

Customer Segmentation Dashboard (Online Retail II)

Total Customers

5877

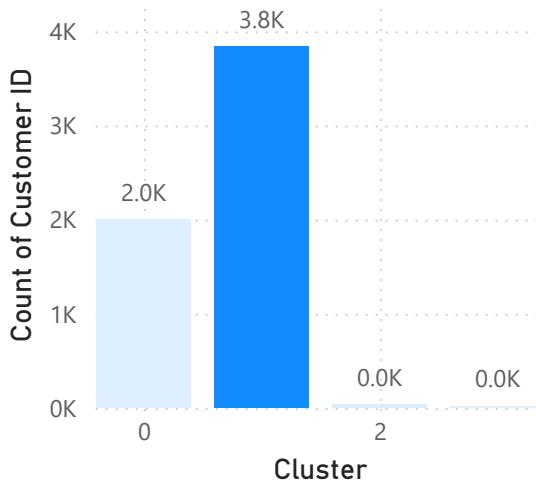
Count of Customer ID

Total Revenue

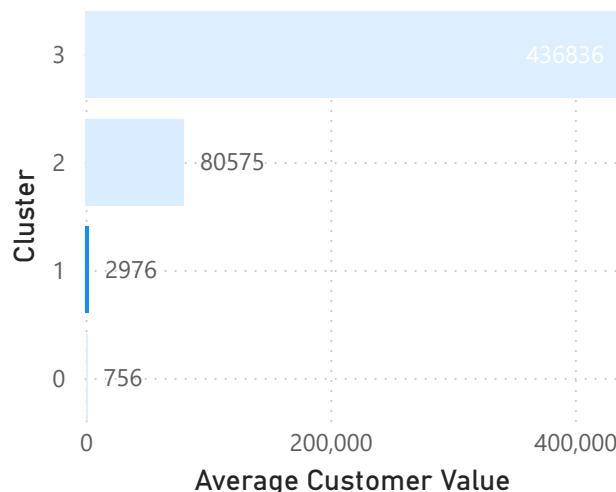
17.42M

Sum of Monetary

Customer Distribution by Cluster



Average Monetary by Cluster

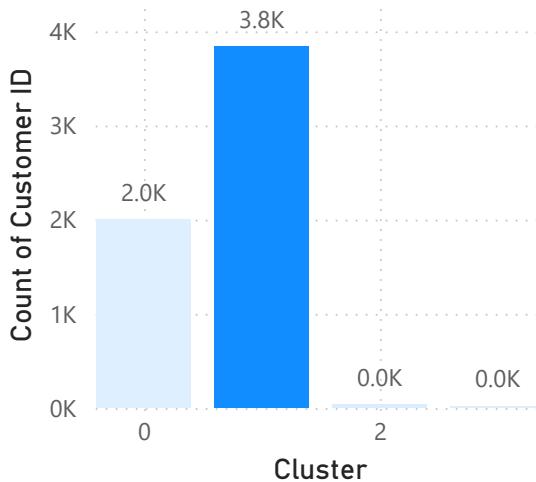


Filter by Cluster



- Cluster 3 generates the highest average revenue
- Loyal and Champion customers are key revenue drivers
- At Risk customers require re-engagement strategies

Customer Distribution by Cluster



Count of Customer ID Sum of Frequency Sum of Recency Segment Sum of Monetary

Count of Customer ID	Sum of Frequency	Sum of Recency	Segment	Sum of Monetary
636	15984	6507	Champions	9,523,168.74
1269	10153	49546	Loyal Customers	3,927,274.20
588	4579	154601	Big Spenders	1,903,637.09
2183	3450	885827	At Risk	1,220,689.87
265	661	10876	Potential Loyalist	425,706.33
782	1389	30991	Recent Customers	325,980.55
154	748	44863	Others	95,108.49
5877	36964	1183211		17,421,565.28