

RFM Analysis

Segment

All

Country

All

4306

Customers

37

Countries

8,39M€

Total Sales

91,63

Average Recency

4,12

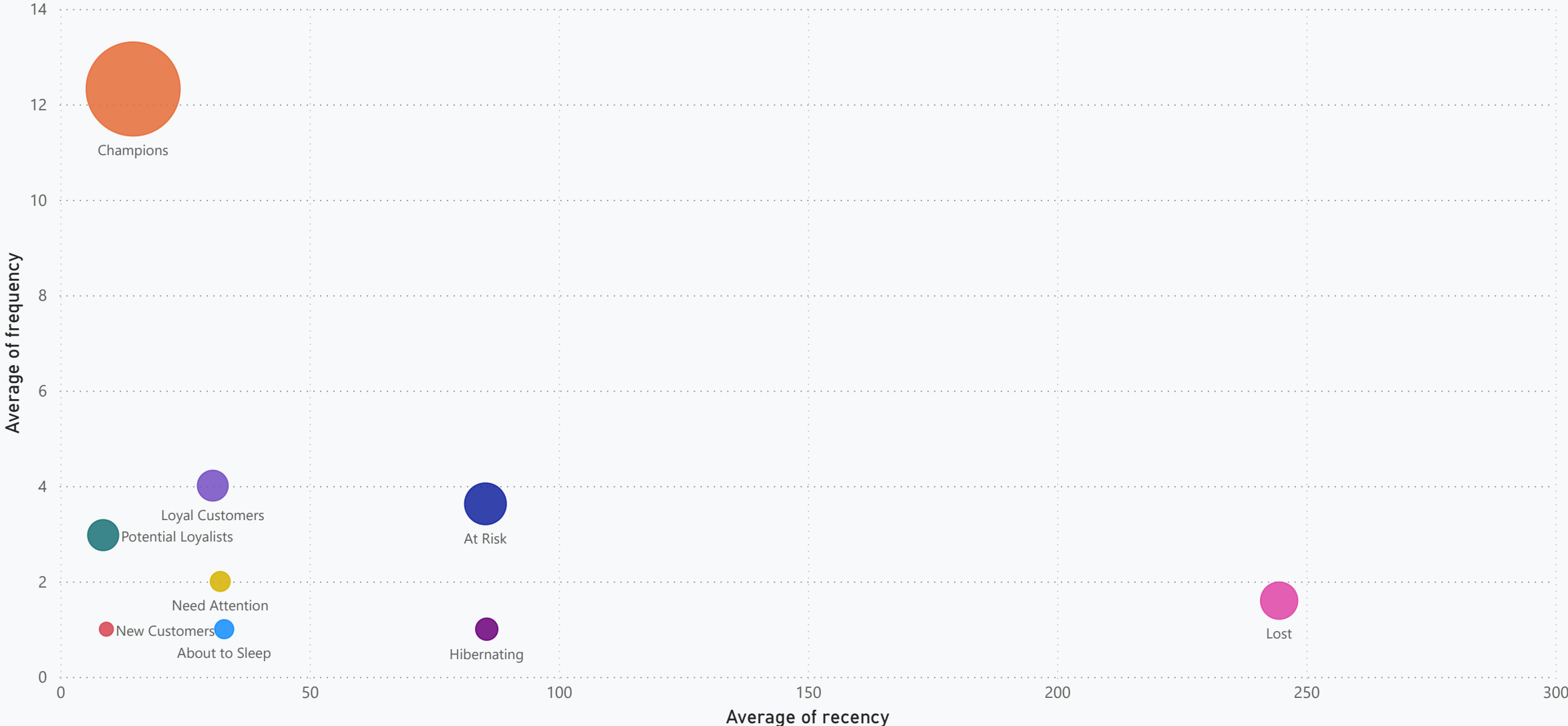
Average Frequency

1,95K€

