931,14K
Count of CustomerID

82bn
Total_order_value

1,03M
Total_time_purchase

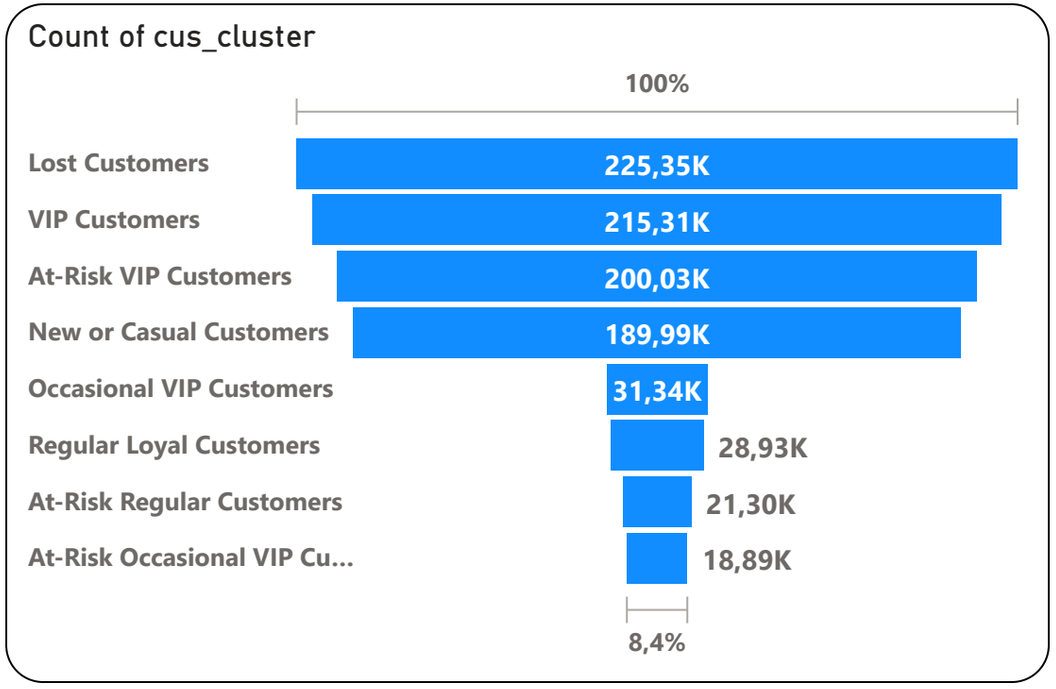
1,11
AVG_time_purchase

7,27bn
Sum of n_GMV_per_month

88,24K
Average of total_order_value

