

# RFM Analysis for GreenMart's Customer Segmentation

Insights for Better Customer Engagement



# Executive Summary

## Objective:



To identify distinct customer segments based on their purchasing behavior and to develop targeted marketing strategies.

## Findings:



GreenMart has a very small percentage of Superstars who make up 1.38% of the total customers.

**63**

Potential Loyalists, with potentials to become loyal, make up the largest base of customers with 63.67%



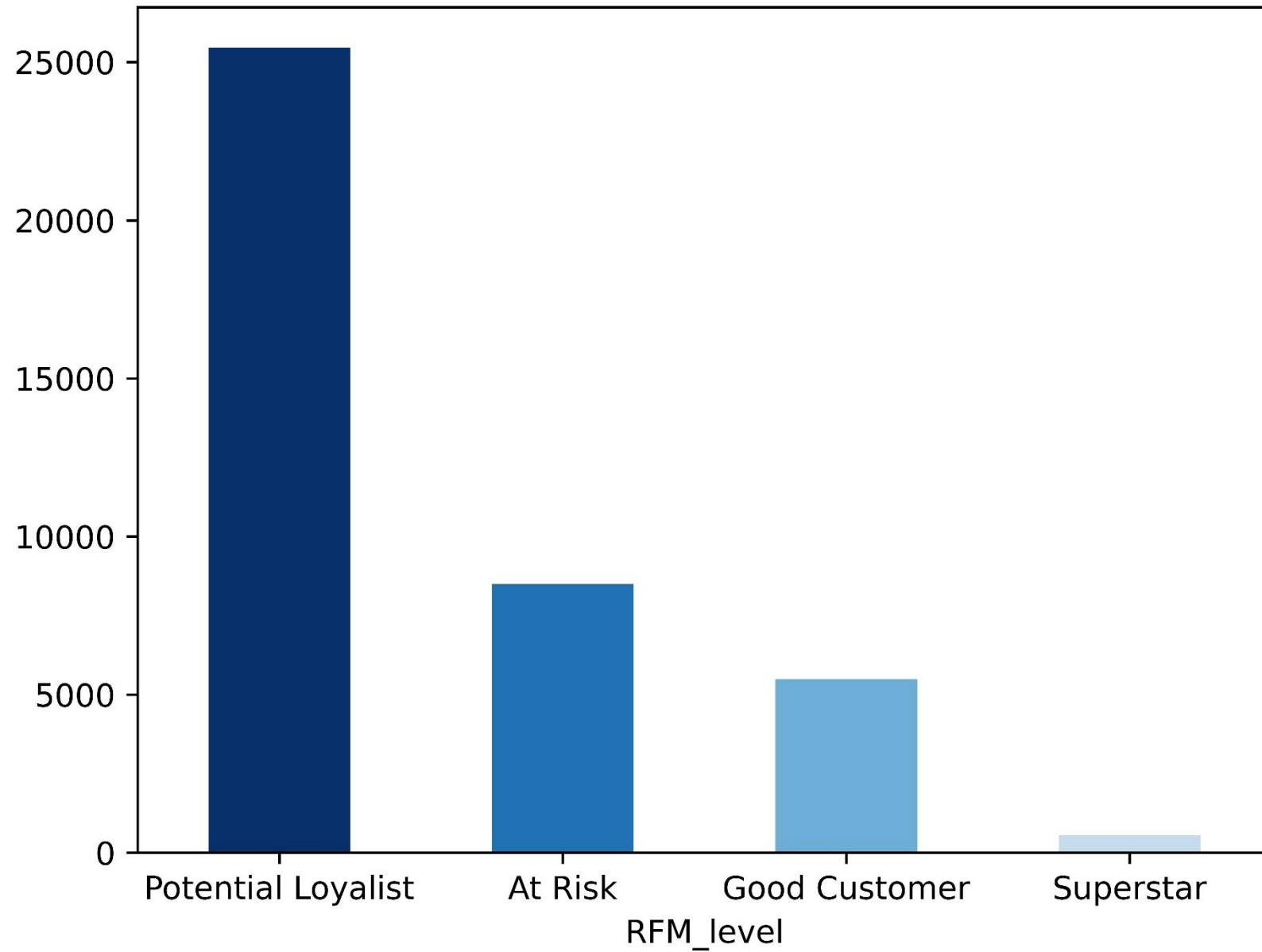
The company is expending too much effort on customers that are not returning.



