RFM Customer Segmentation

About To Sleep

At Risk

Cha...

Hiber...

Lost

Loyal Cust...

Pote... Loyal...

$1,829,576.59
Total Revenue

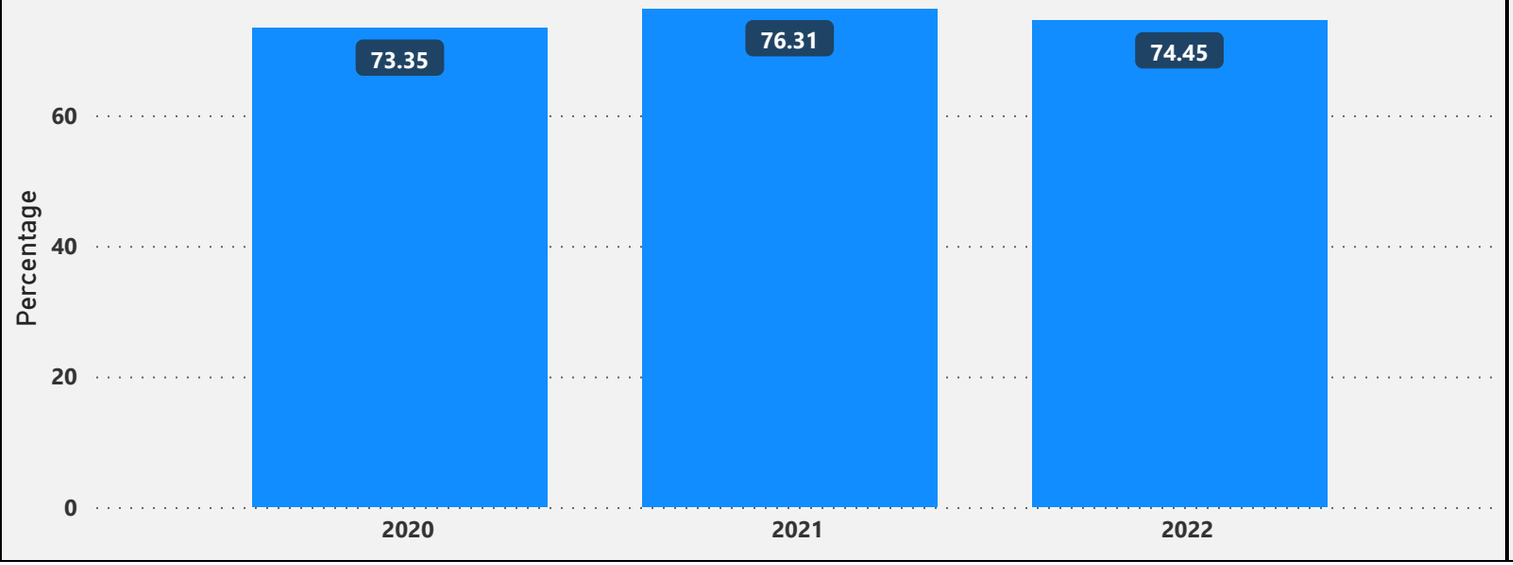
32154
Number of Customers

74.65
Avg. Email Conversion Rate

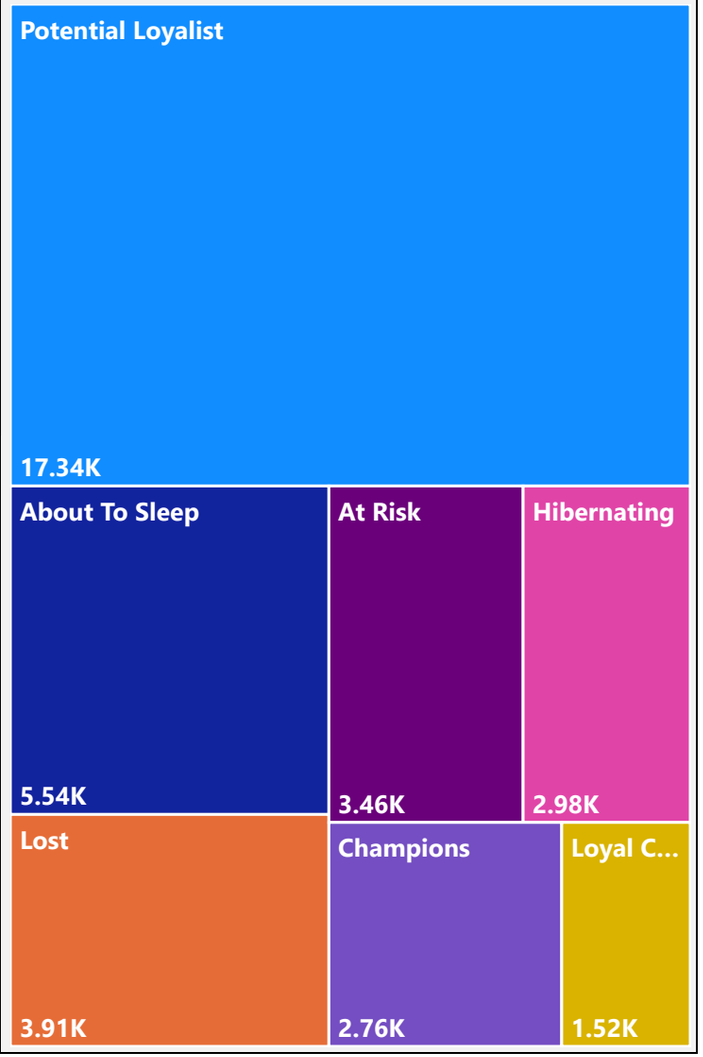
Year: 2020 | 2021 | 2022

Total Revenue

Avg. Email Conversion Rate



Number of Customers



Select or drag fields to populate this visual