**Segment Table Logic**

| **Segment** | **R Score** | **F Score** | **M Score** | **Rule Description** |
| --- | --- | --- | --- | --- |
| **Champions** | ≥ 4 | ≥ 4 | ≥ 4 | Very recent, frequent, and high-spending |
| **Loyal Customers** | ≥ 3 | ≥ 4 | ≥ 3 | Frequent buyers with good spend |
| **Can't Lose Them** | ≤ 2 | ≥ 4 | ≥ 4 | Former big buyers now inactive |
| **At Risk** | ≤ 2 | ≥ 3 | ≥ 3 | Moderately frequent and valuable, but now less active |
| **Recent Customers** | ≥ 4 | ≤ 2 | ≤ 2 | Just bought, but low value and frequency |
| **Lost** | ≤ 2 | ≤ 2 | ≤ 2 | Long inactive and not valuable |
| **Others** | Any | Any | Any | Catch-all for those not meeting above criteria |