# Customer Segmentation using RFM Analysis in Tableau:

Customer segmentation is the process of dividing customers into groups based on common characteristics such as demographics (age, gender, income, etc.), geography, psychology, and behavior. The main purpose of customer segmentation is to identify different customer groups so that specific groups can be targeted and marketed with specific programs. In this example, using RFM analysis in Tableau, we have investigated how to create customer groups or segments using sales data.

Customer segmentation includes:

* + The best customers
  + Loyal customers
  + Customers who can be converted into the best customers
  + Lost customer
  + Other customers