

500

Total Customer

\$31.2M

Total Revenue

\$62.4K

Average Revenue Per Customer

Category

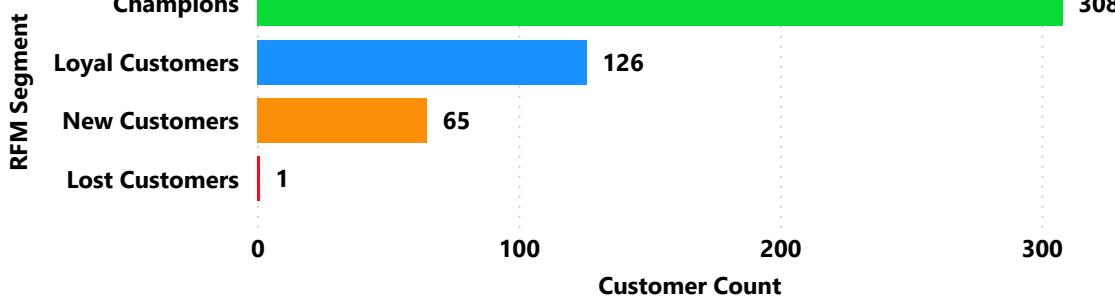
All

Region

All

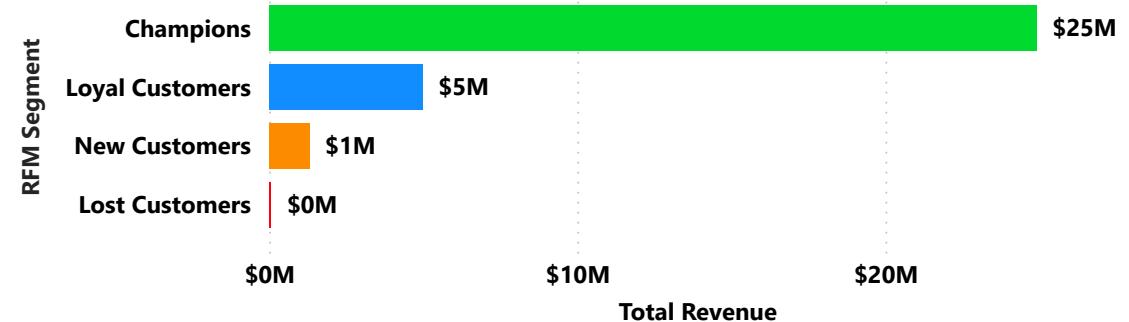
Customer Count by RFM Segment

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

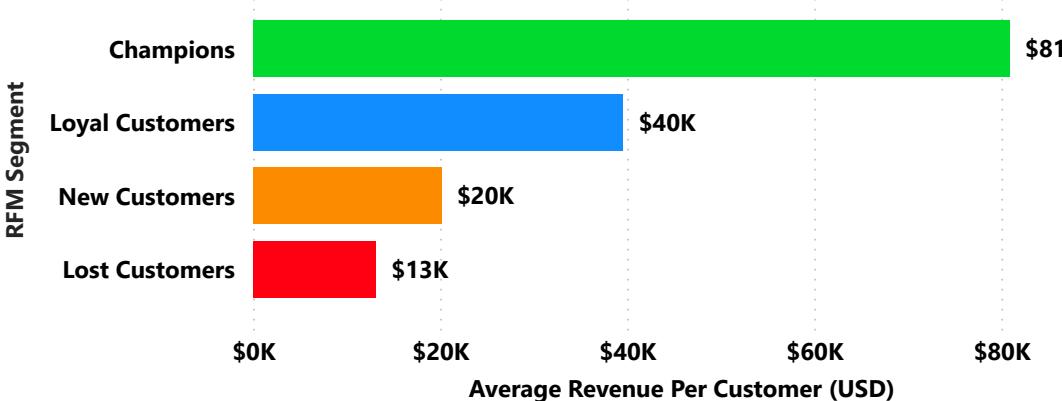


Total Revenue by RFM Segment

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 |