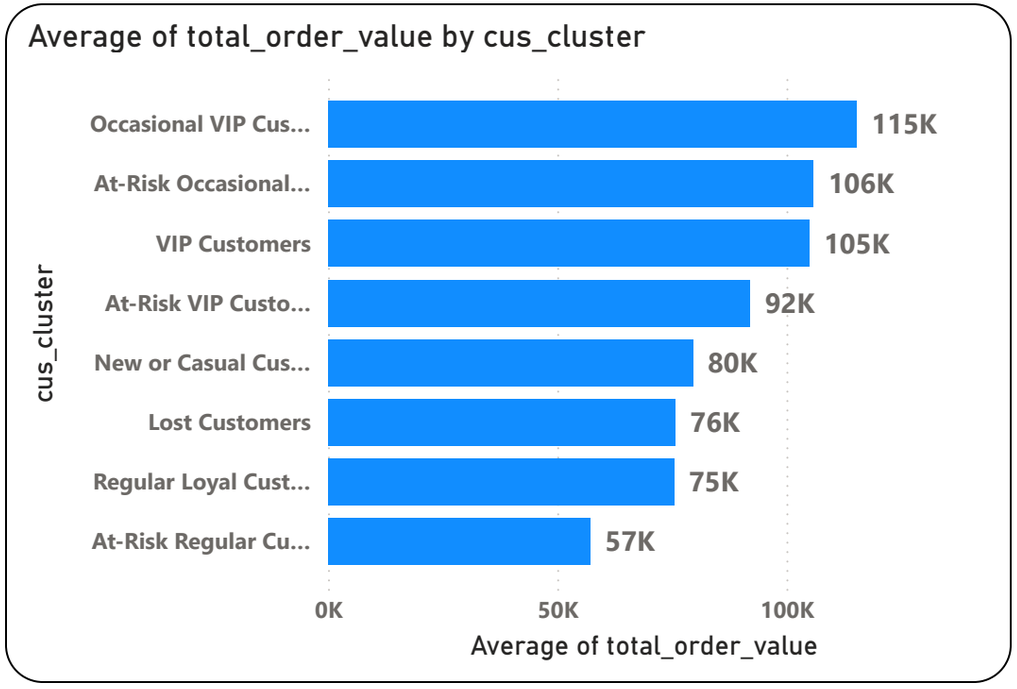
90,81K
Total purchase time per_month

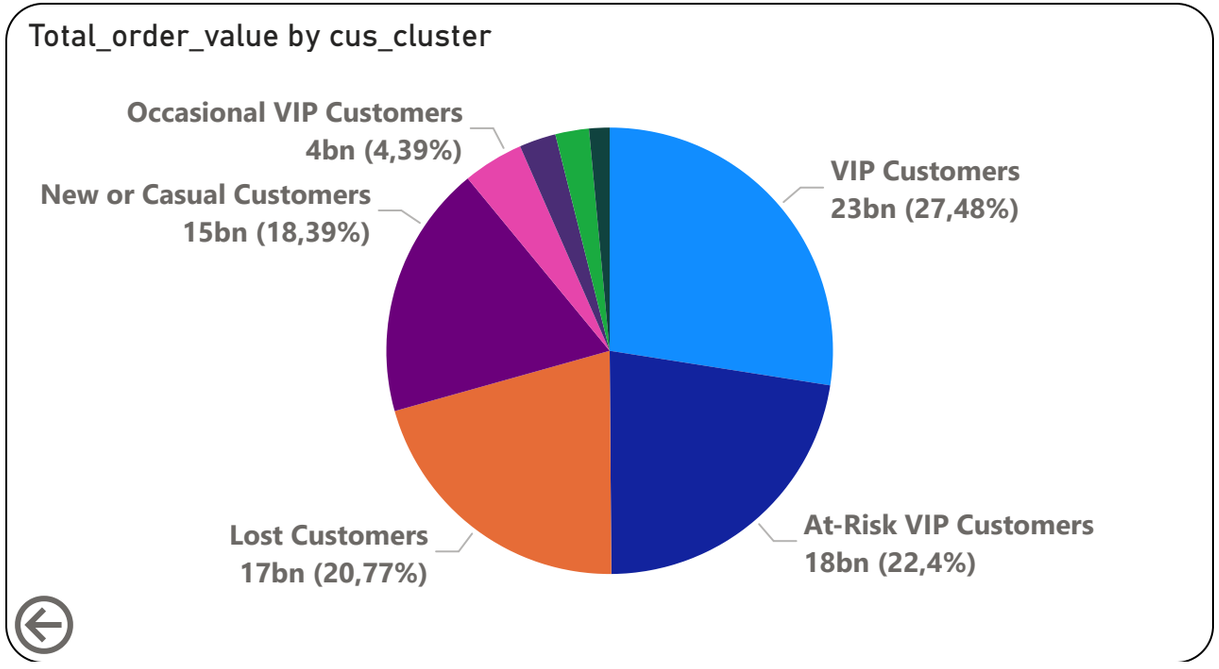
38,54
Average of Months_Cus_Lifetime

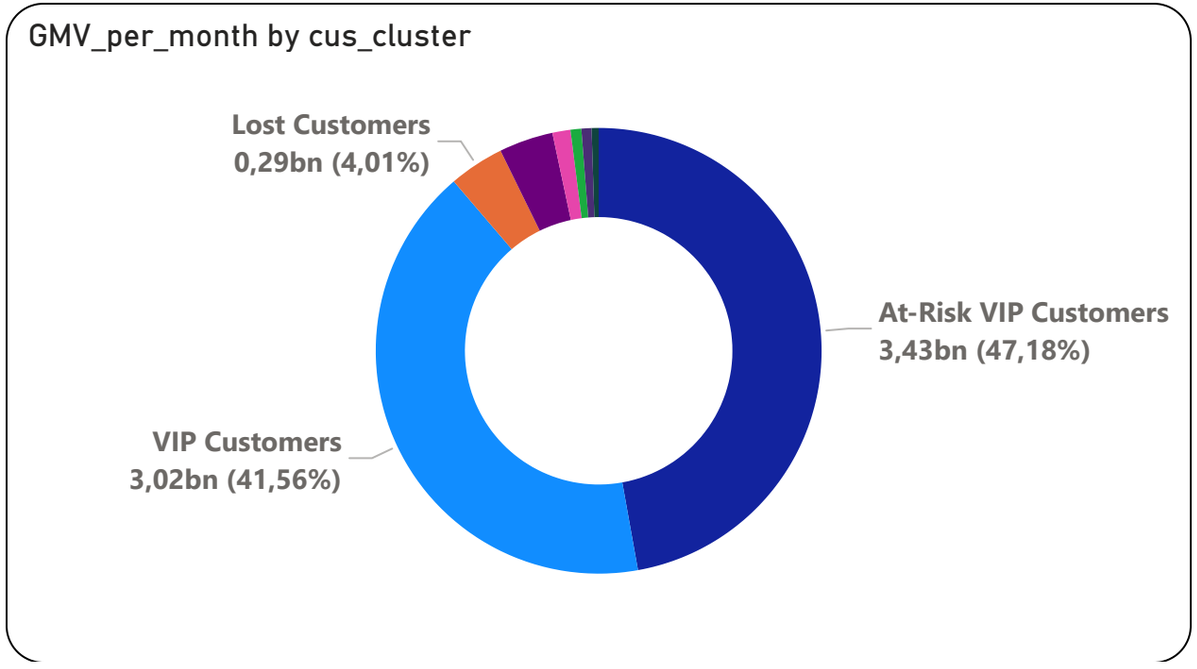


