



Average Recency by Customer_segment

Lost Customers	22
Medium Value ...	15
High value Cust...	10
Low Value Cust...	8
Top Customers	5

No of Customers across segment

Top Customers	1500000
Medium Value ...	1000000
High value Cus...	800000
Lost Customers	600000
Low Value Cust...	600000

#Customers with #Orders

customer_id

All

customer_id	Customer_segment	RFM_Score	Count of order_no	Recency	Monetary
703374724	High value Customer	4.39	13437	24	1956315218
704319120	Top Customers	4.62	2203	13	444753380
704206913	Top Customers	4.57	1577	15	343076119
704263985	Top Customers	4.59	1412	14	305176652
704609669	Top Customers	4.77	924	7	107757407
704669477	Top Customers	4.79	357	6	45843796
605939603	High value Customer	4.43	5	9	42500377
146265	Medium Value	2.51	2	6	28000000