

Customer Segment

- At Risk
- Big Spenders
- Champions
- Lost Customers
- Loyal Customers
- Potential

Customer Segmentation Dashboard (RFM Analysis)



TOTAL CUSTOMERS

5.842K



TOTAL SALES

16.74M



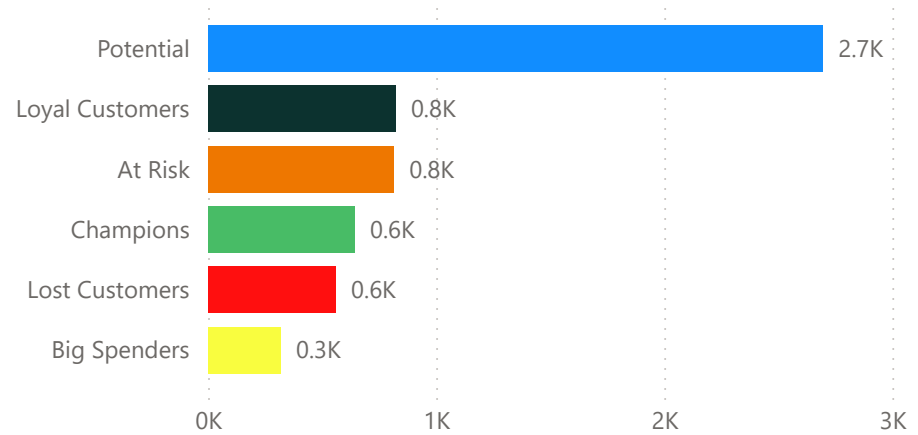
AVERAGE SALES

2.87K

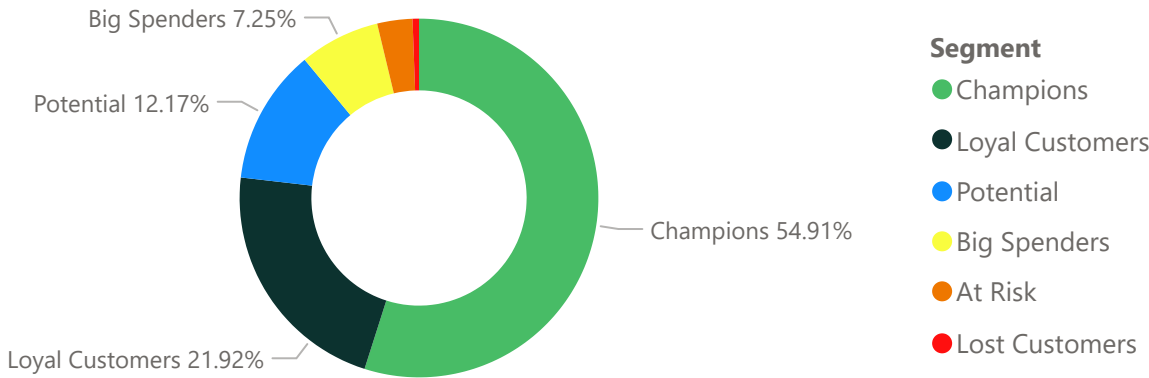
Key Insights

- 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