

CUSTOMER SEGMENTATION DASHBOARD(RFM Model)

Objective: Identify high-value customer segments for targeted marketing based on RFM behavior(Recency, Frequency, Monetary)

Gender

Female
Male
Unsure

Job Industry

Agriculture
Financial Services
Health
IT
Manufacturing
n/a
Property
Retail
Telecommunications

State

New South Wales
Queensland
Victoria

Wealth Segment

Affluent Customer
High Net Worth
Mass Customer



Total Sales

\$357,460



Customers

47



Champions

21.28%



Avg. Spend per Champ

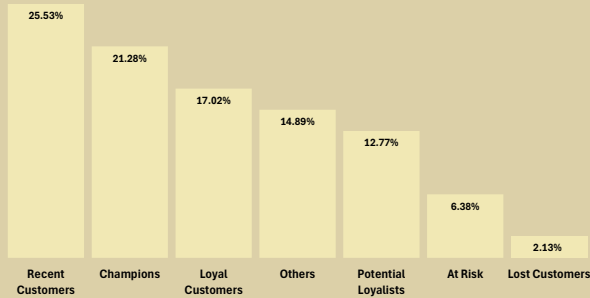
\$11,789.43



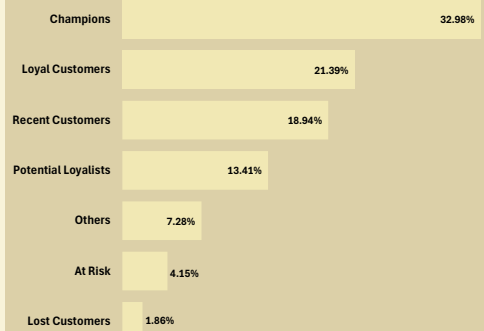
Customers At Risk & Lost

8.51%

How Customers Are Distributed Across RFM Segments



Revenue Share by Customer Classification



RFM Segment	Customers	Average Spend	Avg Frequency	Targeting Action
Champions	10	11789.43	9.20	Retain & Reward: Give exclusive offers, loyalty perks, or early access to products.
Loyal Customers	8	9556.99	8.63	Upsell / Cross-sell: Recommend premium or complementary products.
Potential Loyalists	6	7986.29	6.50	Nurture: Use targeted communications to move them up the value chain.
Lost Customers	1	6639.07	5.00	Win Back: Personalized win-back campaigns or survey for reasons of churn.
Recent Customers	12	5641.13	5.00	Educate & Engage: Welcome emails, onboarding, product education
At Risk	3	4943.21	4.00	Re-engage: Send special offers, ask for feedback, time-sensitive deals.
Others	7	3718.52	4.29	Monitor or Explore: Could be price-sensitive or one-time buyers.

Suggested Focus

• Primary Targets:

Champions, Loyal Customers, and Potential Loyalists make up 51% of customers but contribute nearly 68% of revenue.

• Secondary Targets:

Recent Customers – largest group by count. Early engagement could improve retention and lifetime value.

• Strategic Consideration:

Consider creating **personalized campaigns** by frequency tiers or past monetary value for more precision.

RFM Metric Definitions

Recency: How recently a customer made a purchase.

Frequency: How often a customer makes purchases within a time period.

Monetary: How much money a customer has spent in total.