

## Customer Lifetime Value and RFM Segmentation Dashboard

Built a comprehensive Power BI dashboard to calculate customer lifetime value (CLV) and segment customers using RFM (Recency, Frequency, Monetary) analysis over two years of transactions. Created calculated columns and measures to derive recency in days, frequency ranks, and monetary quantiles. Addressed circular dependency errors and implemented active customer metrics. Produced advanced visuals including treemaps, decomposition trees, and interactive KPIs.

### Key Features:

- CLV per customer
- RFM segmentation with quantile classification
- Recency-driven active customer metric
- Revenue forecasting
- Q&A and decomposition tree visuals

### Skills:

Power BI, DAX, Customer Analytics, RFM Segmentation, Data Modeling, Forecasting