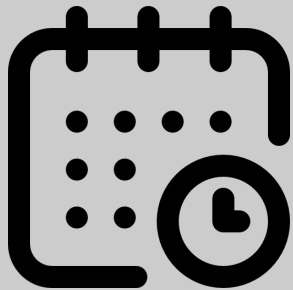


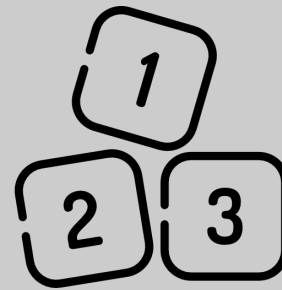
RFM Analysis



*How **recent** the last transaction is?*



*How **frequently** do they make purchases?*



*How **much** each customer has spent for our products?*



RFM Dashboard

Segments

All

Number of Customers

4300

Total Sales

\$8M

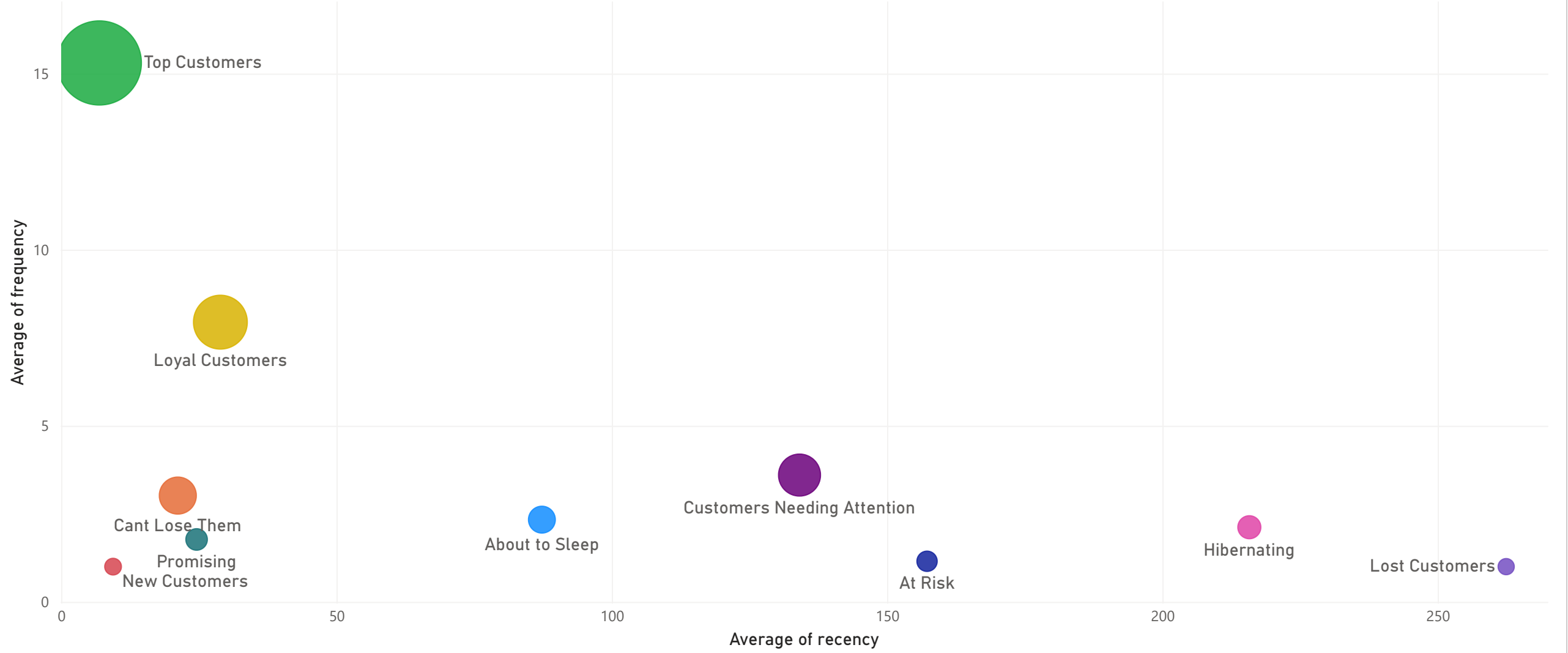
Average Frequency

4.16

Average Recency (days)

92

RFM Segments Sizes



Detailed Data						
Segment	Number of Customers	% of total customers	Average of recency	Average of frequency	Average of monetary	Total monetary
At Risk	656	15%	157.26	1.15	\$314	\$205,744
Promising	649	15%	24.59	1.77	\$368	\$239,021
Customers Needing Attention	638	15%	134.10	3.60	\$1,933	\$1,233,199
Cant Lose Them	554	13%	21.18	3.02	\$1,441	\$798,580
Loyal Customers	485	11%	28.92	7.94	\$3,399	\$1,648,366
Top Customers	446	10%	6.93	15.30	\$9,007	\$4,017,130
Lost Customers	440	10%	262.44	1.00	\$162	\$71,458
About to Sleep	251	6%	87.31	2.33	\$659	\$165,385
Hibernating	101	2%	215.79	2.12	\$442	\$44,625
New Customers	80	2%	9.43	1.00	\$178	\$14,241