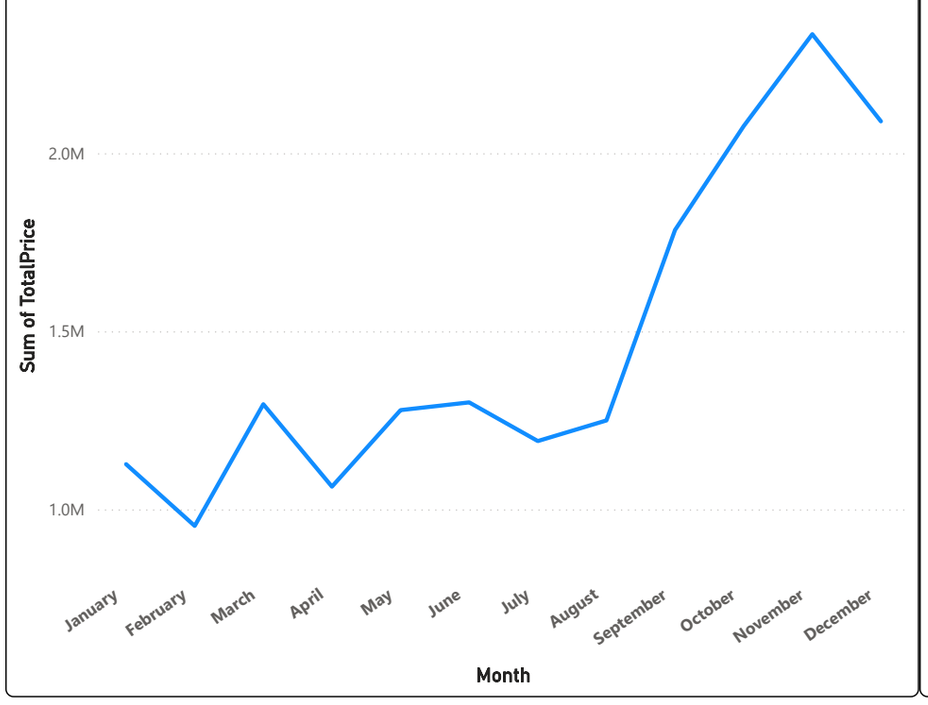
17.74M
Sum of Monetary

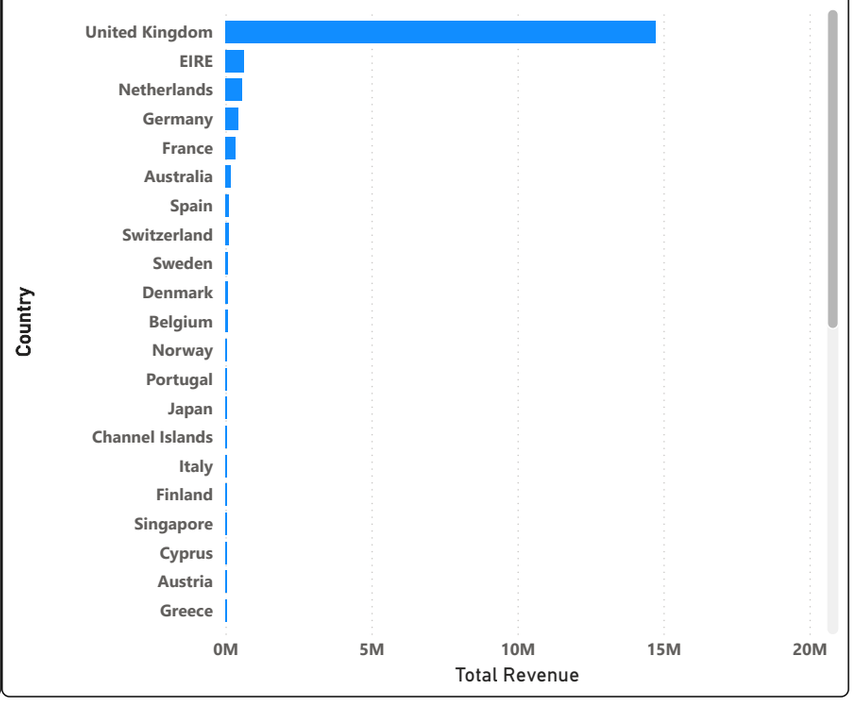
5881
Count of Customer ID

0.51
Churn Rate

Sum of TotalPrice by Month

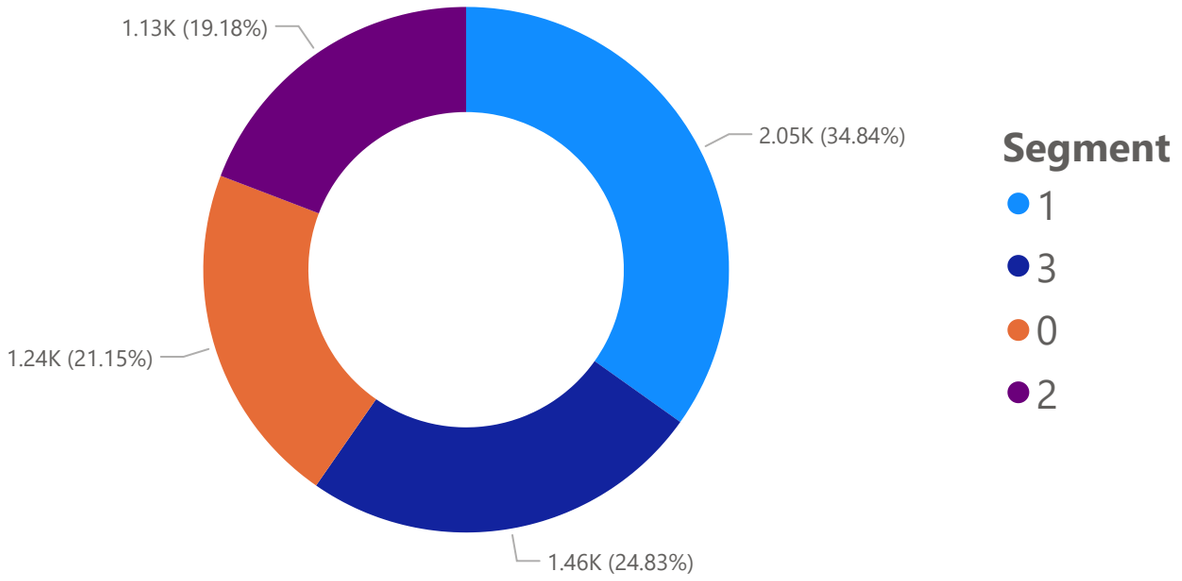


Total Revenue by Country



