

California Mall – RFM Dashboard

Avg Recency
689.5

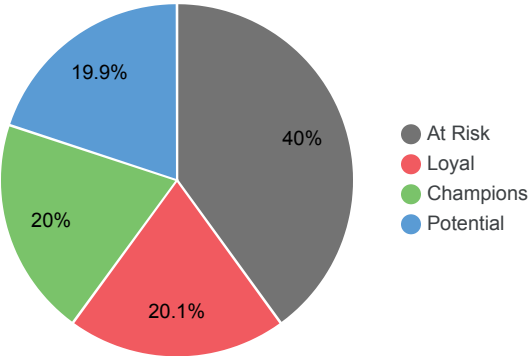
Avg Monetary
2.5K

Frequency
1.0

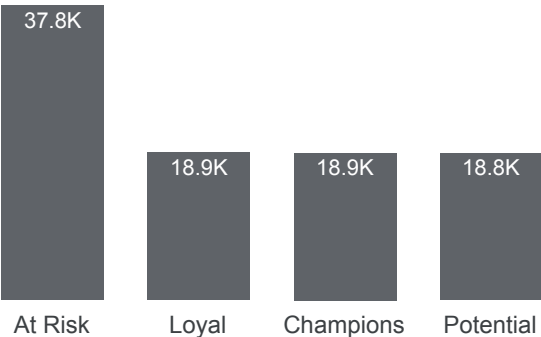
Total Customer
94.5K

Year ▾

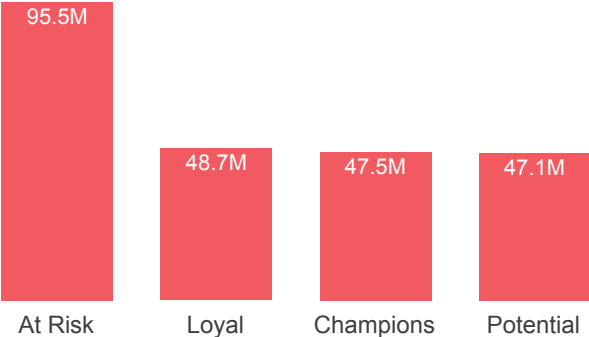
Percentage of Segmentation



Total Customer per Segment



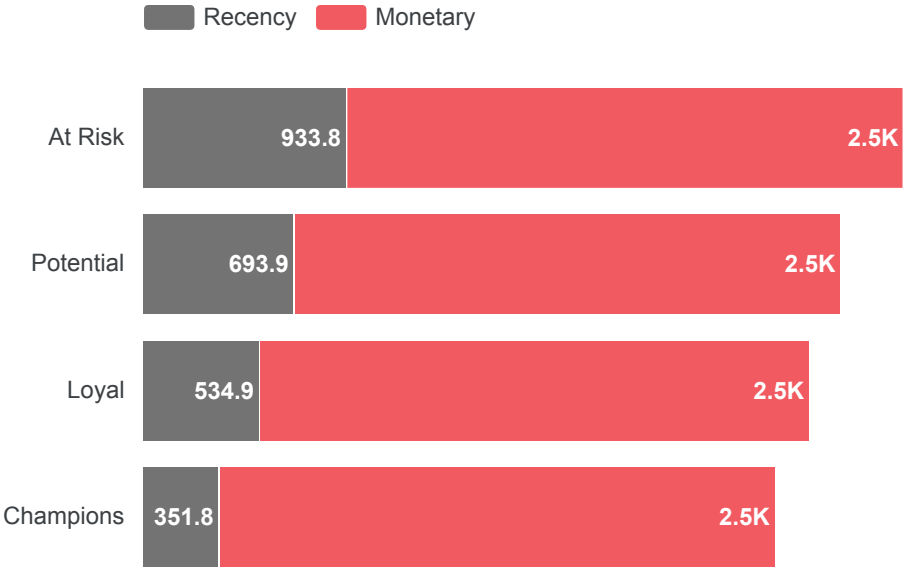
Sales by Segment



CustomerId	Customer Segment	Recency	Frequency	Monetary	RFM Score ▾
C286226	Champions	377	1	7,502	555
C926815	Champions	421	1	7,502	555
C802258	Champions	438	1	7,502	555
C289441	Champions	442	1	7,502	555
C310676	Champions	346	1	7,502	555
C208165	Champions	342	1	7,502	555
C306755	Champions	386	1	7,502	555
C289439	Champions	213	1	7,502	555
C174280	Champions	364	1	7,502	555
C286226	Champions	377	1	7,502	555

