

RFM Analysis in customer Segmentation

- 1) Calculate the
 - a) recency (R) ,
 - b) frequency (F)
 - c) monetary value (M) for each customer based on the given dataset?
- 2) a) Calculate RFM scores. Each customer will get a note between 1 and 5 for each parameter for Recency(R) , Frequency(F) and Monetary value(M)
- 3) Segment the customers based on their RFM scores using the dataset?
- 4) a) Visualize the RFM segments.
 - b) Conclude your findings of RFM analysis and suggest some strategies on it.