

Vista de segmentos

Vista de Segmentos

Vista de Clusters

Light Dark

Costumers

4.372

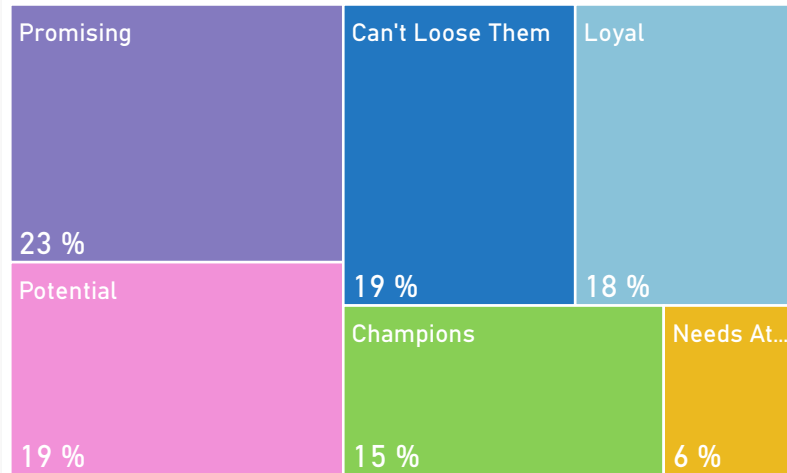
Transactions

22.190

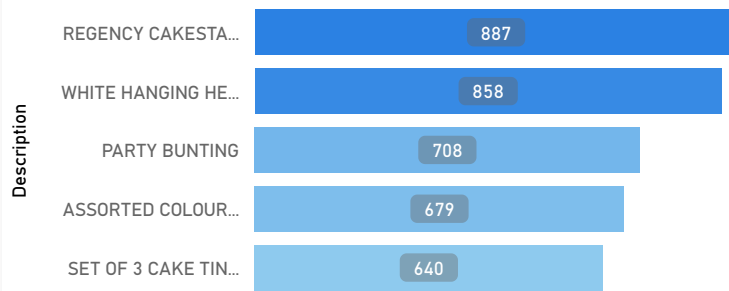
Transactions Per Customer (average)

