

Filters

RFM CSV path

RFM_Segments.csv

Min Monetary

0.00

-

+

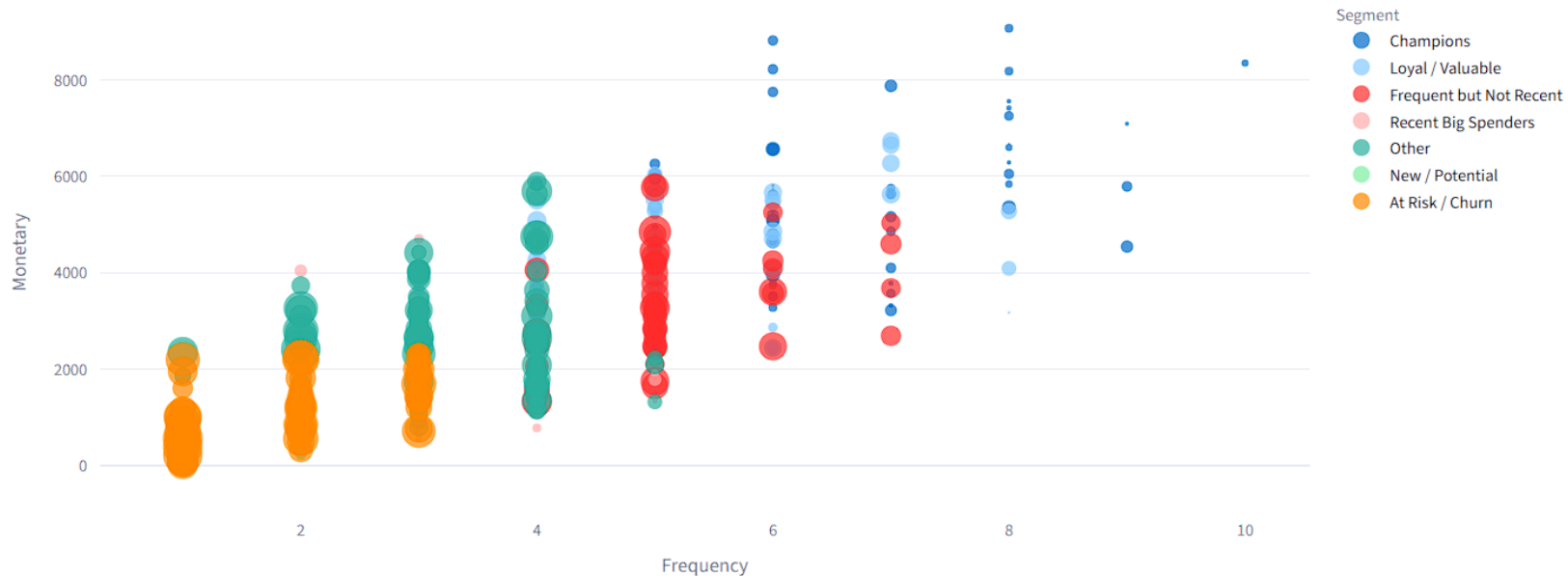
Segments

At Risk / C... ×Champions ×Frequent b... ×Loyal / Val... ×

⊗

✓

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