🧩 Customer Segments by Value – RFM Model

Legend:
- Others — 38.7%
- Need Attention — 20.6%
- Potential Loyalist — 15.8%
- Lost — 8.6%
- Champion — 7.8%
- Loyal — 6.9%
- At Risk

Recency by Segment

Recency
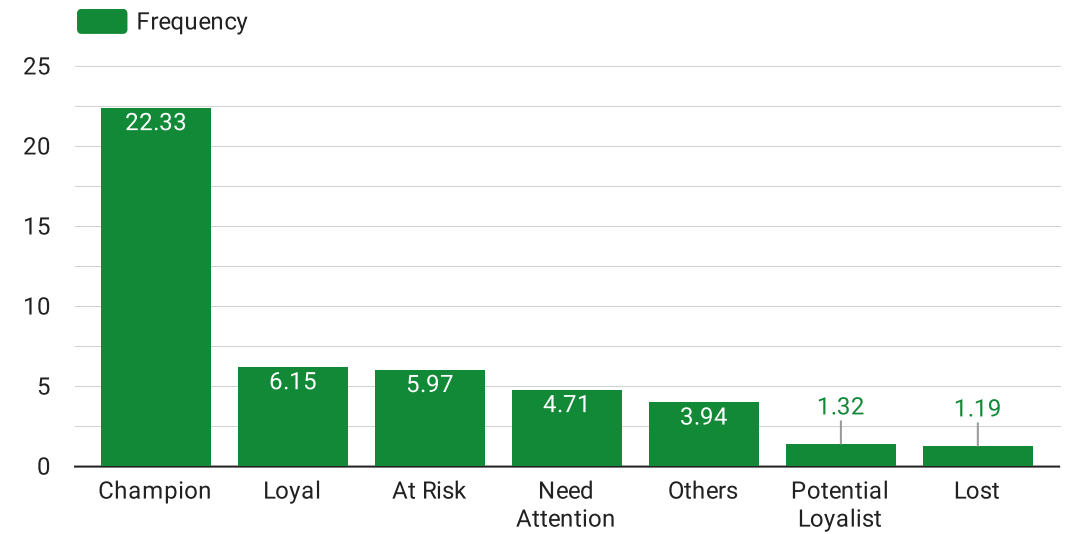
Segment	Recency
Lost	281.29
At Risk	233.57
Others	105.92
Need Attention	81.77
Potential Loyalist	35.7
Loyal	5.84
Champion	4.99
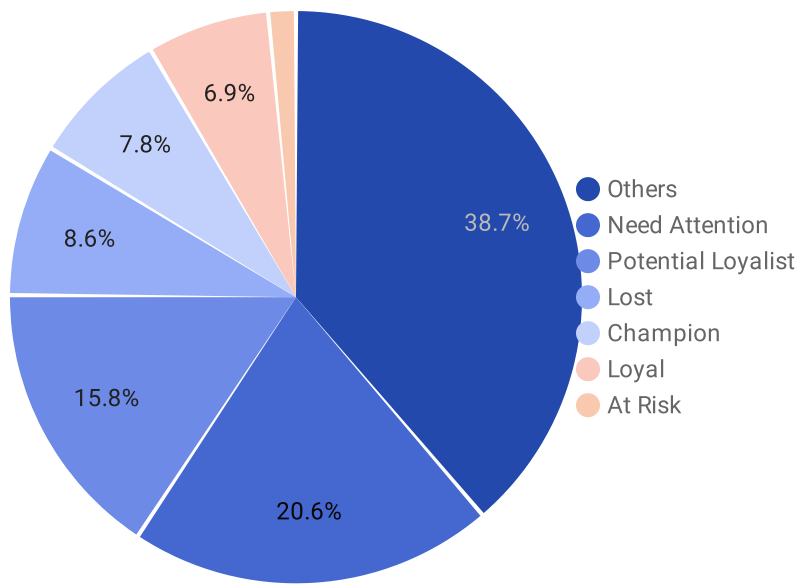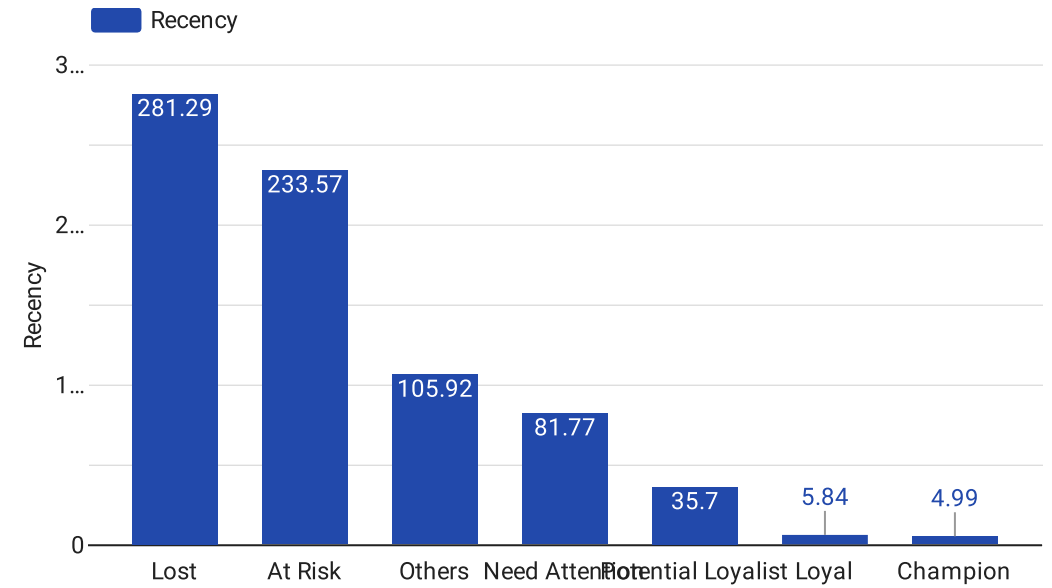
💰 Avg Monetary Value vs Frequency by Segment

Frequency by Segment

Frequency

Segment	Frequency
Champion	22.33
Loyal	6.15
At Risk	5.97
Need Attention	4.71
Others	3.94
Potential Loyalist	1.32
Lost	1.19

	Segment	CustomerID ▾	Segment	RFM_Score	Recency	Frequency	Monetary
1.	Others	26,194,379	1	531,243	179,324	6,665	2,077,900.31
2.	Need Attention	13,757,858	1	256,637	73,595	4,242	1,497,463.48
3.	Potential Loyalist	10,295,368	1	263,533	24,668	913	293,664.09
4.	Lost	5,788,816	1	43,745	105,485	448	44,506.1
5.	Champion	5,238,604	1	190,365	1,711	7,660	3,800,584.84
6.	Loyal	4,557,493	1	165,072	1,764	1,856	481,494.28
7.	At Risk	1,057,673	1	9,881	15,883	406	104,452.71

1 - 7 / 7 ‹ ›

F_Score / CustomerID

R_Score	1	2	3	4	5
1	364	288	155	55	13
2	204	202	229	168	57
3	167	194	184	189	123
4	99	120	186	242	257
5	41	70	120	220	425