

CUSTOMER OVERVIEW

Total Customers
19K



Total Revenue
110M



Average Recency
172



Average Frequency
3



Average Monetary
23K



Period Selector

All

RFM Segmentation

Recent Customers

5.7K

Promising

4.1K

Hibernating

2.3K

Lost

Potential Loyalist

0.7K

Customers Needi...

0.7K

At Risk

1.7K

About To Sleep

Can't Lose...

0.6K

Champions

Loya...

0.4K

Gender

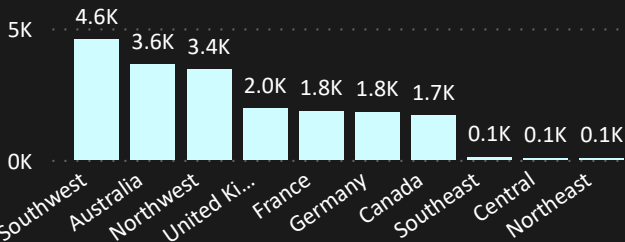
50.6%



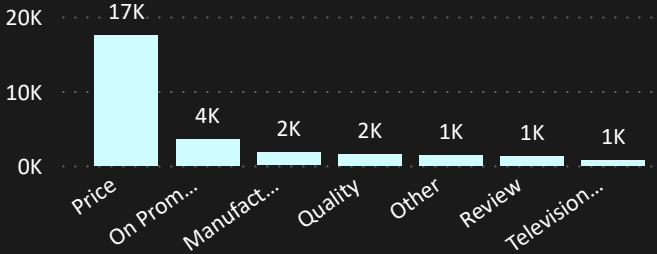
Female

Male

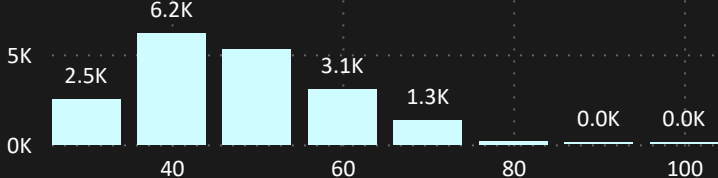
Country



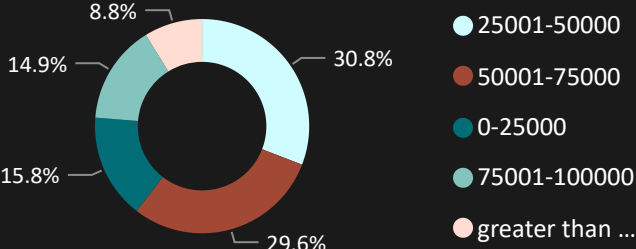
Total Orders by Reason



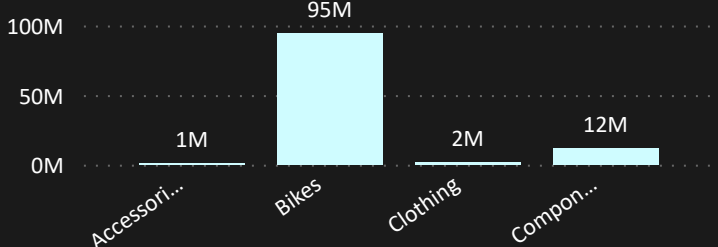
