RFM

Recency Vs Frequency

RecencyCluster	0	1	2	3	4	Total
0				7	31676	31683
1			6	118	34218	34342
2		1	21	406	31192	31620
3		2	70	1706	40983	42761
4	1	590	6324	37876	69189	113979
Total	1	593	6421	40113	207254	254381

Frequency Vs Revenue

FrequencyCluster	0	1	2	3	4	Total
0			1			1
1		66	251	276		593
2		2964	2748	709		6421
3		35512	4408	193		40113
4	206512	728	12	1	1	207254

Number of Customer by Segment

27.28K (10.72%)
37.88K (14.89%)
96.76K (38.04%)
88.36K (34.74%)

- hibernating
- can't loose
- champions
- loyal custom...
- promising

Count of Customers by Each Segment

Average of Frequ...

promising	new customers	loyal customers	hibernating	champions	can't loose	about to sleep
1.51	1.63	211.30	1.51	371.02	82.85	1.47

Average of Recency

promising	new customers	loyal customers	hibernating	champions	can't loose	about to sleep
2	1	3	92	0	43	4

Average of Amount.

promising	new customers	loyal customers	hibernating	champions	can't loose	about to sleep
$0.01K	$0K	$825.63K	$0.01K	$724.62K	$247.35K	$0K

Rfm Score

Rfm_Score

All ▾
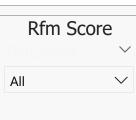
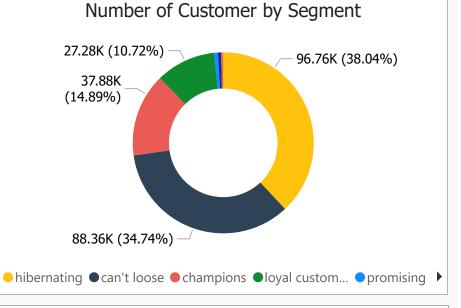## Customer Overview

Customer Mobile Number	Rfm_score	Segment	Recency	Average Transaction 6 months	Average Amount 6 months
300619020030030	511	new customers	0	1	$0
3006190245134510	511	new customers	0	1	$0
3006190513491340	511	new customers	0	1	$0
3006190749294920	511	new customers	0	1	$0
3006190837593750	511	new customers	0	1	$0
3006191011151110	511	new customers	0	1	$0
Total				27,256,104	$71,826,577,051