Average Monetary

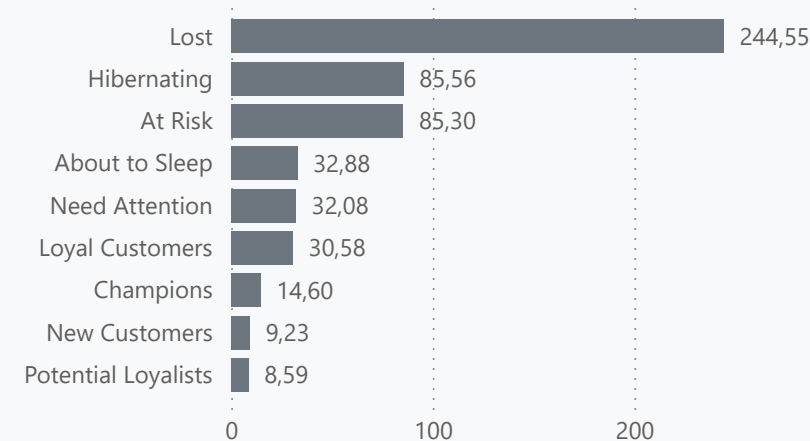
RFM Segment Sizes

RFM Segment Sizes by Monetary Sum

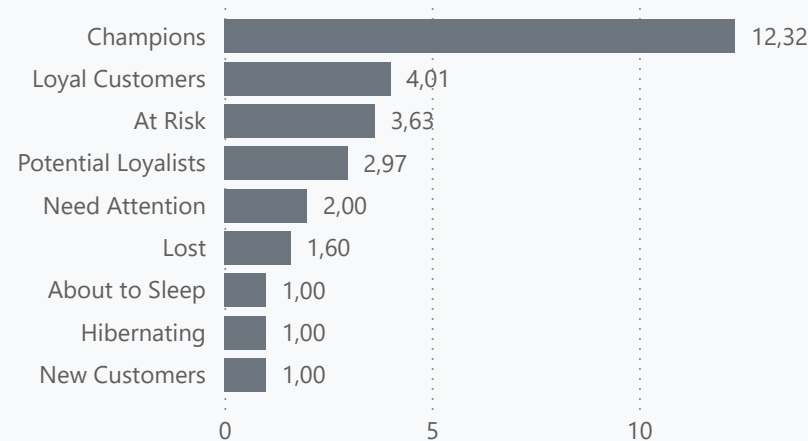


Detailed Recency, Frequency and Monetary Data

