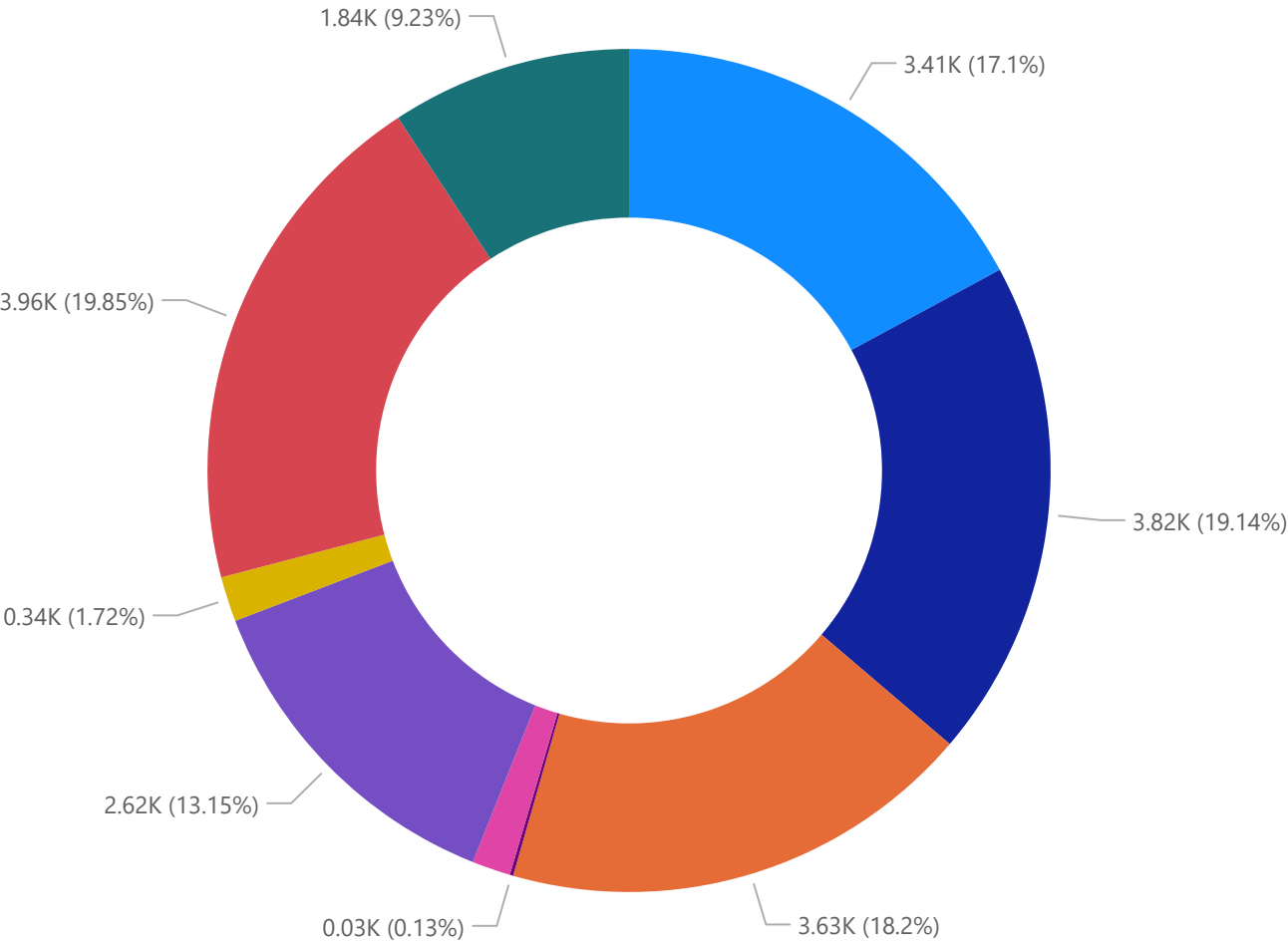


RFM_Customer_Segment	RFM_Customer_Count	Segment_Total_Revenue	Revenue_Share_Percentage	Average_Customer_Value
1-Champions	3411	\$5,011,071	33.4%	1,469.09
2-Loyal Customers	3817	\$3,277,356	21.9%	858.62
3-Potential Loyalists	3629	\$1,070,187	7.1%	294.90
4-Promising	26	\$21,509	0.1%	827.26
5-New Customers	295	\$186,329	1.2%	631.62
6-Need Attention	2623	\$900,126	6.0%	343.17
7-Hibernating	344	\$207,917	1.4%	604.41
8-At Risk	3960	\$3,842,656	25.6%	970.37
9-Lost	1840	\$466,416	3.1%	253.49
<b>Total</b>	<b>19945</b>	<b>\$14,983,567</b>	<b>100.0%</b>	<b>751.24</b>

