

Customer Segmentation | RFM Analysis

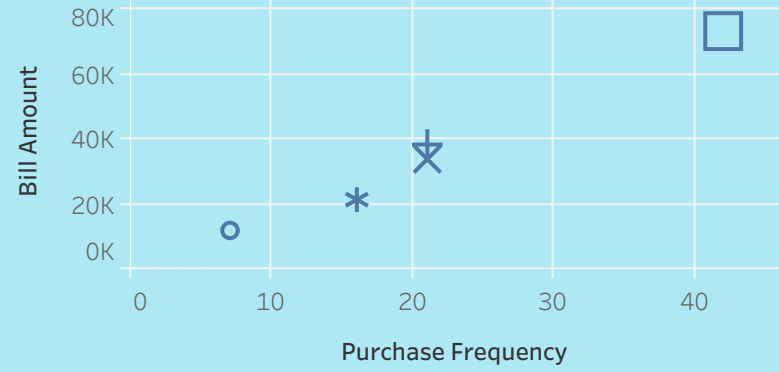
Total Purchases	Number of Orders	Unique Customers	Avg. Purchase Amount
₹ 179,500	107	35	₹ 5,129

- Customer Tiers
- At Risk
 - Champions
 - + Loyal Customer
 - ✕ Potential Loyalist
 - * Promising

Customer Segmentation

Champions 73,500 9,188 8	Loyal Customer 38,500 6,417 6	Promising 21,500 3,071 7
	Potential Loyalist 34,000 4,857	At Risk 12,000

Customer Spending Pattern



Customer Spending Summary

Customer ID	Gender	Customer T..	Bill Amount	Purchase Frequency
CUST-12334	Female	Potential L..	7,500	4
CUST-12335	Female	Potential L..	4,500	3
CUST-12336	Male	Champions	10,500	7
CUST-12337	Male	Potential L..	5,500	3
CUST-12338	Male	Promising	5,500	3
CUST-12339	Male	Potential L..	6,000	3
CUST-12340	Male	Champions	6,500	4
CUST-12341	Female	Loyal Custo..	6,500	3
CUST-12342	Male	Champions	7,500	4

Age Group Distribution