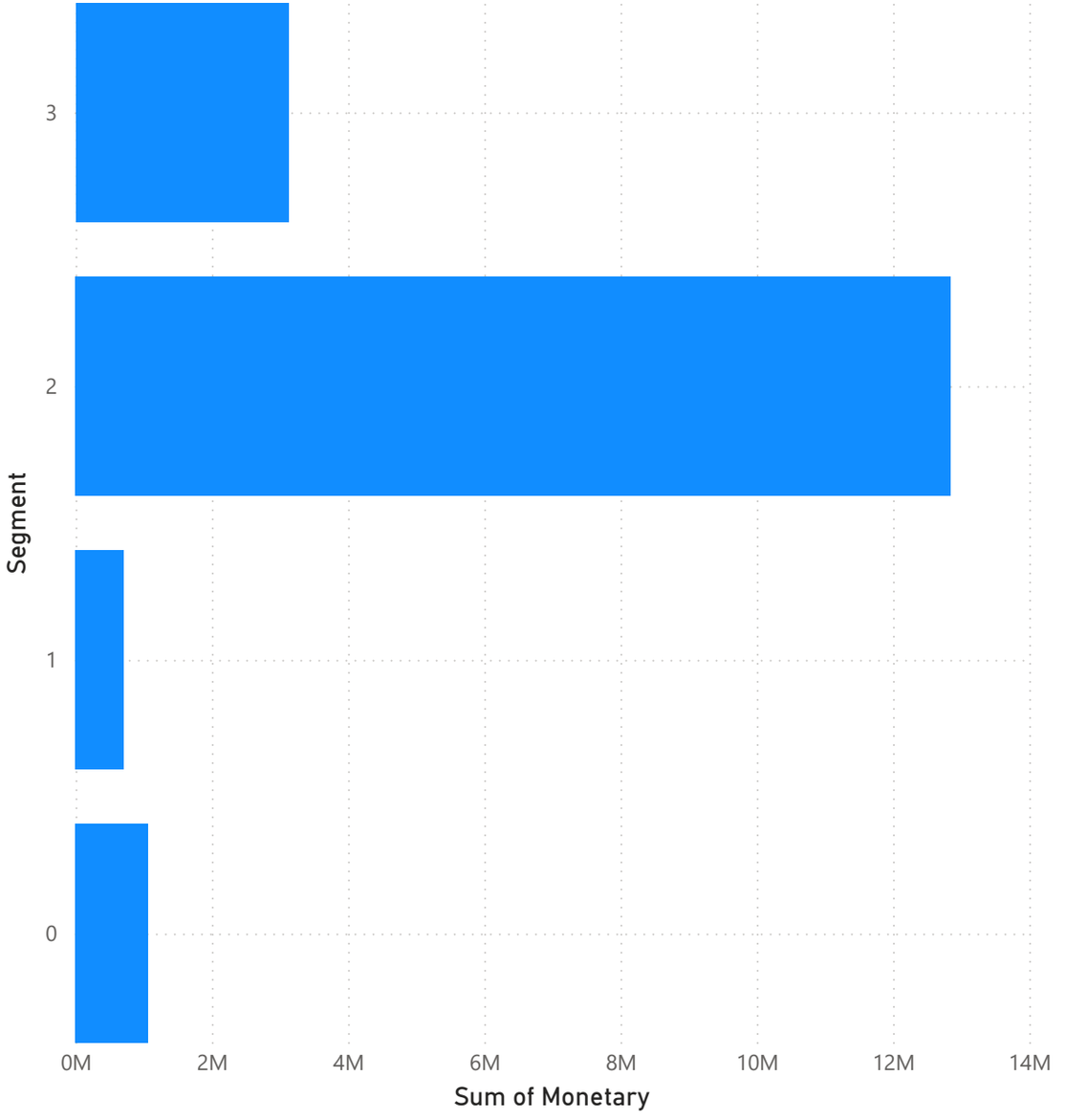
RFM Segmentation Dashboard

Count of Customer ID by Segment

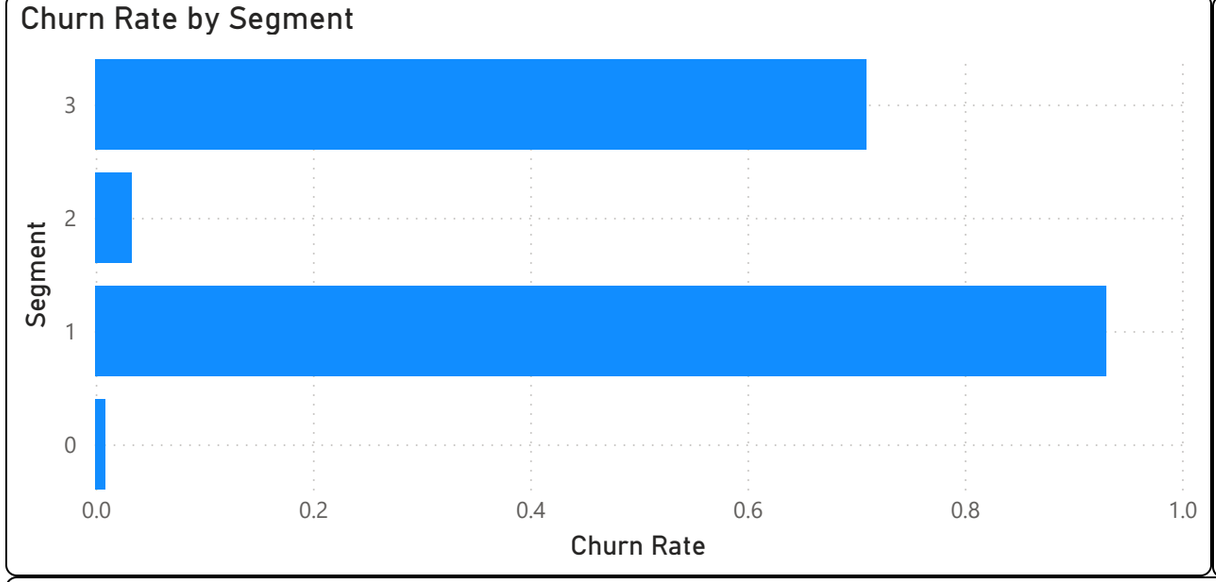
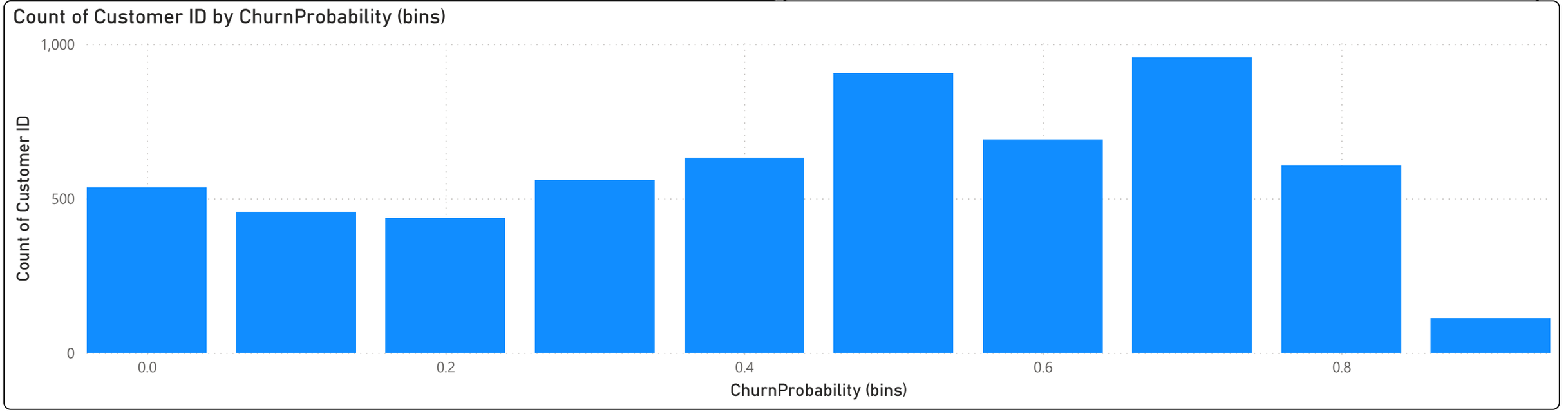


Segment	Average of Frequency	Average of Recency	Average of Monetary
1	1.41	395.34	346.88
3	5.41	212.59	2,141.39
0	3.01	28.59	853.48
2	19.89	25.51	11,386.98
Total	**6.29**	**201.46**	**3,017.08**

Sum of Monetary by Segment



predictive churn analysis



Customer ID	Recency	Frequency	Monetary	ChurnProbability
12350	310	1	334.40	0.84
12351	375	1	300.93	0.81
12353	204	2	406.76	0.83
12354	232	1	1,079.40	0.78
12367	4	1	168.90	0.77
12368	628	1	917.70	0.79
12378	130	2	5,416.32	0.89
12385	379	1	1,938.40	0.79
12387	415	1	143.94	0.80
12392	591	1	234.75	0.83
12396	674	1	931.43	0.79
12400	414	1	205.25	0.75