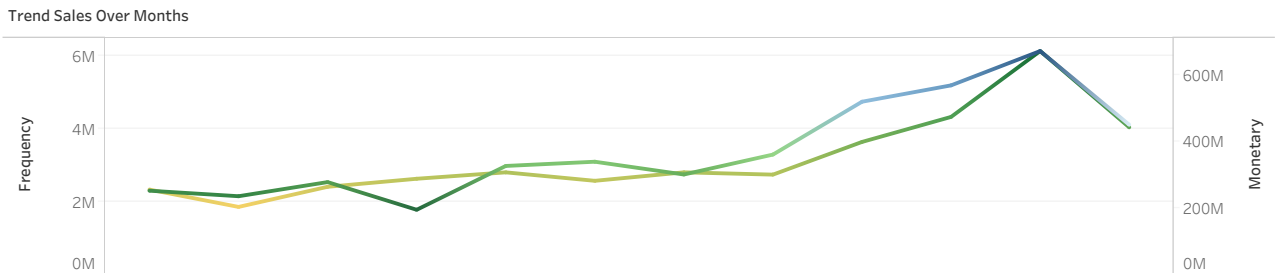
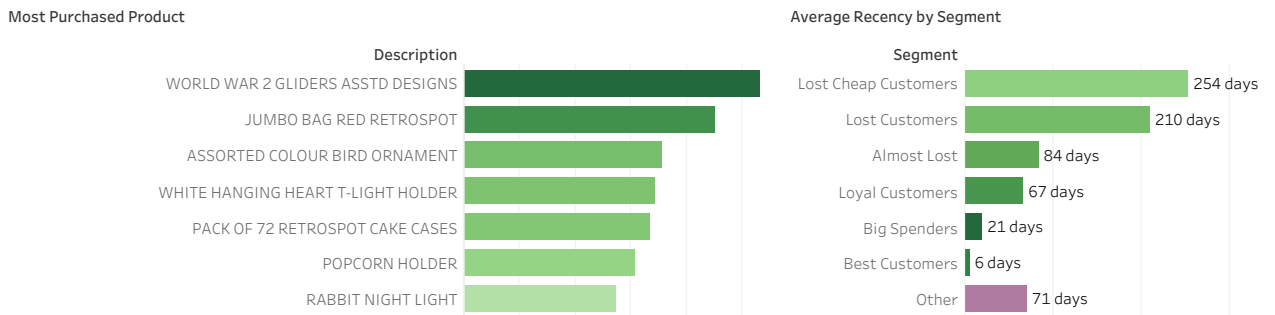
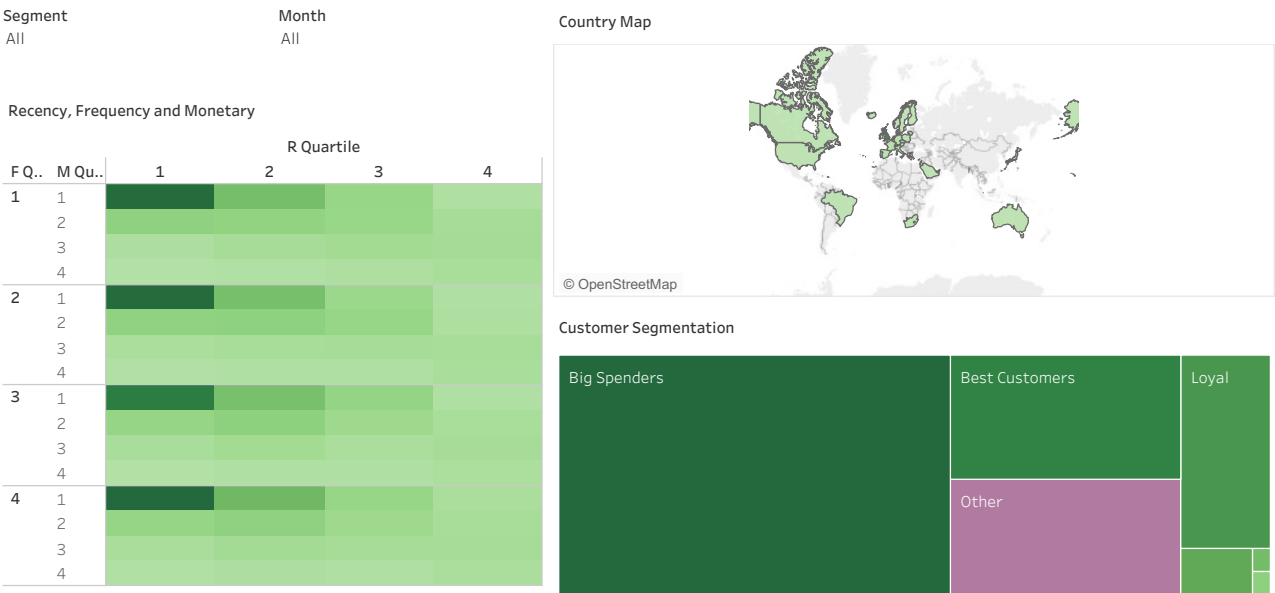


# Customer Segmentation Dashboard

## RFM Analysis



Customer ID					Invoice No			
Invoice No					Customer Details			
					Transaction Details			
Customer ID	Segment	Recency	Frequency	Monetary	Invoice No	Segment	Total Quantity	Total Cost
18287	Big Spenders	42	52	1,837	536365	Big Spenders	40	139
18283	Best Customers	3	501	2,095	536366	Big Spenders	12	22
18282	Loyal Customers	7	152	177	536367	Loyal Customers	83	279
18281	Other	180	98	81	536368	Loyal Customers	15	70
18280	Other	277	40	181	536369	Loyal Customers	3	18
18278	Loyal Customers	73	407	174	536370	Big Spenders	449	856
18277	Loyal Customers	58	215	98	536371	Other	80	204
18276	Other	21	45	323	536372	Big Spenders	12	22
18274	Other	17	23	0	536373	Big Spenders	88	260
18273	Other	2	2	204	536374	Other	32	350
18272	Big Spenders	0	4	2,225	536375	Big Spenders	22	222