

# Analysis Dashboard - UrbanMart

## Region

Bandung

Denpasar

Jakarta

### Total Customer

2000

### Total Transaksi

50.0K

### Total Pendapatan

126.7bn

### Average of Recency

93.6

### Average of Frequency

25.0

### Average of Monetary

63.4M

#### TransactionDate

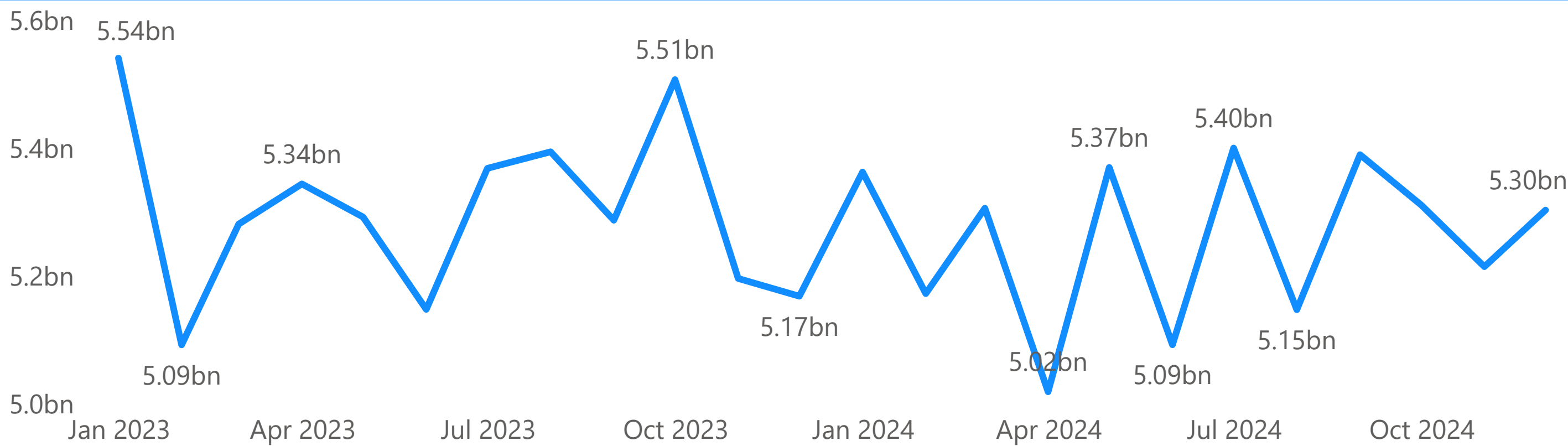
1/1/2023



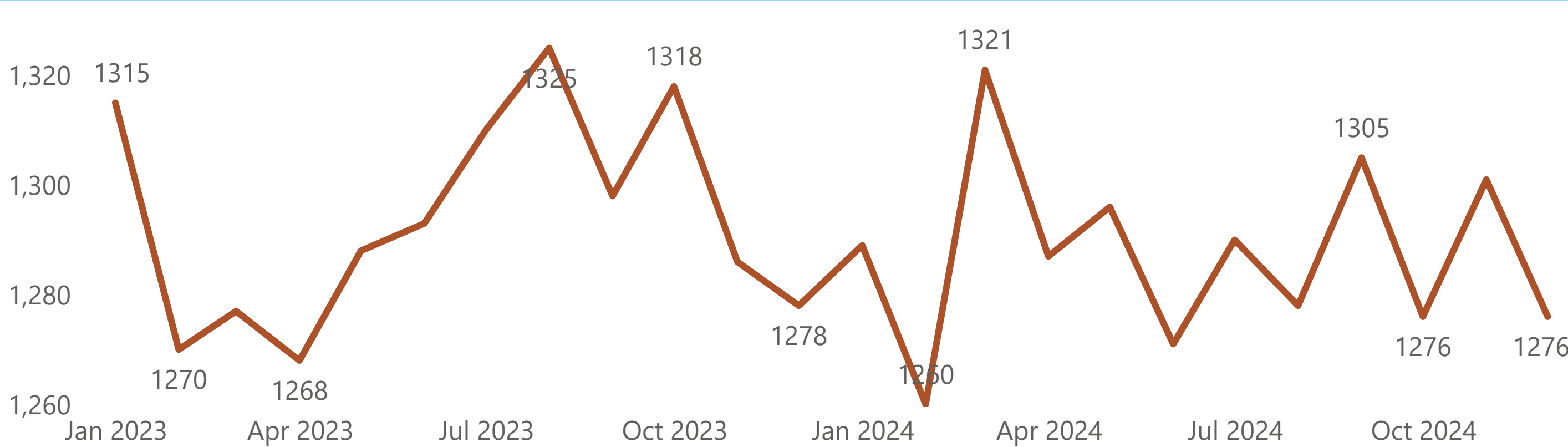
