

## Filters

RFM CSV path

RFM\_Segments.csv

Min Monetary

0.00

- +

## Segments

At Risk / C...

Champions

Frequent b...

Loyal / Val...

x

# E-commerce Customer Segmentation (RFM Analysis)

Customers

500

Avg Monetary

2928.81

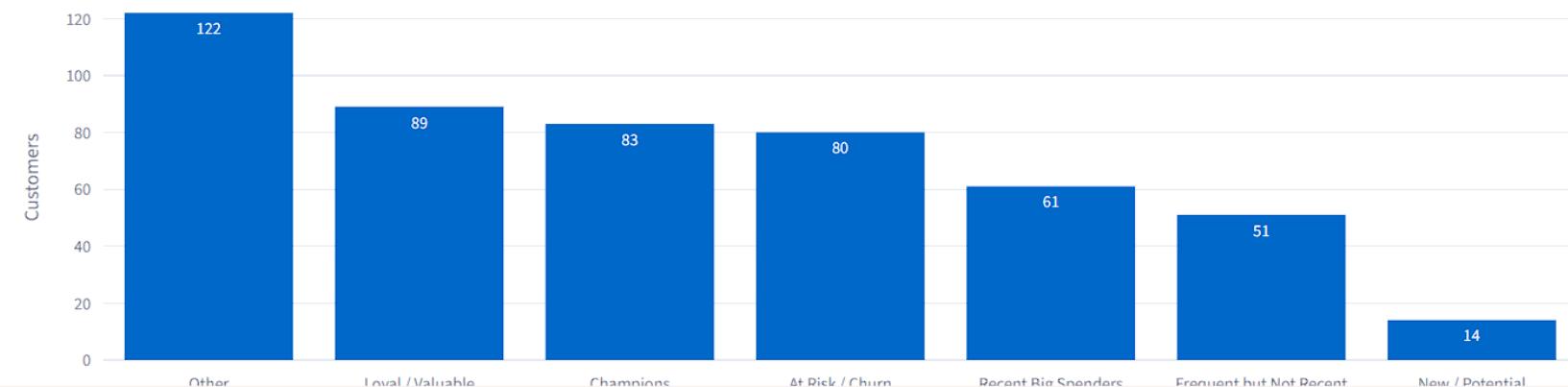
Avg Frequency

3.90

Avg Recency (days)

165.3

## Customer Segments



## Filters

RFM CSV path

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Min Monetary

0.00

-

+

Segments

At Risk / C... x

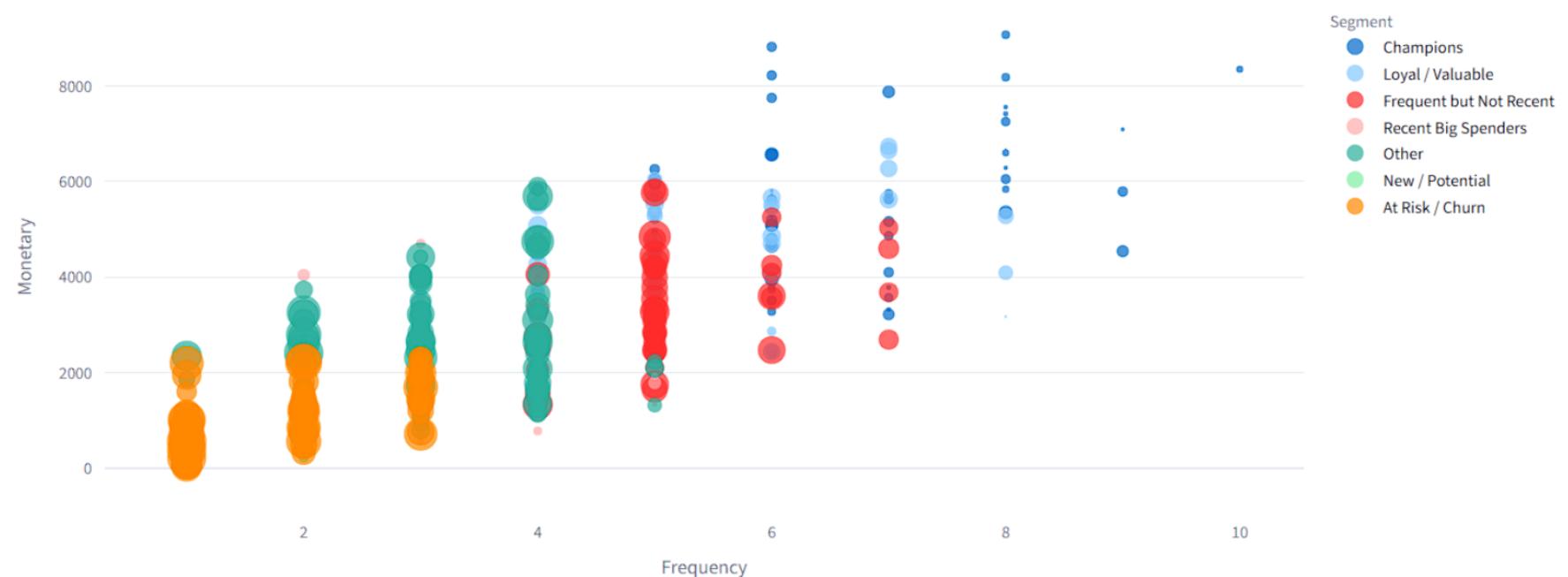
Champions x

Frequent b... x

Loyal / Val... x

x

## RFM scatter: Monetary vs Frequency



## RFM Score distribution (R\_Score x F\_Score)

R_Score	1	2	3	4	5	
1	43	21	16	16	4	
2	21	23	24	16	15	
3	13	26	19	23	18	
4	12	16	22	21	28	
5	11	14	19	24	35	