4

% Costumers by Segments

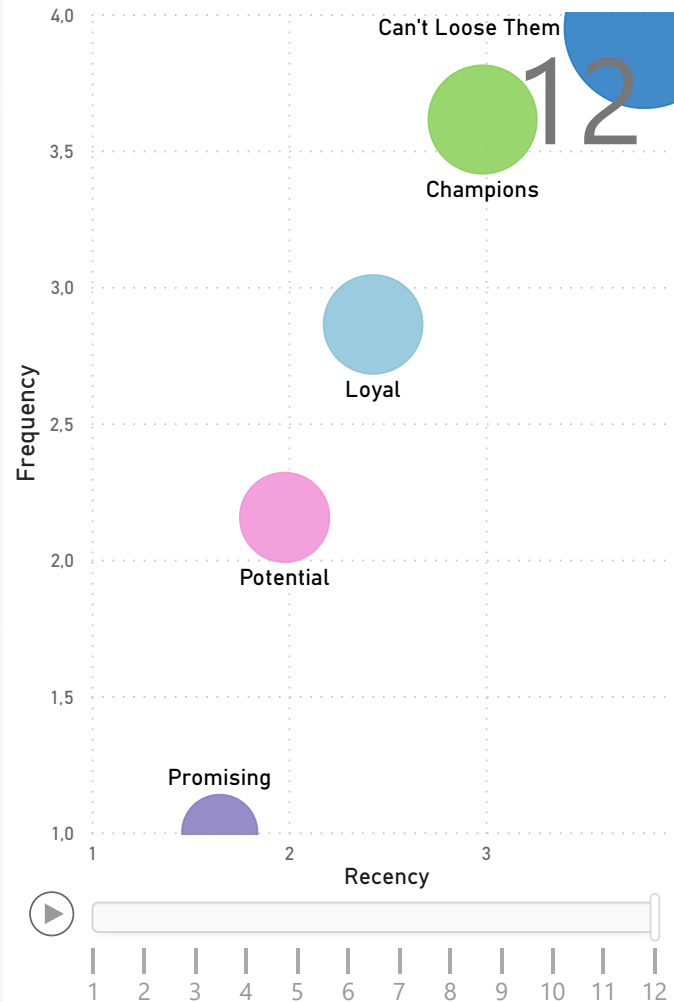


Top 5 Products

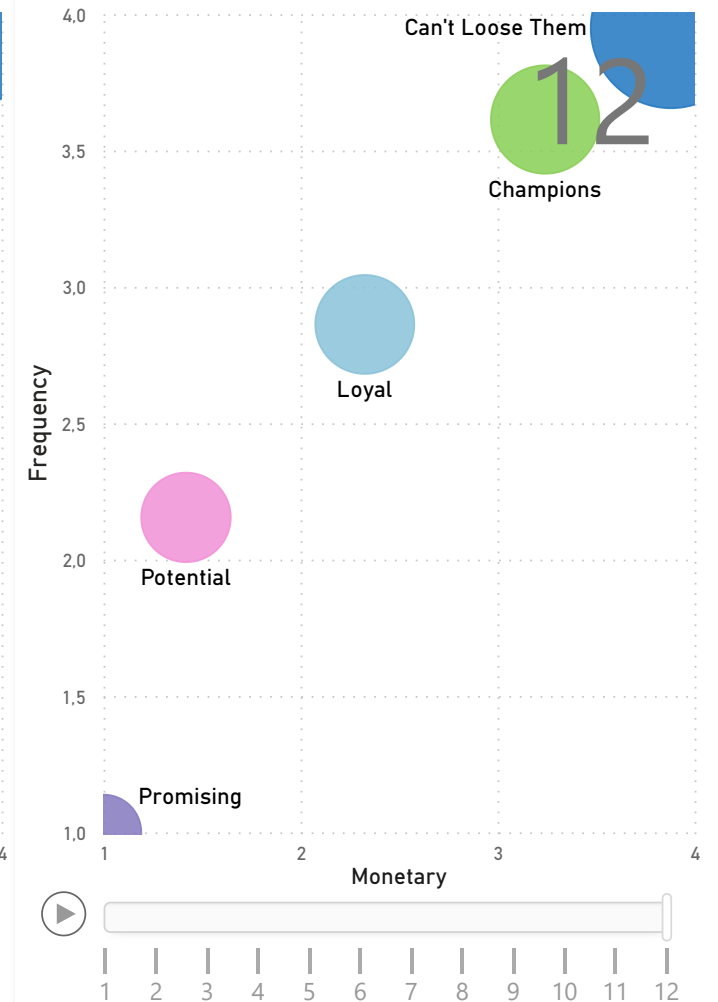


Customers

Recency and Frequency



Monetary and Frequency



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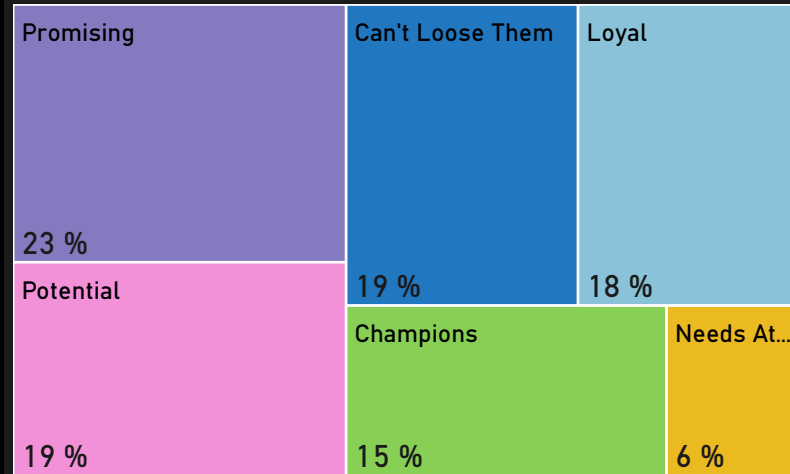
Transactions

22.190

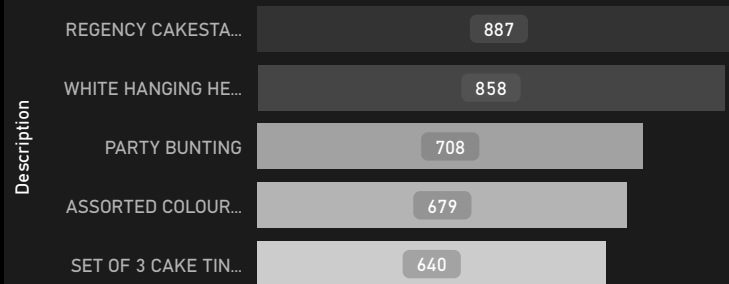
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Customer (average)

