

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	