Count of master\_id by RFM\_Customer\_Segment



RFM\_Customer\_Segment

- 1-Champions
- 2-Loyal Customers
- 3-Potential Loyalists
- 4-Promising
- 5-New Customers
- 6-Need Attention
- 7-Hibernating
- 8-At Risk
- 9-Lost

Customer Count

19.95K

Count of master\_id

Average Customer Value

\$751.24

Average of Monetary

14.98M

Total\_Revenue

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
8-At Risk	3960	25.65%	\$970	\$3,842,656	6.3	238.3
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
6-Need Attention	2623	6.01%	\$343	\$900,126	3.8	189.8
9-Lost	1840	3.11%	\$253	\$466,416	2.0	245.9
7-Hibernating	344	1.39%	\$604	\$207,917	2.0	248.2
5-New Customers	295	1.24%	\$632	\$186,329	2.0	34.3
4-Promising	26	0.14%	\$827	\$21,509	2.0	114.0
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

Total CLV

14.98M

Sum of Total\_Customer\_Value

Avg Historical CLV

751.24

Average of Total\_Customer\_Value

Avg CLV

918.98

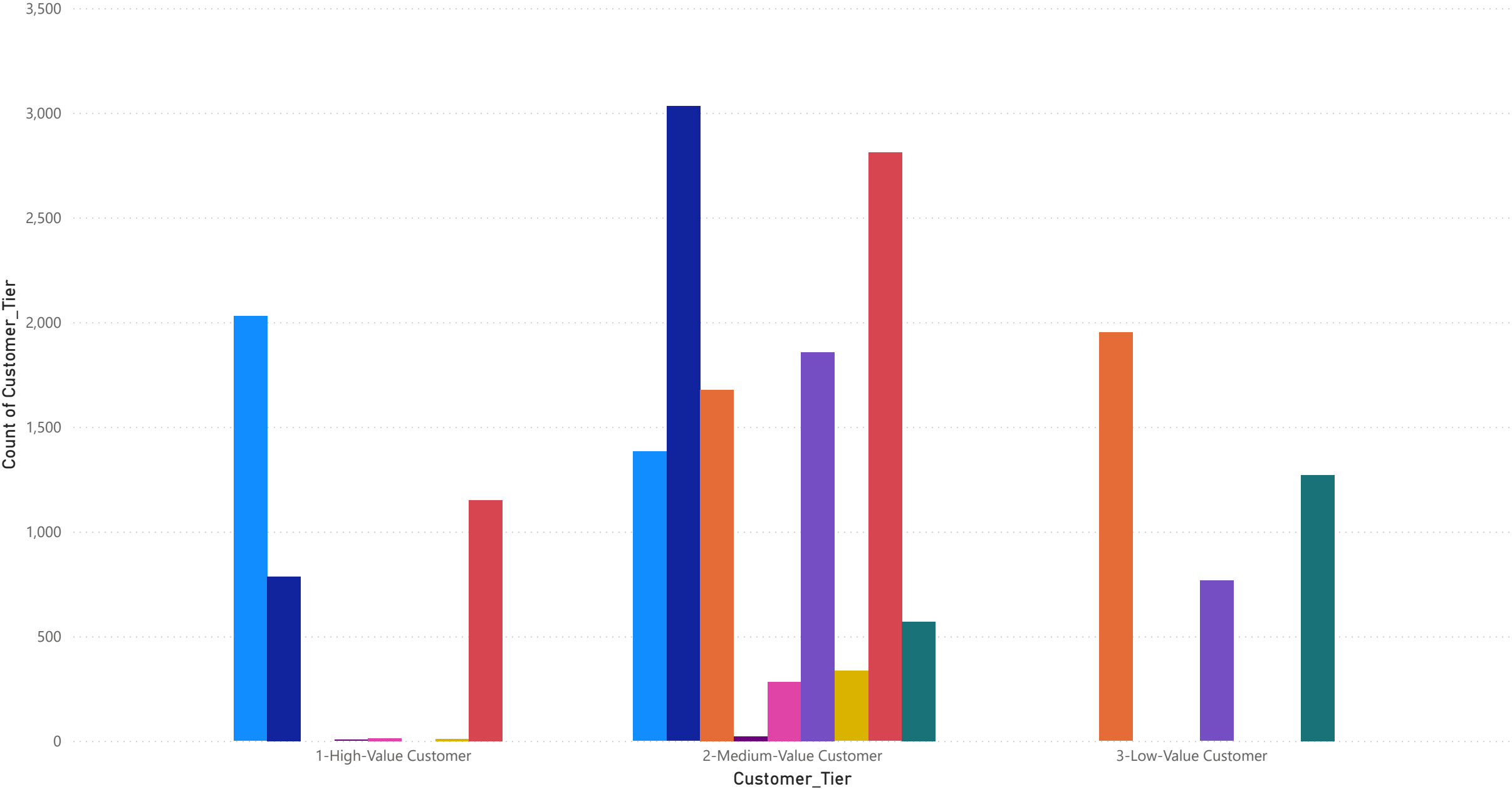
Predicted\_CLV

36.2%

High\_Value\_Customer\_Percentage

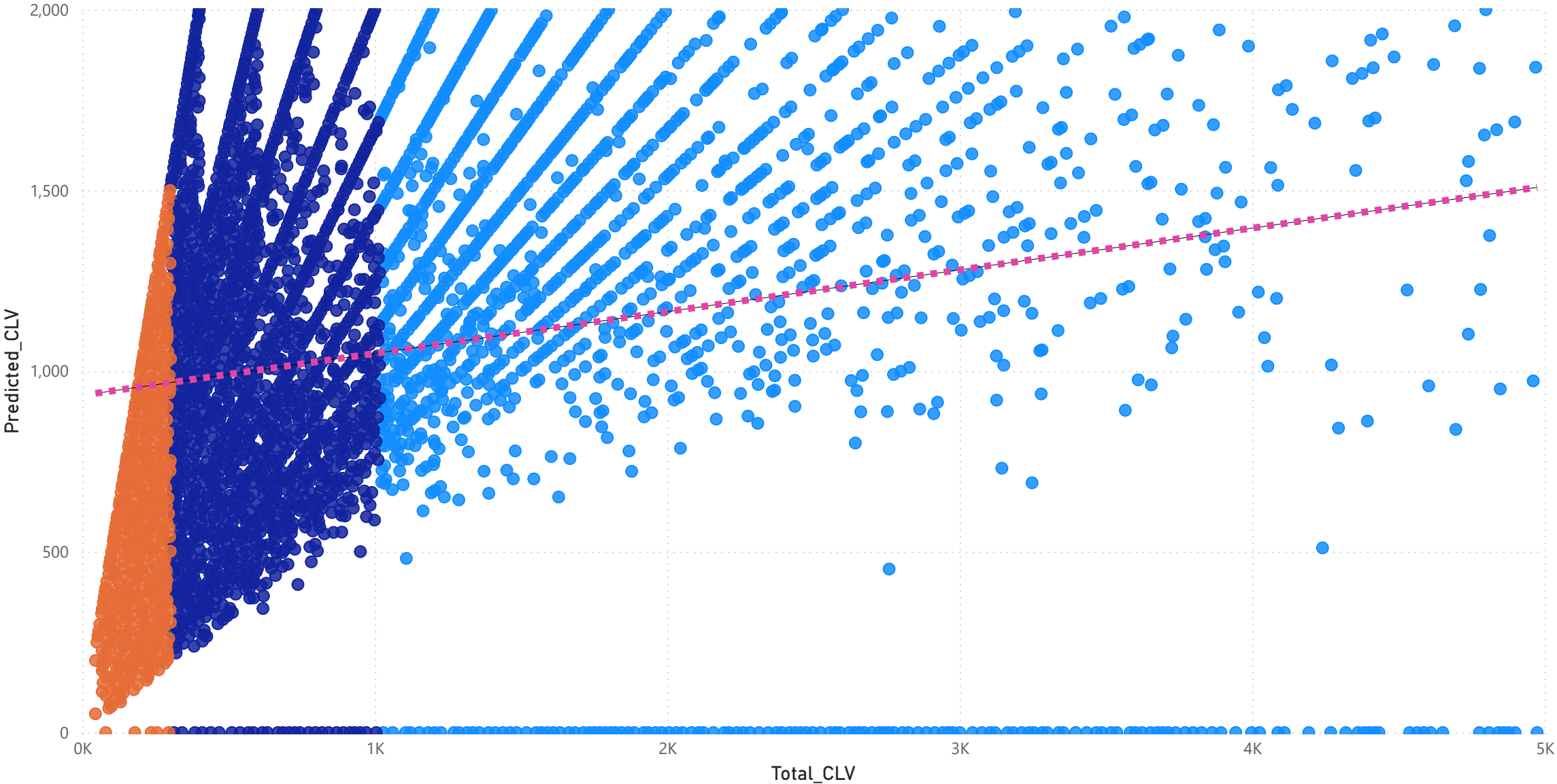
RFM-Driven Customer Value Segmentation

RFM\_Customer\_Segment 1-Champions 2-Loyal Customers 3-Potential Loyalists 4-Promising 5-New Customers 6-Need Attention 7-Hibernating 8-At Risk 9-Lost



