

Recency, Frequency and Monetary analysis

Count of CustomerID

3,886K

Average recency

91,24

Average frequency

4,10

Average Order

1,76K

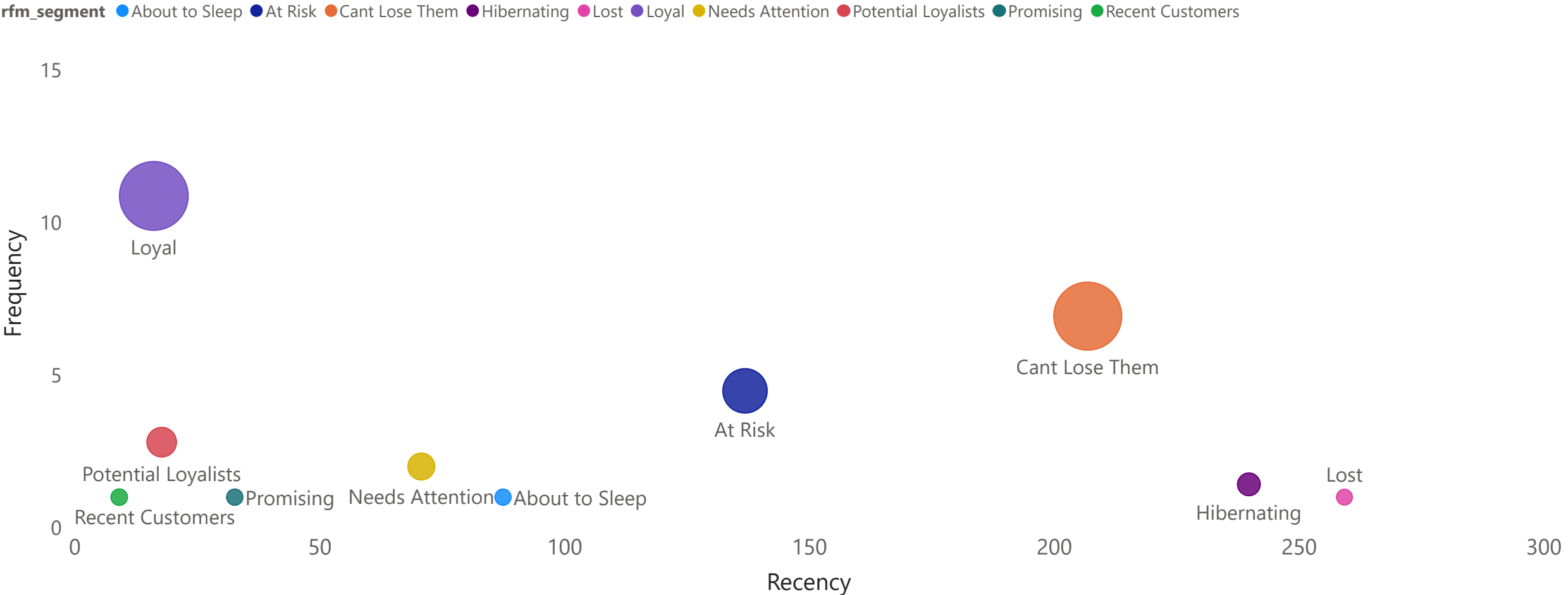
rfm_segment

All

Country

United Kingdom

Connection between average Recency, Frequency and Monetary (size of the bubbles) by RFM segment



rfm_segment	%GT of Customer	Customer Count	Average of frequency	Average of recency	Average of monetary	Average of RFM_score
Loyal	22,31%	867	10,88	16,22	5.351,82	3,87
Cant Lose Them	0,80%	31	6,94	206,94	5.222,19	3,00
Potential Loyalists	16,70%	649	2,80	17,83	811,37	2,88
At Risk	8,59%	334	4,49	136,94	2.054,23	2,56
Needs Attention	20,84%	810	2,00	70,84	645,47	2,17
Promising	3,73%	145	1,00	32,74	173,23	2,00
Recent Customers	2,01%	78	1,00	9,15	180,63	2,00
Hibernating	9,75%	379	1,42	239,83	426,69	1,31
About to Sleep	4,61%	179	1,00	87,53	170,83	1,00
Lost	10,65%	414	1,00	259,35	162,01	1,00
Total	100,00%	3886	4,10	91,24	1.759,14	2,44

#	Customer Segment	Activity	R-FM	Actionable Tip
1	Loyal	Spend good money with us often. Responsive to promotions.	4-4 / 3-4	Upsell higher value products. Ask for reviews. Engage them.
2	Potential Loyalist	Recent customers, but spent a good amount and bought more than once.	4-2 / 4-3 / 3-3	Offer membership / loyalty program, recommend other products.
3	Recent Customers	Bought most recently, but not often.	4-1	Provide on-boarding support, give them early success, start building relationship.
4	Promising	Recent shoppers, but haven't spent much.	3-1	Create brand awareness, offer free trials.
5	Needs Attention	Above average recency, frequency and monetary values. May not have bought very recently though.	3-2 / 2-3 / 2-2	Make limited time offers, recommend based on past purchases, reactivate them.
6	About To Sleep	Below average recency, frequency and monetary values. Will lose them if not reactivated.	2-1	Share valuable resources, recommend popular products / renewals at discount, reconnect with them.
7	At Risk	Spent big money and purchased often. But long time ago.	2-4 / 1-3	Send personalized emails to reconnect, offer renewals, provide helpful resources.
8	Can't Lose Them	Made biggest purchases, and often. But haven't returned for a long time.	1-4	Win them back via renewals or newer products, don't lose them to competition, talk to them.
9	Hibernating	Last purchase was long back, low spenders and low number of orders.	1-2	Offer other relevant products and special discounts. Recreate brand value.
10	Lost	Lowest recency, frequency and monetary scores.	1-1	Revive interest with reach out campaign, ignore otherwise.