

RFM Dashboard

\$8M

Total Sales

4.28K

Total No. Customers

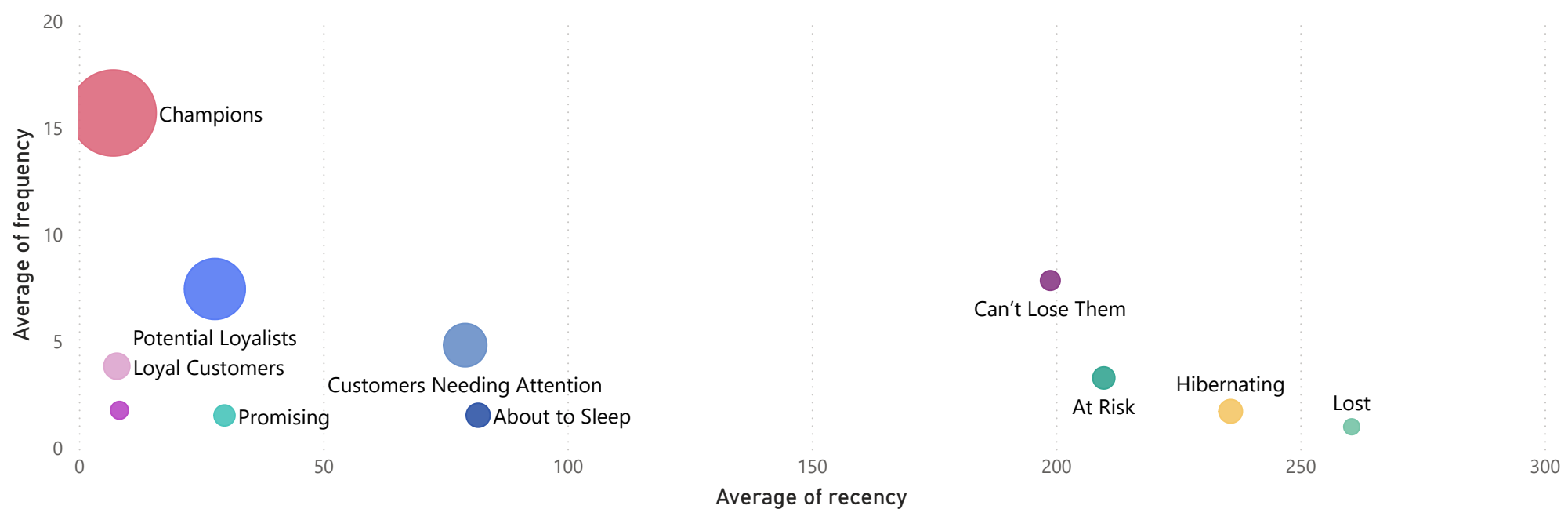
4.95

Avg. Purchase Frequency

\$376.3

Avg. Purchase Price

RFM Segments



RFM Segment	No. Customers	% of Customers	Avg. Recency	Avg. Frequency	Avg. Monetary
Potential Loyalists	646	15.1%	28	7	\$2,916
Champions	567	13.1%	7	16	\$7,030
About to Sleep	559	13.0%	82	2	\$365
Customers Needing Attention	520	12.1%	79	5	\$1,673
Hibernating	494	11.5%	236	2	\$396
Promising	405	9.6%	30	2	\$354
Lost	393	9.3%	261	1	\$159
Recent Customers	263	6.2%	8	2	\$336
Loyal Customers	241	5.6%	8	4	\$1,056
At Risk	156	3.7%	210	3	\$1,054
Can't Lose Them	41	1.0%	199	8	\$2,897
Total	4285	100.0%	90	5	\$1,860