lost Customers	Re-engage with win-back campaigns.

## Customers by Segment and Revenue%

4338

Total Customers



RFM Cluster Segments