Customers at risk of churning make up 8494 of GreenMart Customer Base

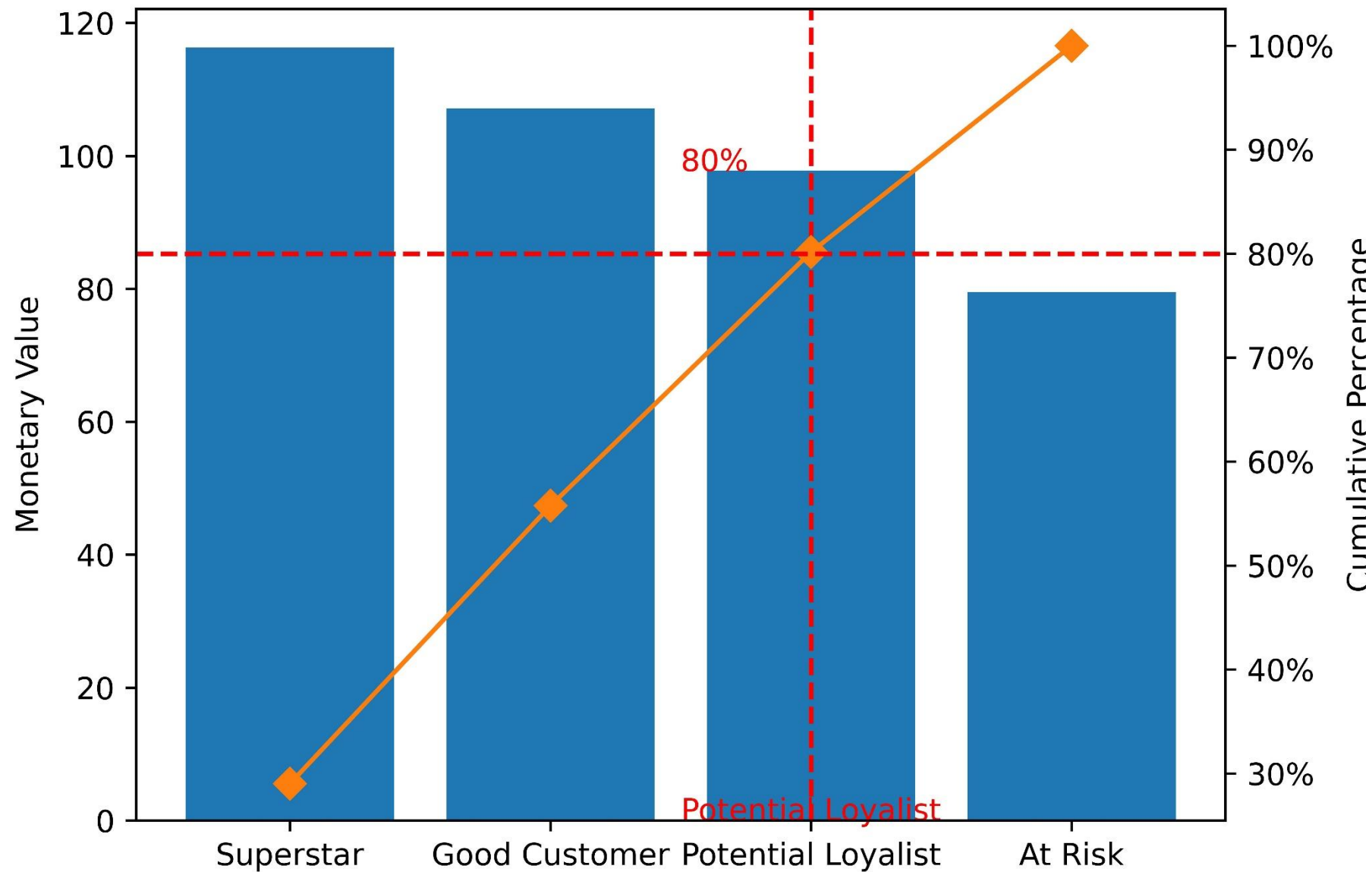