RFM

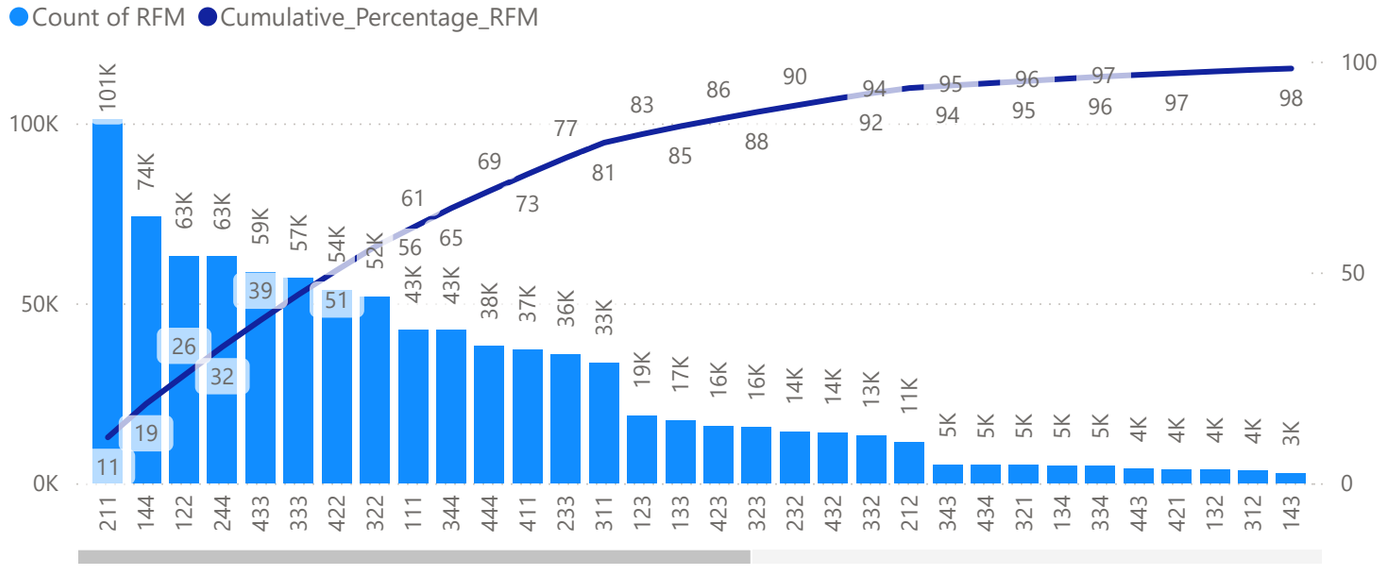
- At-Risk Occ...
- At-Risk Reg...
- At-Risk VIP ...
- Lost Custo...
- New or Cas...
- Occasional ...
- Regular Loy...
- VIP Custom...



