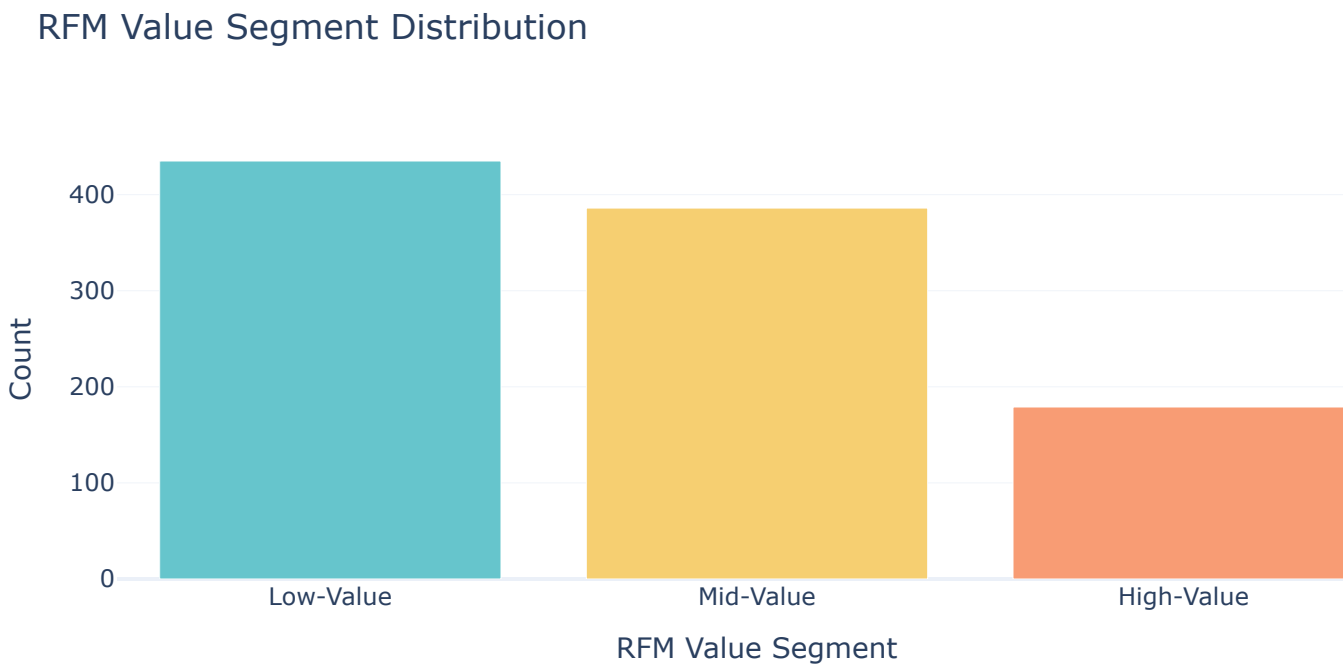


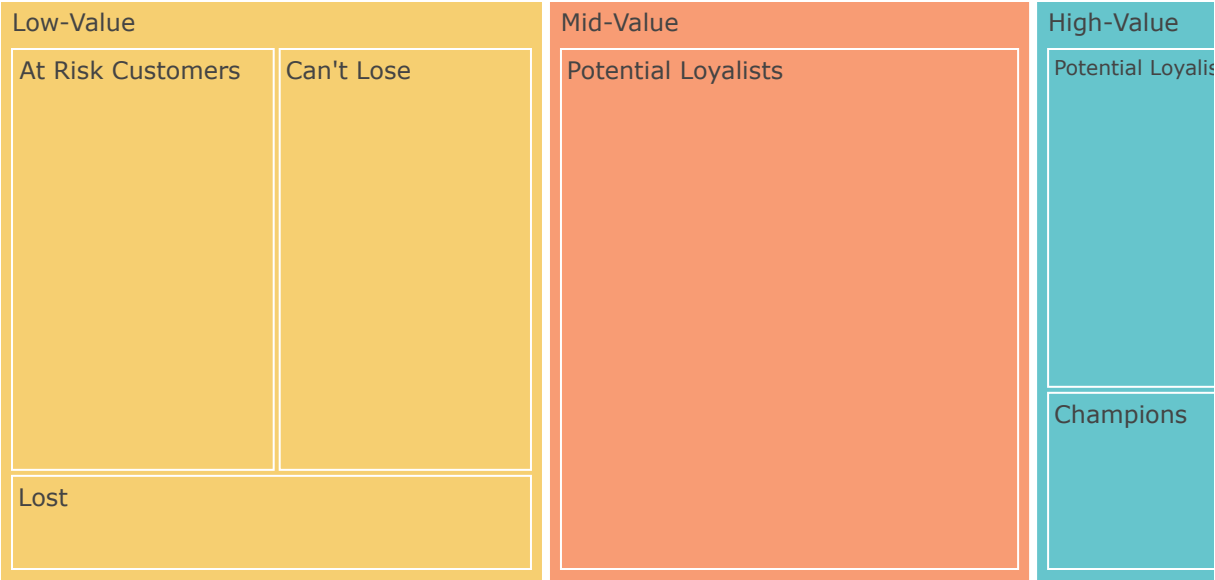
RFM Analysis - Visualizations

RFM Value Segment Distribution



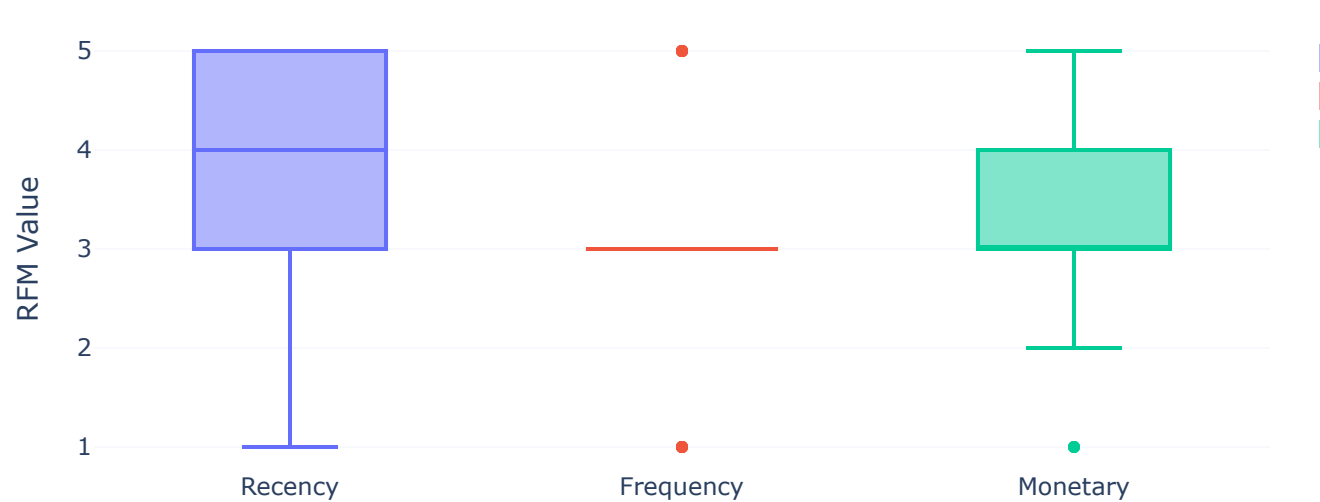
RFM Customer Segments by Value

