**Management Request**

**Objective:**

Management wants to Rank and Group Customers

**Additional Requests:**

* Identify good and bad segments.
* Who are the most valuable customers?

**Customer Segmentation**

**Technique:**

Rank and group customers based on the RFM (recency, frequency and monetary) total of their transactions to identify the best customers and perform targeted marketing campaigns.

**NOTE**: You task is to identify your most value customer and dormant customers to further customize your marketing campaigns for maximum effect.

You can find the dataset here for analysis:

<https://www.kaggle.com/datasets/carrie1/ecommerce-data>