12/30/2024



### Tren Penjualan



### Tren Customer



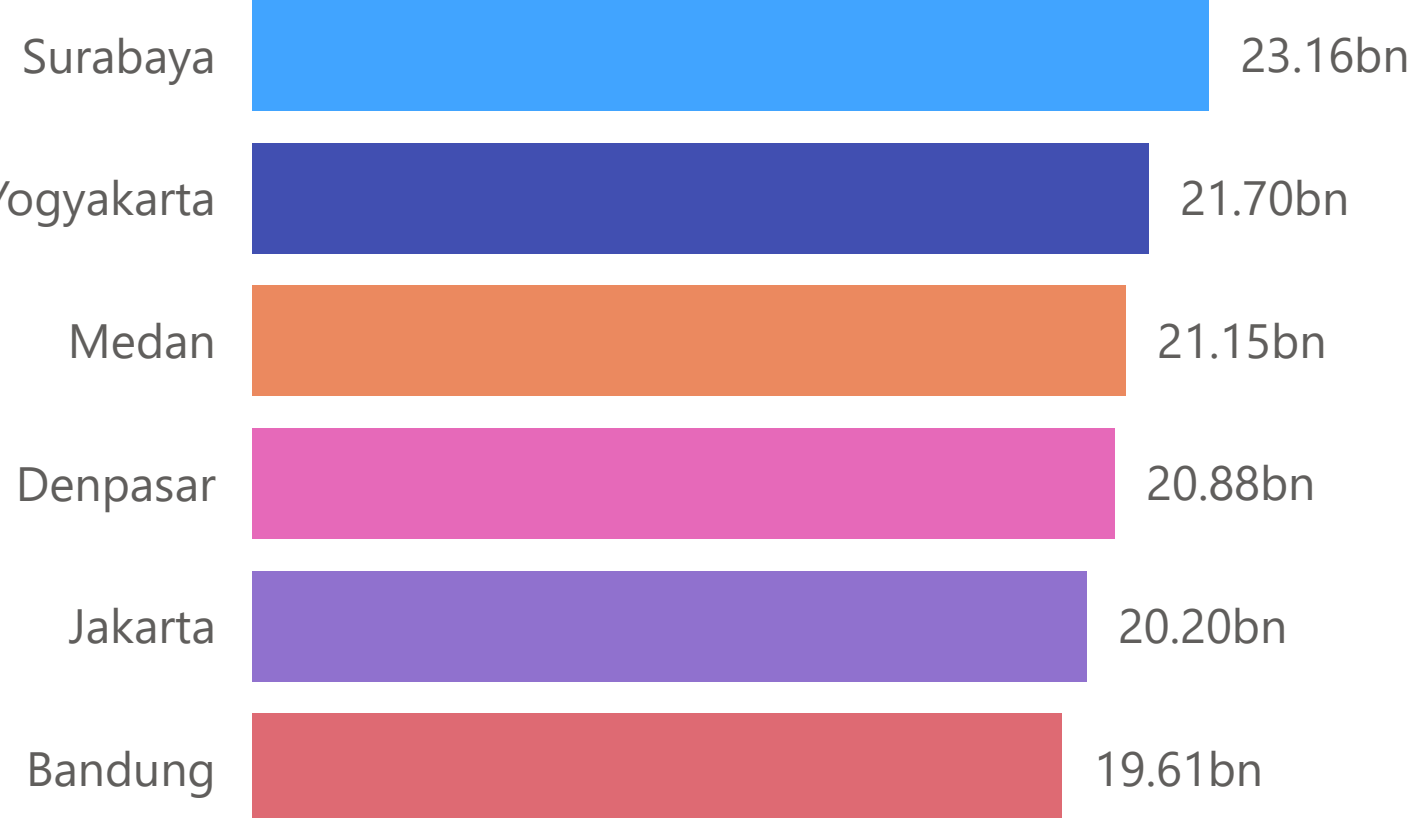
### Customer Retention Cohort Analysis

CohortMonth	January 2023	February 2023	March 2023	April 2023	May 2023	June 2023	July 2023
Sunday, January 01, 2023	100.00%	63.27%	63.95%	64.03%	63.88%	65.55%	
Wednesday, February 01, 2023		100.00%	63.93%	62.33%	65.30%	62.10%	