Total\_CLV and Predicted\_CLV by master\_id and Customer\_Tier

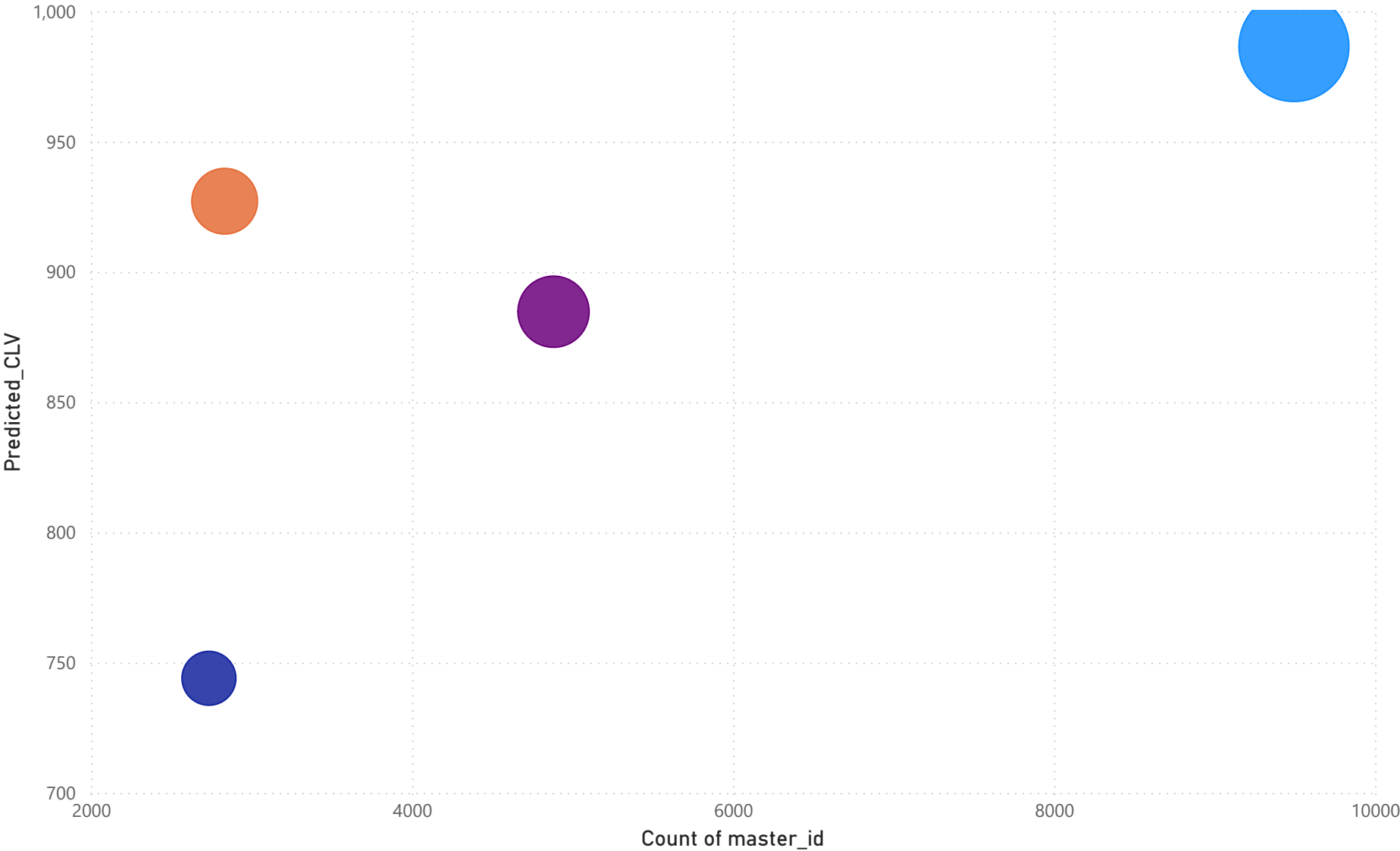
Customer\_Tier 1-High-Value Customer 2-Medium-Value Customer 3-Low-Value Customer



Channel Acquisition Efficiency Quadrant

Customer Scale vs Average CLV vs Revenue Contribution Analysis

acquisition\_channel   ● Android App   ● Desktop   ● Ios App   ● Mobile





Customer Consumption Behavior by Acquisition Channel

● Sum of customer\_value\_total\_ever\_online ● Sum of customer\_value\_total\_ever\_offline

