Ship Mode vs RFM Segment

Rfm_segment

Number of Orders

4 ▬▬▬ 1.018

Ship Mode	At Risk Customers	Champions	Lost Customers	Loyal Customers	Potential Customers
First Class	12,71%	28,21%	2,03%	35,58%	21,47%
Same Day	12,88%	29,17%	1,52%	30,30%	26,14%
Second Class	11,83%	29,25%	2,59%	32,68%	23,65%
Standard Class	11,76%	29,12%	1,94%	34,00%	23,18%
Total general	**11,98%**	**29,01%**	**2,06%**	**33,80%**	**23,16%**