Customer Count by Segment

Cluster Label

Cluster Label
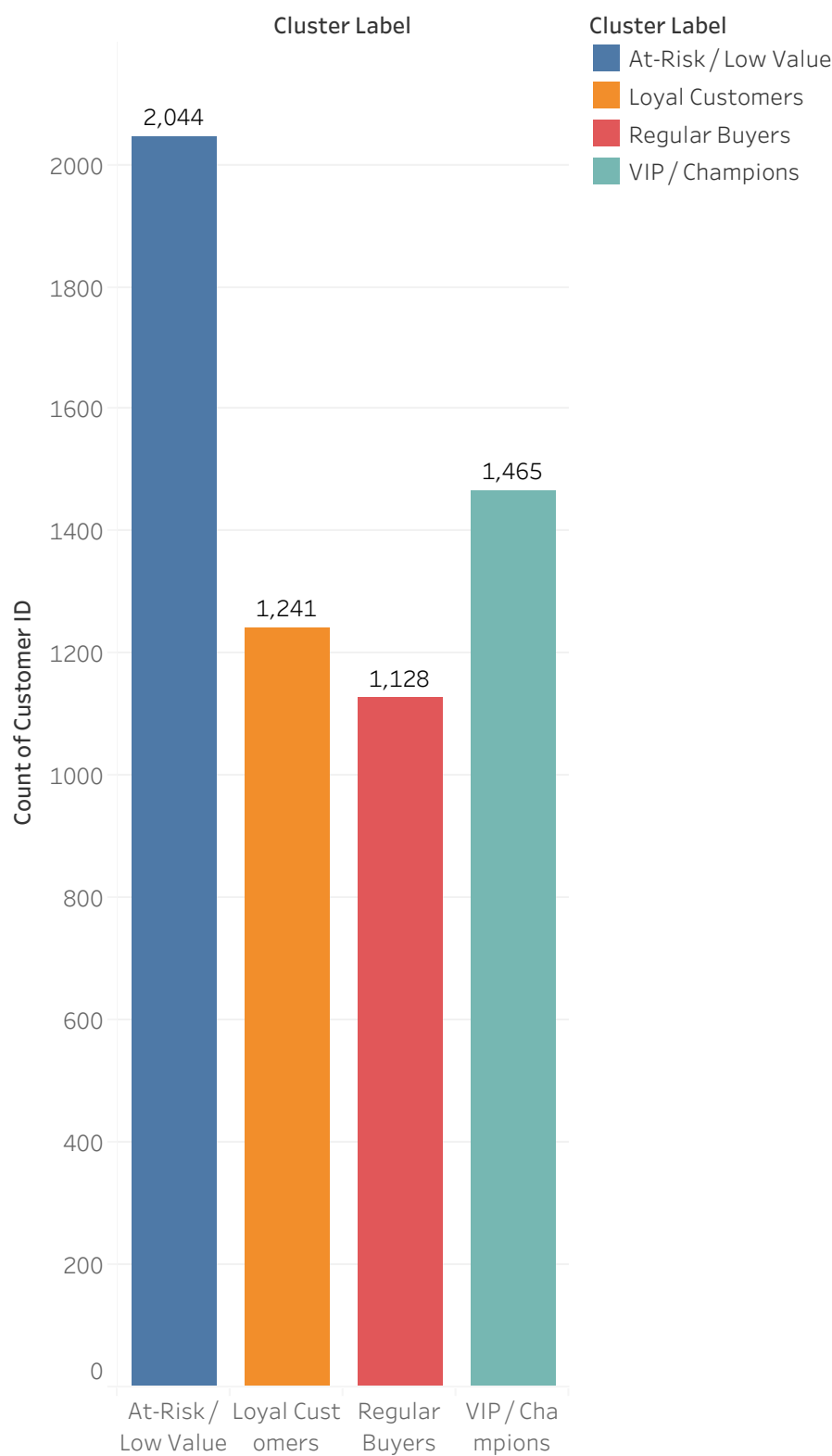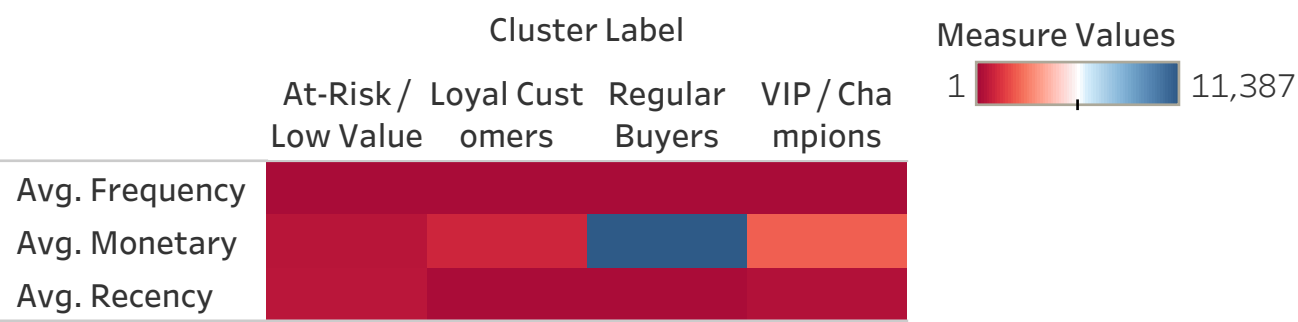- ■ At-Risk / Low Value
- ■ Loyal Customers
- ■ Regular Buyers
- ■ VIP / Champions

