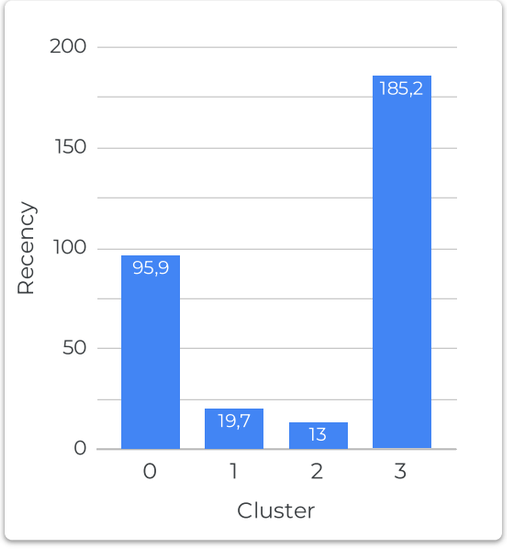
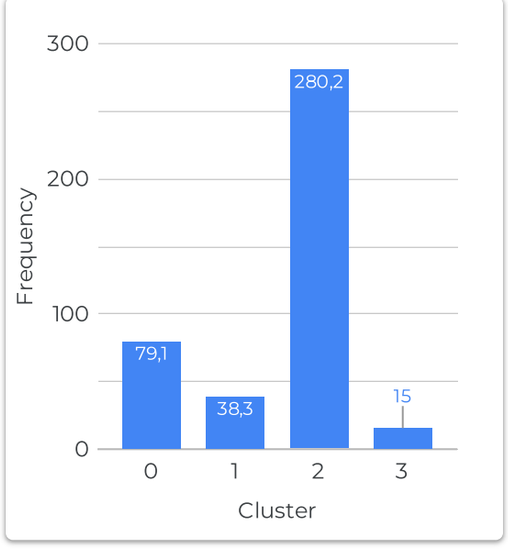
E-Commerce RFM Analysis

Total Customers
4.338

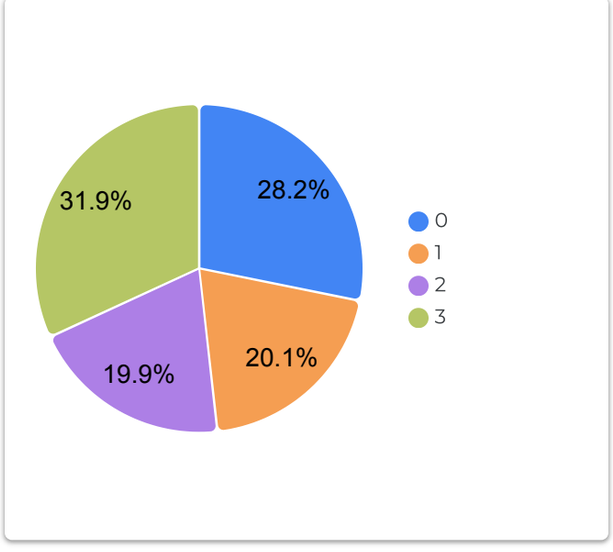
Average Recency (days)



Average Frequency



Customer's Distribution



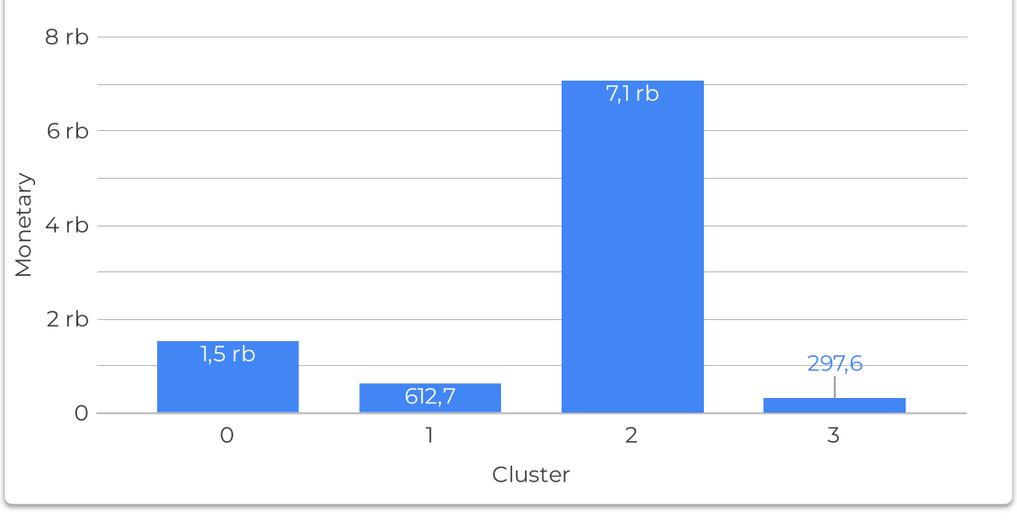
VIP
864

Loyal
1.222

At-Risk
870

Lost
1.382

Average Monetary



	Custome...	Cluster	Recency	Frequency	Monetary
1.	18287	0	43	70	Rp1.837,28
2.	18283	2	4	721	Rp2.045,53
3.	18282	1	8	12	Rp178,05
4.	18281	3	181	7	Rp80,82
5.	18280	3	278	10	Rp180,6
6.	18278	3	74	9	Rp173,9
7.	18277	3	58	8	Rp110,38
8.	18276	3	44	14	Rp335,86
9.	18274	3	30	11	Rp175,92

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