

RFM Customers Analytics Report

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Executive Summary

This report presents an automated RFM-based customer analysis derived from historical purchase behavior. A total of **20** customers were analyzed, of which **11** are currently considered active. The average purchase recency is **133.7 days**, with an average purchase frequency of **2.65** transactions per customer and an average monetary value of **\$578.02**. Importantly, **6** customers have been identified as being at risk of churn and may require targeted retention actions. The largest customer segment is **At Risk**, representing 6 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)

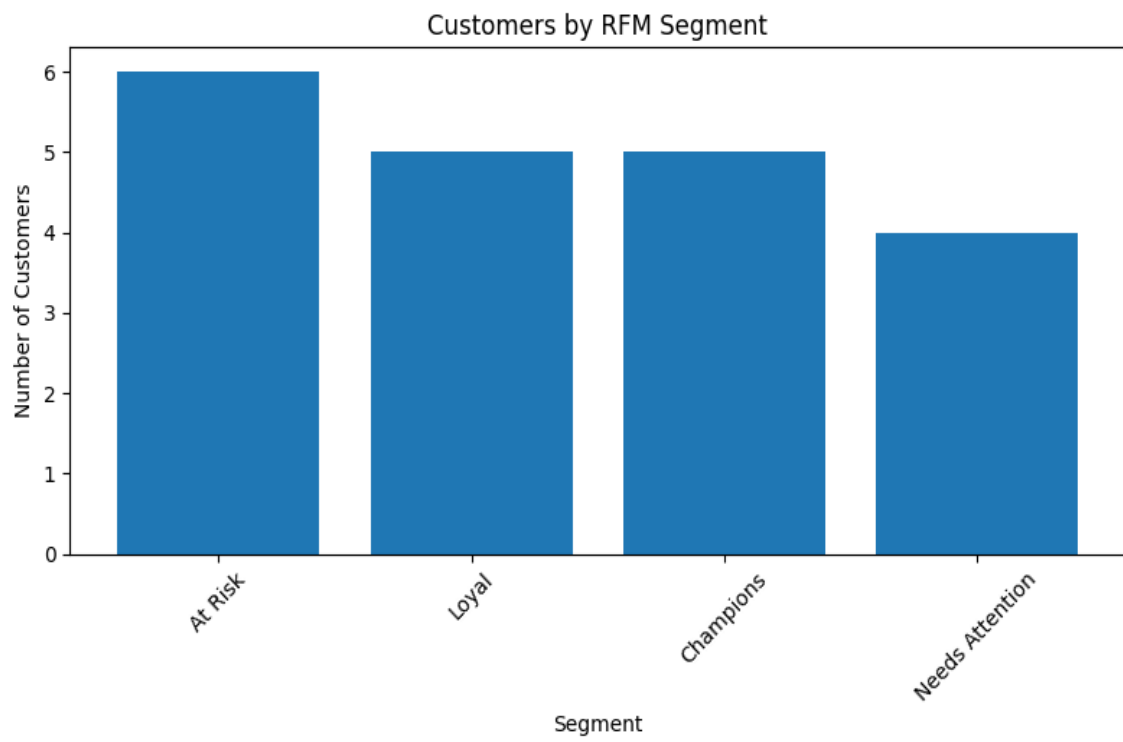
Metric	Value
Total Customers	20
Active Customers	11
Customers at Churn Risk	6
Average Recency (days)	133.7
Average Frequency	2.65
Average Monetary Value	\$578.02
Largest Segment	At Risk (6 customers)
Top Customer by Value	Customer C020 (\$2,755.00)

