

RFM Model for customer segmentation

Gender: All Birth date: 12/12/1913 3/1/2005 Occupation: All

\$70.3M

Total amount

92.3K

Total customer

7471

Total account

15

Number of category

739

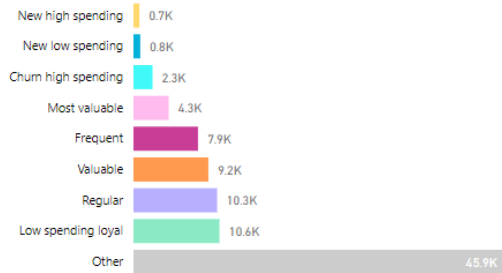
Number of merchant

10/19/2018

Last order date

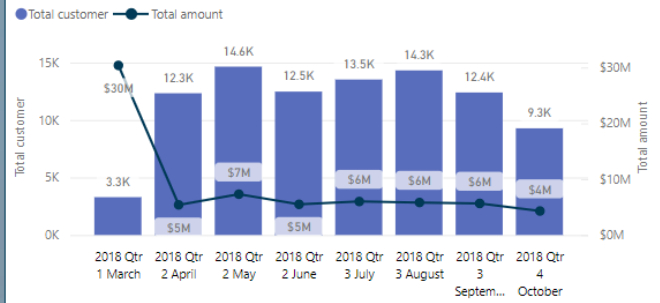


Total customer in each segment



customer_id	R-F-M	Last transaction date	Number of transaction	Total transaction amount
fe51c153-fbec-4b64-9b00-2530035ef0e1_00004760-8e07-4751-a84d-7b915d9066a2	4-4-4	10/19/2018	61	\$17,271.44
fe51c153-fbec-4b64-9b00-2530035ef0e1_00dfe3b1-014f-490c-8be6-6a48031bf59b	4-4-4	10/19/2018	50	\$17,656.00
fe51c153-fbec-4b64-9b00-2530035ef0e1_0155fa8e-4923-4bd4-a696-bd67786371db	4-4-4	10/18/2018	31	\$46,430.92
fe51c153-fbec-4b64-9b00-2530035ef0e1_0868e3f4-c4ff-4b32-8146-c5d8615041d9	4-4-4	10/18/2018	42	\$23,392.79
fe51c153-fbec-4b64-9b00-2530035ef0e1_0868e3f4-c4ff-4b32-8146-c5d8615041d9	4-4-4	10/18/2018	25	\$18,687.94
Total		10/19/2018	92264	\$70,325,375.99

Total customers and total transaction amount trend



Total transaction by categories

