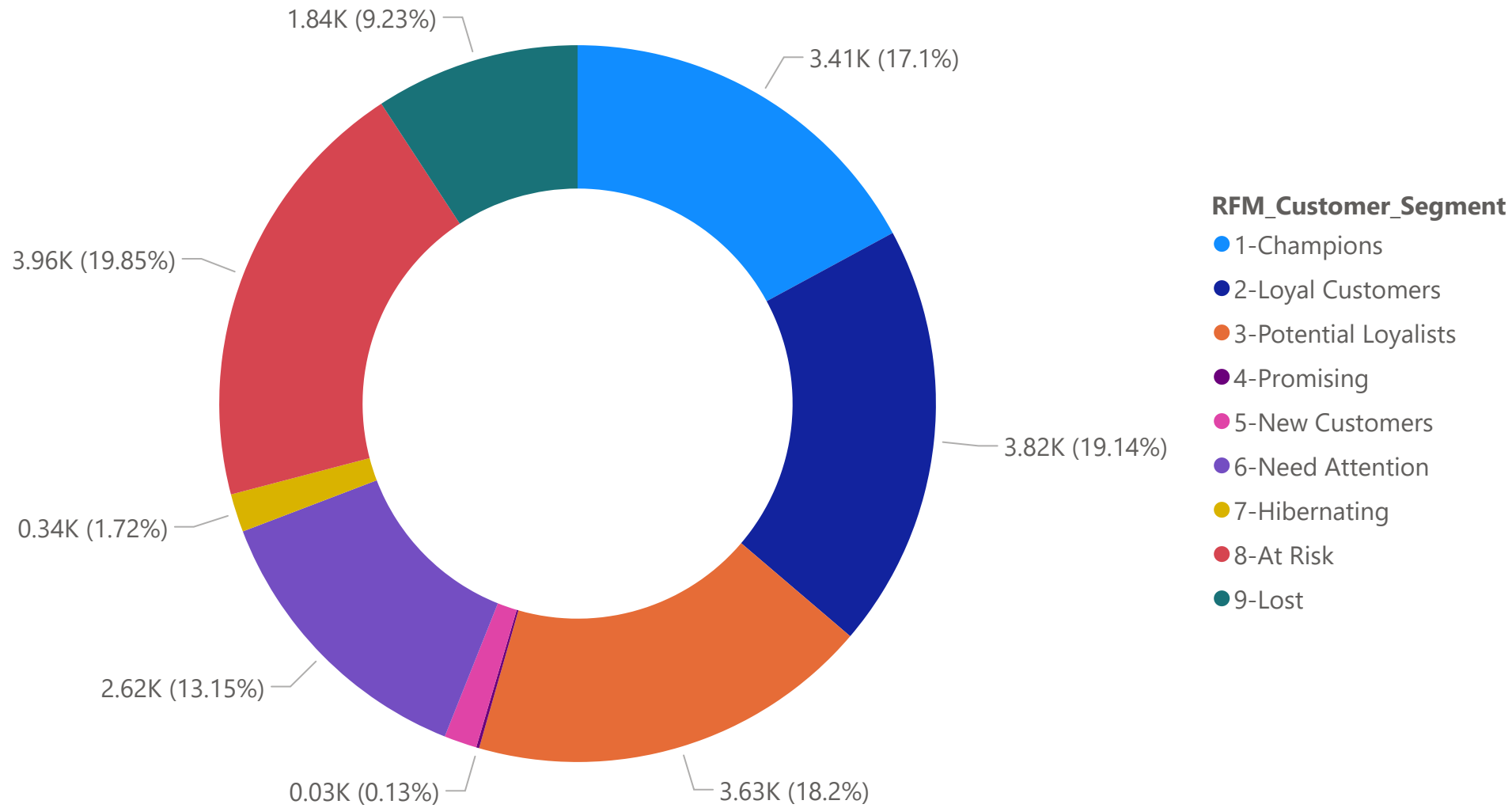


RFM Customer Segment



Customer Count

19.95K

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- Avg Customer Value