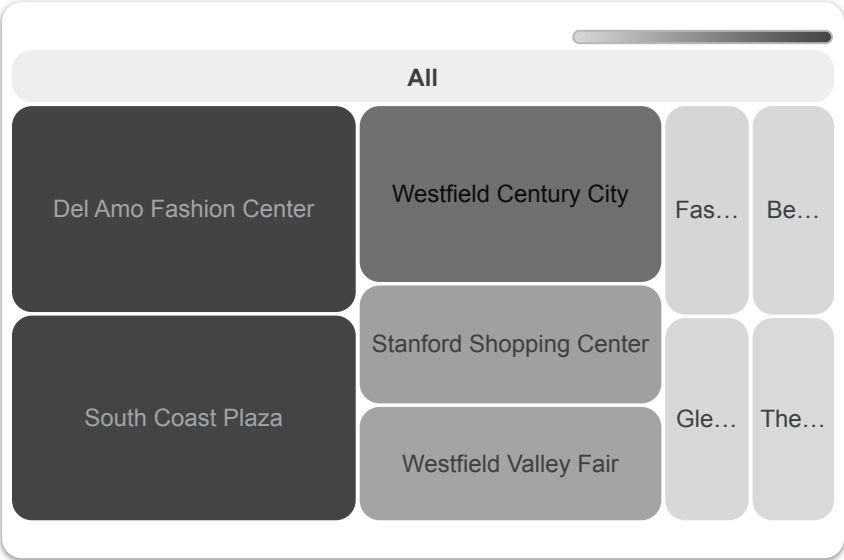
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Avg Recency and Monetary by Customer Segment



