

RFM ANALYSIS DASHBOARD

Segmentation

All

Year

2010

2011

Total Customer

5113

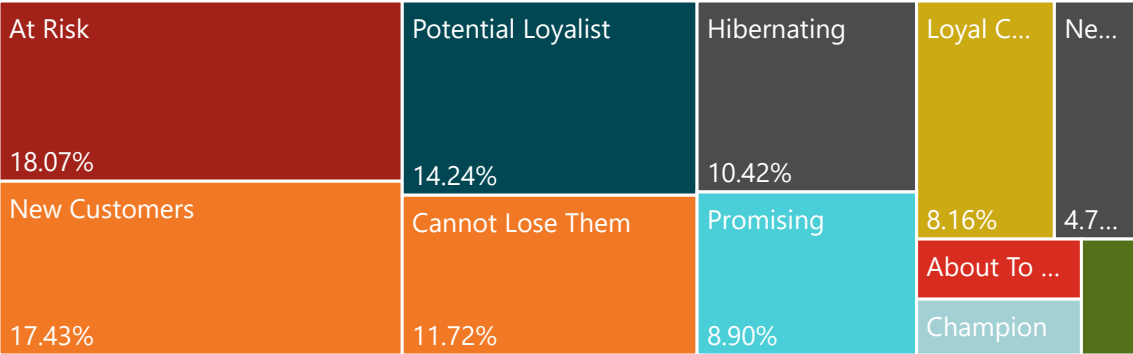
Average of Recency, Frequency and Monetary

R 132.79

F 77.83

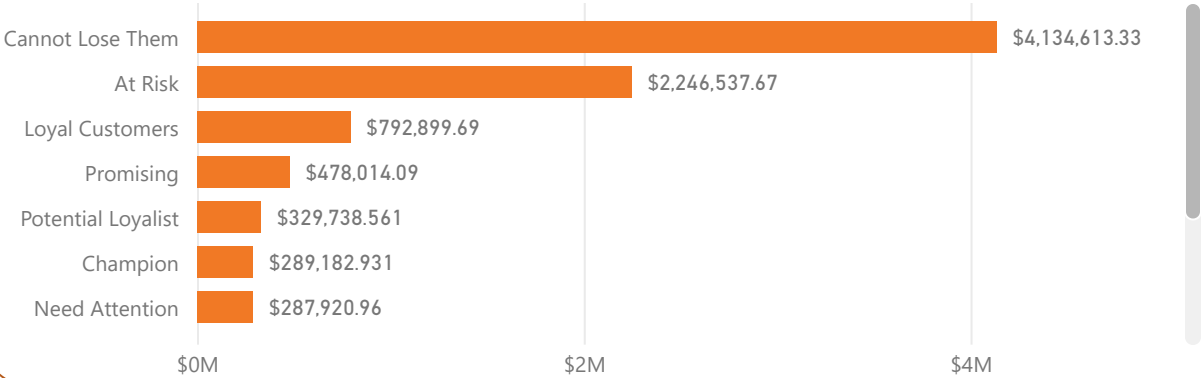
M \$1.75K

Number of Customer | By Segmentation



| CustomerId | Customer Segment | Recency | Frequency | Monetary |
|------------|--------------------|---------|-----------|------------|
| 12346 | Promising | 325 | 1 | \$77,183.6 |
| 12347 | Cannot Lose Them | 2 | 151 | \$3,598.21 |
| 12347 | Potential Loyalist | 367 | 31 | \$711.79 |
| 12348 | Need Attention | 75 | 14 | \$904.44 |
| 12348 | Promising | 358 | 17 | \$892.8 |
| 12349 | At Risk | 18 | 73 | \$1,757.55 |
| 12350 | Promising | 310 | 17 | \$334.4 |
| 12352 | At Risk | 36 | 85 | \$2,506.04 |
| 12353 | New Customers | 204 | 4 | \$89 |
| 12354 | Loyal Customers | 232 | 58 | \$1,079.4 |
| 12355 | Potential Loyalist | 214 | 13 | \$459.4 |
| 12356 | At Risk | 22 | 59 | \$2,811.43 |

Sales | By Segmentation



Sales | By Country

