

# RFM Segmentation (12/10-12/11)

KPI Metrics

4305  
# of Customers

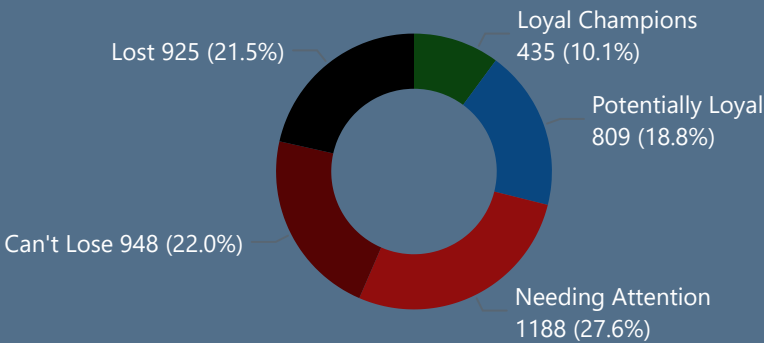
4  
Avg. Frequency

92  
Avg. Recency (Days)

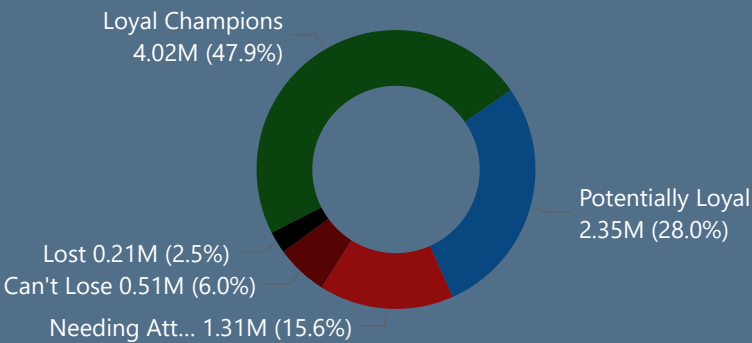
1.9K  
Avg. Purchase

8.4M  
Total Sales

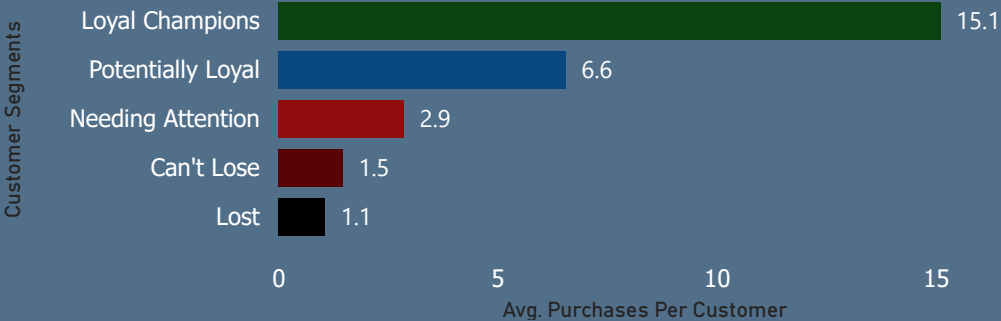
Customer Segments



Revenue Contribution by Customer Segment



Customer Segments and Their Average Purchases



Customers Average Days Between Purchases

