RFM Segmentation Dashboard

Total Customers
4K

RFM Score Slicer
| 111 | 555 |

Monetary Range Slicer
| 1.90 | 84,980.89 |

👛 **Total Revenue**
4.30M

Avg Revenue per Customer
1.03K

🔄 **Avg Frequency**
4.01

⏱ **Avg Recency**
92.49

Segment Performance Summary Table

Segment	AvgRevenue	AvgFrequency	AvgRecency
At Risk	991.14	4.75	135.52
Champions	2,792.45	10.15	13.30
Lost Customers	255.81	1.08	216.94
Loyal Customers	807.48	3.56	33.61
Others	419.11	1.70	110.67
Recent Buyers	310.98	1.21	18.69

Revenue Contribution by Segment

● Champions ● Loyal Customers ● Others ● Lost Customers ● At Risk ▶

Lost Customers 0.27M
Others 0.29M
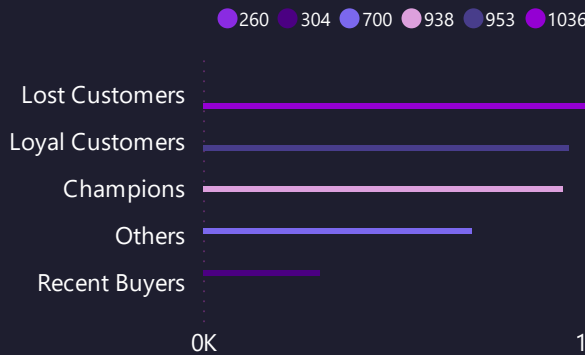Loyal Custom... 0.77M
Champions 2.62M
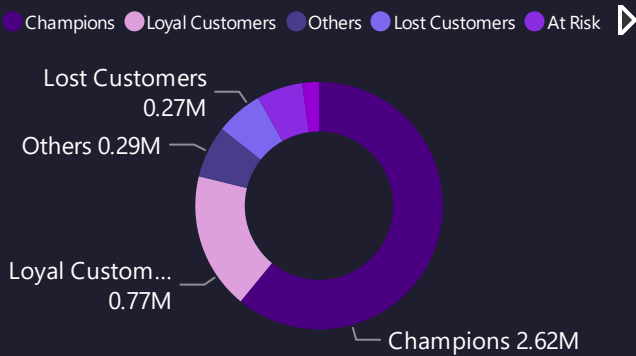
Segment Slicer

- ☐ At Risk
- ☐ Champions
- ☐ Lost Customers
- ☐ Loyal Customers
- ☐ Others
- ☐ Recent Buyers

Top 10 Customers Driving the Most Revenue

CustomerID	RFM_score	Monetary
14911	555	84,980.89
13089	555	36,347.88
14096	555	36,019.84
17841	555	32,224.59
14298	555	24,387.53
12748	555	20,519.88

Customer Segment Distribution

● 260 ● 304 ● 700 ● 938 ● 953 ● 1036

Lost Customers
Loyal Customers
Champions
Others
Recent Buyers

0K   1K

Frequency

- ☐ 1
- ☐ 2
- ☐ 3
- ☐ 4
- ☐ 5
- ☐ 6
- ☐ 7
- ☐ 8
- ☐ 9