

# CUSTOMER BEHAVIOR ANALYSIS

## Customer segment by RFM

Monetary  
\$123,2M

Total order  
31,5K

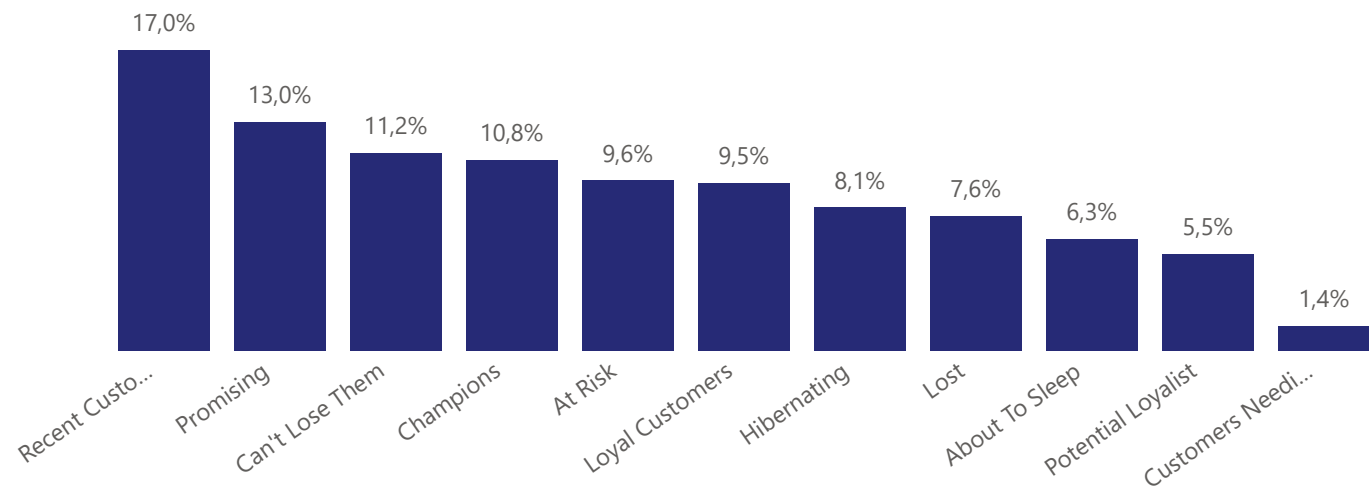
Total customer  
19,1K

AVG day from  
the last order  
3.920

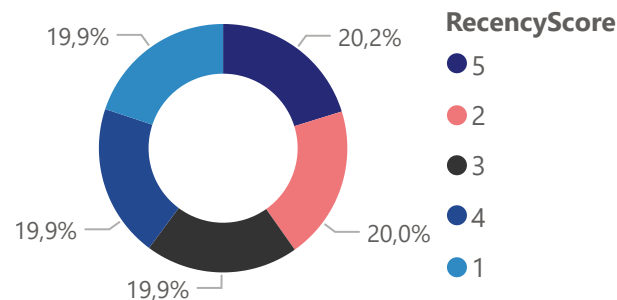
AVG order one  
customer have  
1,6

AVG money one  
customer pay  
\$6,4K

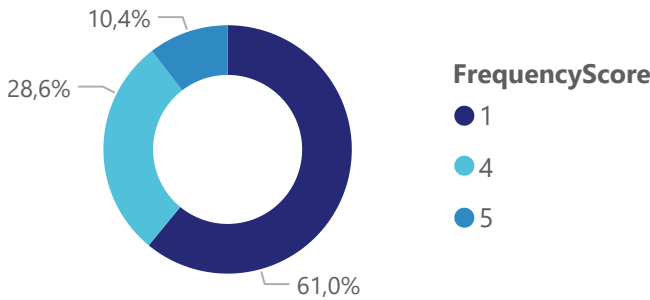
### Customer Segment



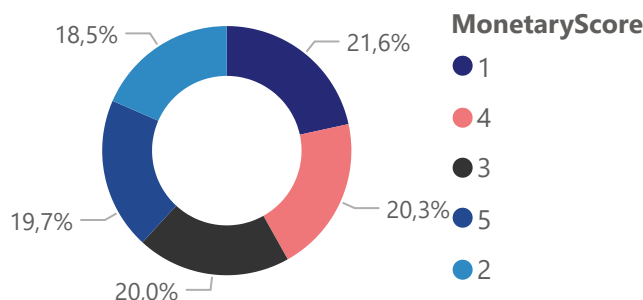
### Recency Score



### Frequency Score



### Monetary Score



# CUSTOMER OVERVIEW

Total customer

19,1K

Total Revenue

\$123,2M

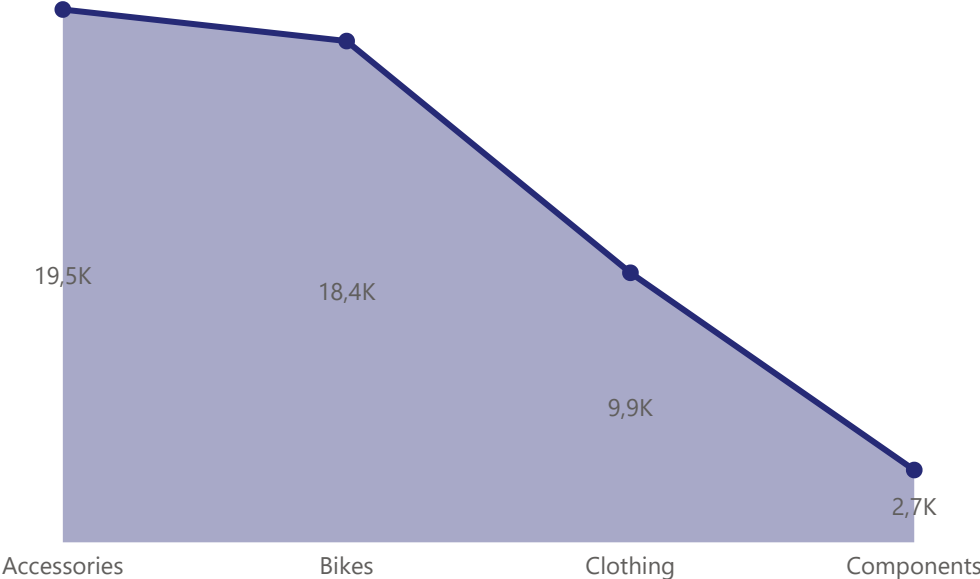
Revenue in one

order

\$3,9K

## Product

Total order by Product