Customers Data Overview

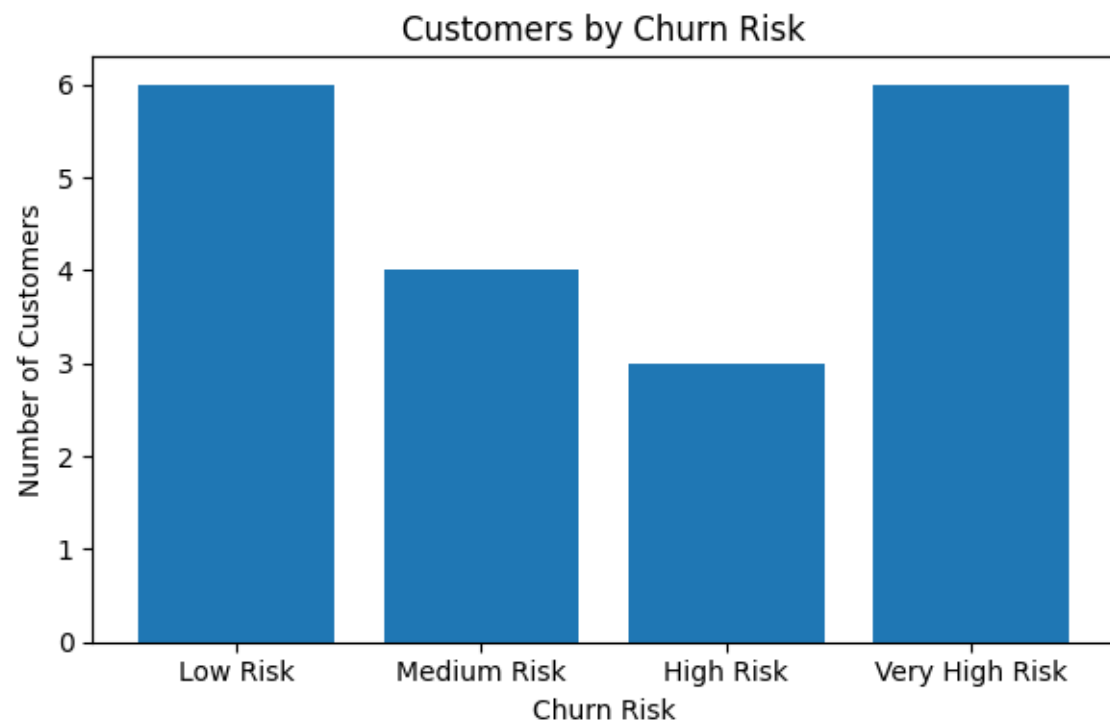
Showing first 20 rows of 53 total records:

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
C011	2024-01-15 00:00:00	ORD-1002	150.0
C011	2024-02-28 00:00:00	ORD-1018	220.0

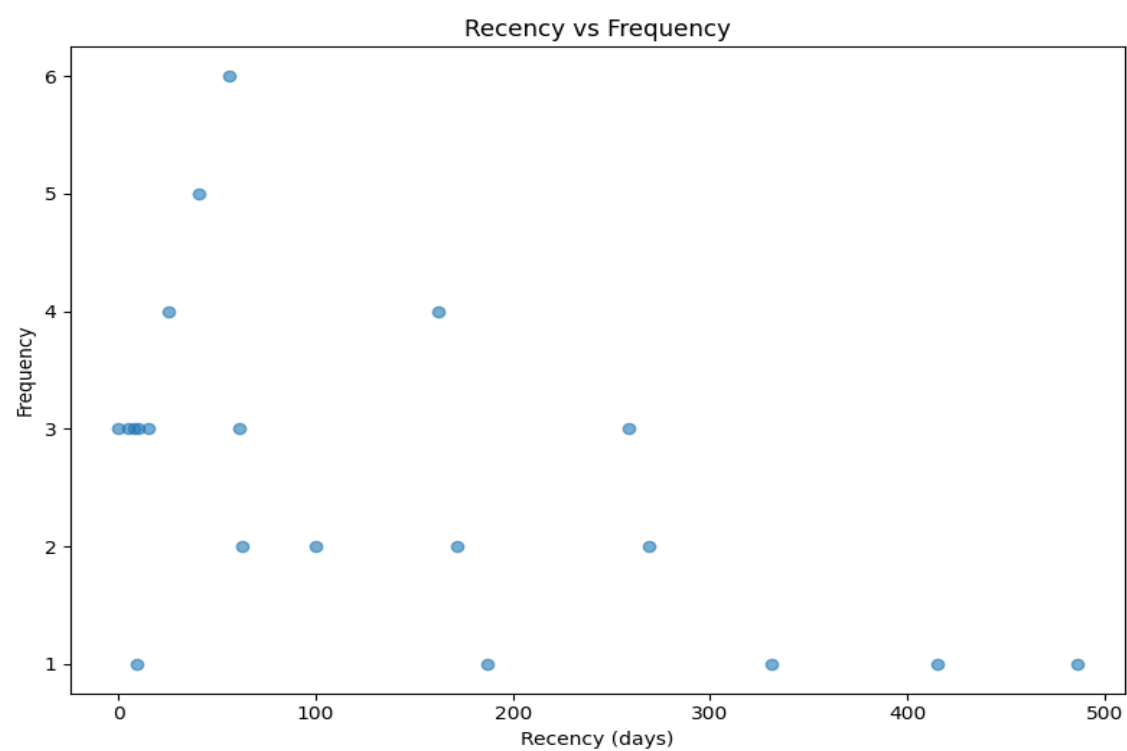
Customers By Segment



Customers By Churn Risk



Recency Vs Frequency



Monetary By Segment