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% Costumers by Segments

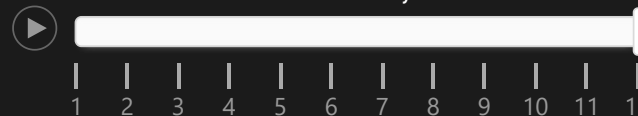
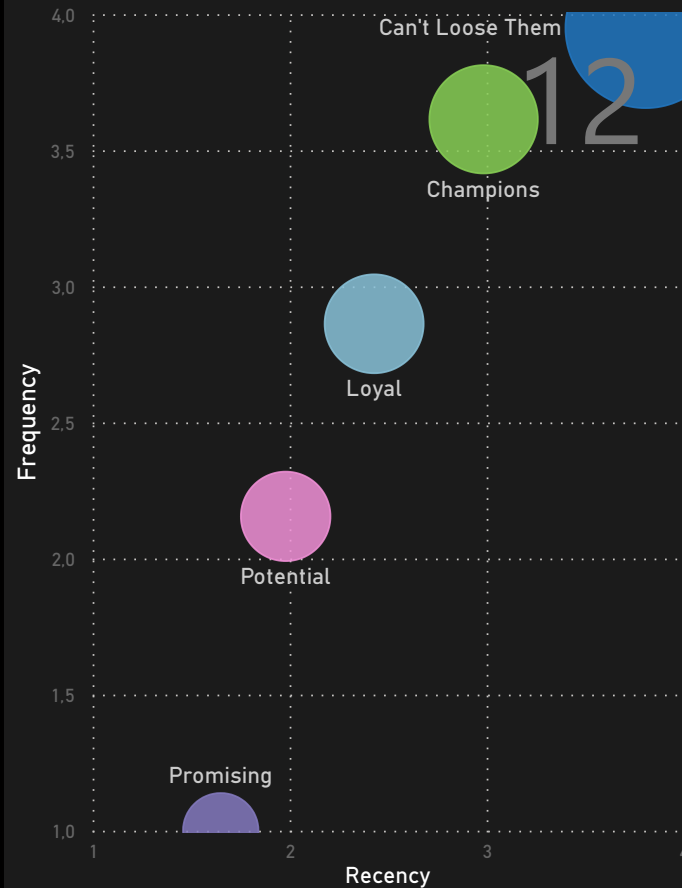


Top 5 Products

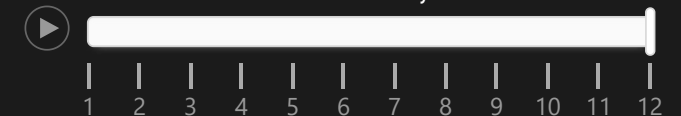
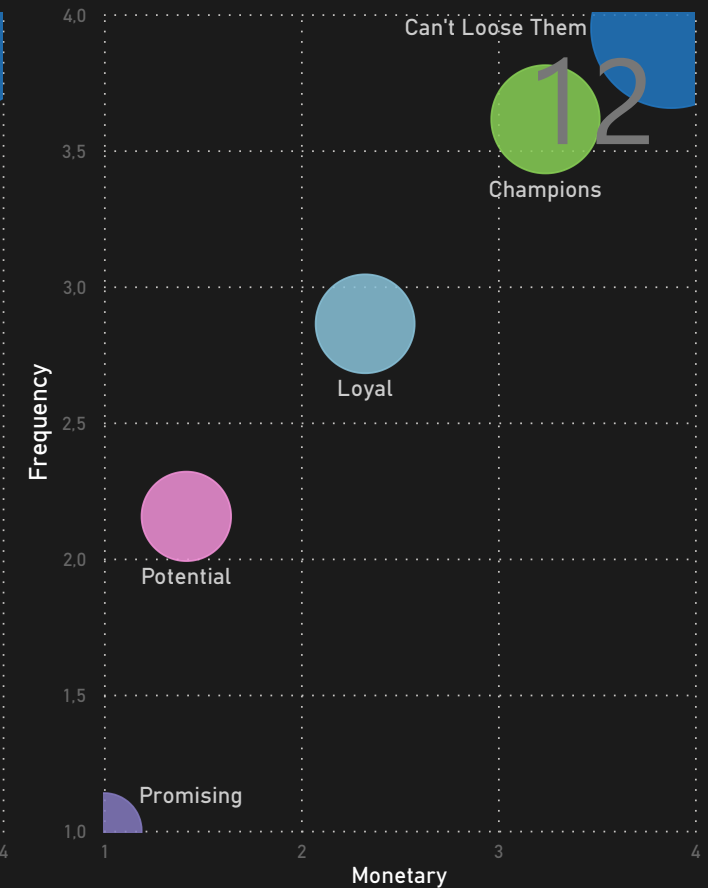


