

Customer Segmentation Dashboard – RFM & Revenue Insights

1,000

Total Customers.

91.69

Average Recency.

4.387

Average Frequency.

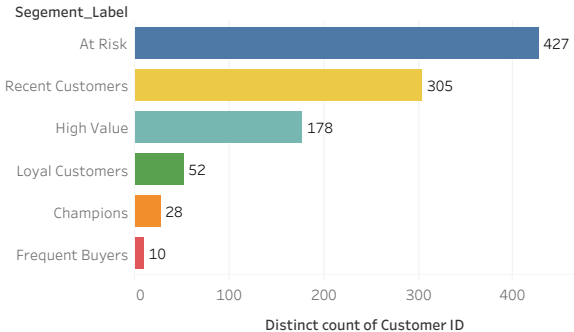
2,218

Average Monetary.

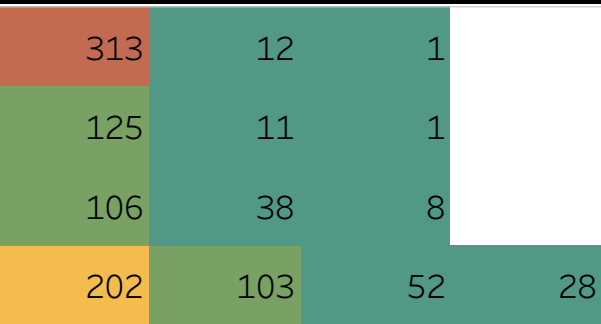
Segment_Label

- ☒ At Risk
- ☒ Champions
- ☒ Frequent Buyers
- ☒ High Value
- ☒ Loyal Customers
- ☒ Recent Customers

Segment Distribution



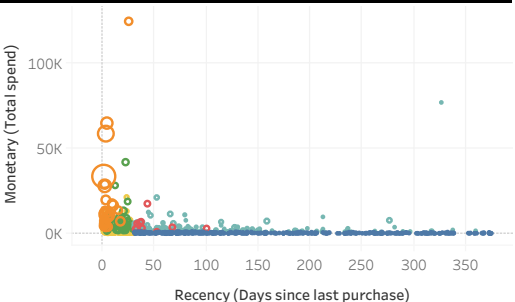
Heatmap – Recency vs Frequency
RFM Heatmap



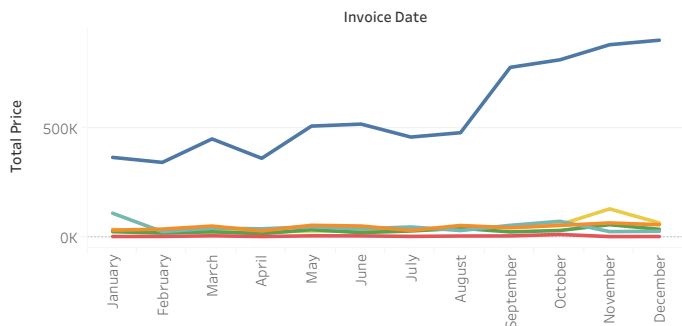
Invoice Date

12/1/2010 8:26:00 AM to ..

Scatter Plot – Recency vs Monetary (Size = Frequency)



Monthly Revenue Trend



Distinct count of Custom..
To Null