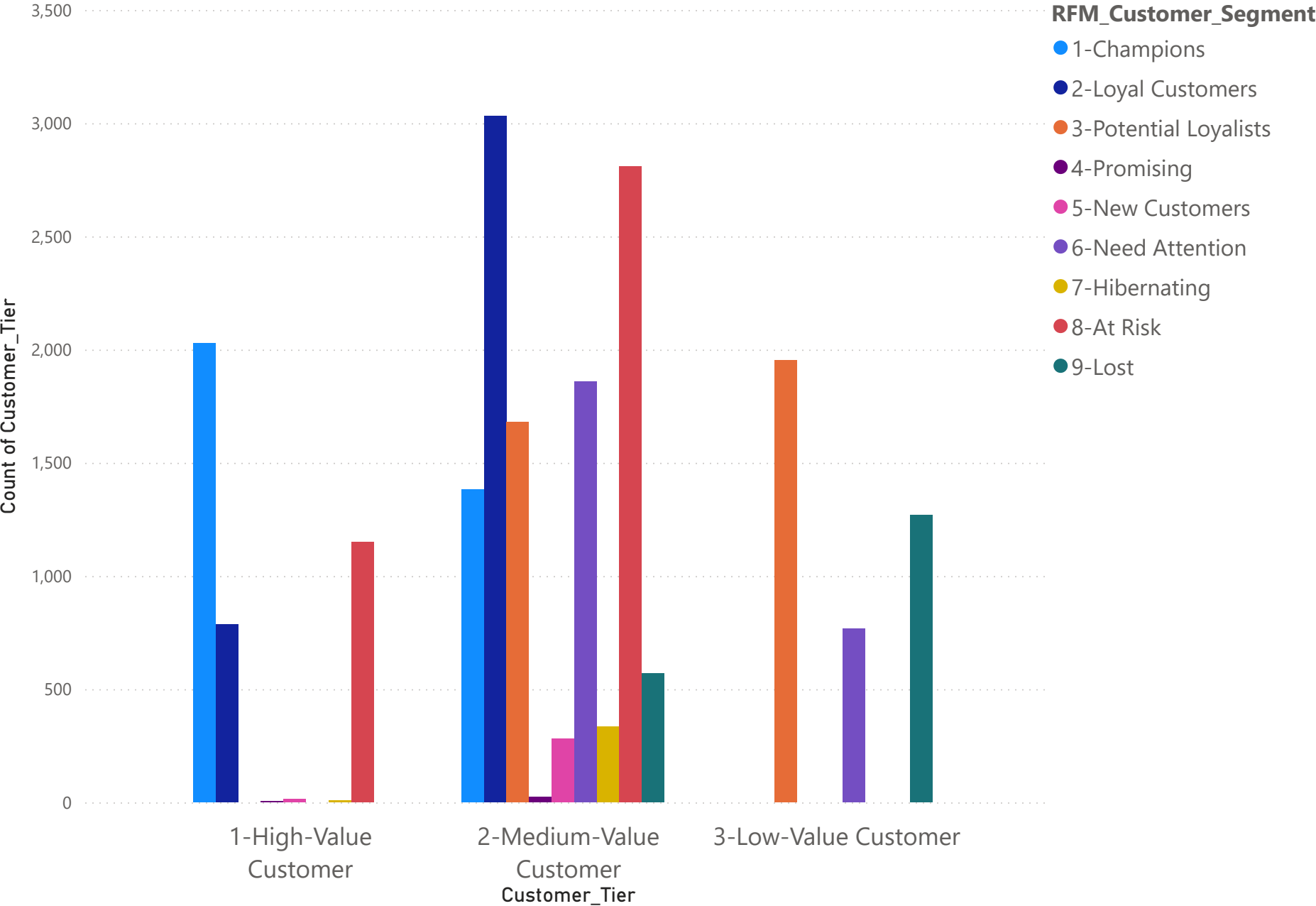
Row: F_Score (Frequency) | Column: R_Score (Recency)

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



36.2%

High_Value_Customer_Percentage