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Vista de clusters

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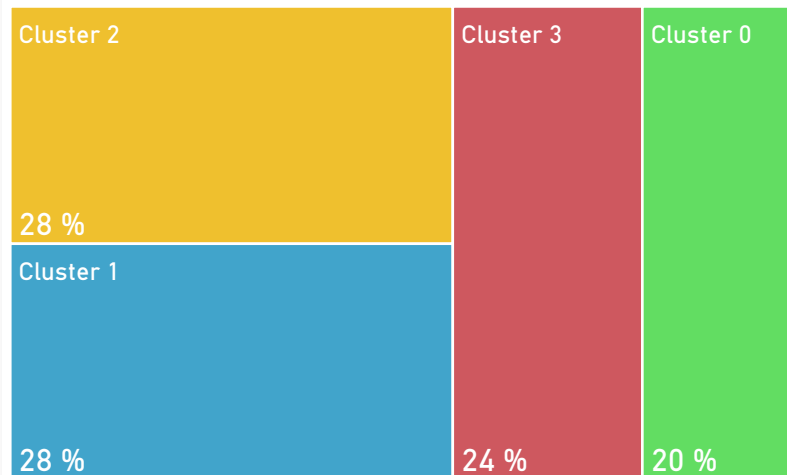
Transactions

22.190

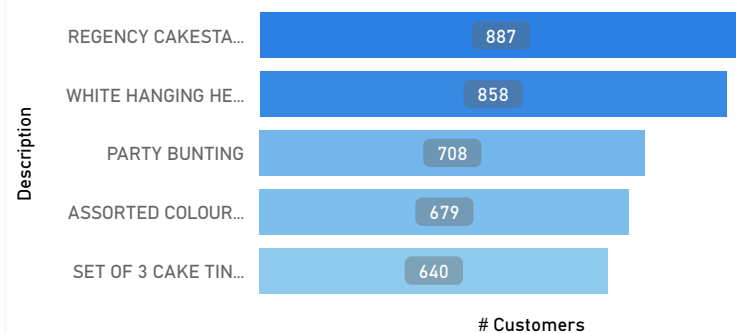
Transactions Per Customer (average)