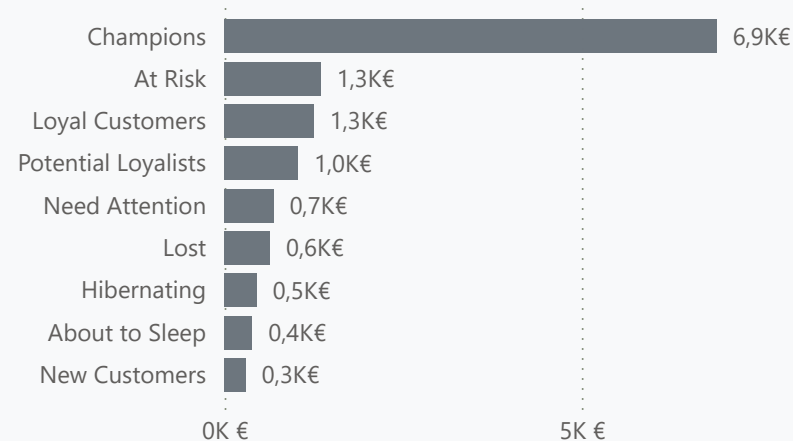
Average Recency



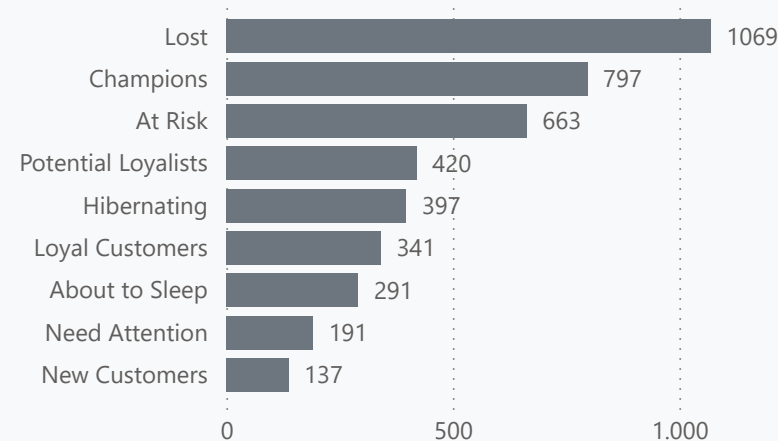
Average Frequency



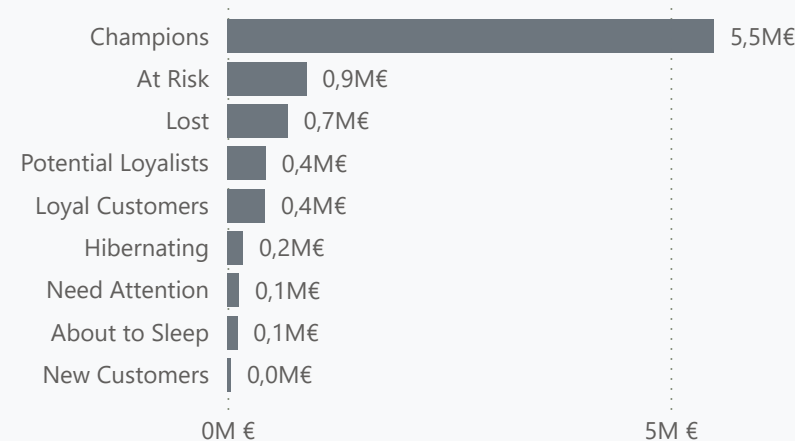
Average Monetary



