

Superstore - Customer Segmentation

Overview

Overview

RFM Table

2014

2015

2016

2017

Total Customer in 2017

693

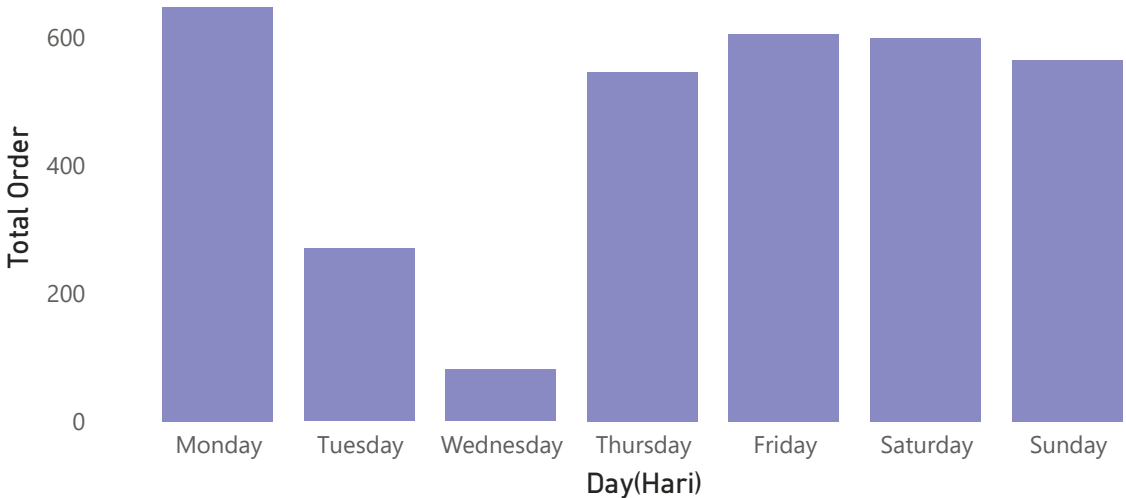
+8.6% vs. 2016

Total Sales in 2017

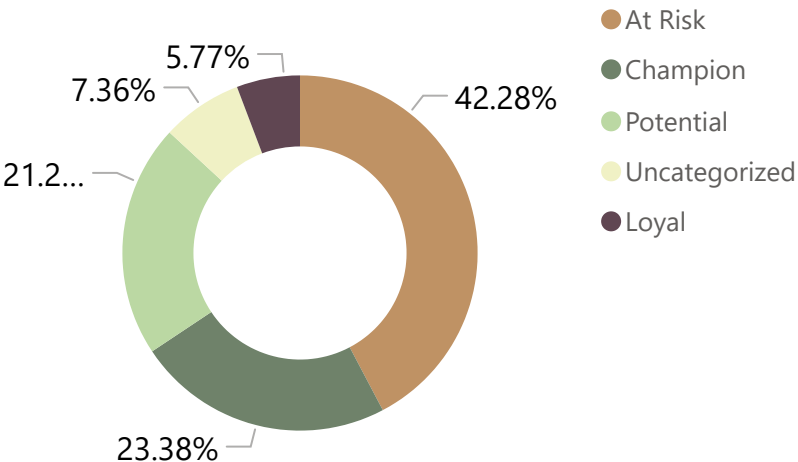
733K

+20.4% vs. 2016

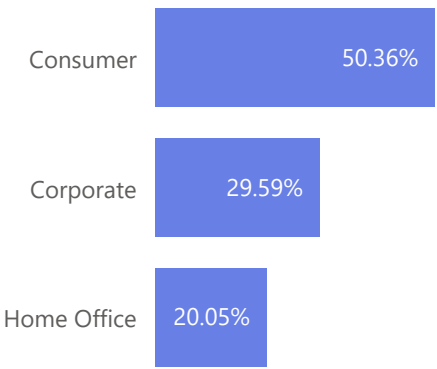
Trend Total Order by Day



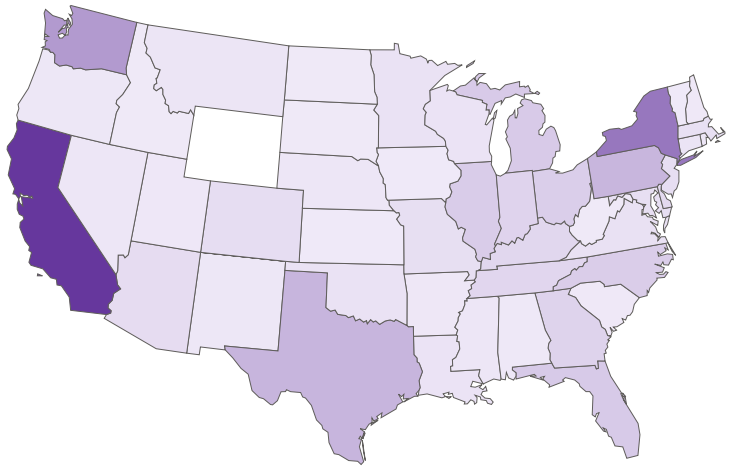
Customer Segmentation



Total Order by segment



Total Sales by State



Superstore - Customer Segmentation

RFM Analysis

Central

East

South

West

Overview

RFM Table

segment

All

state

All

city

All

RFM Score

customer_name	R_score	F_score	M_score	RFM_score	Customer Segment
Alan Hwang	5	5	5	555	Champion
Arianne Irving	5	5	5	555	Champion
Ben Ferrer	5	5	5	555	Champion
Dan Reichenbach	5	5	5	555	Champion
Dean Katz	5	5	5	555	Champion
Emily Phan	5	5	5	555	Champion
Gary Zandusky	5	5	5	555	Champion
Harry Marie	5	5	5	555	Champion
James Galang	5	5	5	555	Champion
John Lee	5	5	5	555	Champion
Lena Creighton	5	5	5	555	Champion
Mick Hernandez	5	5	5	555	Champion
Mike Pelletier	5	5	5	555	Champion
Patrick O'Brill	5	5	5	555	Champion
Pete Kriz	5	5	5	555	Champion
Quincy Jones	5	5	5	555	Champion
Rick Bensley	5	5	5	555	Champion
Russell Applegate	5	5	5	555	Champion
Sanjit Engle	5	5	5	555	Champion
Suzanne McNair	5	5	5	555	Champion
Theone Pippenger	5	5	5	555	Champion
William Brown	5	5	5	555	Champion

Distribution RFM Score