# Distribution of Customer Segments

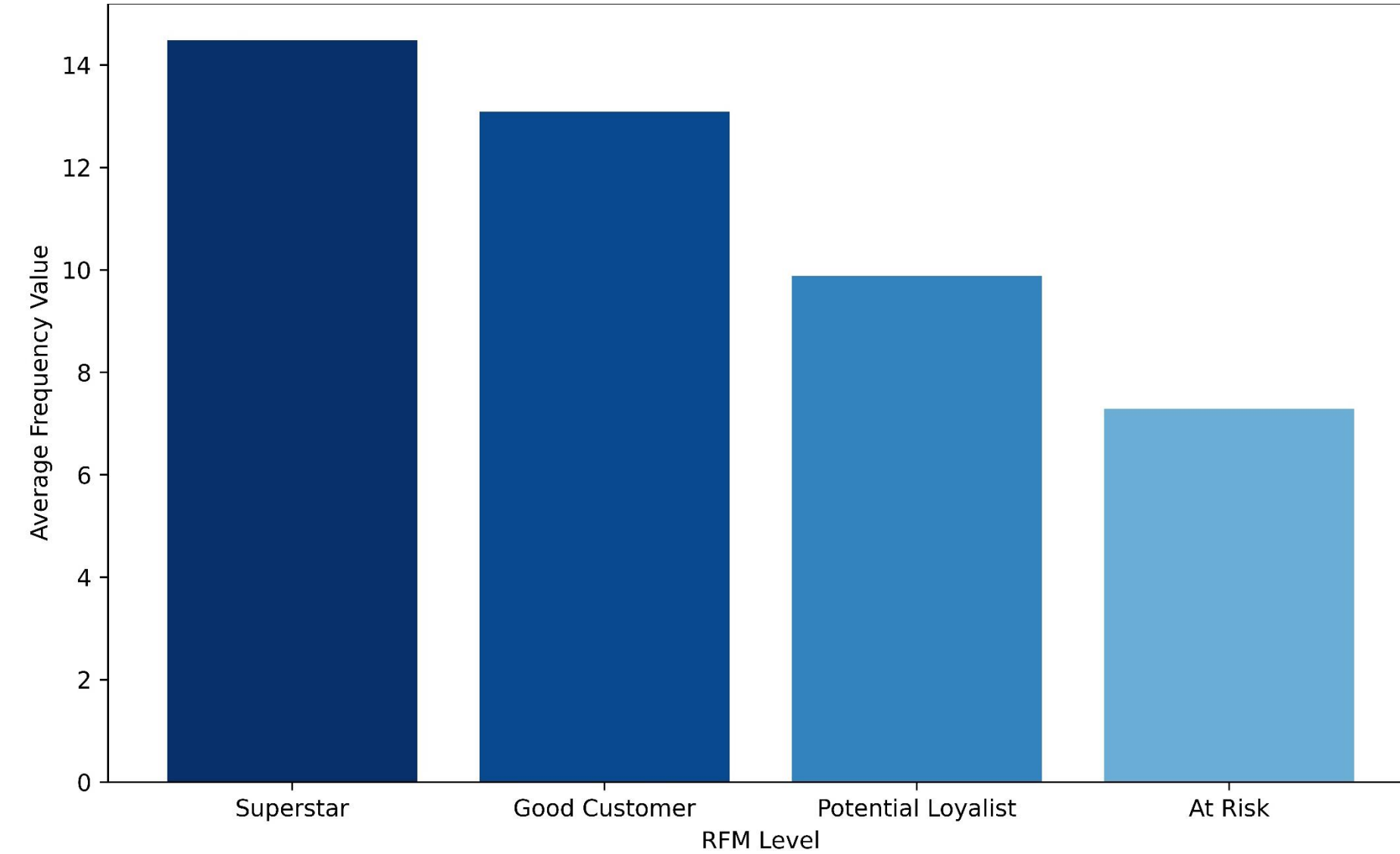