Count of Customer ID for each Cluster Label. Color shows details about Cluster Label. The data is filtered on Action (Cluster Label,Customer ID,Frequency,Monetary), Action (Cluster Label,Recency) and Action (Cluster Label). The Action (Cluster Label,Customer ID,Frequency,Monetary) filter keeps 5,878 members. The Action (Cluster Label,Recency) filter keeps 1,245 members. The Action (Cluster Label) filter keeps 4 members. The view is filtered on count of Customer ID, which keeps all values.
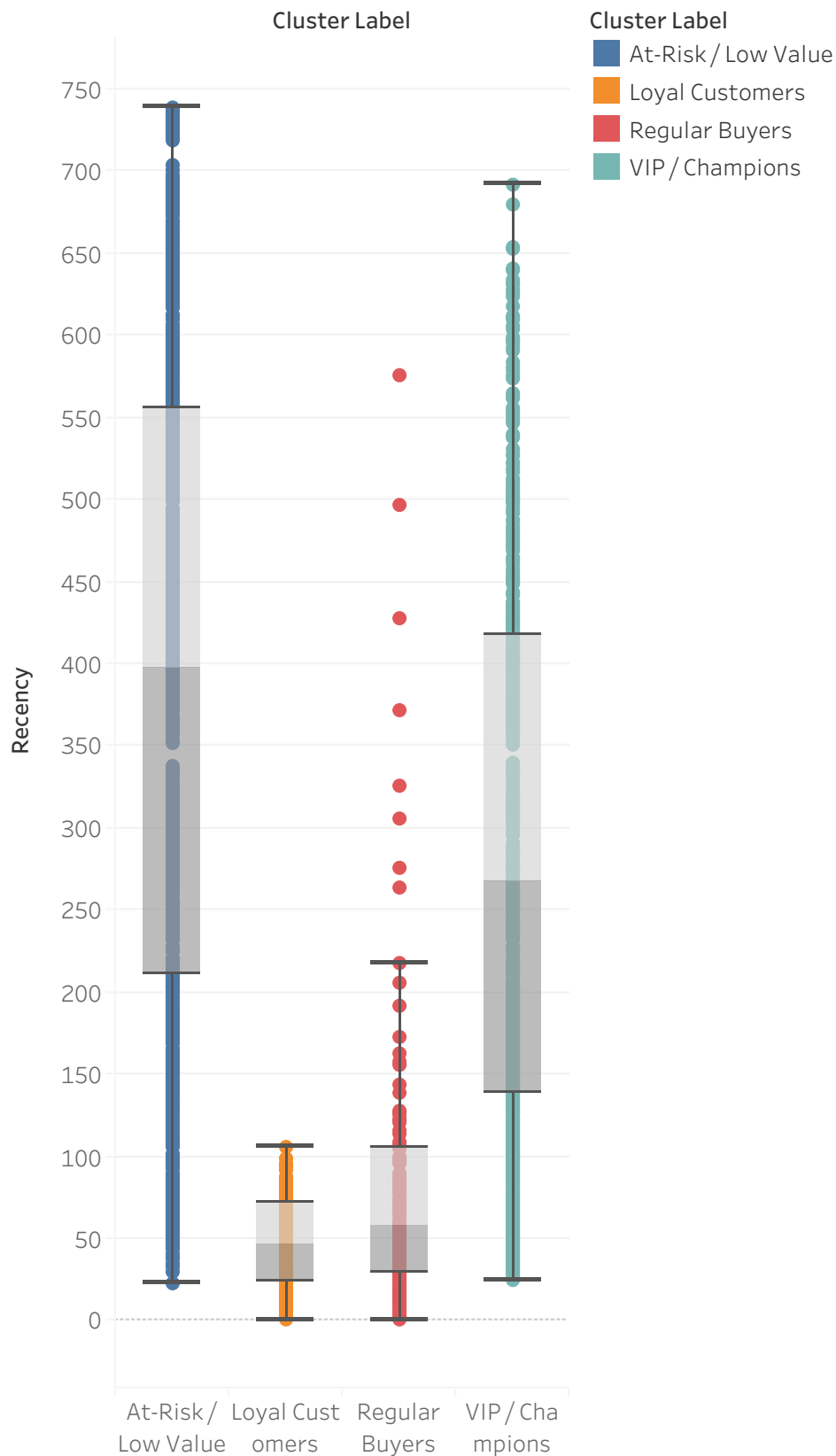
HeatMap (Labels vs Avg.)