Wednesday, March 01, 2023			100.00%	62.82%	73.72%	64.74%	
Saturday, April 01, 2023				100.00%	50.91%	61.82%	
Monday, May 01, 2023					100.00%	63.16%	
Thursday, June 01, 2023						100.00%	
Saturday, July 01, 2023							100.00%
Total	65.75%	63.50%	63.85%	63.40%	64.40%	64.65%	

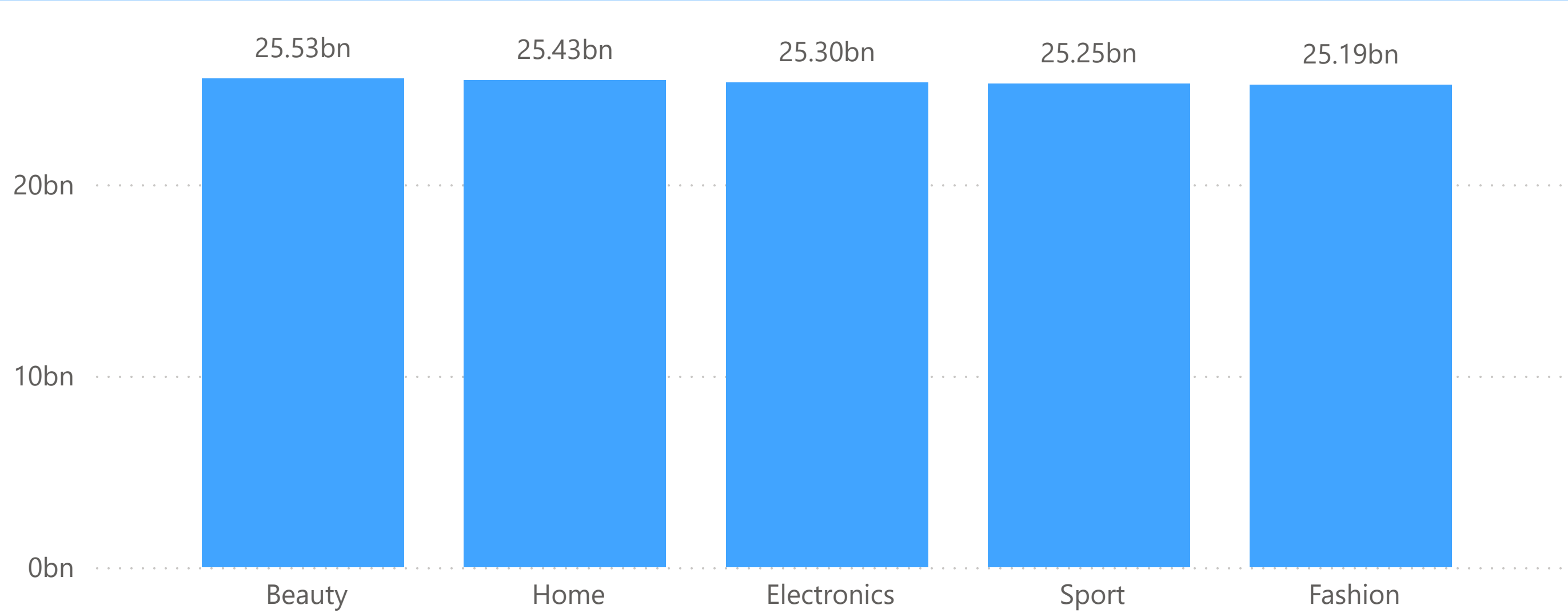
### Wilayah Berdasarkan Jumlah Transaksi