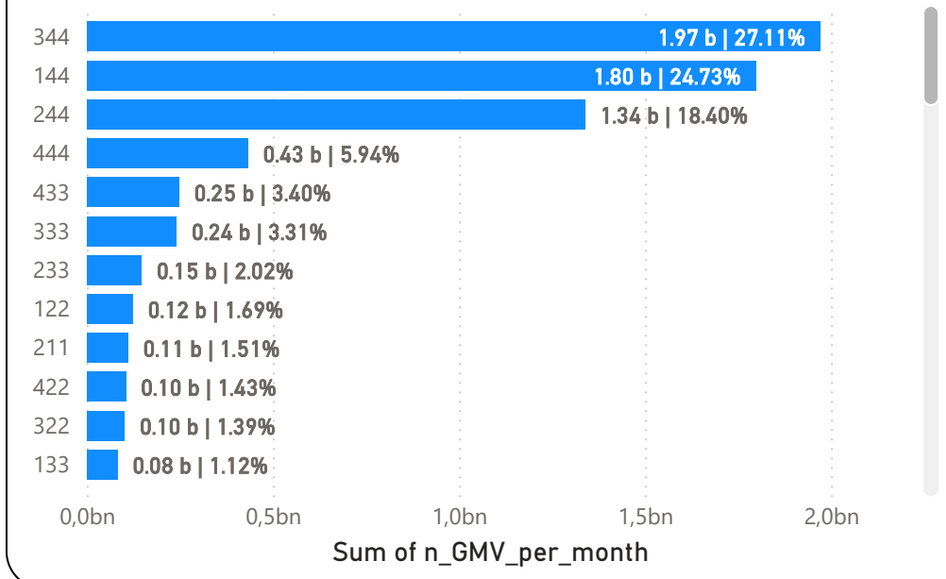




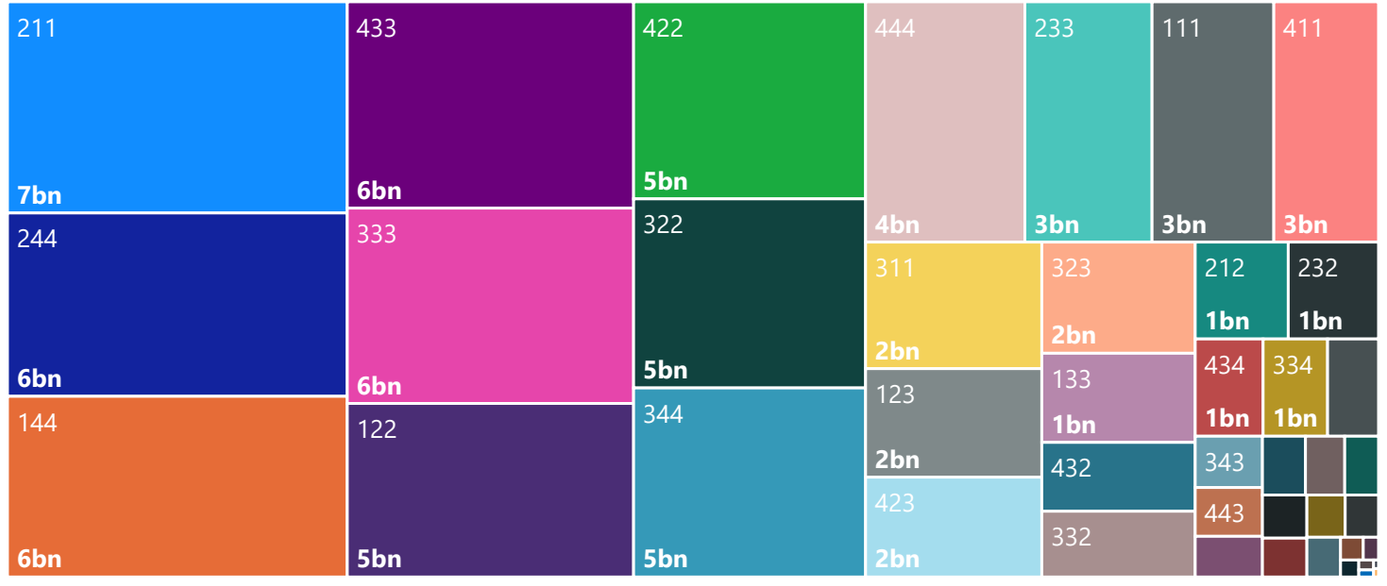
RFM frequency



Total n_GMV_per_month by RFM



Sum of total_order_value and %GT Sum of total_order_value by RFM



