**Descriptive Statistics**

* **Recency**: Customers had a mean recency of 90.68 days.
* **Frequency**: Number of purchases range from 1 to 202, with an average of approximately 4.15 purchases per customer.
* **Monetary Value**: Spending per customer ranges from 0$ to 268,478$, with an average spend of 1,958$.

**Segment Analysis (Average per Segment)**

* **Champions**: Show the highest average monetary value (7,133.88) and frequency (12.78), with a very recent engagement (recency: 6.21 days).
* **Loyal Customers**: Have an average monetary value of 2,347.59 and frequency of 5.13, with recent engagement (recency: 23.15 days).
* **At Risk**: Despite a higher frequency (5.93) and monetary value (2,930.66), their recency is quite high (96.77 days), indicating a risk of churn.
* **Hibernating**: Exhibit the least engagement, with the highest recency (255.75 days), low frequency (1.09), and low monetary value (243.72).

**Country Analysis**

* Most segments are predominantly from the United Kingdom.
* Other countries contribute to various segments but in significantly smaller numbers.

**Segment Contribution and size**

* **Champions**: $4,294,595.76, 602 customers
* **Loyal Customers**: $2,150,394.82, 916 customers
* **Customers Needing Attention**: $777,445.00, 795 customers
* **At Risk**: $715,079.85, 244 customers
* **Promising**: $181,417.30, 665 customers
* **Hibernating**: $178,648.90, 733 customers
* **Potential Loyalists**: $103,429.04, 200 customers
* **Recent Customers**: $36,738.43, 154 customers
* **Customers Needing Attention** and **At-Risk** segments, while not as high as Champions or Loyal Customers, still contribute a noteworthy amount to sales and transactions.

**Insights**

* **Champions** and **Loyal Customers** not only represent a significant portion of the customer base but also contribute the most in terms of monetary value, highlighting their importance in future revenue.
* **Customers Needing Attention** and **At-Risk** segments, despite their smaller sizes, still represent a substantial potential monetary contribution, indicating that re-engagement strategies could yield significant returns. Especially for the Customers needing attention segment as it is the second biggest segment here (795 customers)
* **Hibernating** and **Promising** customers, with large sizes, offer opportunities for growth through targeted engagement and upgrade strategies. These segments also represent a significant portion of the customer base and targeting might yield high returns.
* Focusing efforts on converting **Potential Loyalists** and **Recent Customers** into more engaged segments can help in increasing their future contribution. Yet, these segments are smaller and should not be prioritized right now.

**Strategic Implications**

* **Invest in Retention**: Especially for the most valuable segments like Champions and Loyal Customers, to maintain their high contribution.
* **Re-engagement Campaigns**: Specifically targeting At Risk and Hibernating segments could recover potentially lost revenue.
* **Growth Opportunities**: Encouraging more purchases from Promising, Potential Loyalists, and Recent Customers could elevate their contribution levels.
* **Expand Geographic Focus**: While the UK dominates in all segments, exploring strategies to increase engagement in other countries might uncover new opportunities