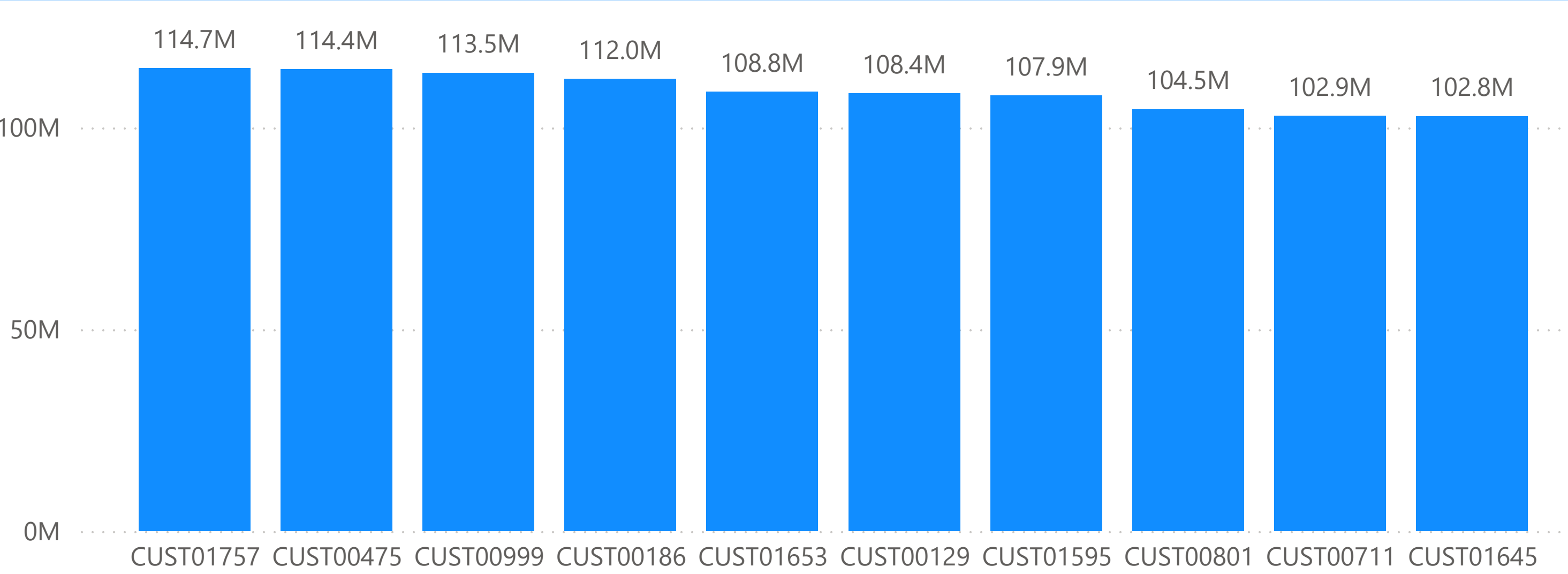
### Wilayah Berdasarkan Total Pendapatan



