RFM Customers Analytics Report

Generated on January 19, 2026 at 11:33 AM

Executive Summary

This report presents an automated RFM-based customer analysis derived from historical purchase behavior. A total of **10** customers were analyzed, of which **4** are currently considered active. The average purchase recency is **188.7 days**, with an average purchase frequency of **1.80** transactions per customer and an average monetary value of **$302.05**. Importantly, **5** customers have been identified as being at risk of churn and may require targeted retention actions. The largest customer segment is **Needs Attention**, representing 4 customers. The following sections provide a detailed segmentation analysis and visual insights to support data-driven customer engagement and retention strategies.

Customer Key Metrics (RFM)
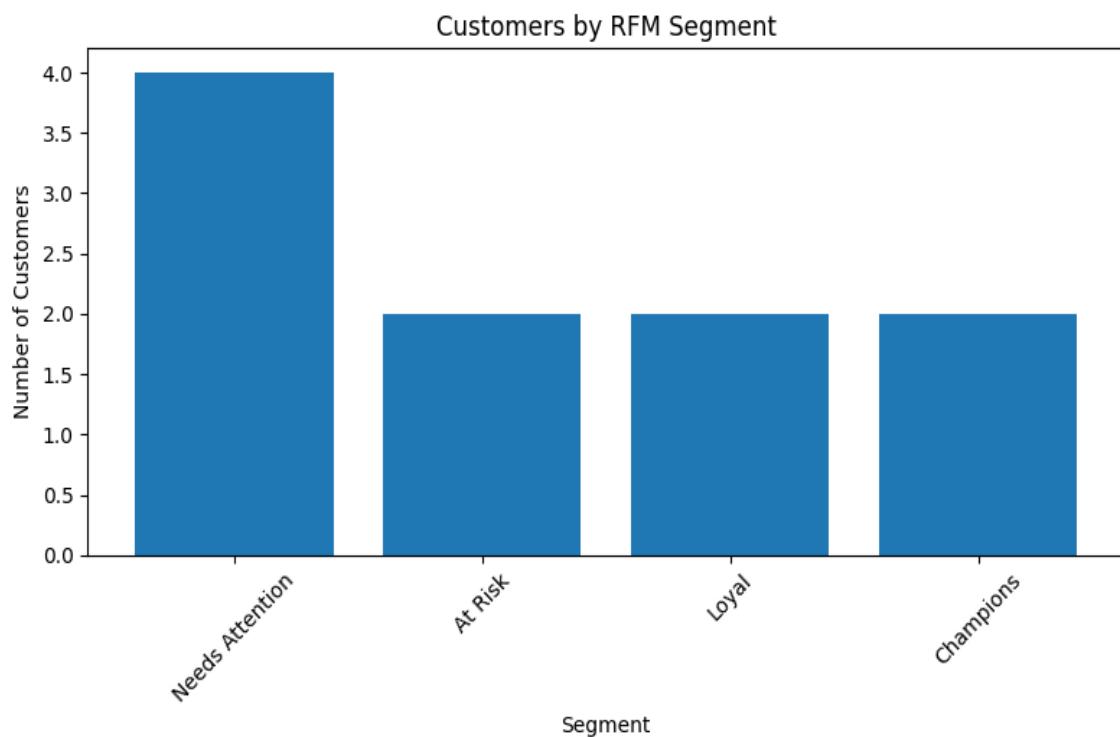
| Metric	Value
Total Customers	10
Active Customers	4
Customers at Churn Risk	5
Average Recency (days)	188.7
Average Frequency	1.80
Average Monetary Value	$302.05
Largest Segment	Needs Attention (4 customers)
Top Customer by Value	Customer C006 ($1,230.00)

Customers Data Overview
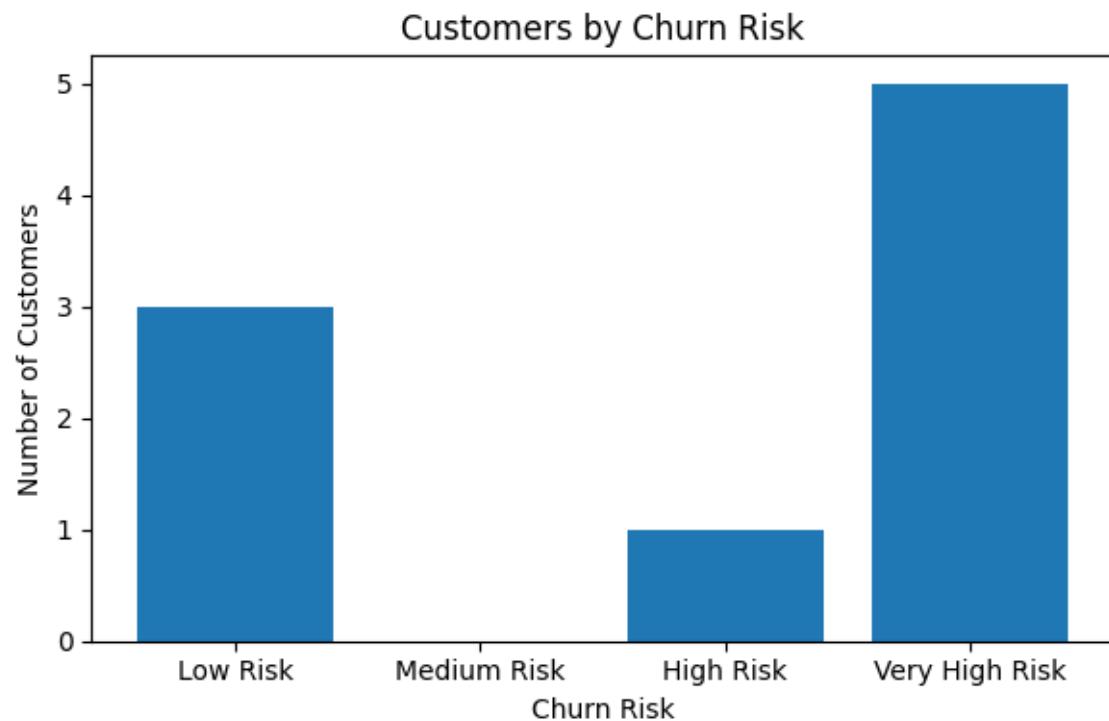
Showing first 20 rows of 18 total records:

