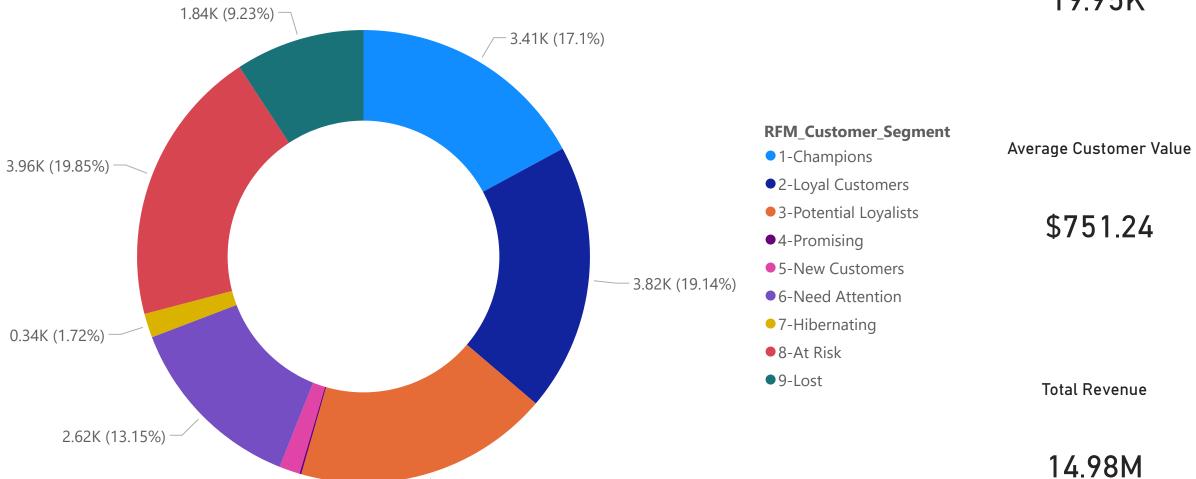
0.03K (0.13%)





3.63K (18.2%)

## **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- Avg Customer Value										
Row: F_Score (Frequency)   Column: R_Score (Recency)										
F_Score	1	2	3	4	5	Total				
2	299.27	318.93	305.51	332.43	340.62	317.28				
3	428.81	469.26	442.55	489.37	481.55	460.28				
4	666.63	699.20	694.84	749.65	761.94	715.66				
5	1,357.72	1,563.36	1,554.04	1,639.67	1,850.39	1,627.75				
Total	600.01	689.31	712.08	839.00	912.42	751.24				

## 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 3,500 **RFM\_Customer\_Segment** • 1-Champions 2-Loyal Customers 3-Potential Loyalists 4-Promising 5-New Customers 2,500 6-Need Attention 7-Hibernating Count of Customer\_Tier ●8-At Risk 2,000 •9-Lost 1,500 1,000 500 1-High-Value 2-Medium-Value 3-Low-Value Customer Customer Customer

Customer\_Tier

36.2%
High\_Value\_Customer\_Percentage