California Mall – Customer Dashboard

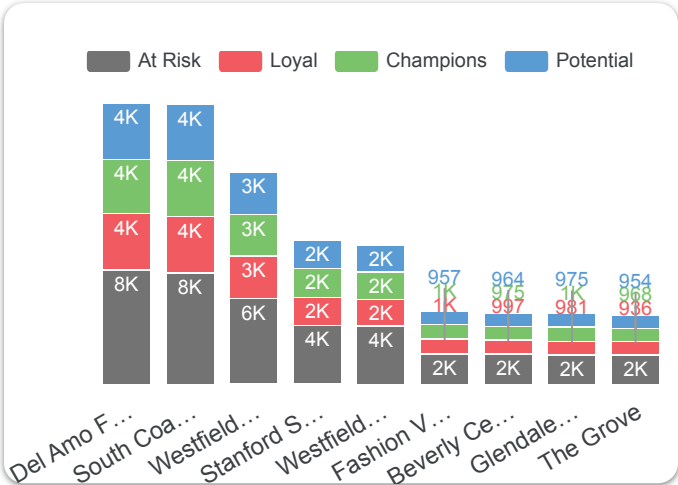
Customer Segmentation per Mall Area



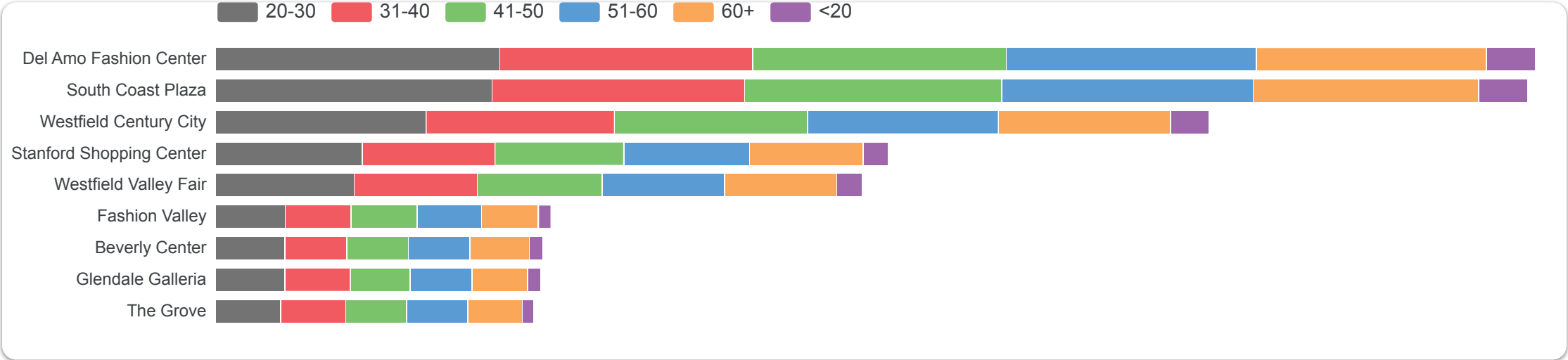
Customer by Gender and Shopping Mall



Customer by Mall and Customer Segment



Age range per Shopping Mall



Customer Id	Shopping Mall	Customer Segment	Purchased
C266599	Westfield Century City	At Risk	300.1
C189076	South Coast Plaza	At Risk	242.4
C657758	Beverly Center	At Risk	7.5K
C151197	Westfield Valley Fair	Loyal	40.7
C159642	Westfield Century City	At Risk	2.7K

