

500

Total Customer

\$31.2M

Total Revenue

\$62.4K

Average Revenue Per Customer

Category



All



Region

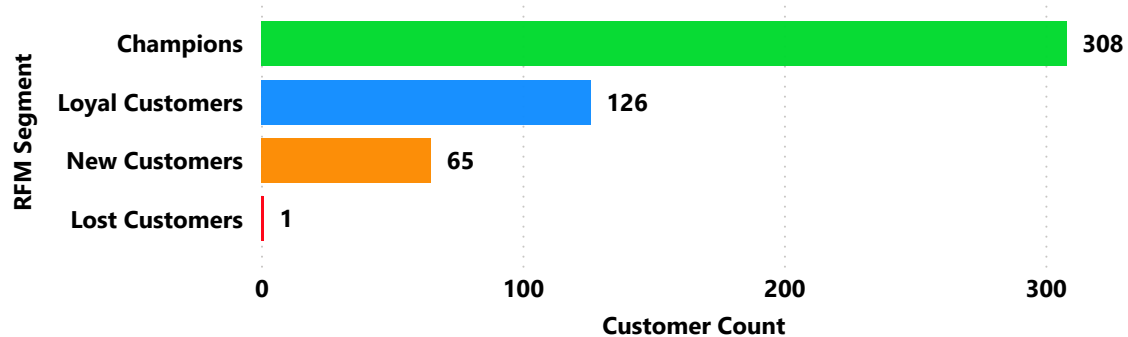


All



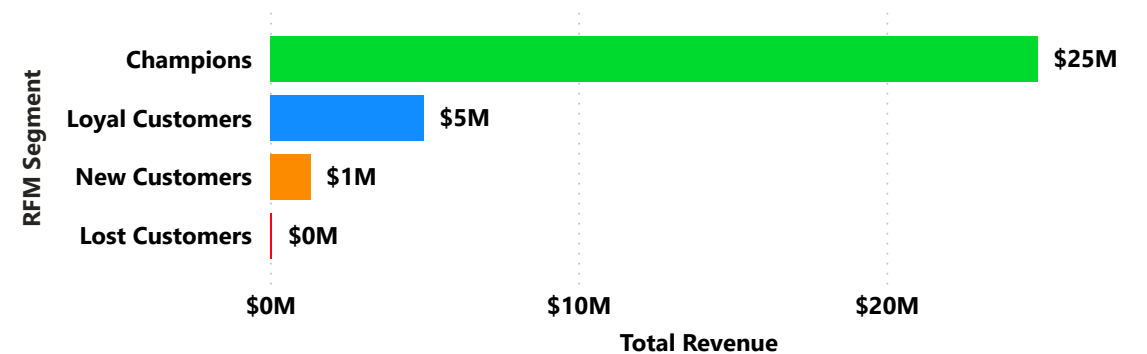
Customer Count by RFM Segment

Champions represent the majority of the customer base, indicating strong retention

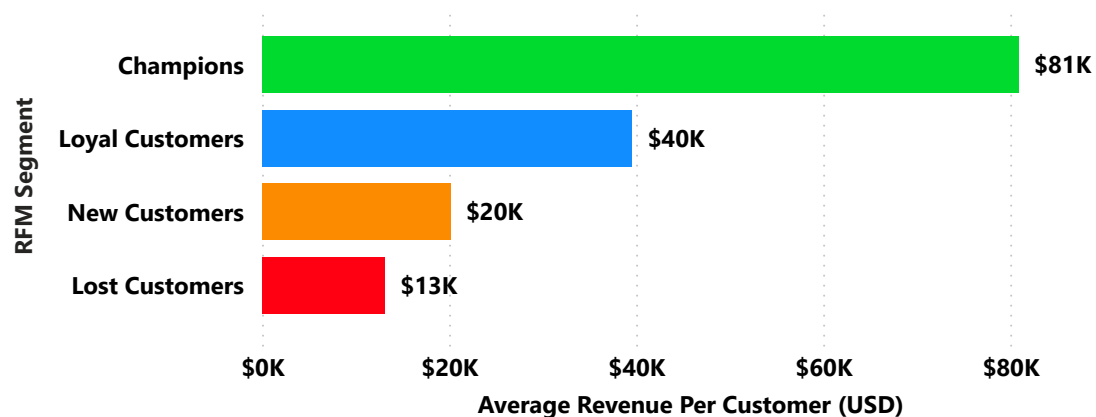


Total Revenue by RFM Segment

Despite fewer customers, Champions contribute disproportionately to total revenue



Average Revenue Per Customer (USD) by RFM Segment



RFM Segment	East	North	South	West	Total
Lost Customers	\$2,589.5		\$7,490.9	\$3,021.8	\$13,102.1
New Customers	\$3,11,098.2	\$3,03,165.9	\$3,75,951.3	\$3,16,762.6	\$13,06,977.9
Loyal Customers	\$10,14,922.5	\$12,98,673.1	\$13,46,941.0	\$13,21,498.7	\$49,82,035.3
Champions	\$60,69,990.8	\$61,82,297.9	\$66,37,658.3	\$60,17,867.0	\$2,49,07,813.9
Total	\$73,98,600.9	\$77,84,136.9	\$83,68,041.4	\$76,59,150.1	\$3,12,09,929.3