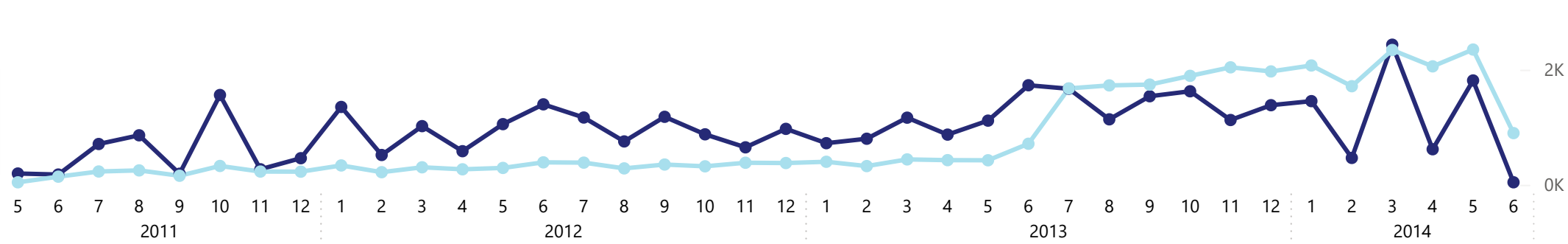
## Geographic

Total\_customer and Total revenue by Group



## Revenue and Customer YOY, MOM

● Total revenue ● Total\_customer



# CUSTOMER DETAIL

CustomerID	Total revenue
29818	\$989.184,08
29715	\$961.675,86
29722	\$954.021,92
30117	\$919.801,82
29614	\$901.346,86
<b>Total</b>	<b>\$4.726.030,54</b>

## TopN

- ☒ 5
- ☐ 10
- ☐ 15

Total Order  
31K

Total revenue  
\$123,2M

Total day from  
last order  
3.920

Revenue in one  
order  
\$3,9K

## Customer Segment

- ☐ About To Sleep
- ☐ At Risk
- ☐ Can't Lose Them
- ☐ Champions
- ☐ Customers Needing Attention

## Product

Total order by Product

