

RFM Customer Segment

Customer Count

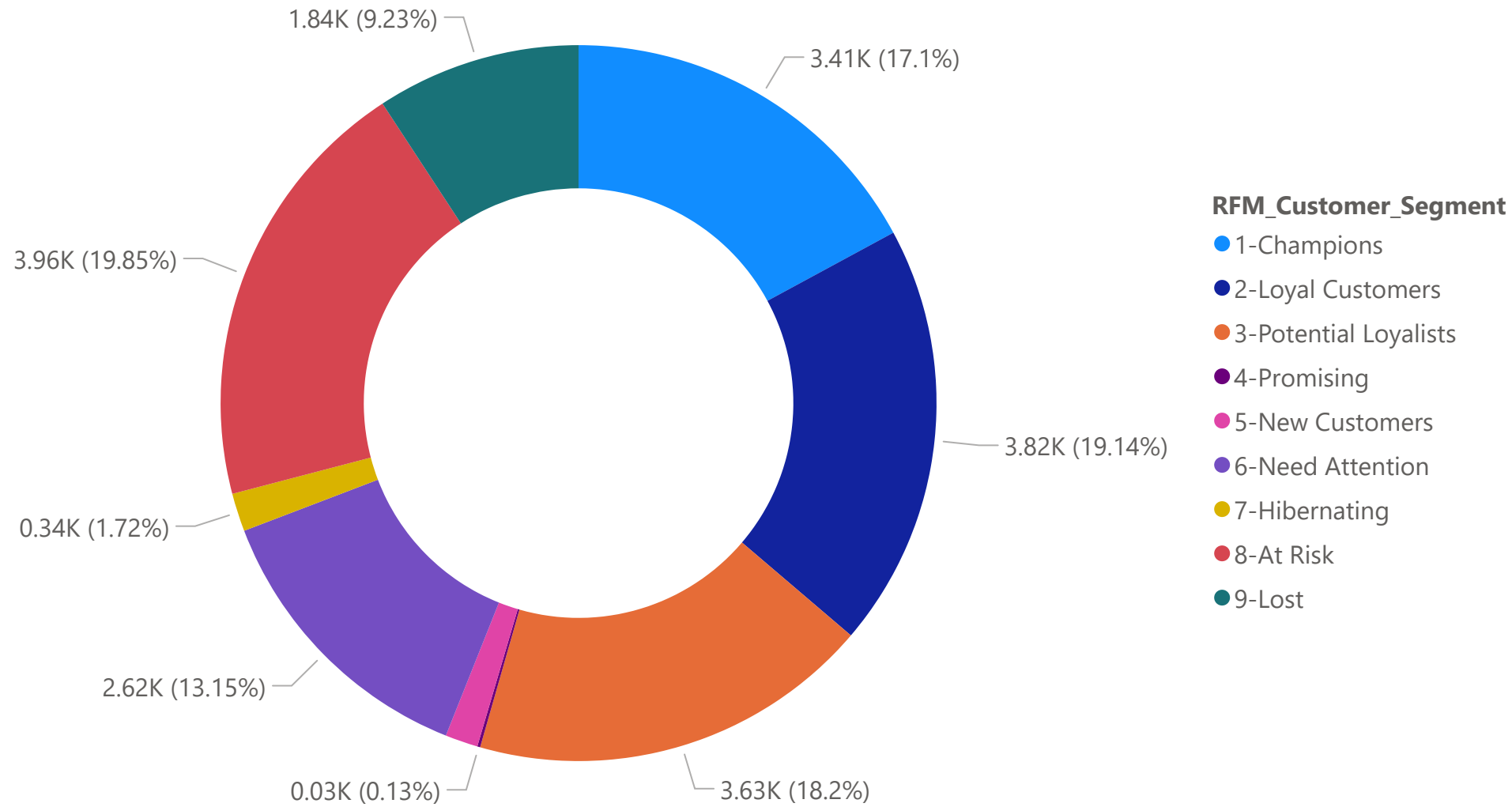
19.95K

Average Customer Value

\$751.24

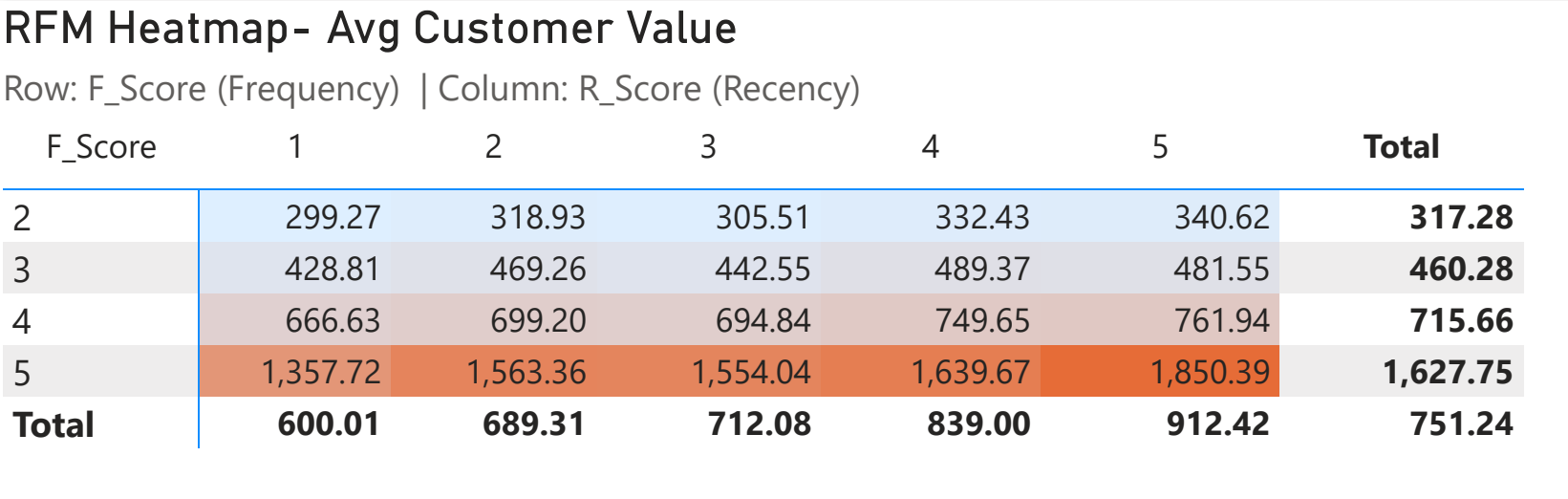
Total Revenue

14.98M



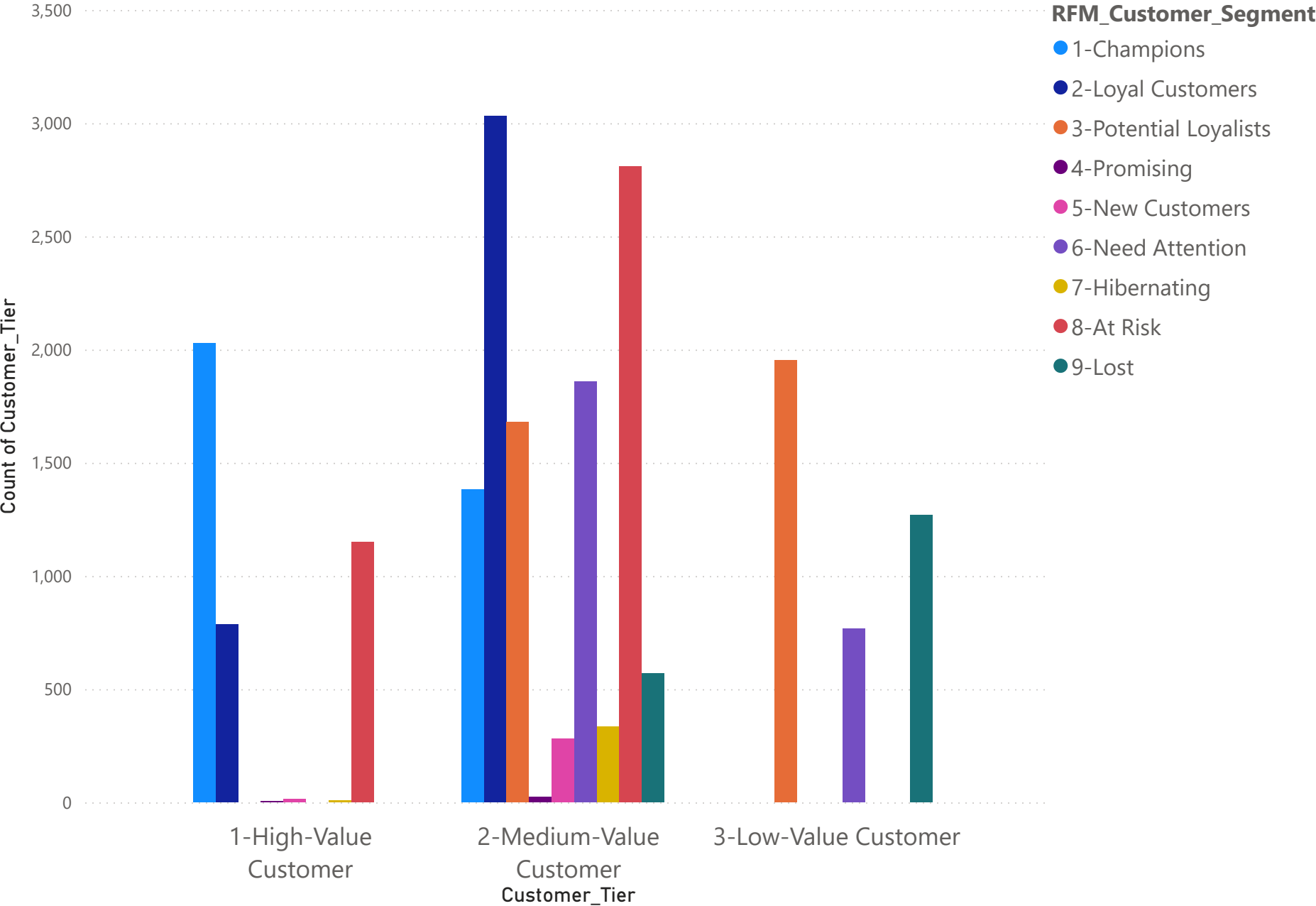
Customer Segment Matrix

RFM_Customer_Segment	Customer Count	Revenue_Share	Avg Customer Value	Total_Revenue	Average_Orders	Average_Recency_Days
1-Champions	3411	33.44%	\$1,469	\$5,011,071	8.8	34.6
2-Loyal Customers	3817	21.87%	\$859	\$3,277,356	5.7	79.1
3-Potential Loyalists	3629	7.14%	\$295	\$1,070,187	2.4	68.6
4-Promising	26	0.14%	\$827	\$21,509	2.0	114.0
5-New Customers	295	1.24%	\$632	\$186,329	2.0	34.3
6-Need Attention	2623	6.01%	\$343	\$900,126	3.8	189.8
7-Hibernating	344	1.39%	\$604	\$207,917	2.0	248.2
8-At Risk	3960	25.65%	\$970	\$3,842,656	6.3	238.3
9-Lost	1840	3.11%	\$253	\$466,416	2.0	245.9
Total	19945	100.00%	\$751	\$14,983,567	5.0	133.5



- RFM Heatmap Legend:
- Rows (F): Purchase Frequency (1=Low, 5=High)
 - Columns (R): Recency (1=Long ago, 5=Recent)
 - Color Intensity: Average Customer Value

RFM-Driven Customer Value Segmentation



36.2%

High_Value_Customer_Percentage