

CRM Analytics - RFM Model

Today -&gt; Excel

(16/04/24) Tuesday -&gt; 8@x

Customer Segmentation

-&gt; Marketing -&gt; Limited Budget

-&gt; Can't give offer to all customers.

-&gt; Groups of people with similar attributes &amp; behaviour

↑

very easy Target some group of people.

(ex) -&gt; Apple

-&gt; Rich -&gt; High Income Group

Best position to place ads -&gt; Airport / exp mall

CRM -> (Customer Relationship Management)-> B2B (Salesforce) -> work on CRM

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ex -&gt; Renewals Request

Banking  $\rightarrow$  Product (Pre approved)

cus  $\rightarrow$  I get debit card & passbook  
pre approved.

Groups of Customer  $\rightarrow$

$\rightarrow$  Demographics

$\rightarrow$  Psychographic  $\rightarrow$  personality,  
status, activity

$\rightarrow$  Geography

$\rightarrow$  Purchase Pattern

$\rightarrow$  Brand Preferences

Customer Segmentation using 3 variables

(1)  $\rightarrow$  Recency

$\rightarrow$  Internally available

(2)  $\rightarrow$  Frequency (RFM Segmentation)

(3)  $\rightarrow$  Monetary

$\rightarrow$  Total Amount spend

Cus E-commerce  $\rightarrow$

Recency =  $\frac{\text{Last Purchased Product by any Customer}}{\text{(Man)}} - \frac{\text{Last Known - se by Me}}{\text{(given)}}$

Frequency = kitne Products buy kre hai  
(Count of)

Monetary value = Total Purchase value  
of each customer  
(Given)