

Customer segmentation analysis

Total Customer qty.

3572

Total Monetary

\$2.91M

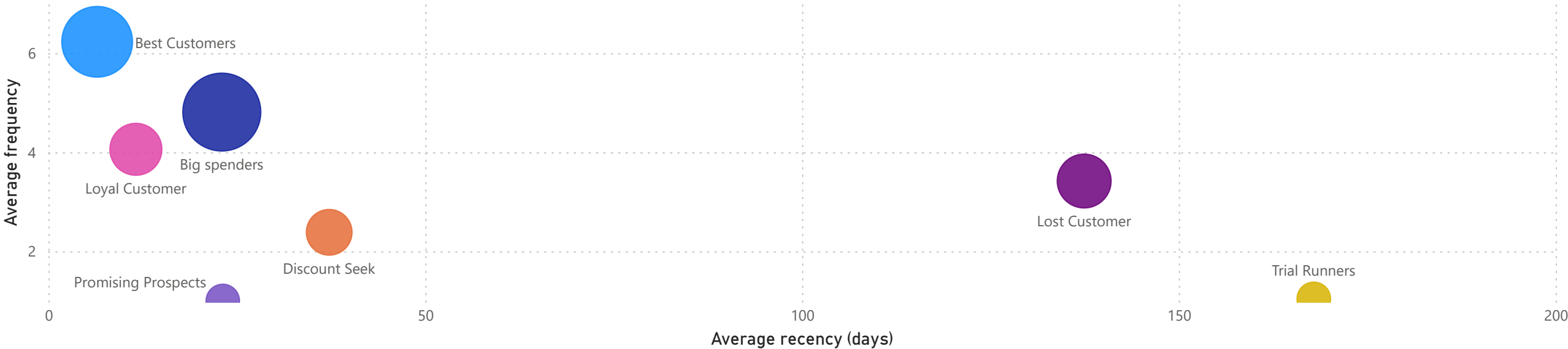
Recency average

88.46

Frequency average

2.56

RFM Segments



Segment	Quantity of customer	% of all Customers	Average recency (days)	Average frequency	Average monetary
Best Customers	212	5.94	6.46	6.23	1,855.71
Big spenders	229	6.41	23.00	4.81	2,287.61
Discount Seek	717	20.07	37.25	2.38	709.52
Lost Customer	724	20.27	137.43	3.42	1,023.93
Loyal Customer	264	7.39	11.60	4.06	946.42
Promising Prospects	410	11.48	23.13	1.00	344.72
Trial Runners	1016	28.44	167.90	1.04	347.31

Customer segment size