4

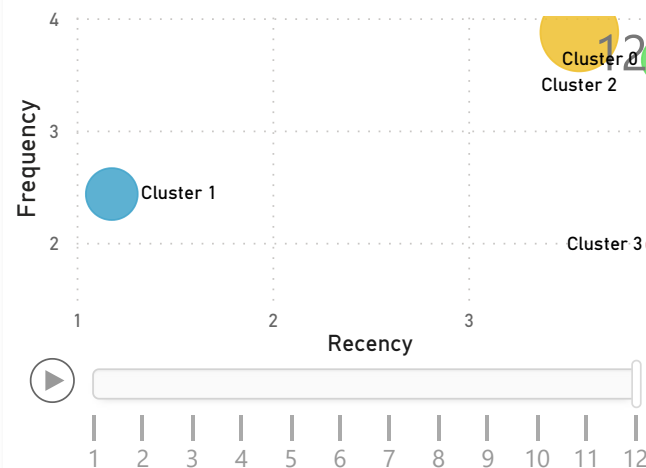
% Costumers by Segments



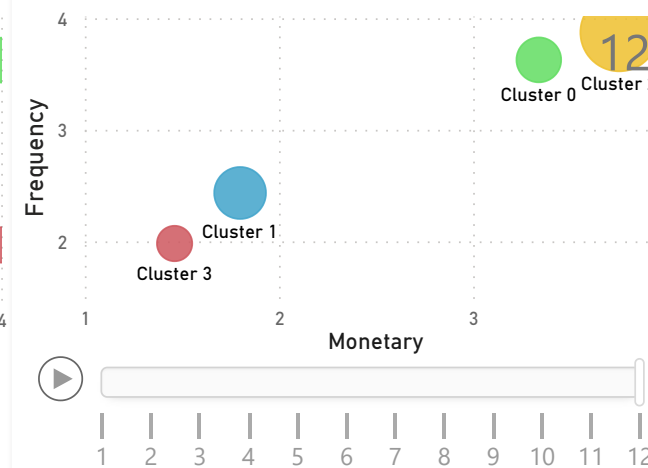
Top 5 Products



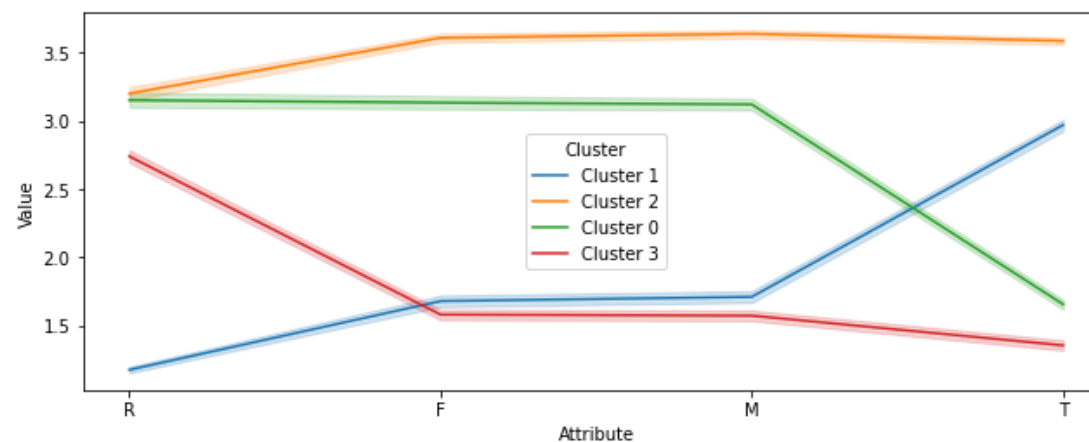
Recency and Frequency



Monetary and Frequency



RFM Snake plot



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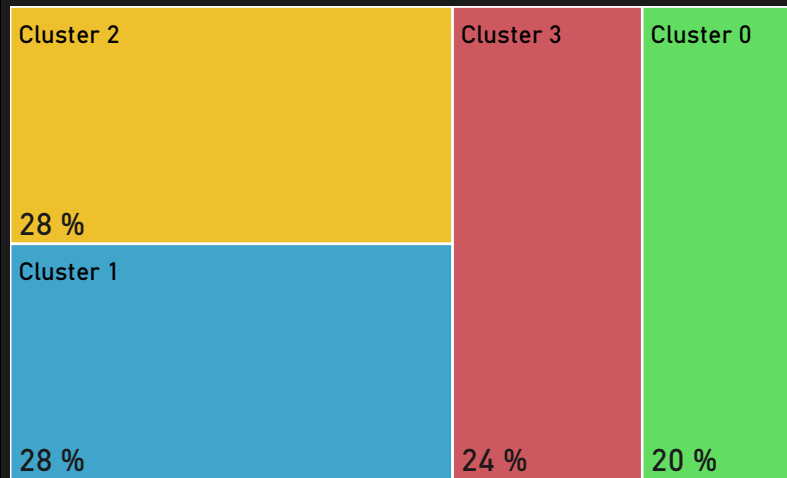
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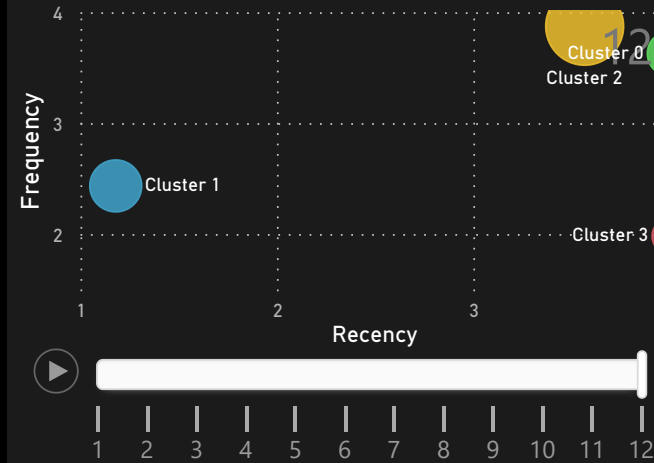


Top 5 Products

REGENCY CAKESTA...	887
WHITE HANGING HE...	858
PARTY BUNTING	708
ASSORTED COLOUR...	679
SET OF 3 CAKE TIN...	640

Customers

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Monetary and Frequency



RFM Snake plot

