

# RFM Analysis Dashboard

## Online Retail 2010 - 2011

Total Customer  
**5924**

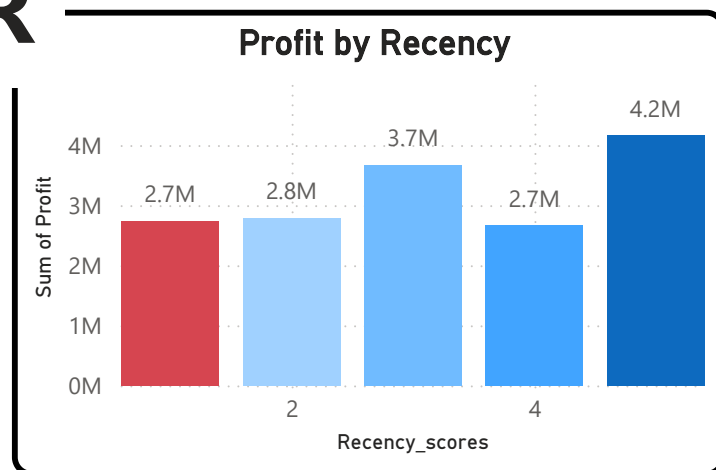
Total Order  
**786K**

Total Profit  
**16.05M**

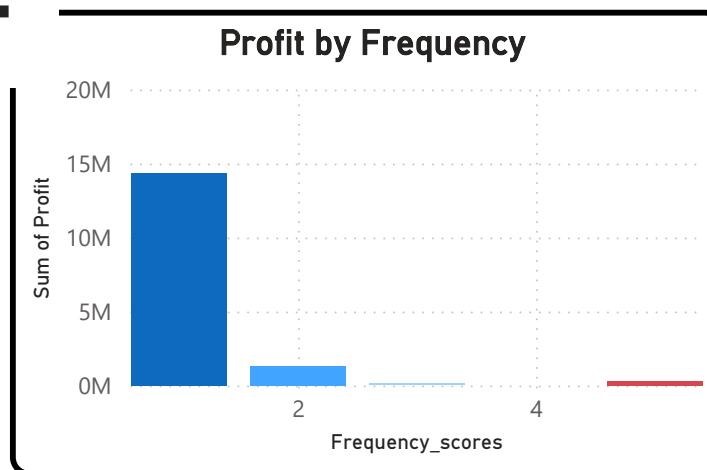
Cancel Orders  
**18K**

Quick measure

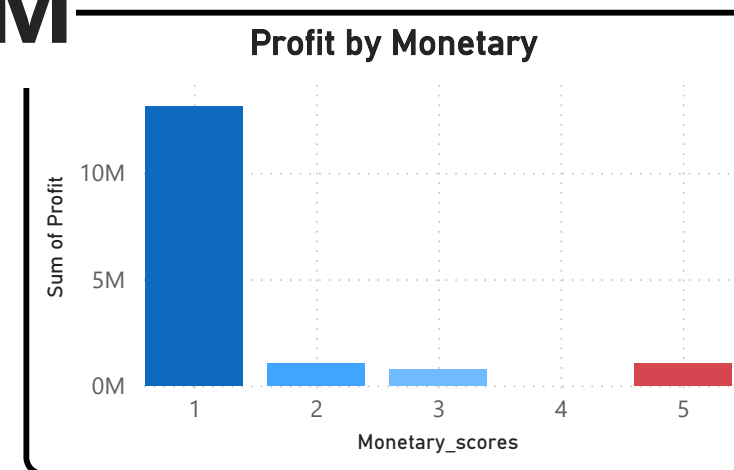
R



F

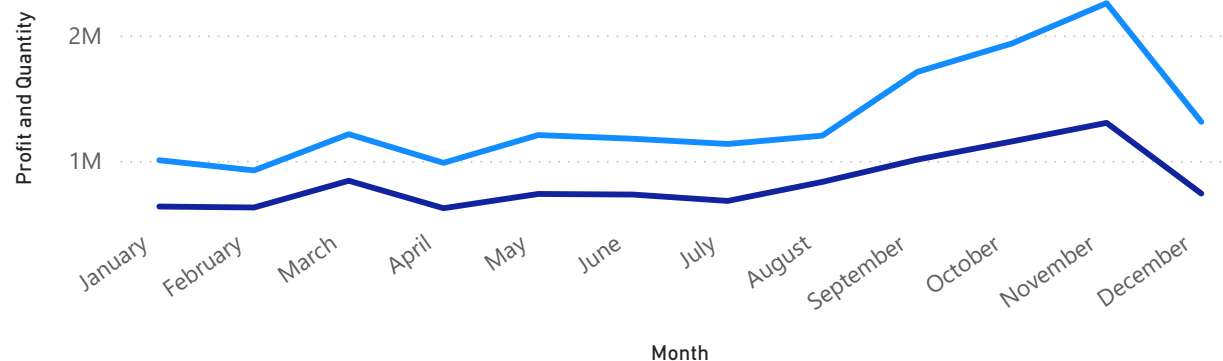


