RFM Segment Distribution

Rfm Segment

RFM Segment by Country

Occurrence
1 ▮ 2

Rfm Segment / Country

Rfm Segment
- ✔ Null
- ✔ active
- ✔ lost_customers
- ✔ loyal
- ✔ new customers
- ✔ potential churners
- ✔ slipping away, cann..

Top Product Pairs

S18_1342, S18_1367 2	S10_2016, S18_2625
	S12_1108, S12_3891
S18_2325, S24_1937 2	S18_1342, S18_2795
	S18_2248, S24_3969
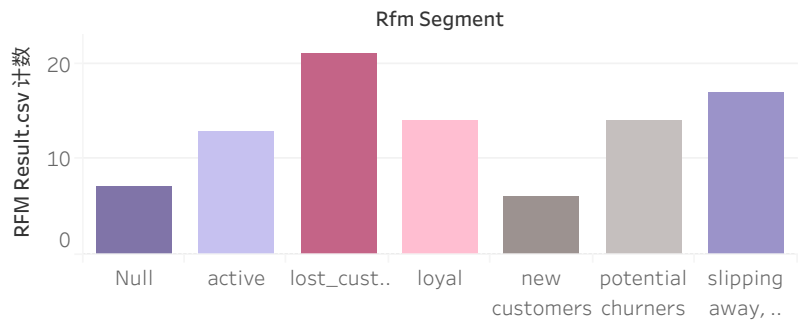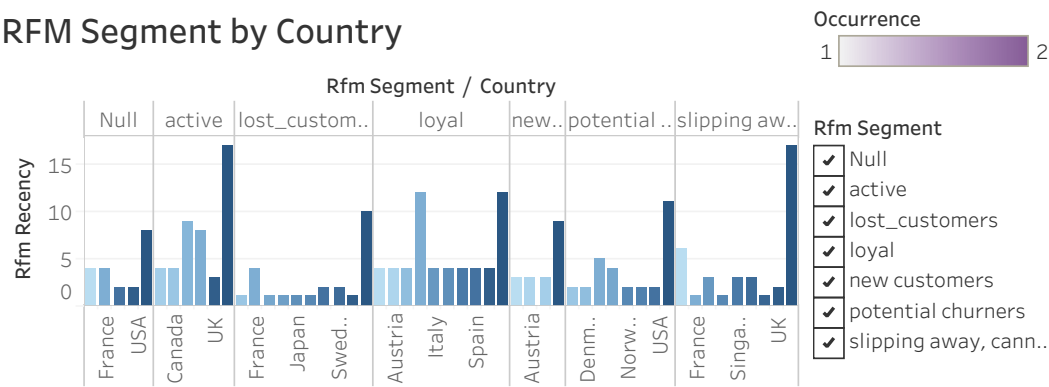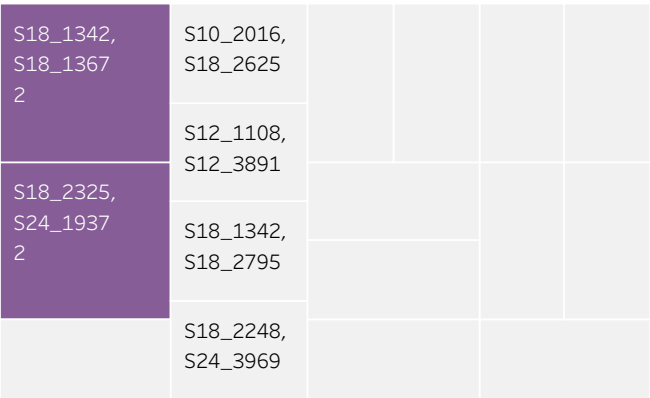
Number of Items Buying Together Distribution

Num Items

Num Items	Occurrence
9 items	24
14 items	22
6 items	21
8 items	20
2 items	19
11 items	18
4 items	17
5 items	16
1 items	16
17 items	15
16 items	15
15 items	14

Occurrence

Rfm Segment
- Null
- active
- lost_customers
- loyal
- new customers
- potential churners
- slipping away, cann..

Country
- Australia
- Austria
- Belgium
- Canada
- Denmark
- Finland
- France