

# RFM Analysis

# of Customers  
4.3K

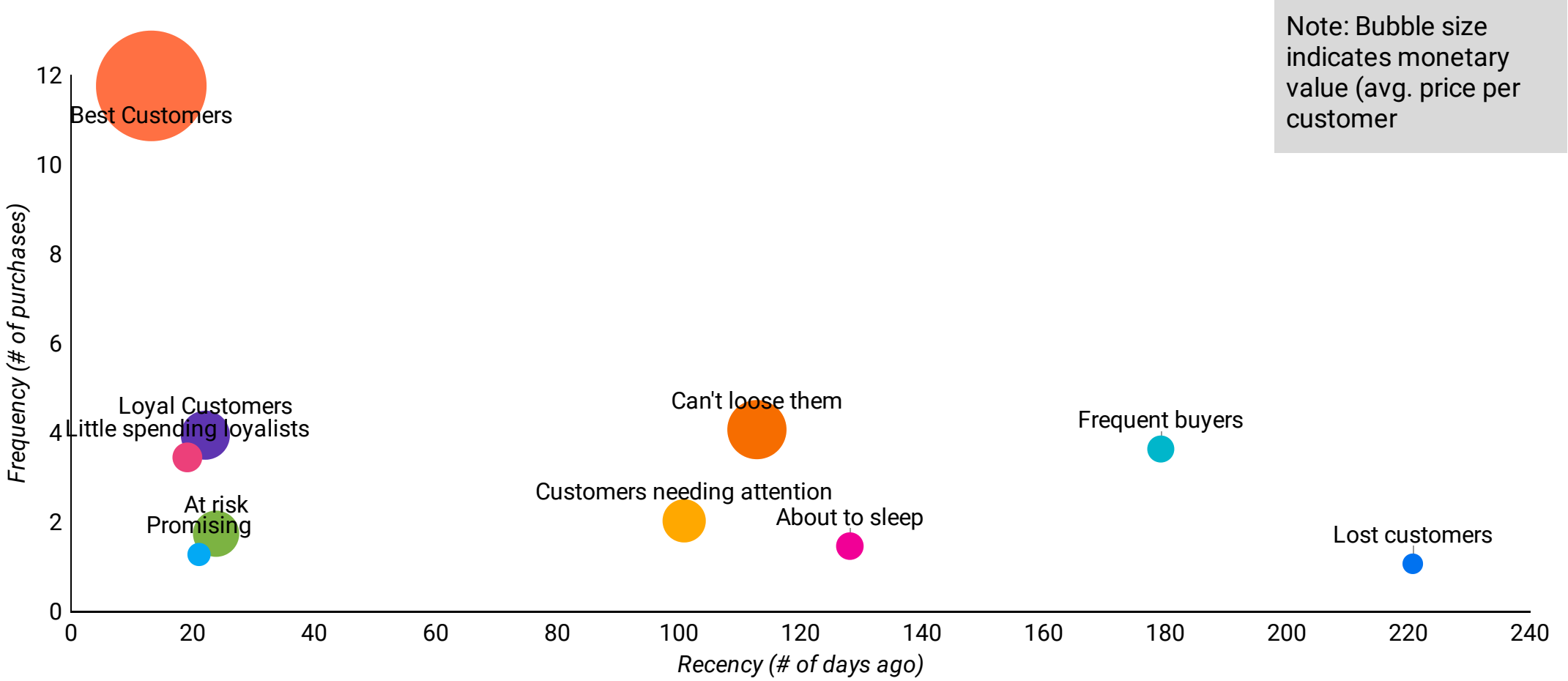
Total Money Spent  
\$8.39M

Average Money Spent  
\$1.95K

Average # of Purchases  
4.1

Average Days Since Last Purchase  
90.7

## RFM Segment Sizes



## Insights:

**Best customers** has the highest scores, because they buy a lot, they buy often and frequently - reward them;

**Lost customers** don't spent much and they buy not frequently nor recently - revive interest with reach out campaign;

**Can't loose them** customers spent a lot, bought frequently but not recently - send personalised letters with offers;

**Promising customers** spent quite a lot and bought frequently, but not recently - create brand awareness, offer free trials of new products

## RFM Segments Statistics

RFM Segments		# of Customers ▾	% of Total Customers	Recency (Avg. Days Ago)		Frequency (Avg)		Monetary (Avg. \$ Spent Per Customer)	\$ Spent In Segments
1.	Lost customers	922	21.52%	220.7	<div></div>	1.1	<div></div>	\$228.51	\$210.69K
2.	Best Customers	852	19.61%	13.2	<div></div>	11.8	<div></div>	\$6.63K	\$5.65M
3.	Can't loose them	545	12.64%	112.8	<div></div>	4.1	<div></div>	\$1.9K	\$1.03M
4.	Promising	531	12.54%	21.1	<div></div>	1.3	<div></div>	\$291.33	\$154.7K
5.	Loyal Customers	416	9.71%	22.1	<div></div>	3.9	<div></div>	\$1.3K	\$542.11K
6.	Customers needing attention	405	9.19%	100.9	<div></div>	2	<div></div>	\$1.01K	\$409.82K
7.	About to sleep	265	6.17%	128.1	<div></div>	1.5	<div></div>	\$410.16	\$108.69K
8.	At risk	170	3.88%	23.9	<div></div>	1.7	<div></div>	\$1.16K	\$196.5K
9.	Little spending loyalists	131	3.09%	19.1	<div></div>	3.5	<div></div>	\$480.23	\$62.91K
10.	Frequent buyers	69	1.65%	179.3	<div></div>	3.6	<div></div>	\$394.67	\$27.23K

Grand total

4.3K

100%

90.7

4.1

\$1.95K

\$8.39M

1 - 10 / 10

## Money Spent by Country