1 - 100 / 94466

California Mall – Sales Dashboard

Year

Sales

238.9M

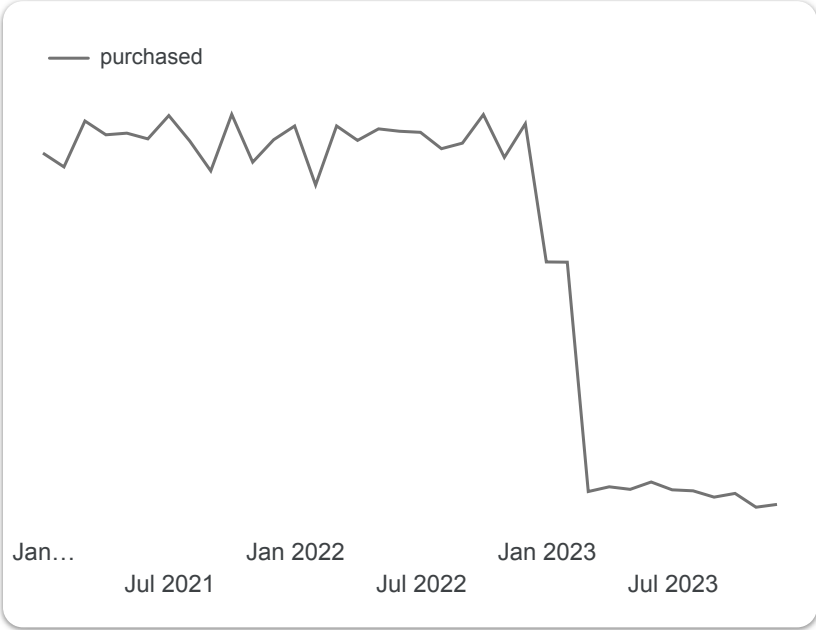
Quantity

283.8K

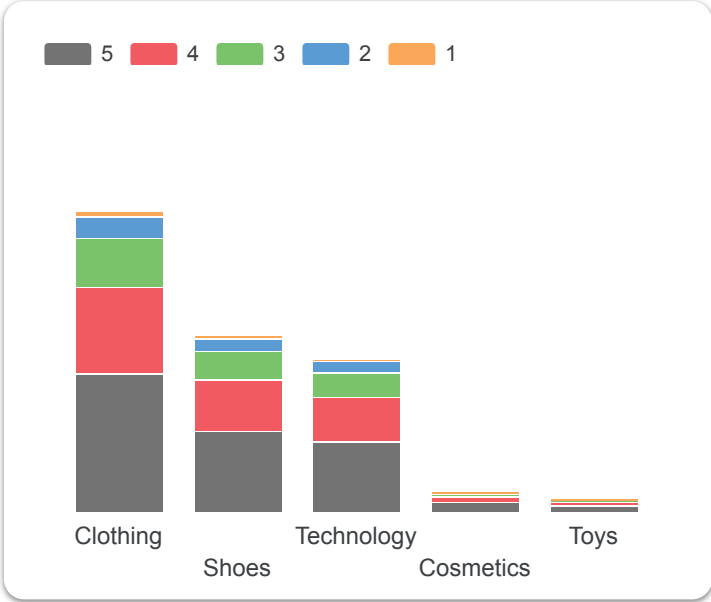
Total Customers

94.5K

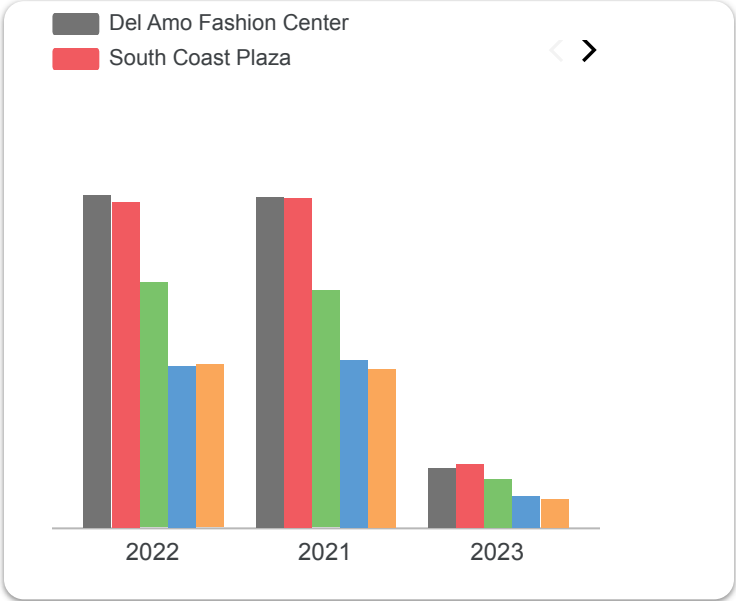
Sales Over Time



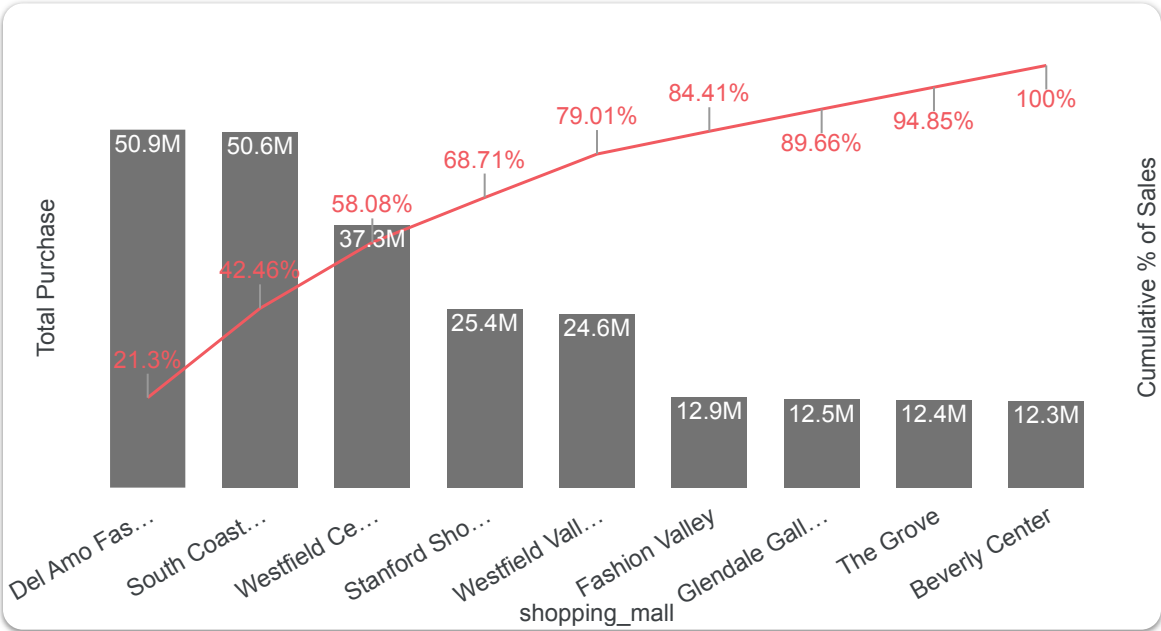
Sales by Category and Quantity



Top 5 Mall with Highest Sales



Mall Sales Contribution and Cumulative Percentage



	Shopping Mall	Segmentati...	purchased ▾
1.	Del Amo Fashion Center	At Risk	21,025,352.33
2.	South Coast Plaza	At Risk	19,226,863.33
3.	Westfield Century City	At Risk	14,674,985.81
4.	South Coast Plaza	Potential	10,565,310.08
5.	South Coast Plaza	Champions	10,479,419.55
6.	Del Amo Fashion Center	Loyal	10,433,618.65
7.	South Coast Plaza	Loyal	10,282,638.14
8.	Stanford Shopping Center	At Risk	10,138,777.48
9.	Westfield Valley Fair	At Risk	10,119,121.32

1 - 36 / 36 < >