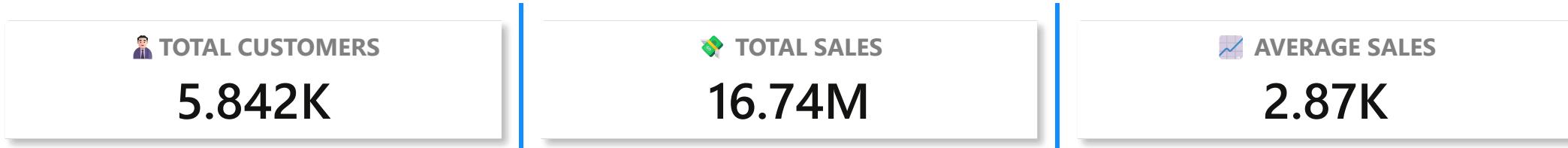


- Customer Segment ◊
- At Risk
  - Big Spenders
  - Champions
  - Lost Customers
  - Loyal Customers
  - Potential

# Customer Segmentation Dashboard (RFM Analysis)



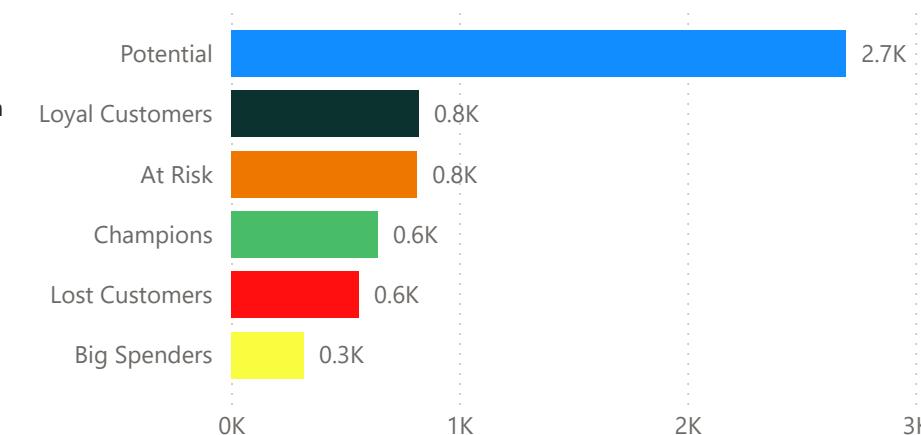
## Key Insights

- Champions Drive Revenue:** Although small in number, the '**Champions**' and '**Big Spenders**' segments contribute to the majority of total revenue. These are our most valuable customers.

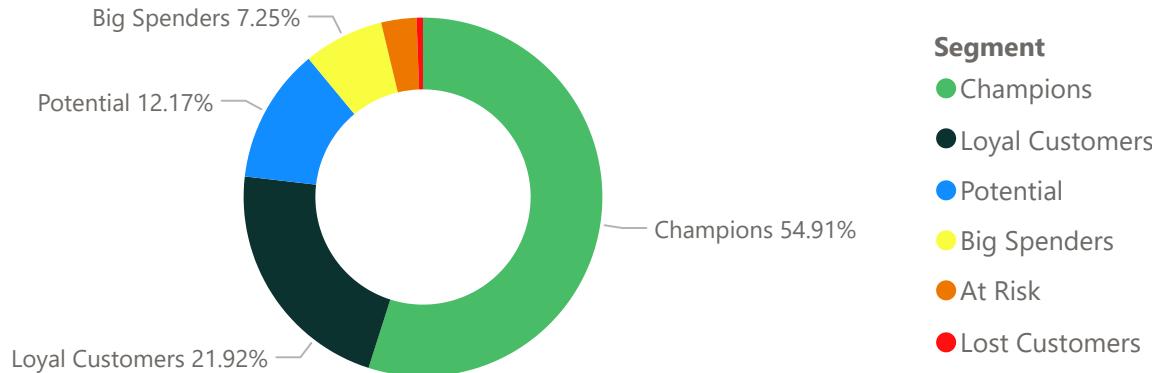
- High Churn Risk:** A significant number of customers are in the '**At Risk**' segment (High past spend, but no recent visit). Immediate re-engagement campaigns are needed.

- Growth Opportunity:** The '**Potential**' segment has the highest customer count. Targeted upselling strategies can convert them into loyal high-spenders.

Count of Customer ID by Segment



Sum of Monetary by Segment



Customer ID	Recency	Frequency	Monetary
12347	2	8	5,633.32
12348	75	5	2,019.40
12349	19	5	4,404.54
12350	310	1	334.40
12351	375	1	300.93
12352	36	13	1,889.21
12353	204	2	406.76
12354	232	1	1,079.40
12355	214	2	947.61