# Customer segmentation & RFM Analysis insights:

The RFM dashboard I created contains these key elements:
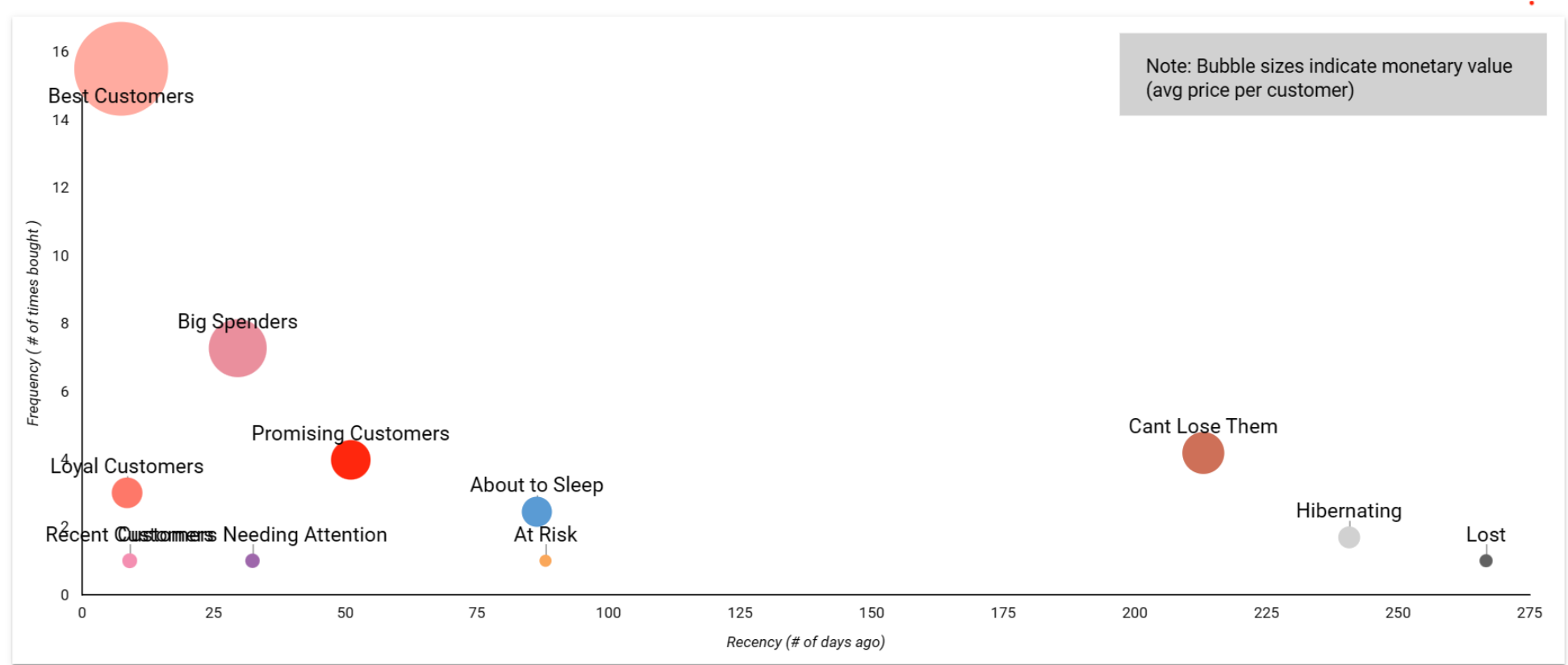
- Page Filters
- Key Metrics
- RFM Segment Sizes
- Detailed Recency, Frequency, and Monetary Data
- Filtering Specific countries with segmentation.

Key Metrics representing :

Total customer , Total sales amount, Avg purchase value and Avg frequency of buying .

Total Customers #	Total sales	AVG Monetary value	Avg Frequency of Buying
4,339	8.0M	1.8K	4.9
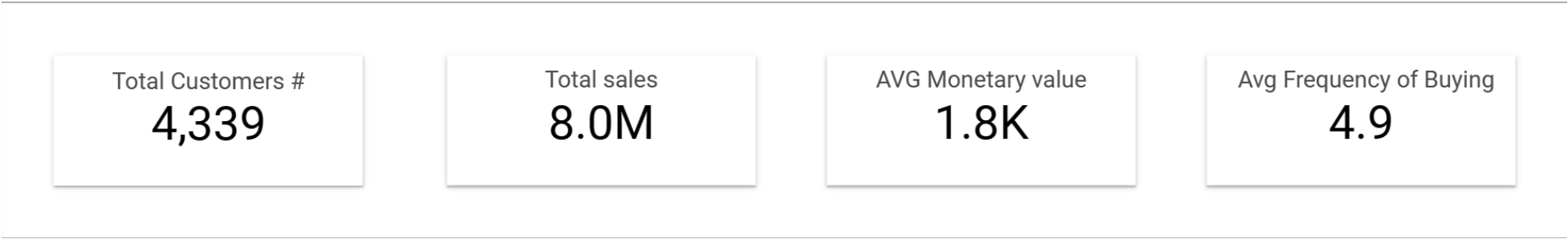
RFM segmentation :

Here most valuable customer segmentation is "Best Customers" with the
Recency 7 , Frequency 15 and Monetary value 964 where bubble size representing the Monetary value of the customer segmentation.

Recency
From the graph its most obvious that significant number of customers have made their last purchase recently (less than 50 days ago).

This indicates that there is a large group of active customers. However, there's also a substantial portion of customers who haven't made a purchase in over 200 days, indicating potential churn.

Frequency
From frequency it is noticeable that most of the customer segment ordered less the avg 4.9 value of frequency only 2 segment is more then the avg value so here need to focus more on few customer segment.

Monetary
Many customer segmentation spent less then the 312€ which is below avg value of total spent amount. Understanding buying behavior and preference of customers who tends to spent more would increase the spent value.

Detailed RFM data with the number of customers and % of total customer

rfm_segment	CustomerID	% of Customer	Recency (# of days ago)	Frequency (# of time…	AVG Purchase value ▾
Best Customers	592	14%	7	15	7,077
Big Spenders	642	15%	30	7	2,697
Cant Lose Them	187	4%	213	4	1,414
Promising Customers	486	11%	51	4	1,260
Loyal Customers	468	11%	9	3	752
About to Sleep	704	16%	86	2	729
Hibernating	485	11%	241	2	384
Recent Customers	76	2%	9	1	175
Customers Needing Attention	131	3%	32	1	164
Lost	405	9%	267	1	136
At Risk	163	4%	88	1	116
Grand total	**4,339**	**100%**	91	5	**1,834**

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Recommendations:

- **Re-engagement Campaigns**: Focus on re-engaging "Lost" and "Hibernating" customers with special offers, personalized recommendations, and reminders.

- **Loyalty Programs**: For "Loyal Customers" and "Promising Customers", introducing loyalty programs or exclusive deals to increase more frequent purchases.

- **Personalization**: For "Best Customers", using personalized marketing strategies for them would keep them engaged in the business . They represent a high value for the business, so tailor-made offers, early access to new products, or exclusive benefits can help retain them.

- **Referral Programs**: Since there are many one-time buyers, a referral program might incentivize them to introduce new customers to the brand, helping in customer acquisition.