# **RFM Segmentation for Safer Gambling Insights**

A screenshot of a computer

AI-generated content may be incorrect.

1. 81.8% of users are classified as Green that is low risk whichshows a healthy number of players show no concern.
2. 100% of Red-flagged high-risk users are casual players and none in VIP or loyal. Hence risky behaviour is concentrated in low-loyalty, low-consistency users.
3. The VIP are classified as Green (low risk) indicating great safer gambling practices in the organisation.
4. The VIP and Loyal Customers segments are risk-free therefore they are ideal for retention and rewards.
5. A small group of Amber-risk users are present in the Casual and Loyal segments, representing potential early-warning signs concerns.
6. Red-risk users have high monetary spend but low recency, which may indicate loss-chasing or unsustainable betting patterns. These users are strong candidates for intervention or safer gambling practices.