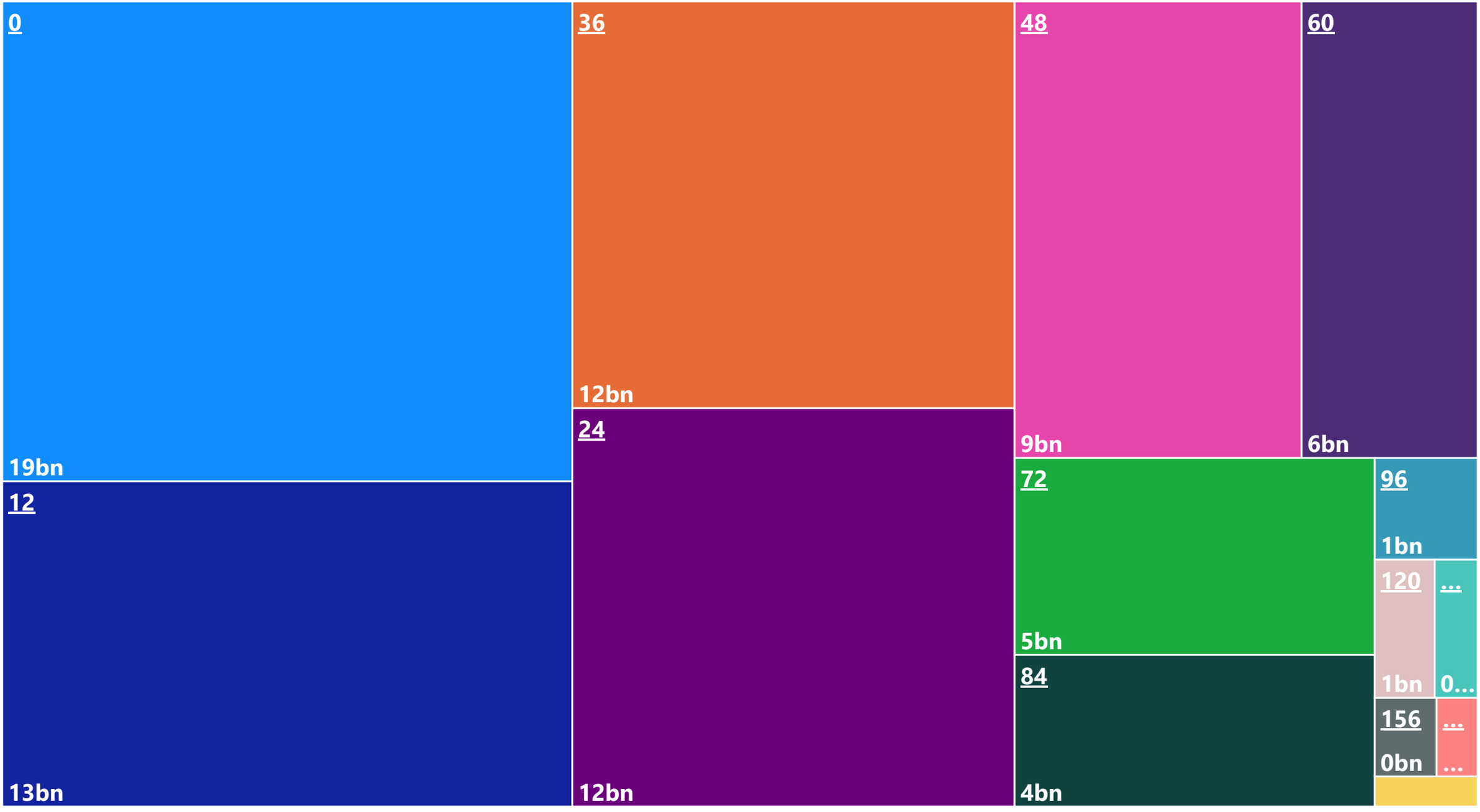
82bn
Total_order_value

1,00
%total_order_value

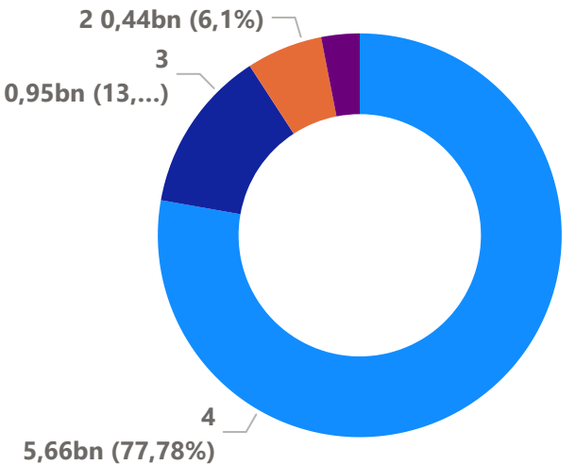
7,27bn
Sum of n_GMV_per_month

1,00
%monthly_revenue

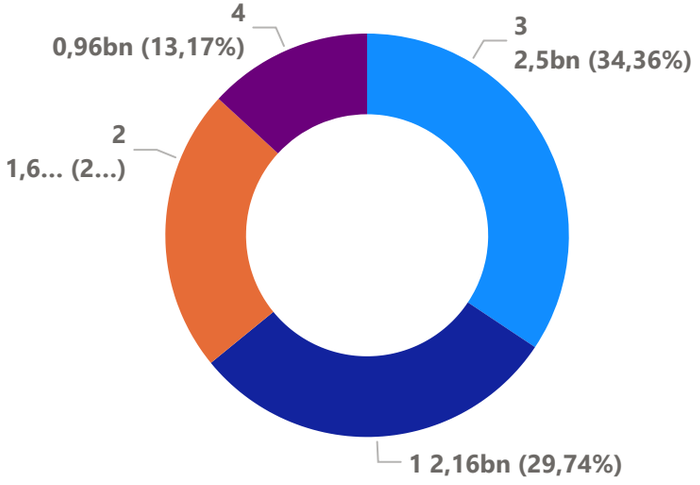