Cluster Label

	At-Risk / Low Value	Loyal Customers	Regular Buyers	VIP / Champions
Avg. Frequency				
Avg. Monetary				
Avg. Recency				

Measure Values

1 ▰▰▰ 11,387

Avg. Frequency, Avg. Monetary and Avg. Recency (color) broken down by Cluster Label. The data is filtered on Action (Cluster Label,Customer ID,Frequency,Monetary), Action (Cluster Label) and Action (Cluster Label,Recency). The Action (Cluster Label,Customer ID,Frequency,Monetary) filter keeps 5,878 members. The Action (Cluster Label) filter keeps 4 members. The Action (Cluster Label,Recency) filter keeps 1,245 members.

Cluster (Monetary Vs Frequency)
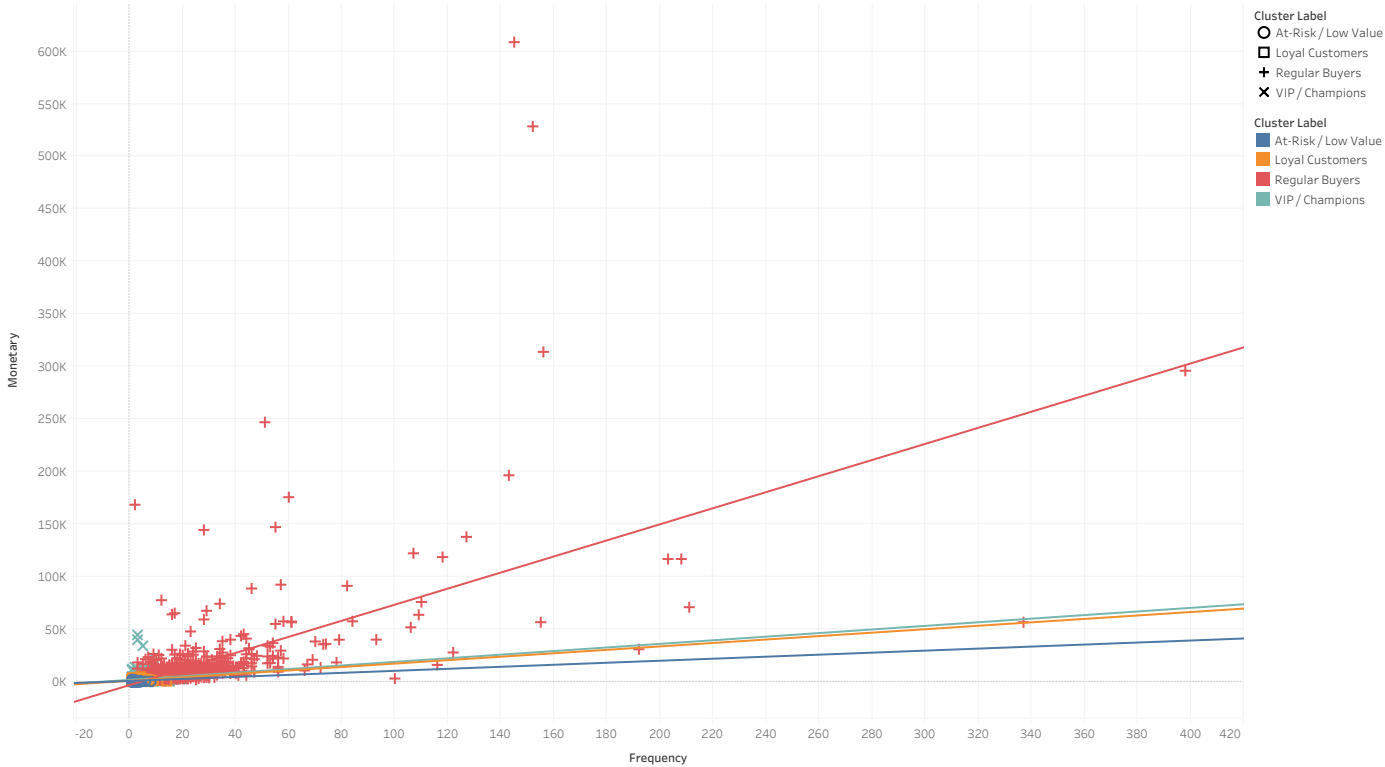
Frequency vs. Monetary. Color shows details about Cluster Label. Shape shows details about Cluster Label. Details are shown for Customer ID. The data is filtered on Action (Cluster Label) and Action (Cluster Label,Recency). The Action (Cluster Label) filter keeps 4 members. The Action (Cluster Label,Recency) filter keeps 1,245 members. The view is filtered on Frequency and Monetary. The Frequency filter keeps all values. The Monetary filter keeps all values.

