**Project Title:**

**Customer Segmentation Table [RFM Analysis]**

**Project Overview**

This project analyzes customer transaction data from a cement manufacturing company (like BUA) to group customers into meaningful segments. By using RFM (Recency, Frequency, Monetary) analysis in Excel, we identify high-value customers, at-risk clients, and loyalty patterns. The goal is to provide actionable insight for sales and relationship management teams.

**Project Objectives**

* Understand and apply RFM segmentation in a B2B manufacturing context
* Create a dynamic segmentation table using Excel formulas
* Highlight strategic customer groups for tailored marketing or sales interventions
* Deliver a portfolio-ready, showable asset with business context

**Dataset Summary**

* **Time Period**: June 2024 – June 2025
* **Records**: 1,000+ transactions from ~200 customers
* **Key Fields**:
  + Customer ID
  + Customer Name
  + Region (North, South, East, West, Central)
  + Transaction Date
  + Transaction Amount (₦100,000 – ₦1,000,000)

**Outputs**

* **RFM Table**: Dynamic table showing scores and segments per customer
* **Segment Overview**: Summary of how many customers fall in each category