Yearly 'Total order value



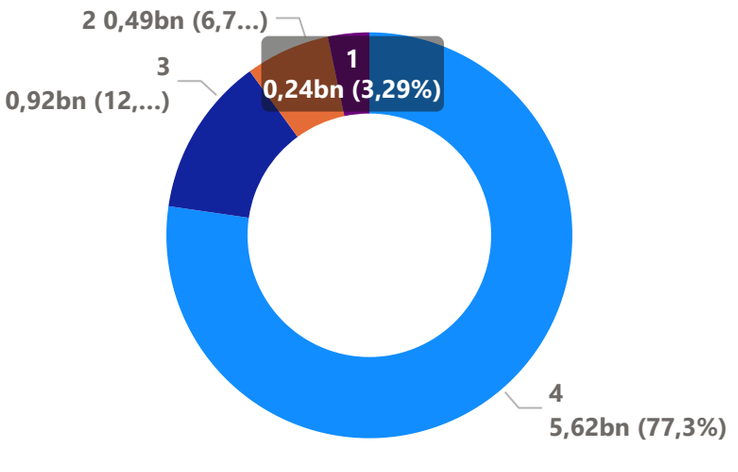
Sum of n_GMV_per_month by money_point



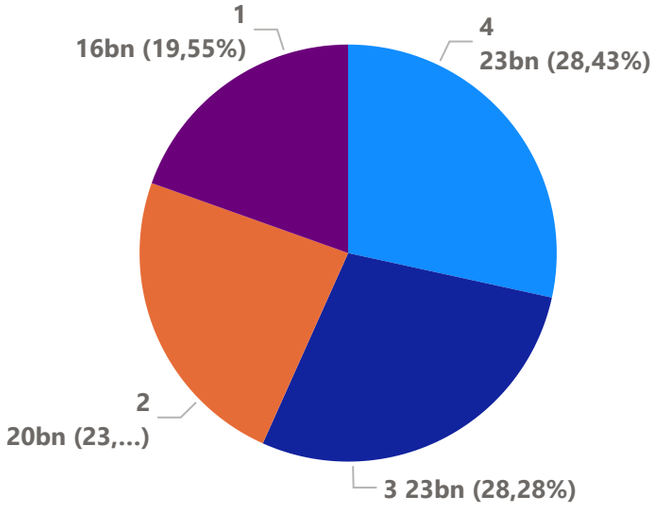
Sum of n_GMV_per_month by R_point