M



Profit and Quantity by Month

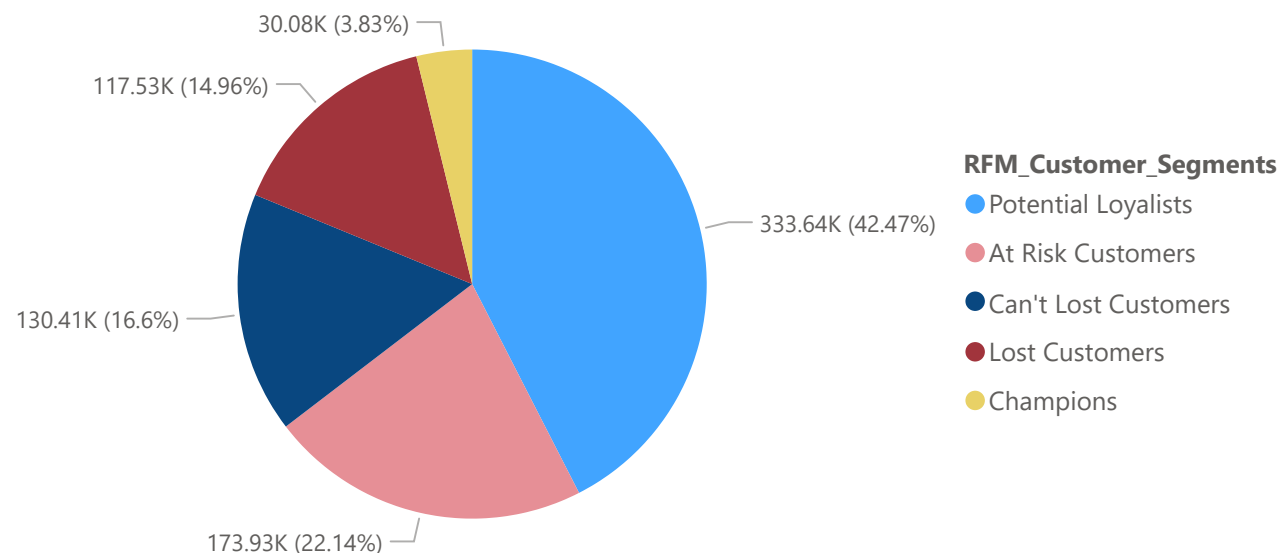
● Profit ● Quantity



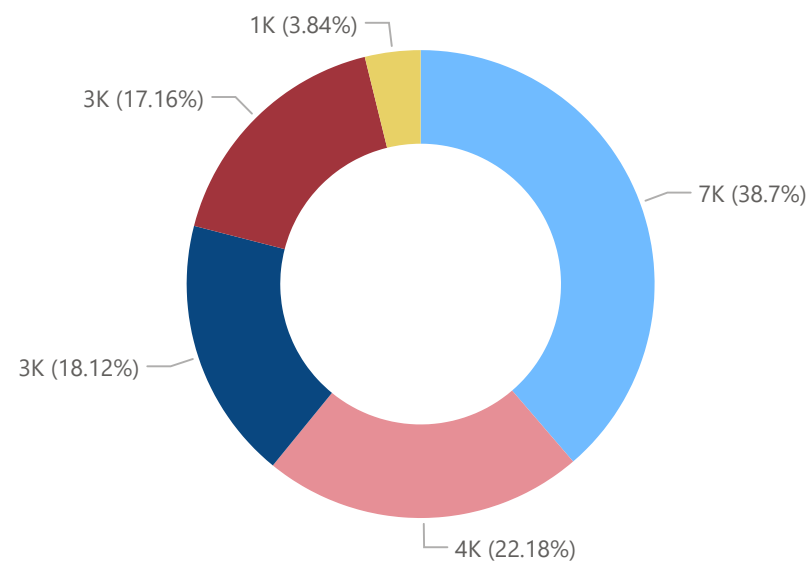
RFM Customer Segments



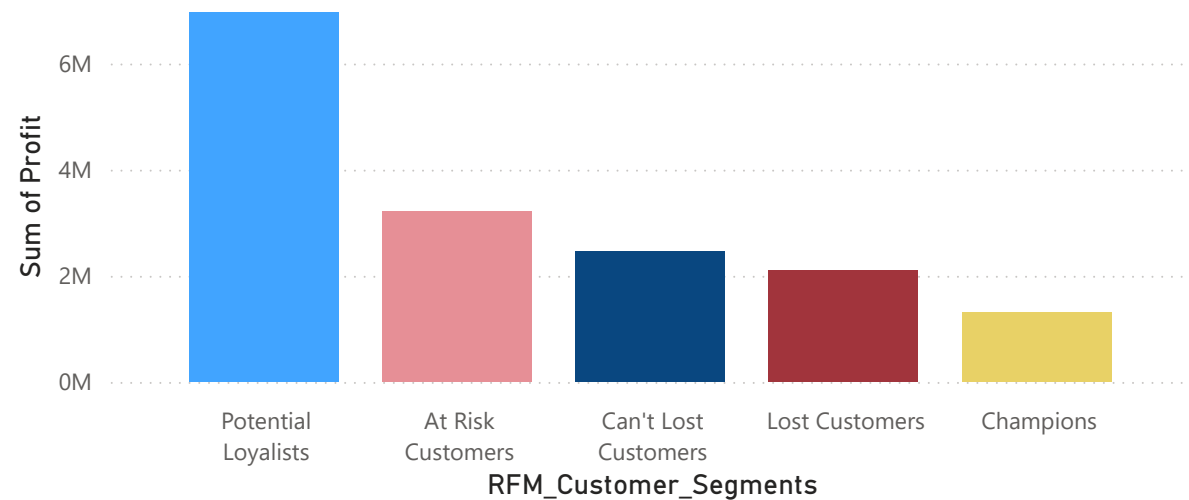
## Customer Segmentation



## Cancel Order by Customer Segments



## Profit by Customer Segments



## RFM Score Trends by Month

