🛍️ Smart Campaigner

RFM-Based Customer Segmentation & Email Campaign Management

Analyze, Segment, and Target Your Customers

⬆️

Upload Transaction CSV

Click to select your customer transaction file

Select File

Analyze Data

Analysis Results

86
Total Customers

4
Customer Segments

7467.87
Avg Spending (BDT)

Customer Segmentation

Customer Distribution by Segment

Segment	Value
Gold	~34
Bronze	~22
Silver	~20
Platinum	~10
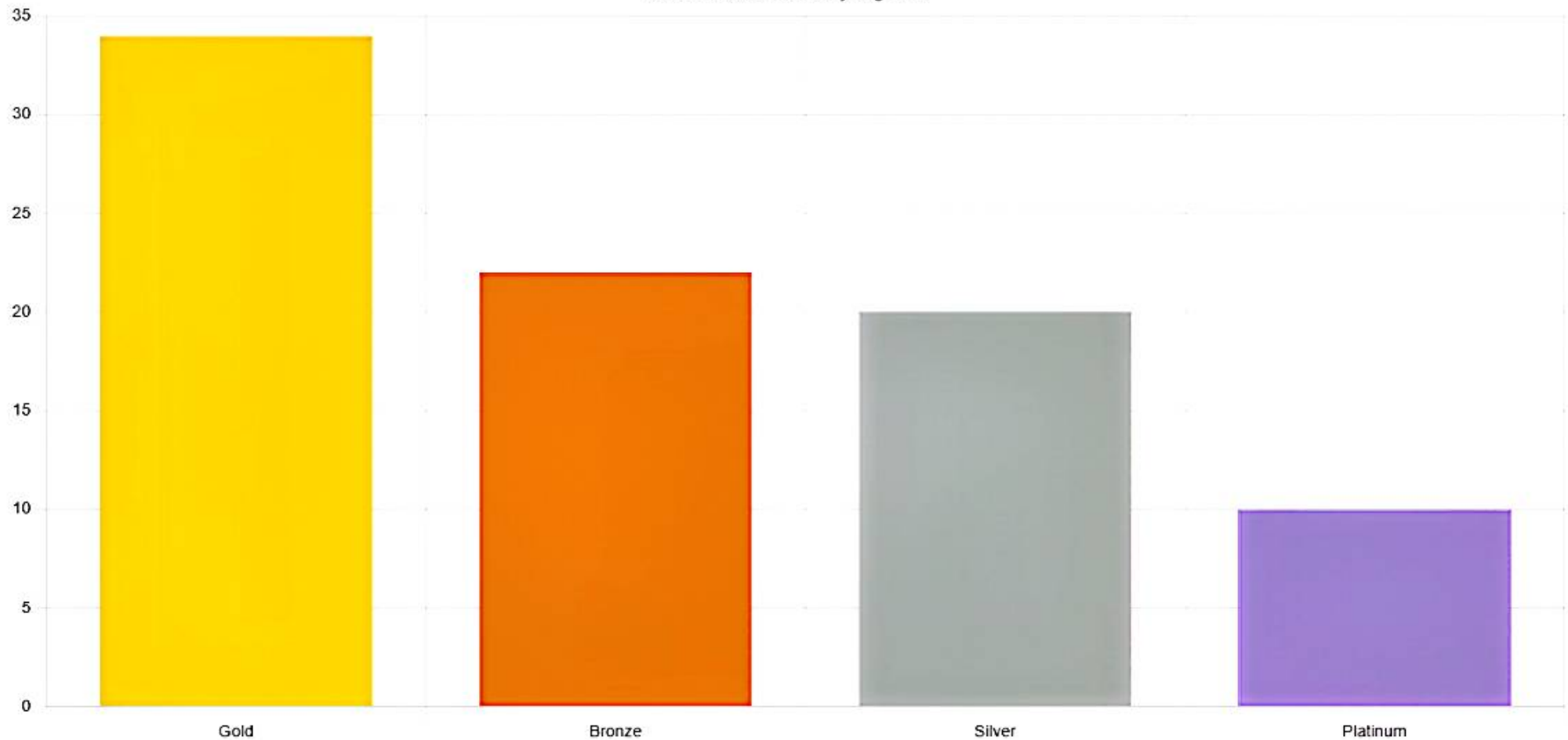
Customer Segments

Gold Customers

Count: 34

Avg Recency: 204 days

Avg Frequency: 2

Avg Monetary: 4516.82 BDT

Bronze Customers

Count: 22

Avg Recency: 254 days

Avg Frequency: 3

Avg Monetary: 11868.17 BDT

Silver Customers

Count: 20

Avg Recency: 204 days

Avg Frequency: 2

Avg Monetary: 4516.82 BDT

Platinum Customers

Count: 10

Avg Recency: 204 days

Avg Frequency: 2

Avg Monetary: 4516.82 BDT

Detailed Customer Data

Search customers...

All Segments	⌄
All Segments	
Platinum	
Gold	
Silver	
Bronze	

Customer ID	Location	Phone	Email				
CUST1002	Gulshan	8800000000000	khalid35-877@diu				
CUST1003	Mirpur	8800000000000	khalid35-877@diu				
CUST1004	Mirpur	8800000000000	khalid35-877@diu.edu.bd	Platinum	90 days	6	21812.66 BDT
CUST1006	Mirpur	8800000000000	dummy@gmail.com	Gold	290 days	2	2147.56 BDT
CUST1007	Dhanmondi	8800000000000	khalid35-877@diu.edu.bd	Silver	613 days	2	6436.01 BDT
CUST1009	Tejgaon	8800000000000	dummy@gmail.com	Gold	180 days	2	1640.35 BDT

🔲 Campaign Management

Gold Segment

Current Offer:

Subject:

Gold Member Perks - 25% Off!

Message:

Gold perks unlocked! Get your exclusive 25% comeback deal! Valid on all items.

🖊 Edit Offer 　 🔲 Send Emails

Bronze Segment

Current Offer:

Subject:

Come Back Special - Up to 50% Off!

Message:

We've missed you! Enjoy up to 50% off — just for coming back. Don't miss this exclusive deal!

🖊 Edit Offer 　 🔲 Send Emails

Silver Segment

Current Offer:

Subject:

Your Exclusive Silver Member Offer!

Message:

Your exclusive comeback offer: up to 35% off on selected items. Limited time only!

🖊 Edit Offer 　 🔲 Send Emails

Platinum Segment

Current Offer:

Subject:

Thank You, Platinum Member!

Message:

Platinum members only: Enjoy 10% off plus free shipping on your next order!

🖊 Edit Offer 　 🔲 Send Emails

Download Segment Data

⬆ Download Platinum 　 ⬆ Download Gold 　 ⬆ Download Silver 　 ⬆ Download Bronze

A Special Offer for You!

skroushankhalid.1... 9:53 PM

to me ∧

From skroushankhalid.17@gmail.com

To khalid35-877@diu.edu.bd

Date Oct 26, 2025, 9:53 PM

🔓 Standard encryption (TLS).
View security details

Dear CUST1002,

We've missed you! Enjoy up to 50% off — just for coming back.

Best Regards,
Swopno Customer Care Team