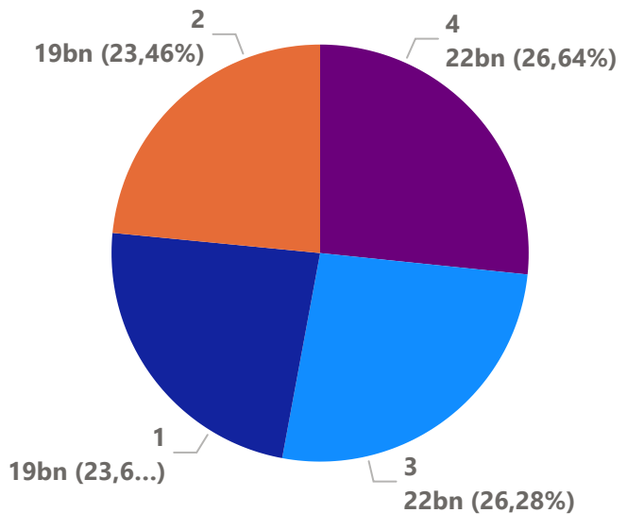
Sum of n_GMV_per_month by F_point



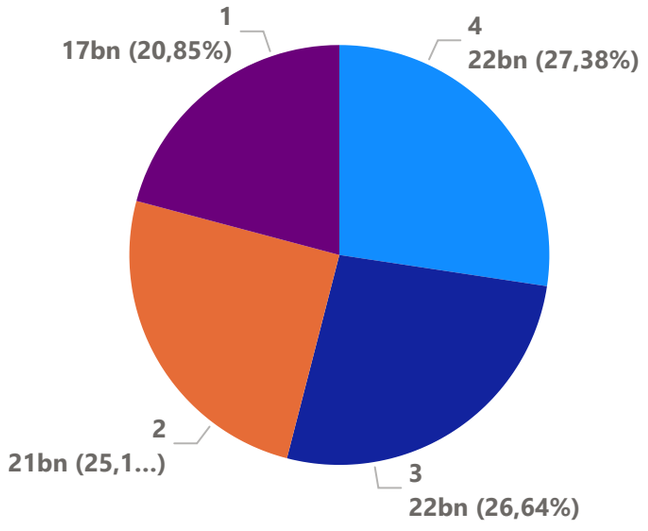
Sum of total_order_value by money_point



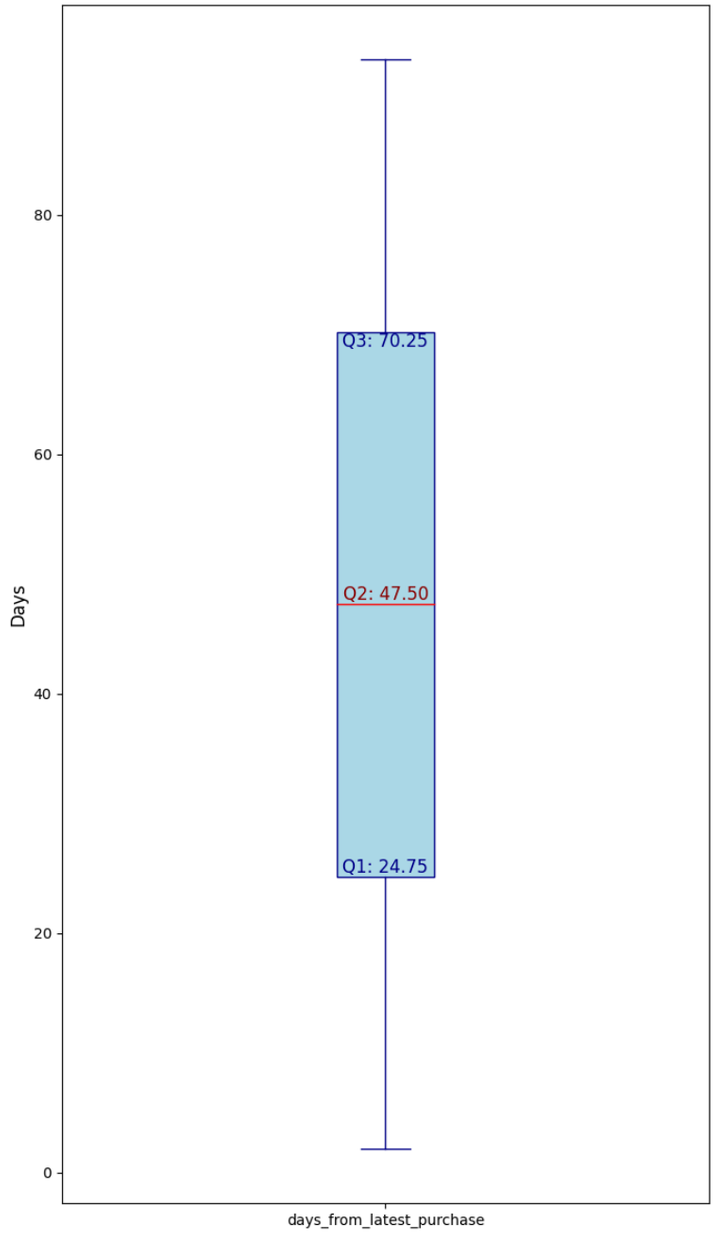
Sum of total_order_value by R_point