RFM Customer Segments by Value



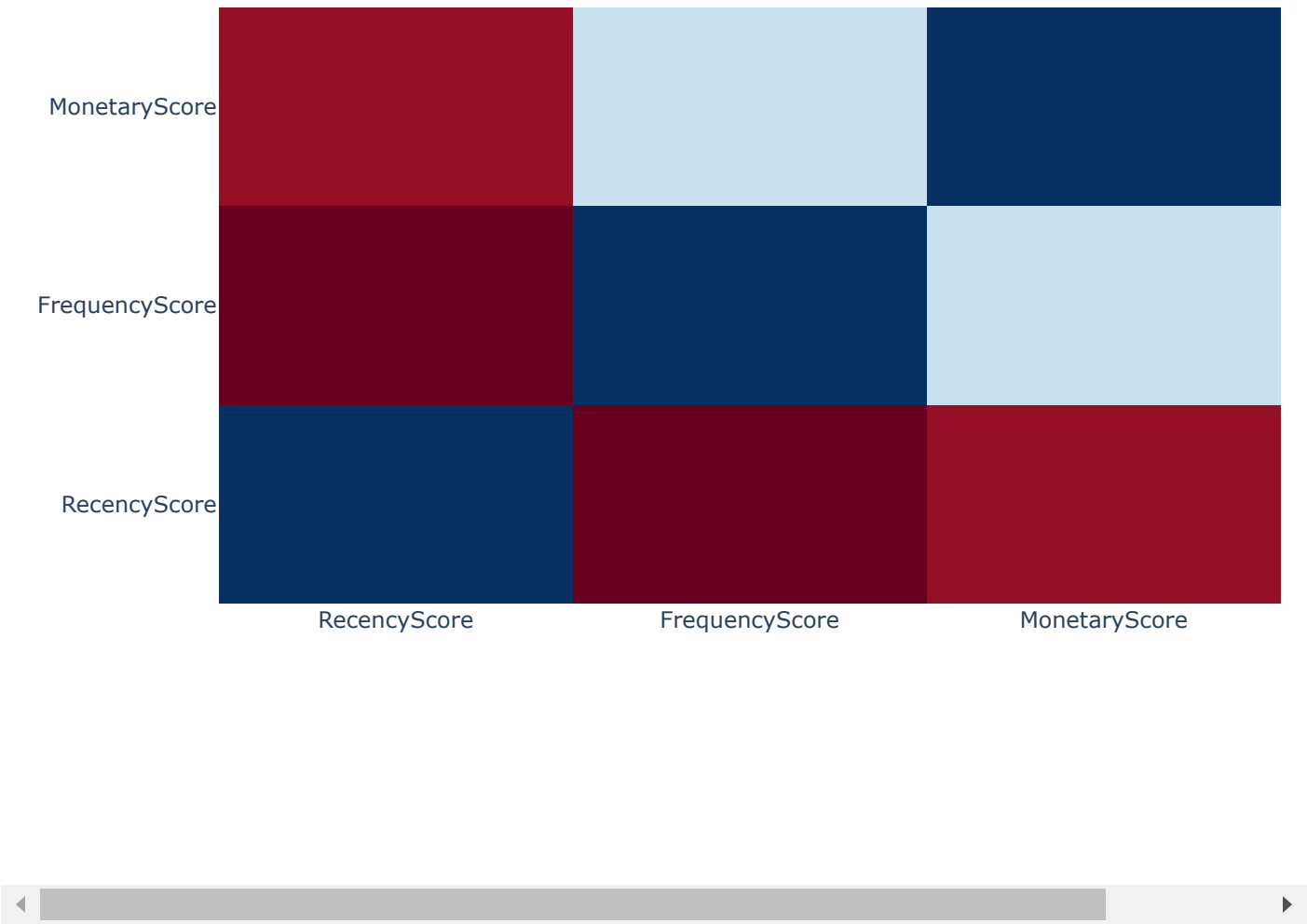
Distribution of RFM Values within Champions Segment

Distribution of RFM Values within Champions Segment



Correlation Matrix of RFM Values within Champions Segment

Correlation Matrix of RFM Values within Champions Segment



Comparison of RFM Segments based on Recency, Frequency, and Monetary Scores

Comparison of RFM Segments based on Recency, Frequency, and Monet