customer_id	purchase_date	order_id	order_value
C001	2024-01-10 00:00:00	ORD-1001	120.5
C001	2024-03-15 00:00:00	ORD-1012	89.99
C001	2024-07-02 00:00:00	ORD-1055	240.0
C002	2023-12-05 00:00:00	ORD-0987	45.0
C002	2024-01-20 00:00:00	ORD-1008	60.0
C003	2023-08-14 00:00:00	ORD-0901	350.0
C004	2024-06-01 00:00:00	ORD-1033	75.0
C004	2024-06-18 00:00:00	ORD-1040	95.0
C004	2024-06-30 00:00:00	ORD-1049	110.0
C005	2023-05-22 00:00:00	ORD-0802	40.0
C006	2024-02-11 00:00:00	ORD-1015	500.0
C006	2024-04-09 00:00:00	ORD-1026	320.0
C006	2024-07-10 00:00:00	ORD-1061	410.0
C007	2024-07-01 00:00:00	ORD-1052	25.0
C008	2023-09-30 00:00:00	ORD-0923	180.0
C008	2023-10-15 00:00:00	ORD-0941	210.0
C009	2024-01-05 00:00:00	ORD-0999	90.0
C010	2023-03-12 00:00:00	ORD-0701	60.0
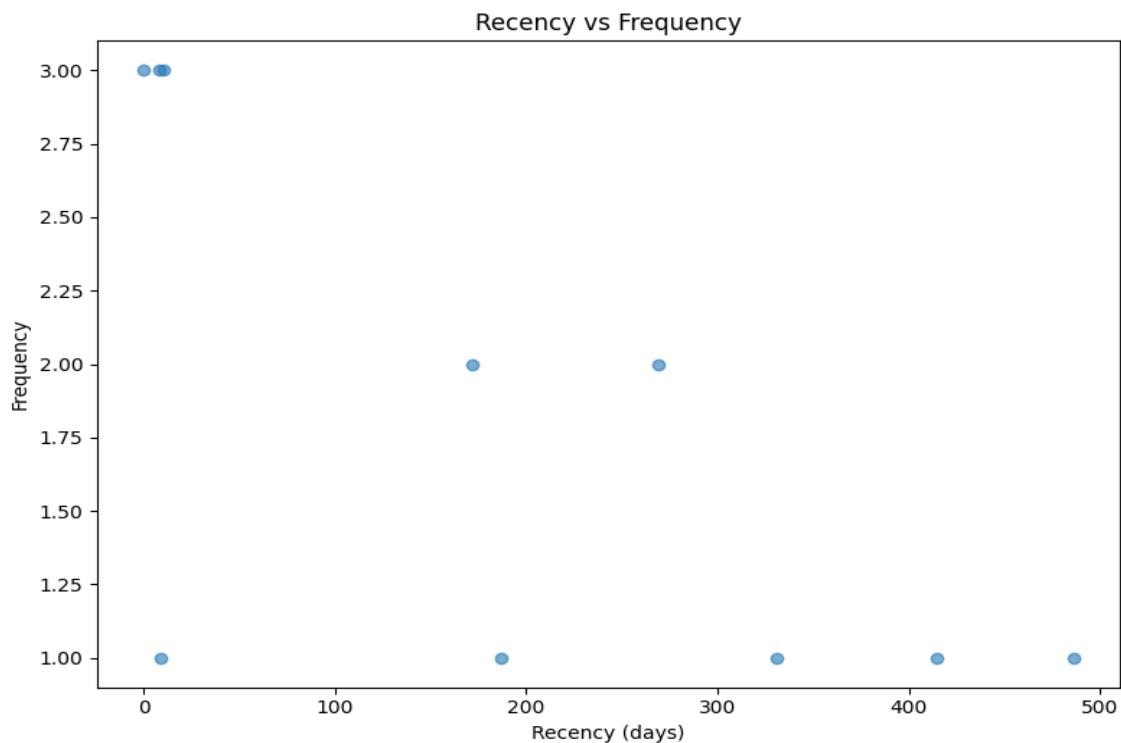
Customers By Segment

Customers by RFM Segment

Customers By Churn Risk

Customers by Churn Risk

Recency Vs Frequency

Recency vs Frequency

Monetary By Segment

Total Monetary Value by Segment