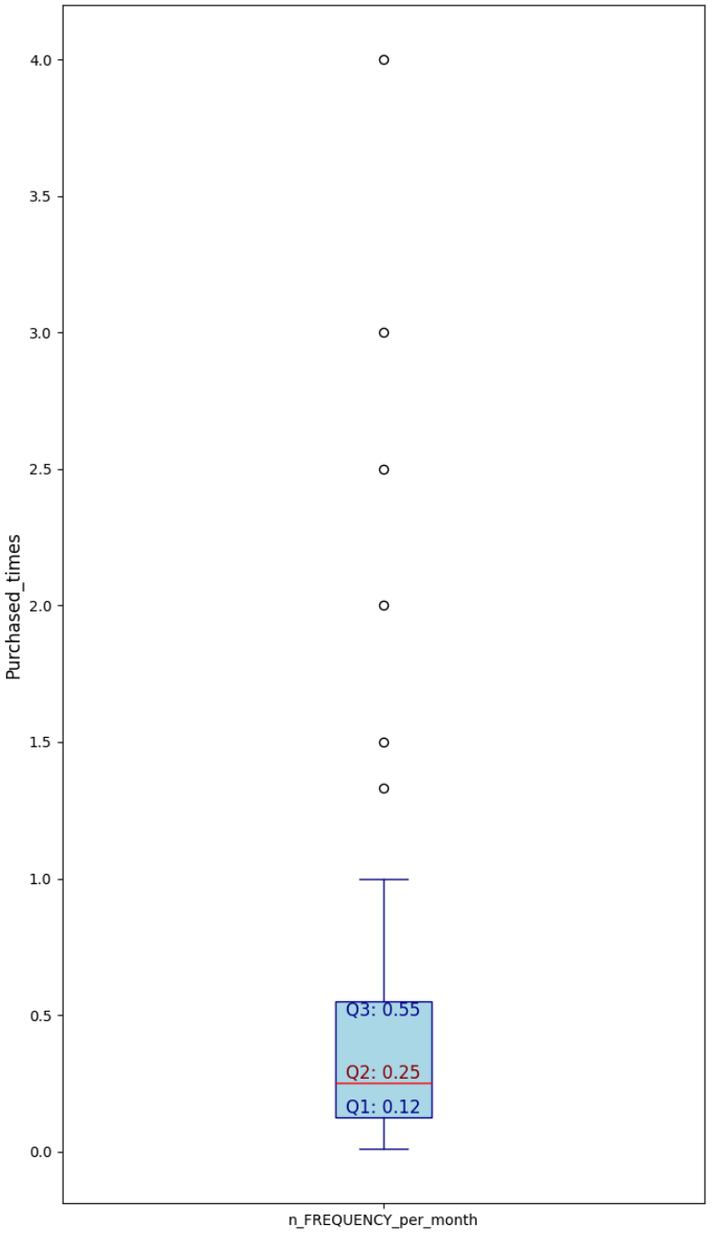
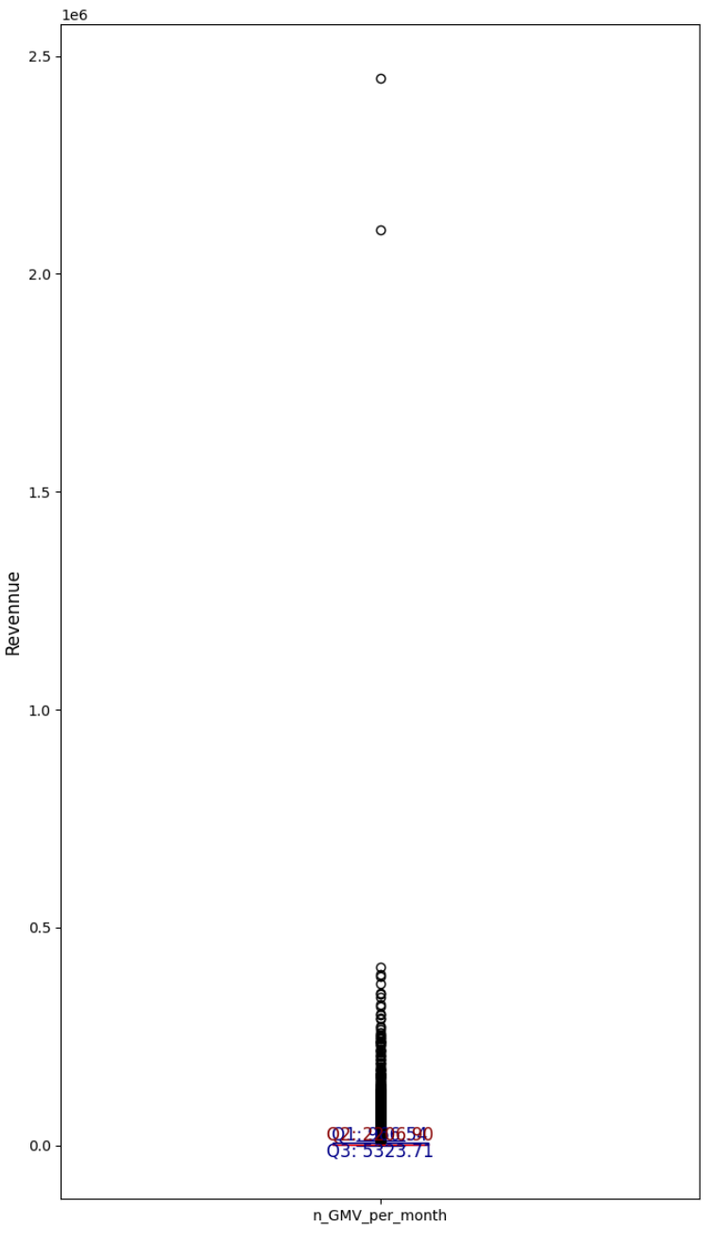
Sum of total_order_value by frequency_point



days_from_latest_purchase



n_FREQUENCY_per_month



n_GMV_per_month