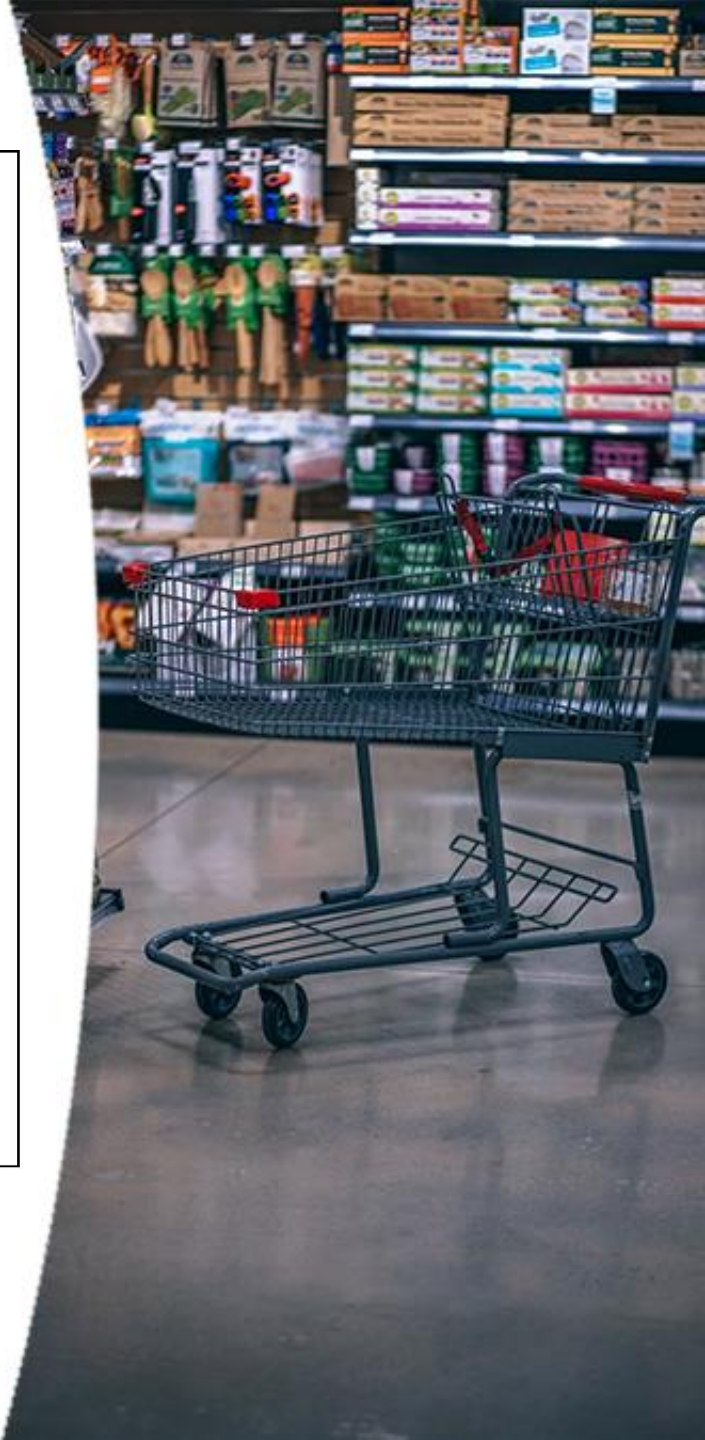
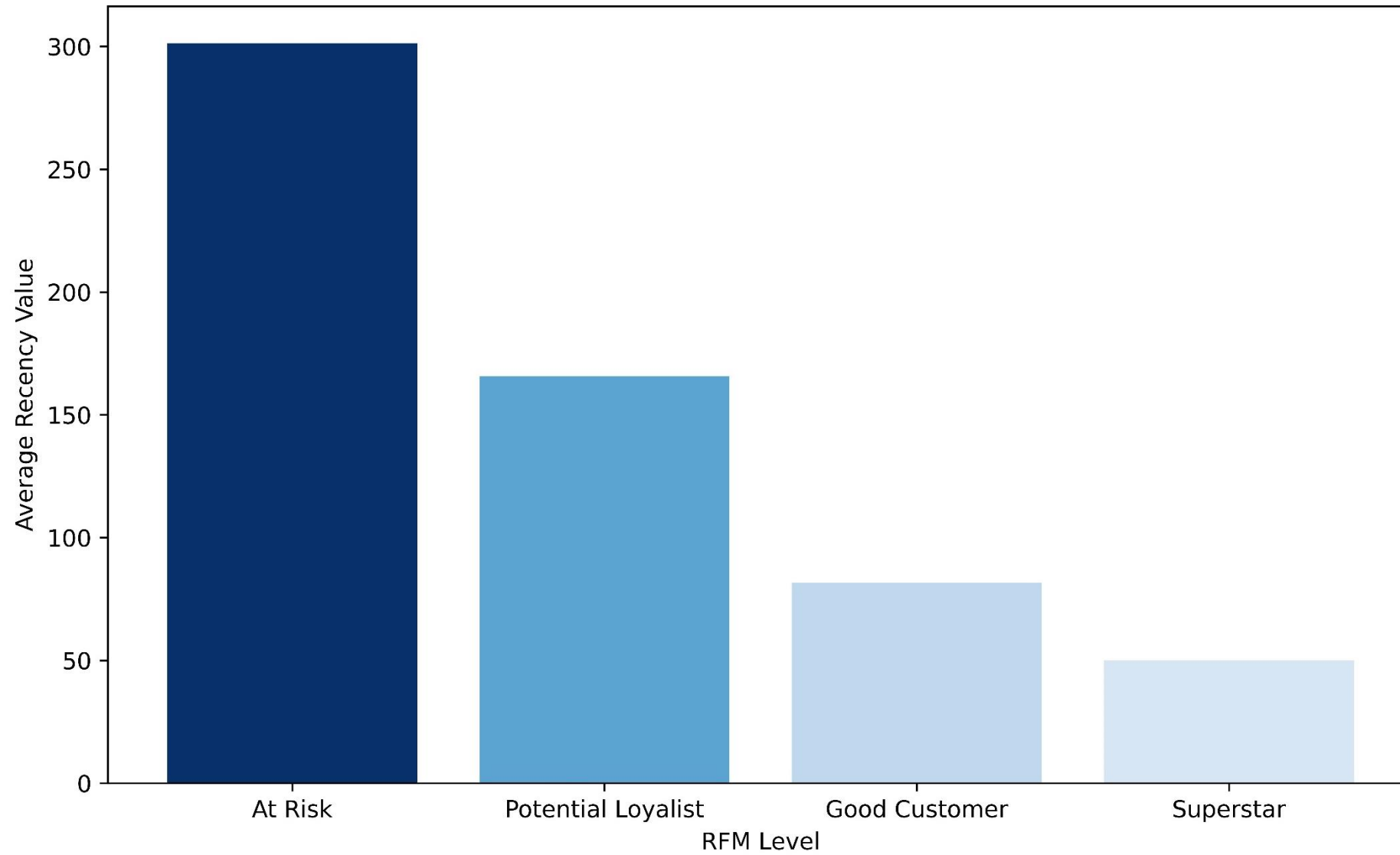
# Does 80% of Revenue come from 20% top customer?



On average, how frequent do each segment purchase?

