

Customer Segmentation Dashboard – RFM Analysis

Total Customers

5881

Total Revenue

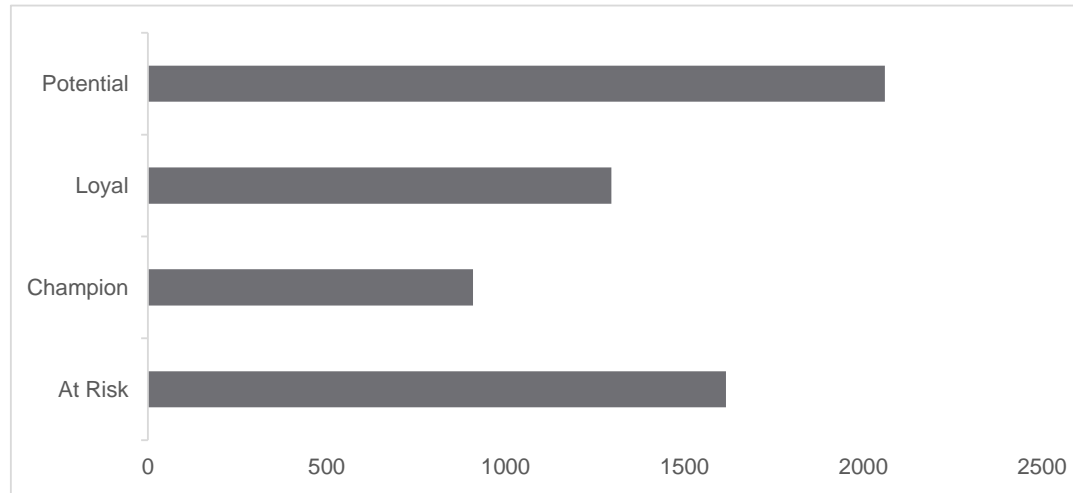
\$ 17,743,429.18

Average Recency

201

Champions Count

909



Avg Spend of Loyal Customers
\$3,282.96

Champion % of Total
15.46%

At Risk Revenue
\$1,320,295.37



Data Source: Online Retail II | Period: 2009–2011