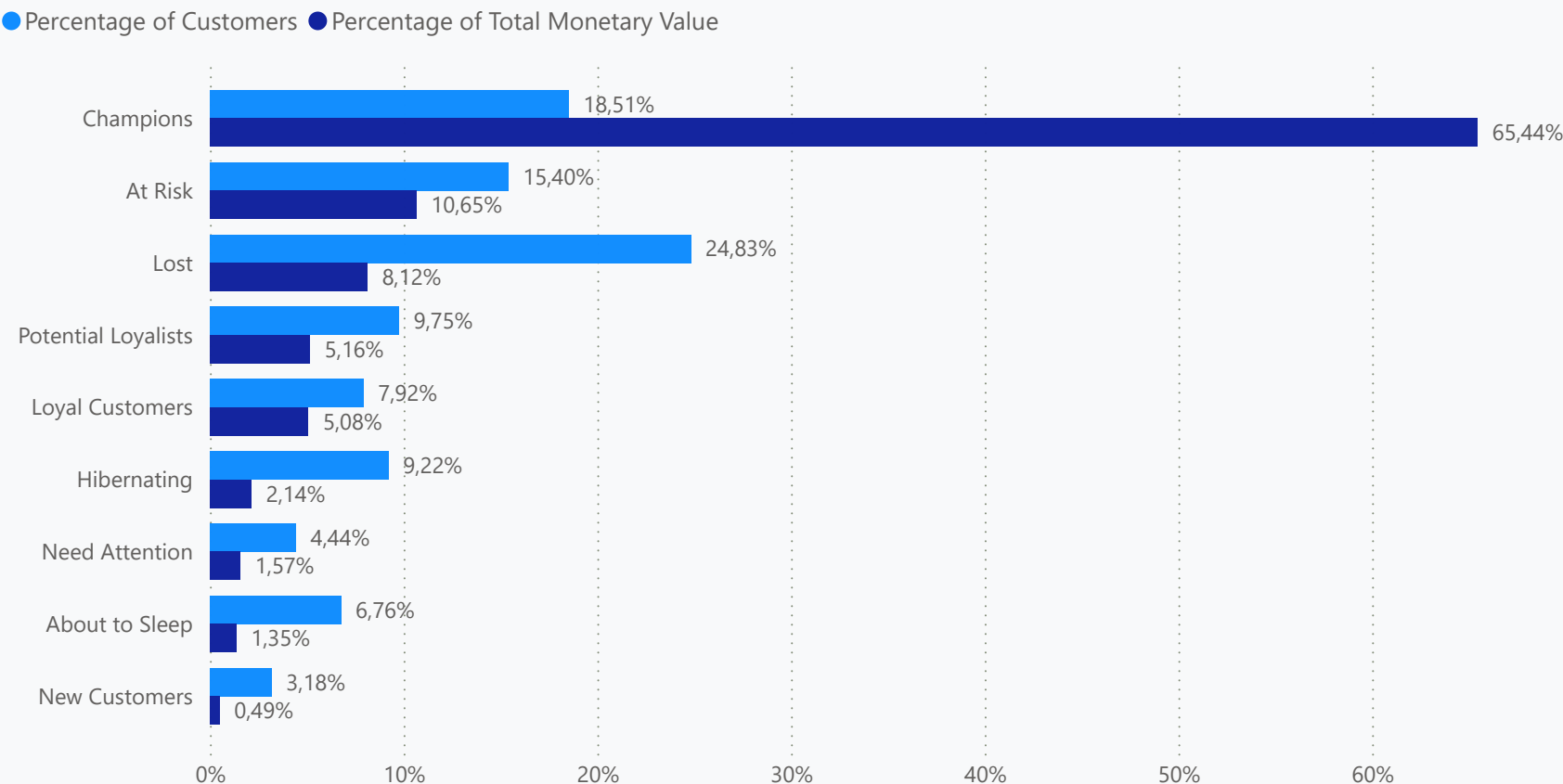
Number of Customers by Segment



Total Monetary by Segment

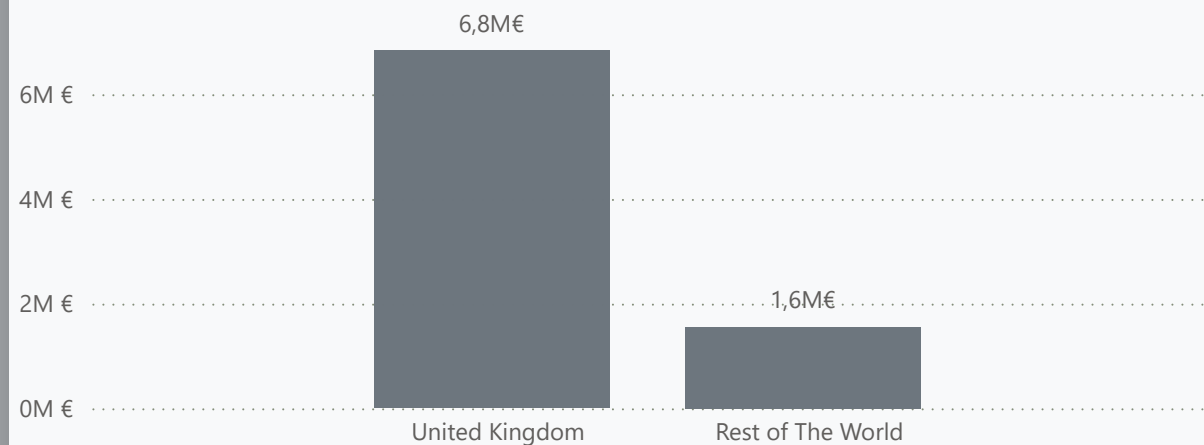


Percentage of Customers and Total Monetary Value by Segment

