

£8M

Total Sales

4283

of Customers

£473

Avg. Order Value

4.94

Avg. Orders

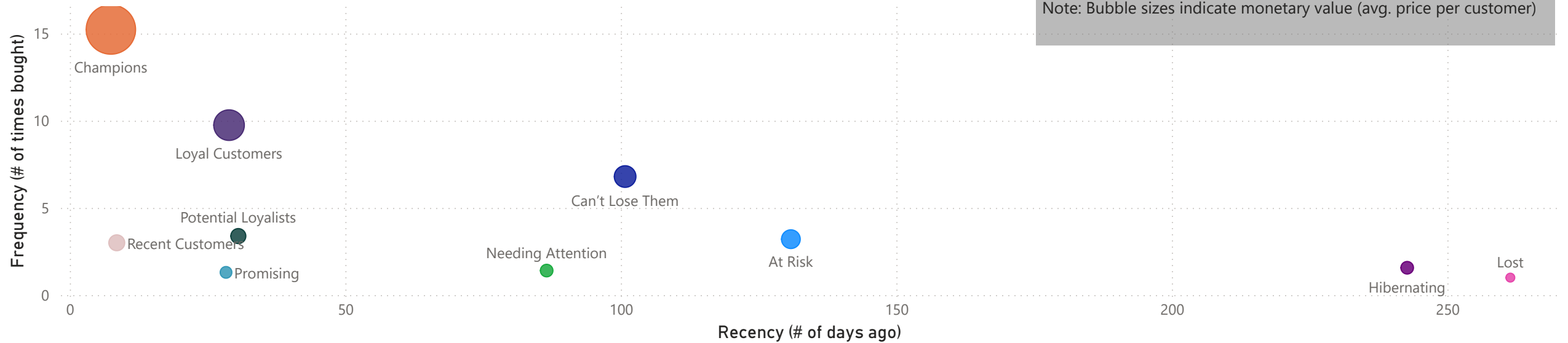
Country

All

rfm_segment

All

RFM Segments



rfm_segment	# of Customers	% of Customers	Recency (Avg days ago)		Frequency (Avg sales per customer)		Monetary (Avg \$ per customer)	
Can't Lose Them	266	6.21%		100.78		6.80		£2,510
Potential Loyalists	295	6.89%		30.59		3.38		£921
Lost	382	8.92%		261.43		1.00		£155
Loyal Customers	389	9.08%		28.90		9.75		£3,803
Hibernating	435	10.16%		242.71		1.57		£390
Promising	445	10.39%		28.36		1.30		£310
Recent Customers	454	10.60%		8.53		3.00		£689
Needing Attention	490	11.44%		86.54		1.40		£346
At Risk	522	12.19%		130.86		3.20		£905
Champions	605	14.13%		7.46		15.23		£6,989
Total	4283	100.00%		89.71		4.94		£1,860

Total Sales by Country

