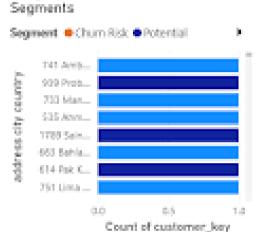
599 67.41K 46

Total Revenue

## **RFM Analysis & Customer Insights**



Total Customers

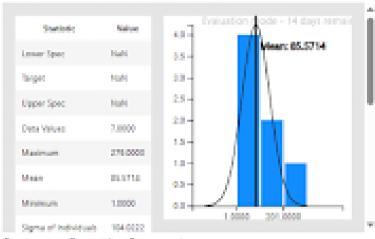


Number of Customers per RFM Segment

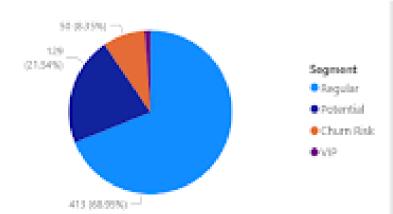


**Customer Distribution by Recency** 

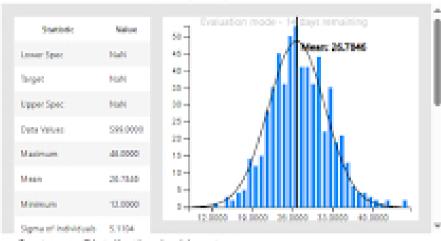
Max Frequency



**Customer Count by Segment** 



## Customer Distribution by Frequency



Customer Distribution by Monetary

Statistic	Value
Lower Spec	NeW
Target	NoV
Upper Spec	New
Data Notices	599,8000
Madeure	2271.00000
Mean	112,5318
Meimun	10.1500