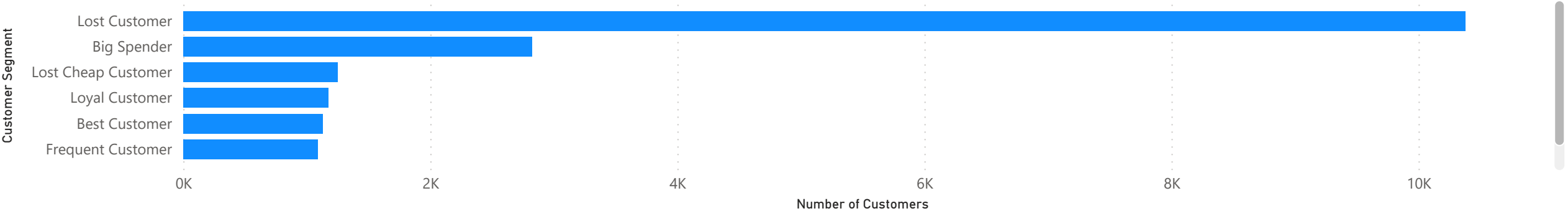


RFM Analysis Overview

Number of Customers by Customer Segment



Customer Segment	Number of Customers	Total Sales
Big Spender	2825	8,997,456.53
Lost Customer	10381	7,601,691.22
Best Customer	1128	4,413,886.47
Loyal Customer	1173	437,245.34
Almost Lost	643	389,706.86
Frequent Customer	1087	364,005.84
Lost Cheap Customer	1247	35,738.00
Total	18484	22,239,730.26

Customer Segment	AVG Recency	AVG Frequency	AVG Monetary
Almost Lost	30.85	2.83	623.47
Best Customer	30.00	5.61	4,919.55
Big Spender	30.58	3.86	4,173.02
Frequent Customer	30.66	4.91	355.45
Lost Cheap Customer	32.26	1.56	28.66
Lost Customer	31.45	2.53	1,034.46
Loyal Customer	29.72	6.65	391.23
Total	31.11	3.27	1,588.33

CustomerID

▼

RFM

▼

Recency Score

▼

Frequency Score

▼

Monetary Score

▼

All

▼

All

▼

All

▼

All

▼

All

▼

Customer ID	Customer Segment	RFM	Recency	Frequency	Total Sales
11999	Big Spender	211	31	9	3,643.28
11998	Big Spender	211	31	7	3,587.11
11997	Big Spender	211	31	7	3,629.79
11996	Big Spender	211	31	11	3,683.71
11995	Best Customer	111	30	7	4,849.02
11994	Big Spender	211	31	5	4,794.04
11993	Best Customer	111	30	7	4,756.33
11992	Best Customer	111	30	5	4,723.04
11991	Big Spender	211	30	6	4,753.03
11990	Big Spender	211	31	7	4,789.02
11989	Big Spender	211	31	5	4,764.54
11988	Big Spender	211	31	6	4,703.03
11987	Loyal Customer	112	30	8	279.23
11986	Big Spender	211	31	11	4,845.24
11985	Lost Customer	122	29	3	89.98
11984	Lost Customer	211	32	6	4,730.22
Total					22,239,730.26

Sales Overview

Year

All

Sales Territor...

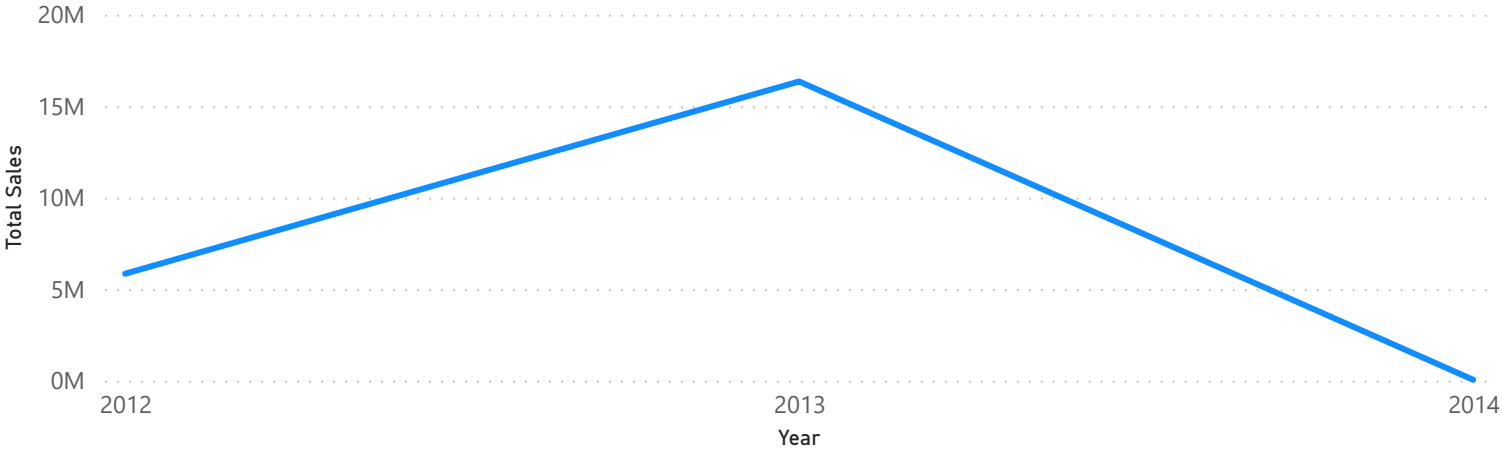
All

Category Name

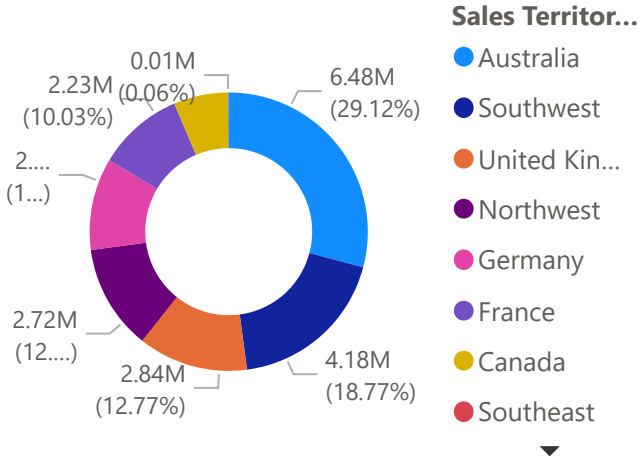
All

Year	Total Sales
2012	5,842,485.20
2013	16,351,550.34
2014	45,694.72
Total	22,239,730.26

Total Sales by Year



Total Sales by Sales Territory Region



Category Name	Sales Amount
Bikes	21,199,197.69
Accessories	700,759.96
Clothing	339,772.61
Total	22,239,730.26

Total Sales by City

