

CUSTOMER SEGMENTATION REPORT

SEGMENT SUMMARY

KEY INSIGHTS

Total Customers: 13,196

Total Revenue: \$5,412,879.07

Average Revenue per Customer: \$410.19

Highest Value Segment: Regular Customers

- Average Monetary Value: \$38,371.68
- Customer Count: 7.0

Largest Segment: Recent Engaged Customers

- Customer Count: 11,259.0
- Average Monetary Value: \$385.01

| Count | Avg_Recency | Avg_Frequency | Avg_Monetary | Total_Monetary | Avg_Order_Value | |
|--------------------------|-------------|---------------|--------------|----------------|-----------------|-------|
| At-Risk Customers 1930 | 607.94 | 1.96 | 419.41 | 809456.31 | 243.05 | |
| Recent Engaged Customers | 11259 | 70.27 | 11.27 | 385.01 | 4334820.98 | 61.69 |
| Regular Customers 7 | 24.00 | 106.57 | 38371.68 | 268601.78 | 636.29 | |