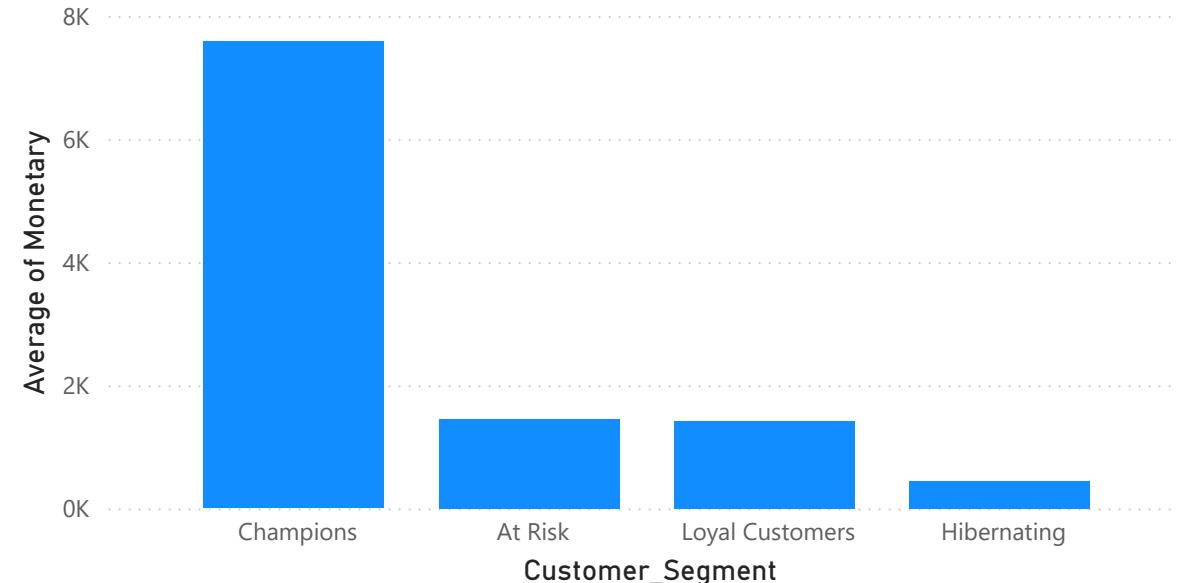
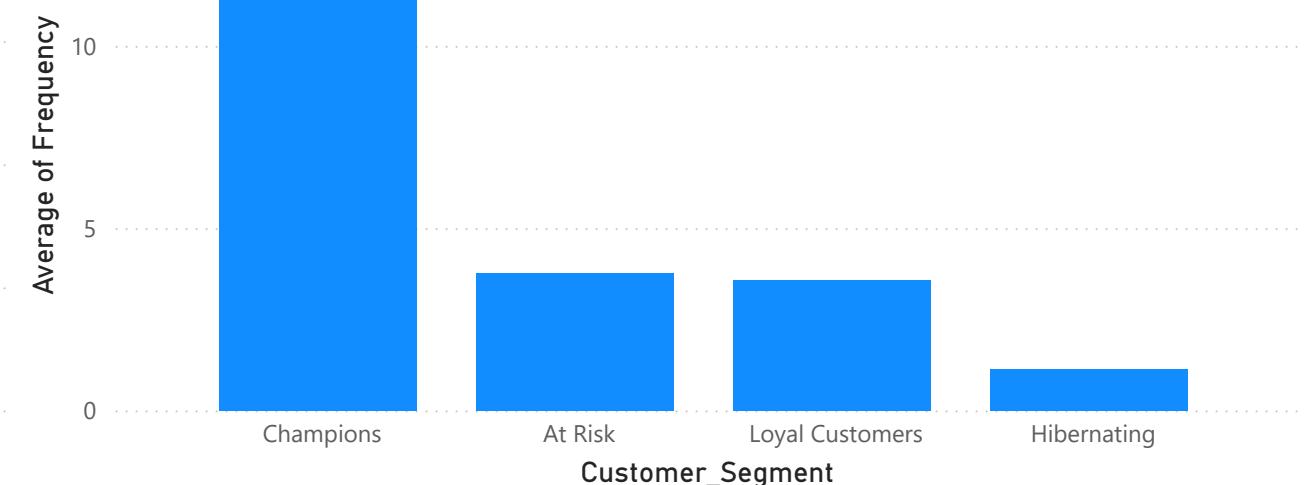


# Customer Segmentation Overview (RFM Analysis)

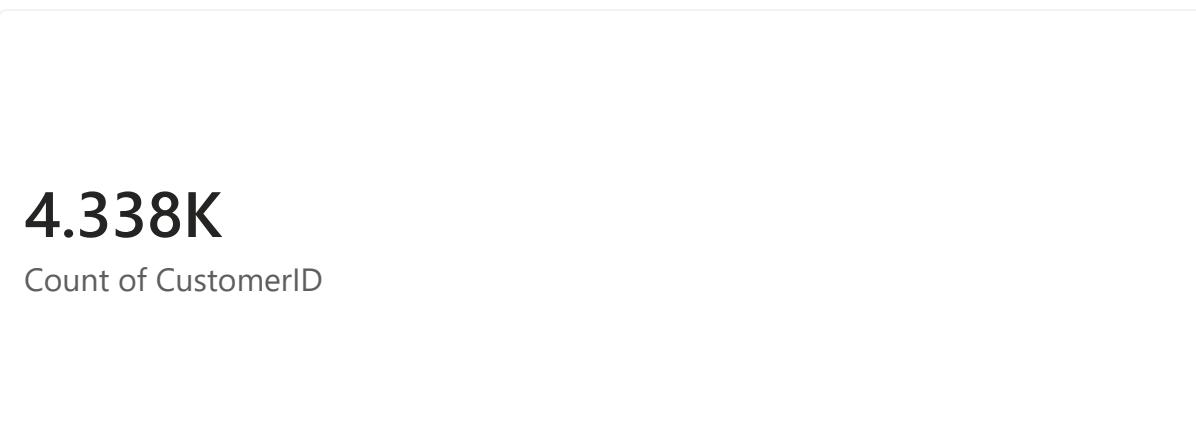
Average Spending by Customer Segment



Average Purchase Frequency by Customer Segment



Total Customers



Customer Distribution by Segment