### Kategori Produk Berdasarkan Total Pendapatan



### Pelanggan Terbaik Berdasarkan Total Pembelian



# Customer Segmentation Dashboard - UrbanMart

Segmentasi Pelanggan

At-Risk Customers

Loyal Advocates

Rising Stars

Total Customer

2000

Total Transaksi

50.0K

Total Pendapatan

126.7bn

Average of Recency

93.6

Average of Frequency

25.0

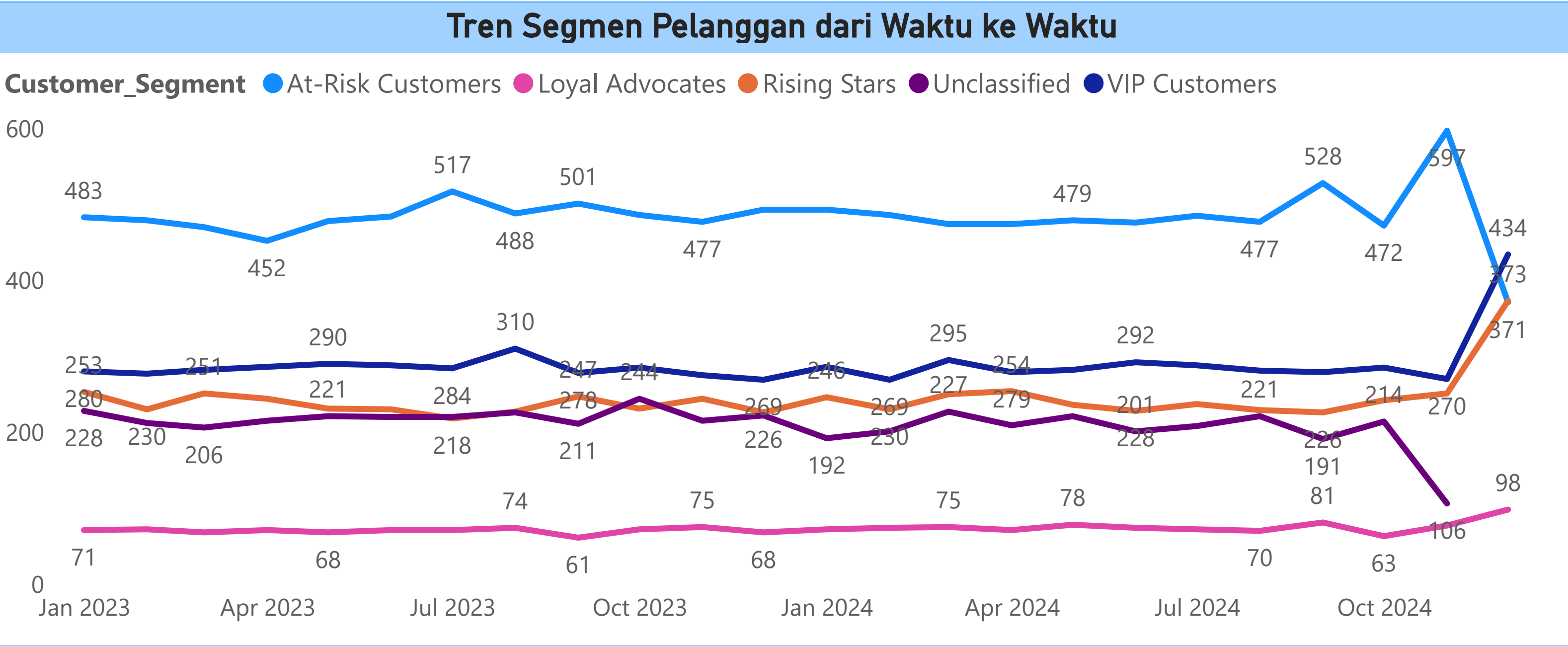
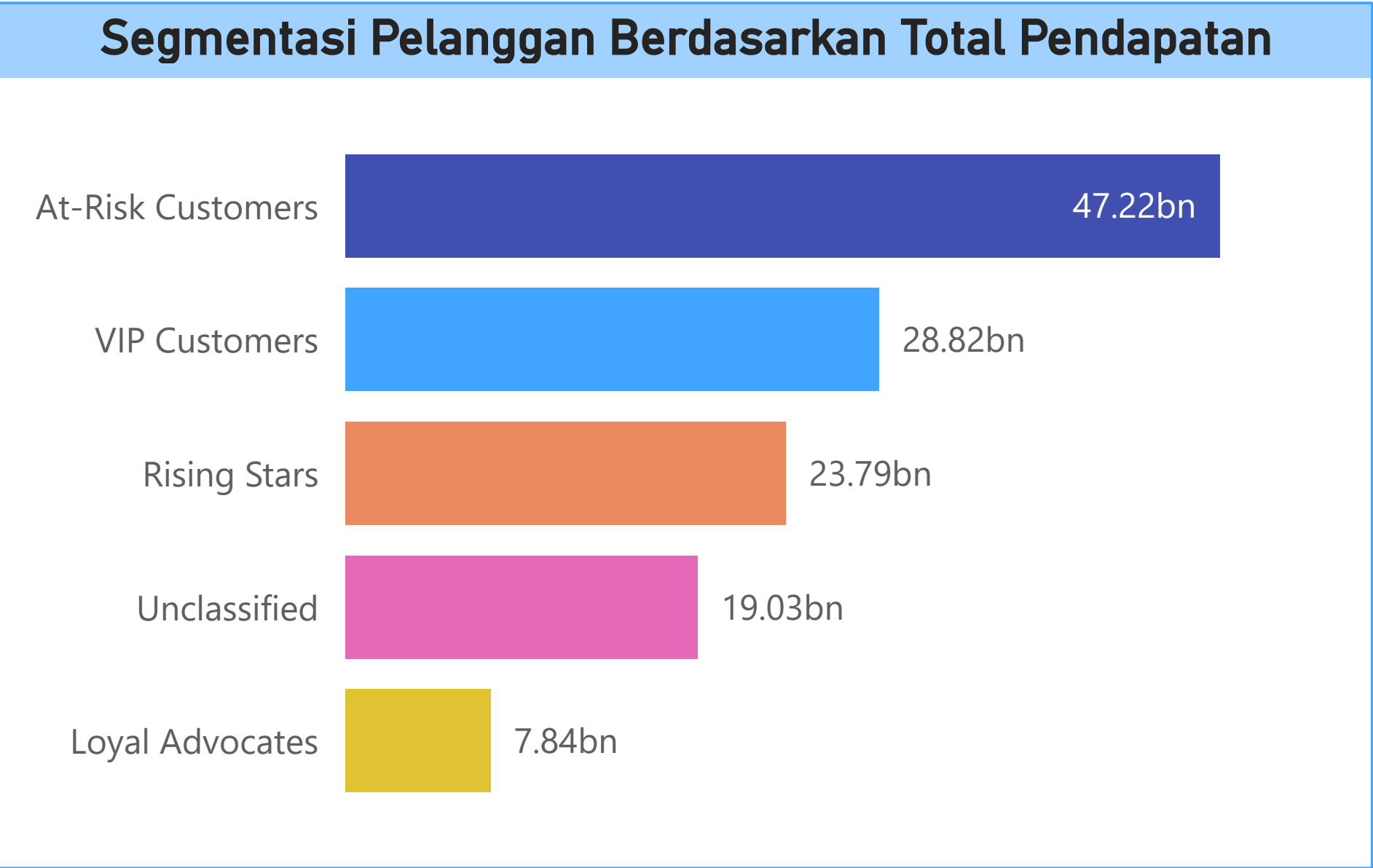
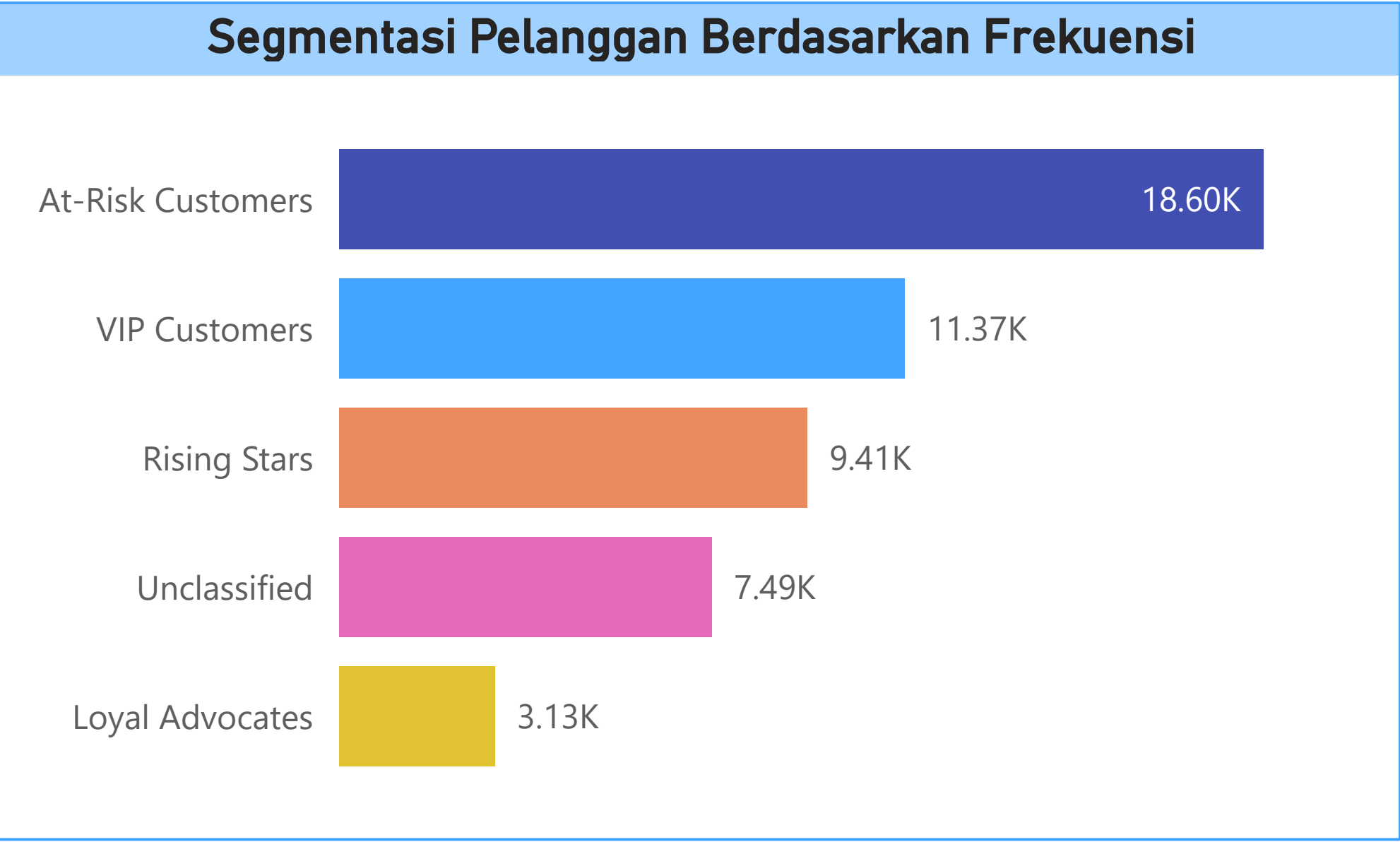
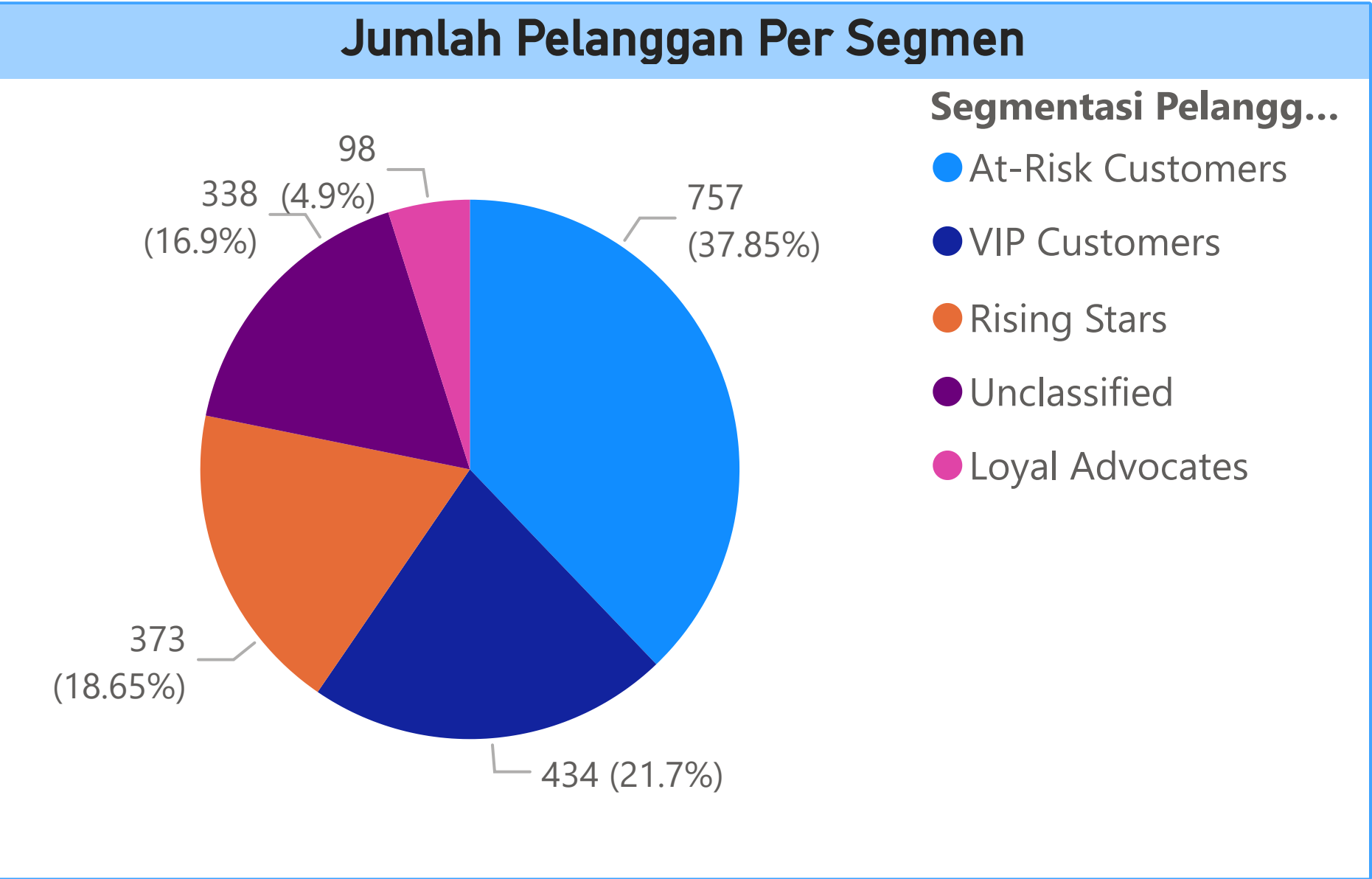
Average of Monetary

63.4M

TransactionDate

1/1/2023

12/30/2024



Details

Customer ID	Customer Segment	R_Score	F_Score	M_Score	RFM Score	Last_Transaction	Total
CUST01981	VIP Customers	5	1	1	511	12/29/2024 12:00:00 AM	
CUST01376	Rising Stars	4	1	1	411	12/23/2024 12:00:00 AM	
CUST01350	Unclassified	1	1	1	111	11/5/2024 12:00:00 AM	
CUST01512	Rising Stars	4	1	1	411	12/16/2024 12:00:00 AM	
CUST01764	At-Risk Customers	2	1	1	211	11/25/2024 12:00:00 AM	
CUST00854	Rising Stars	4	1	1	411	12/18/2024 12:00:00 AM	
CUST01115	At-Risk Customers	3	1	1	311	12/12/2024 12:00:00 AM	
CUST00509	At-Risk Customers	3	1	1	311	12/13/2024 12:00:00 AM	
CUST00970	Unclassified	1	1	1	111	9/13/2024 12:00:00 AM	
CUST00428	At-Risk Customers	2	1	1	211	11/25/2024 12:00:00 AM	
Total					675240		1