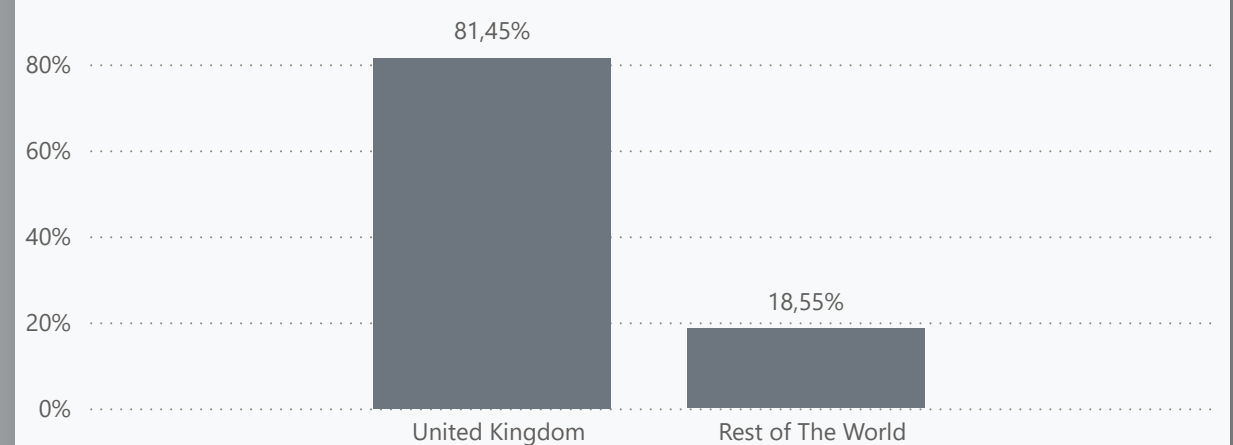


RFM by Countries

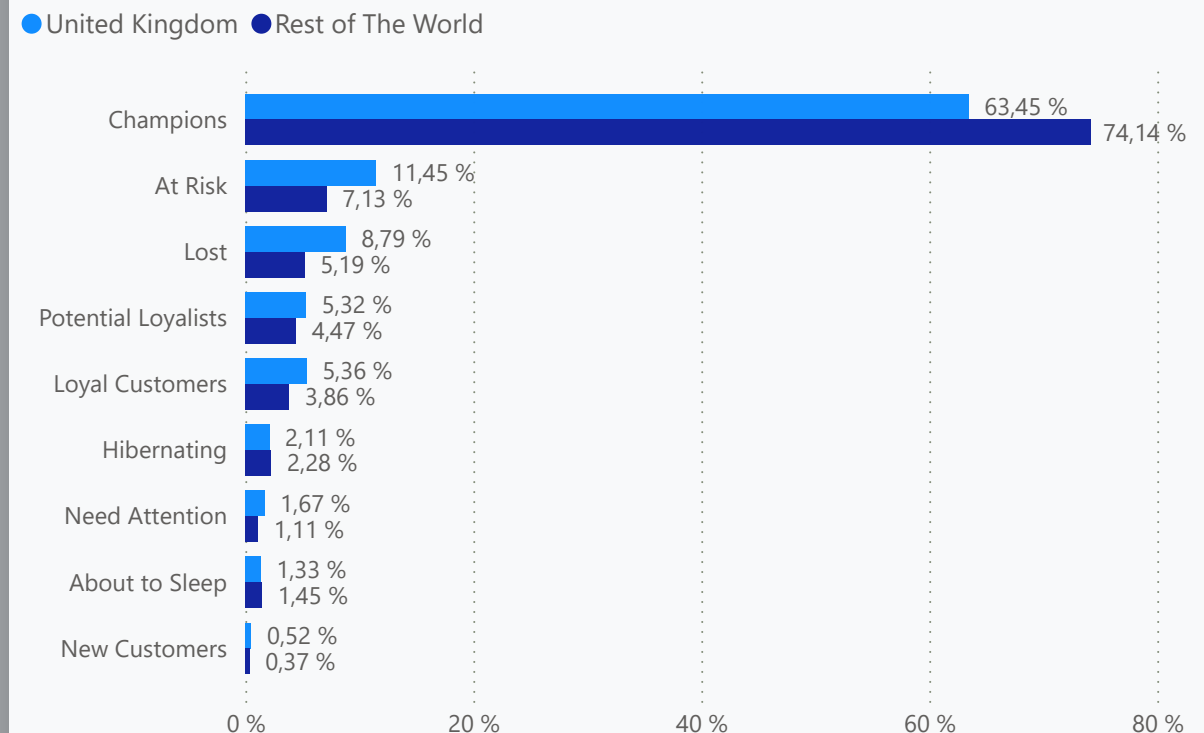
Sum of Total Sales



Percentage of Total Sales



Percentage of Total Monetary



Average Monetary, eur

