

# Customer Segmentation | RFM Analysis

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

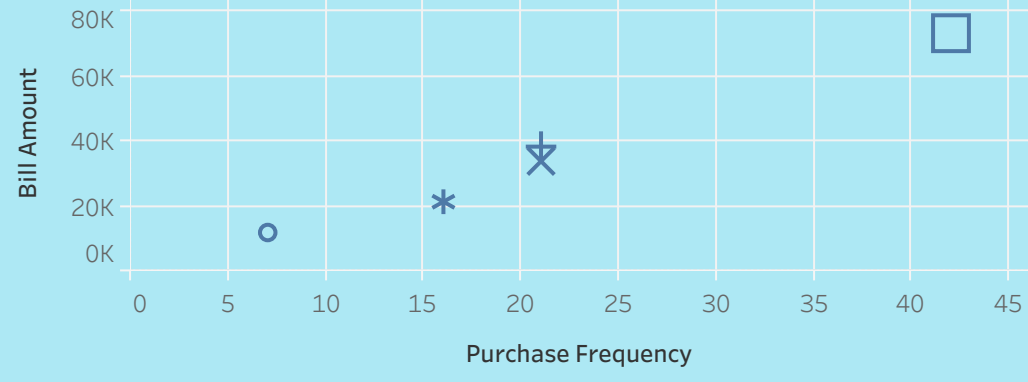
## Customer Tiers

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

## Customer Segmentation

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

## Customer Spending Pattern



## Customer Spending Summary

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

## Age Group Distribution

