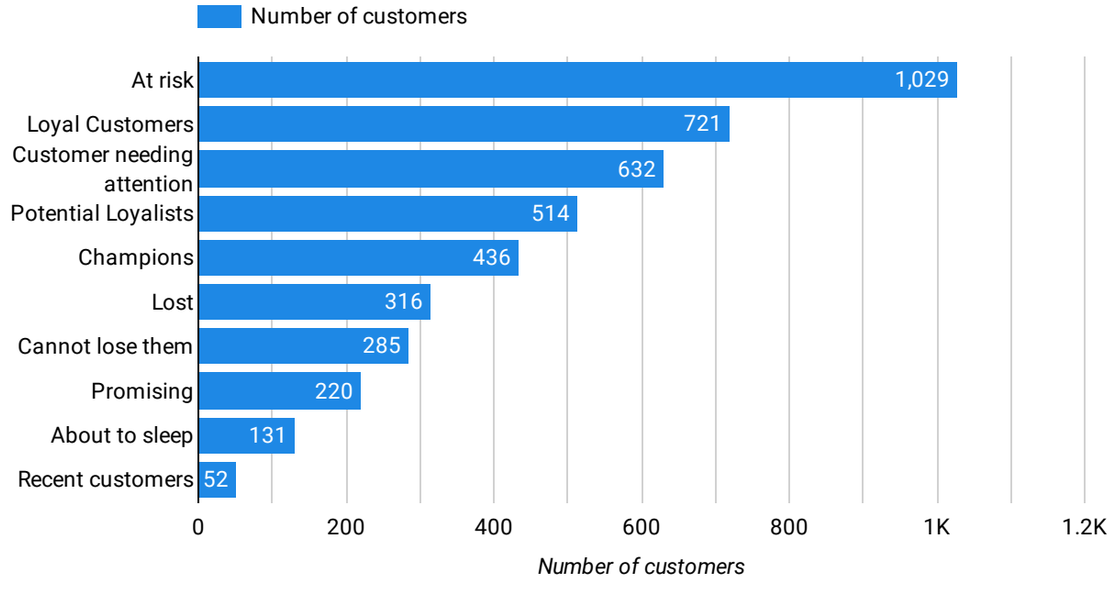
RFM analyse KPI

Number of customers
4,339

AVG Frequency of Buying
2.5

Monetary
$7,970,785.62

AVG Price Per Purchase
$1,837.01



	RFM_segment	Number of customers	% of customers	Recency	Frequency	Monetary (Avg per customer)
1.	Champions	436	10.05%	8.01	18.47	$8,643.76
2.	Loyal Customers	721	16.62%	20.3	7.78	$2,895.1
3.	Cannot lose them	285	6.57%	100.84	6.75	$2,440.82
4.	Customer needing attention	632	14.57%	66.22	2.36	$685.12
5.	Potential Loyalists	514	11.85%	18.37	2.94	$641.92
6.	At risk	1,029	23.72%	194.24	1.86	$496.81
7.	Promising	220	5.07%	32.01	1.13	$313.64
8.	Recent customers	52	1.2%	9.52	1	$168.14
9.	About to sleep	131	3.02%	86.18	1	$162.31
10.	Lost	316	7.28%	264.57	1	$144.38
11.	Hibernating	3	0.07%	248.33	6.67	$105.89

