

RFM Analysis

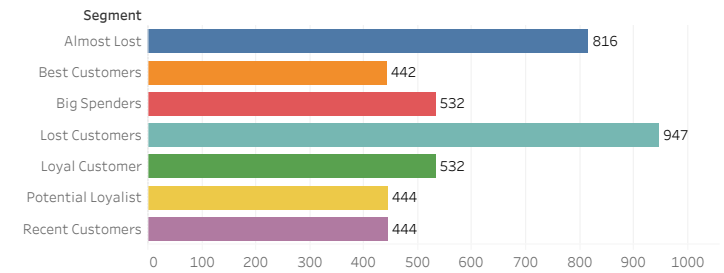
of Customers / Segment

Segment	
Best Customers	366
Loyal Customer	456
Big Spenders	236
Potential Loyalist	95
Recent Customers	263
Almost Lost	95
Lost Customers	293

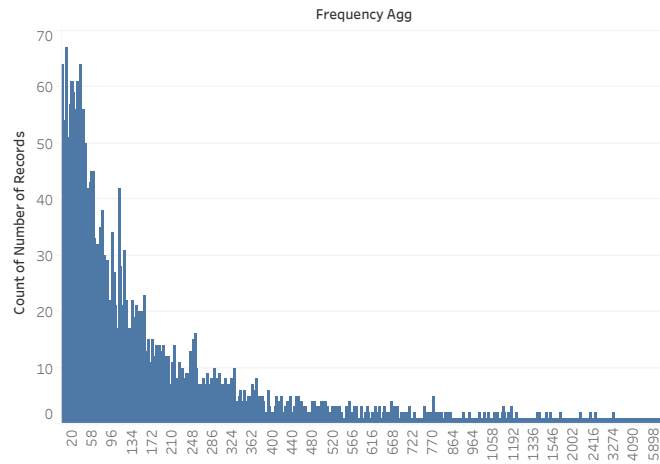
Recency x Frequency (% of Customers)

F S	R S				
	1	2	3	4	5
1	42%	29%	15%	8%	5%
2	31%	26%	21%	14%	9%
3	18%	23%	27%	19%	13%
4	6%	17%	23%	29%	25%
5	1%	6%	14%	27%	52%

Average Recency (days) (days since last purchase)



Number of Customers (y) by number of Orders (x)



Customers

Segment		All			
Customer ID	Segment	Recency Agg	Frequency Agg	RFM1	
12346	Big Spenders	663	4	215	1,501,736
12347	Loyal Customer	452	444	455	45,456
12348	Big Spenders	443	100	535	40,212
12349	Others	832	136	242	1,903
12350	Others	579	66	322	2,002
12352	Others	531	142	343	3,341
12353	Others	513	16	311	743
12354	Big Spenders	500	210	445	36,396
12355	Others	482	24	413	3,587
12356	Others	523	100	334	6,515
12357	Big Spenders	847	252	245	22,673
12358	Others	815	34	221	528
12359	Loyal Customer	574	536	355	158,799
12360	Others	866	244	143	6,017
12361	Lost Customers	1,101	20	111	355
12362	Loyal Customer	509	560	454	13,891
12363	Others	514	76	333	2,892
12364	Others	821	122	232	2,282