



## Annual Sales Performance

RFM Segments 

All 

Cohorts

All

4.34K  
Unique customers

4.34K  
Unique customers

£9M

Total sales

£9M

Total sales

4  
Average frequency

4  
Average frequency

92

Average of recency

92

Average of recency

26%

Avg retention rate

26%

Avg retention rate

16%

Cumulative revenue growth

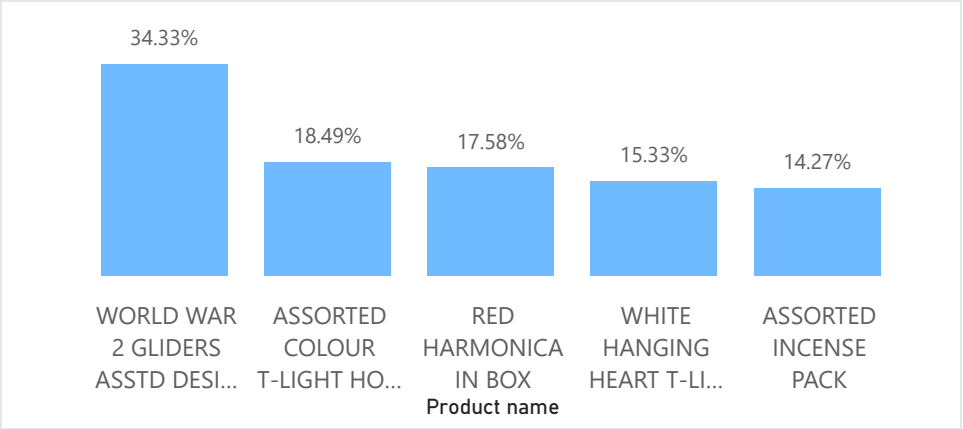
16%

Cumulative revenue growth

## Detailed Recency, Frequency, and Monetary Data

rfm_segment	# of Customers	% of Customers	Recency (Avg days ago)	Frequency (Avg)	Monetary value (Avg GBP per customer)
Champions	607	14%	7	14	£7,728
Loyal Customers	616	14%	20	6	£3,000
At Risk	182	4%	78	6	£2,880
Can't Lose Them	207	5%	213	3	£2,127
Potential Loyalists	485	11%	24	3	£830
Customers Needing Attention	687	16%	84	2	£804
Hibernating	435	10%	242	1	£446
Promising	407	9%	32	1	£344
About to Sleep	208	5%	85	1	£175
Recent Customers	61	1%	10	1	£170
Lost Customers	443	10%	267	1	£165

### Best selling products



### Customer Retention Rate by Cohorts

[illegible]

### Average Revenue per Customer by Cohorts