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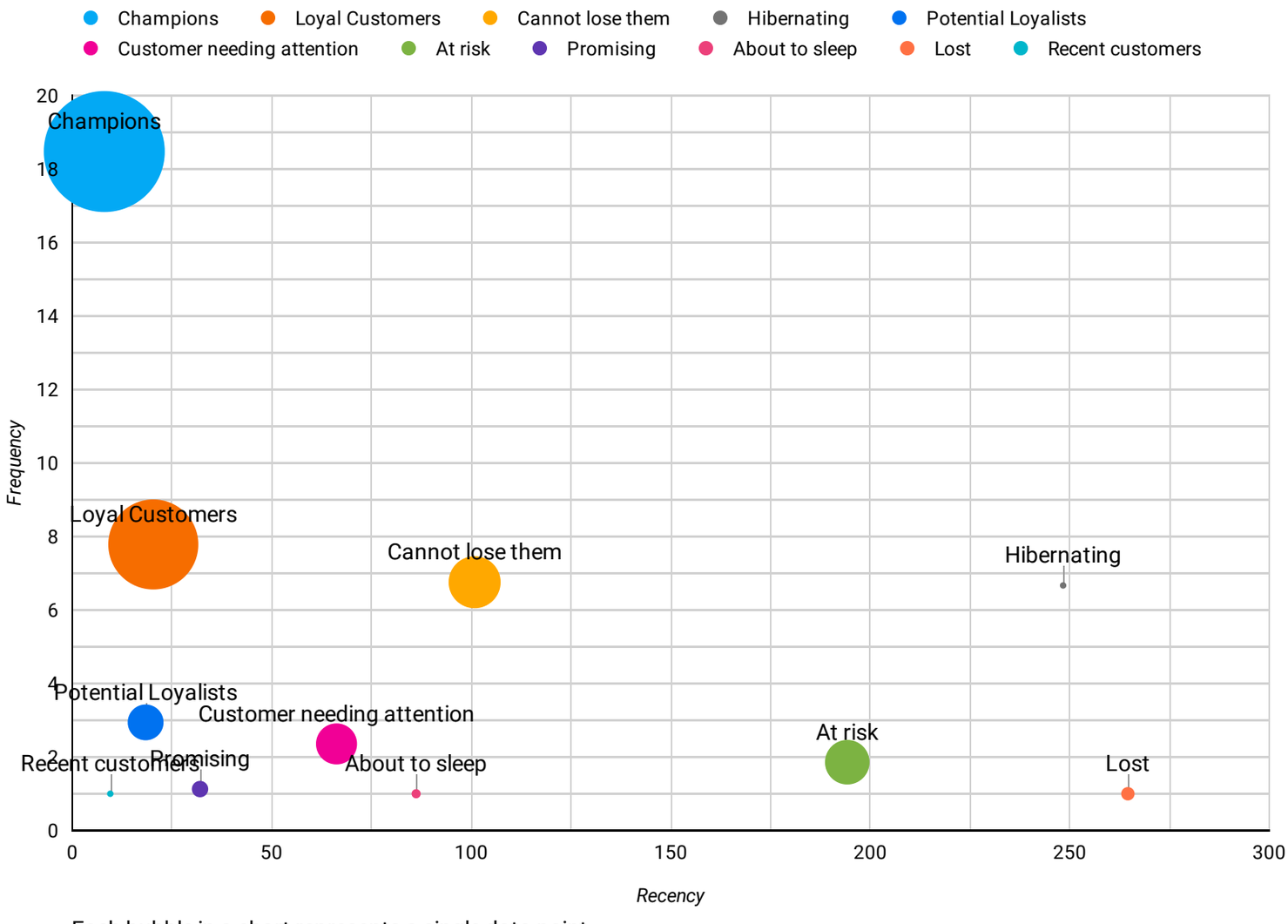
RFM segments distribution



Each bubble in a chart represents a single data point.

Champions are most frequent and recent customers. They bought recently, buy often and spend the most.

Lost customers have lowest recency, frequency and monetary scores

Customer needing attention have above average frequency and monetary values. May not have bought very recently

Top 10 countries

Country segmentation according to number of customers.

	Country	Number of customers ▾	Monetary
1.	United Kingdom	3,916	$6,481,813.67
2.	Germany	94	$213,901.01
3.	France	86	$189,664.01
4.	Spain	30	$55,629.15
5.	Belgium	25	$39,501.53
6.	Switzerland	21	$55,739.4
7.	Portugal	19	$26,257.86
8.	Italy	15	$16,694.56
9.	Austria	11	$9,471.12
10.	Finland	11	$21,096.06

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Country segmentation according to Monetary.

	Country	Number of customers	Monetary ▾
1.	United Kingdom	3,916	$6,481,813.67
2.	Netherlands	9	$272,933.52
3.	EIRE	3	$243,308.85
4.	Germany	94	$213,901.01
5.	France	86	$189,664.01
6.	Australia	9	$137,077.27
7.	Switzerland	21	$55,739.4
8.	Spain	30	$55,629.15
9.	Belgium	25	$39,501.53
10.	Sweden	8	$36,595.91

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