BoxPlot (Labels vs Recency)

Cluster Label

Cluster Label
- ■ At-Risk / Low Value
- ■ Loyal Customers
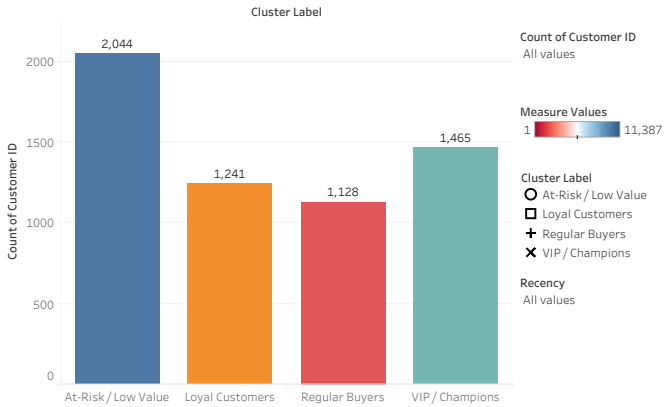- ■ Regular Buyers
- ■ VIP / Champions

Recency for each Cluster Label. Color shows details about Cluster Label. Details are shown for Recency. The data is filtered on Action (Cluster Label,Customer ID,Frequency,Monetary) and Action (Cluster Label). The Action (Cluster Label,Customer ID,Frequency,Monetary) filter keeps 5,878 members. The Action (Cluster Label) filter keeps 4 members. The view is filtered on Recency, which keeps all values.
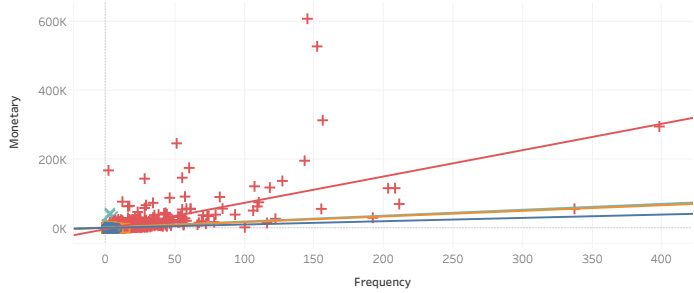
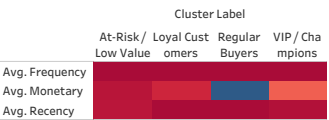# Customer Segmentation Dashboard (RFM Model)

BoxPlot (Labels vs Recency)

Cluster Label

Customer Count by Segment

Cluster Label

2,044

1,241
1,128

1,465

At-Risk / Low Value | Loyal Customers | Regular Buyers | VIP / Champions

Cluster (Monetary Vs Frequency)

HeatMap (Labels vs Avg.)

Cluster Label

	At-Risk / Low Value	Loyal Customers	Regular Buyers	VIP / Champions
Avg. Frequency				
Avg. Monetary				
Avg. Recency				

Cluster Label
- At-Risk / Low Value
- Loyal Customers
- Regular Buyers
- VIP / Champions

Count of Customer ID
All values

Measure Values
1 ▬▬ 11,387

Cluster Label
○ At-Risk / Low Value
□ Loyal Customers
+ Regular Buyers
✕ VIP / Champions

Recency
All values

Frequency
All values

Monetary
All values

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