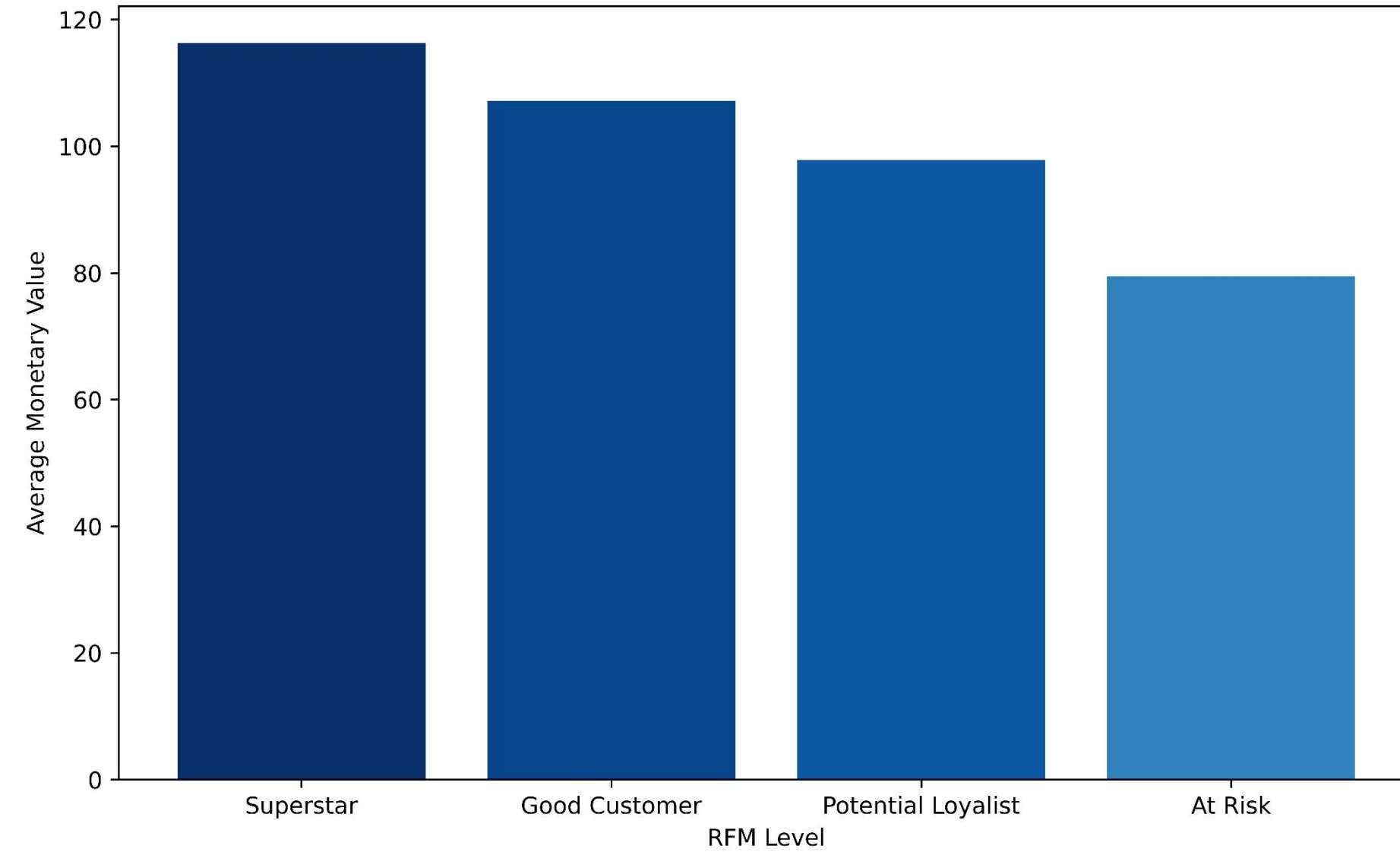


On average, how frequent do each segment return?





On average, how much does each segment spend?



# Distribution of customers' frequency

