

RFM ANALYSIS CUSTOMER SEGMENTATION

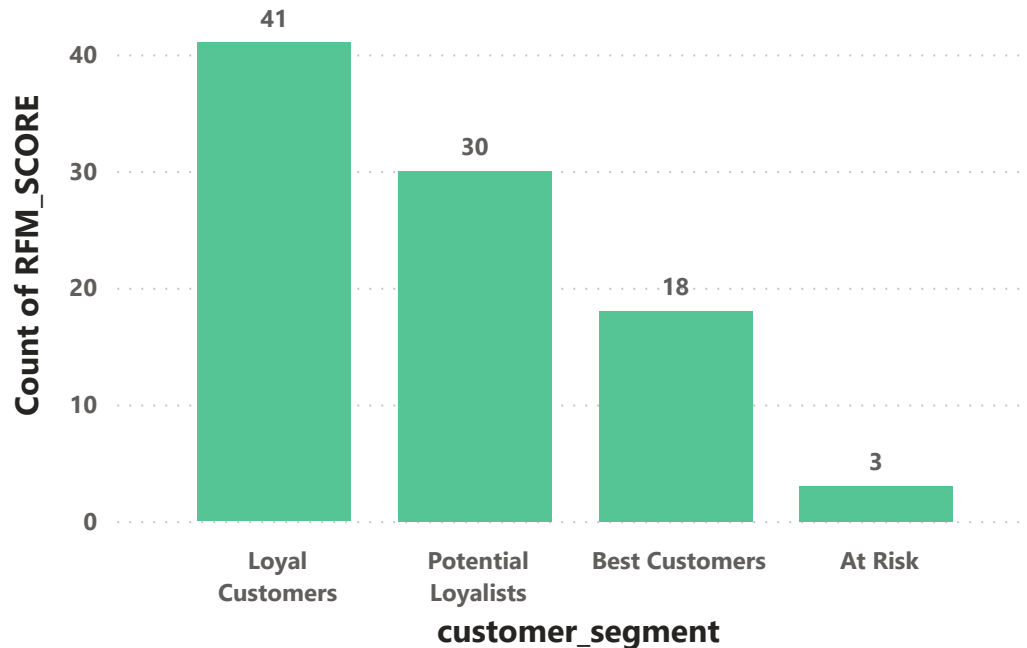
RFM SCORE VS CUSTOMER TYPE

customer_segment

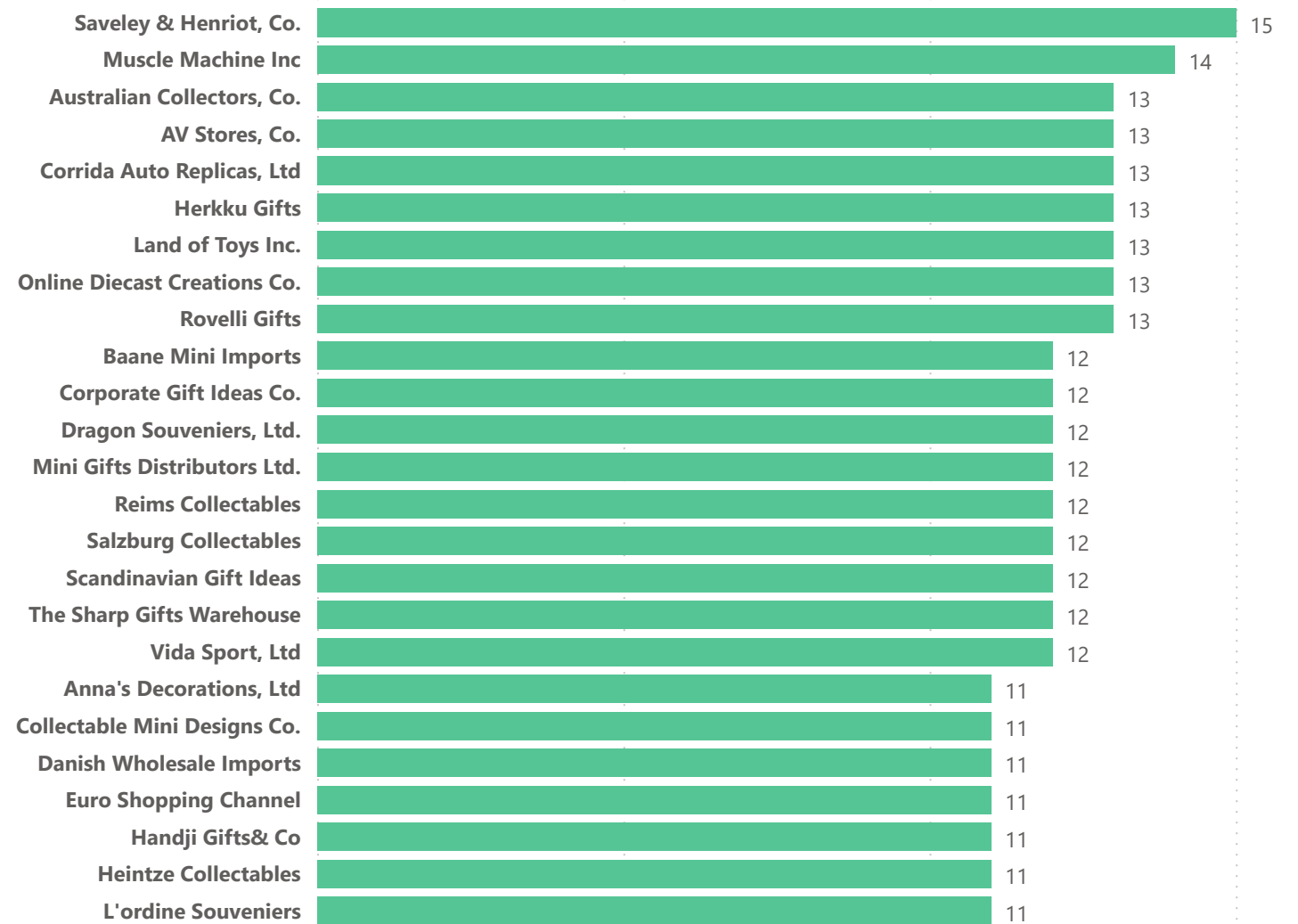
- ☐ At Risk
- ☐ Best Customers
- ☐ Loyal Customers
- ☐ Potential Loyalists

15 - 12 - Best Customers
11 - 8 - Loyal Customers
7 - 4 - Potential Loyalists
3 - 0 - At Risk

Distribution of Customers on the basis of Segmentation



CUSTOMER NAME VS RFM SCORE



RFM SCORE