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| Customer Tille | Description | RFM\_value |
| Platinum Customer | Most recent, buys often, most spent | >433 |
| Very loyal | Most recent, buys often, spends large amount of money | <=433 |
| Becoming loyal | Relatively recent, bought more than once, spends large amount of money | <=413 |
| Recent customer | Bought recently, not very often, average money spent | <=344 |
| Potential customer | Bought recently, never bought before, spent small amount | <=324 |
| Late bloomer | No purchases recently, but RFM value is larger than average | <=311 |
| Losing Customer | Purchases was a while ago, below average RFM value | <=233 |
| High risk customer | Purchases was long time ago, frequency is quite high, amount spent is high | <=211 |
| Almost lost customer | Very low recency, low frequency, but high amount spent | <=132 |
| Lost customer | Very low RFM | <=112 |