Age



Yearly Income



Total Revenue by Category



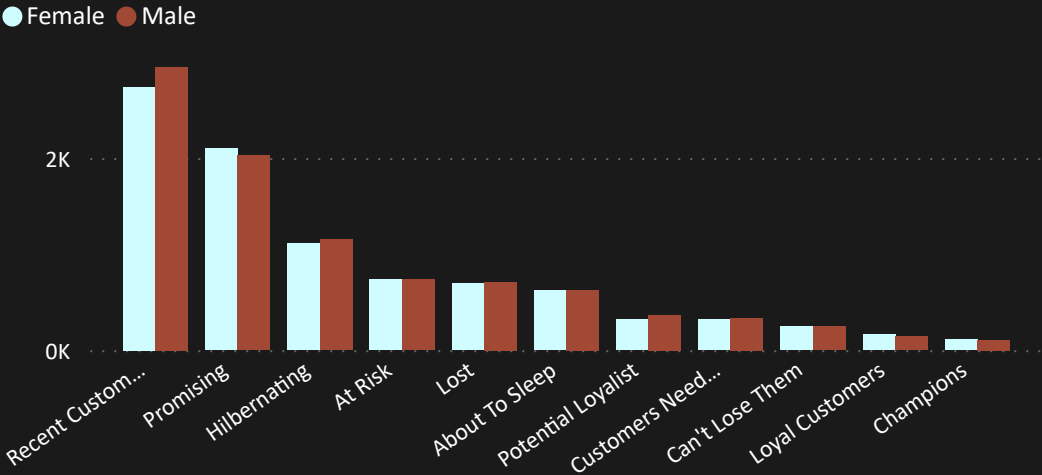
RFM SEGMENTATION BY DEMOGRAPHICS



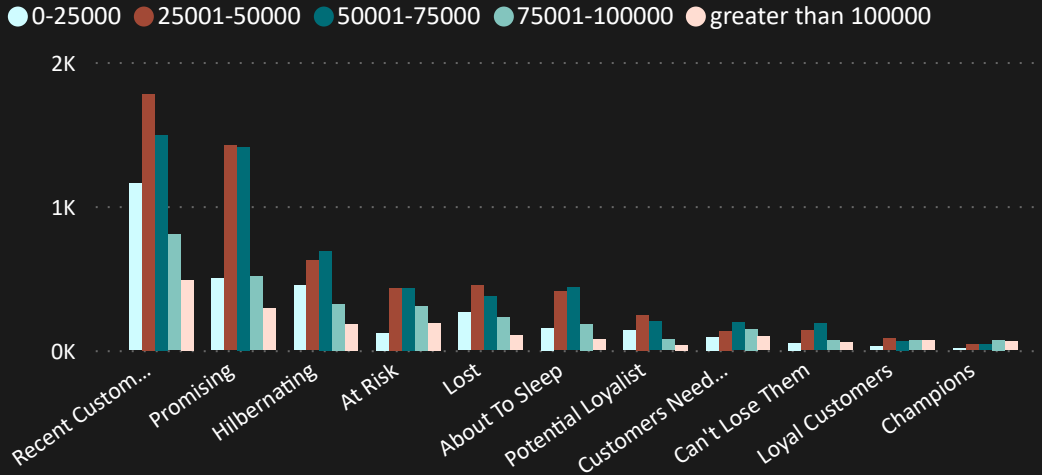
Period Selector

All

Total Customers by RFM Segmentation and Gender



Total Customers by RFM Segmentation and Yearly Income



RFM Segmentati... x

Age Group x

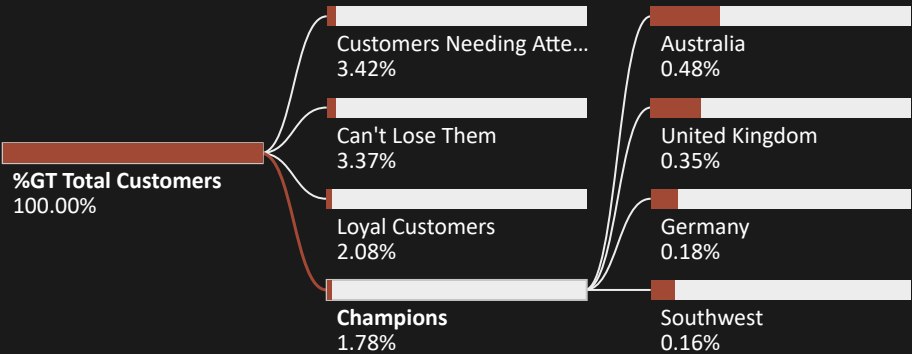
Recent Customers



RFM Segmentati... x

Country x

Champions



RFM SEGMENTATION BY REVENUE, PRODUCT, AND REASONS

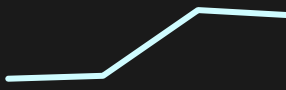
Period Selector

All

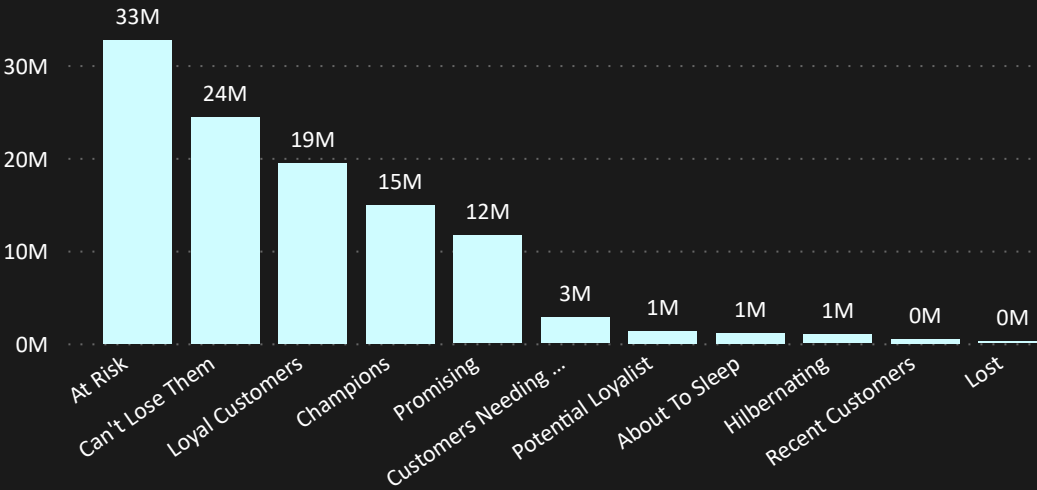
Total Revenue
110M



Total Orders
28K

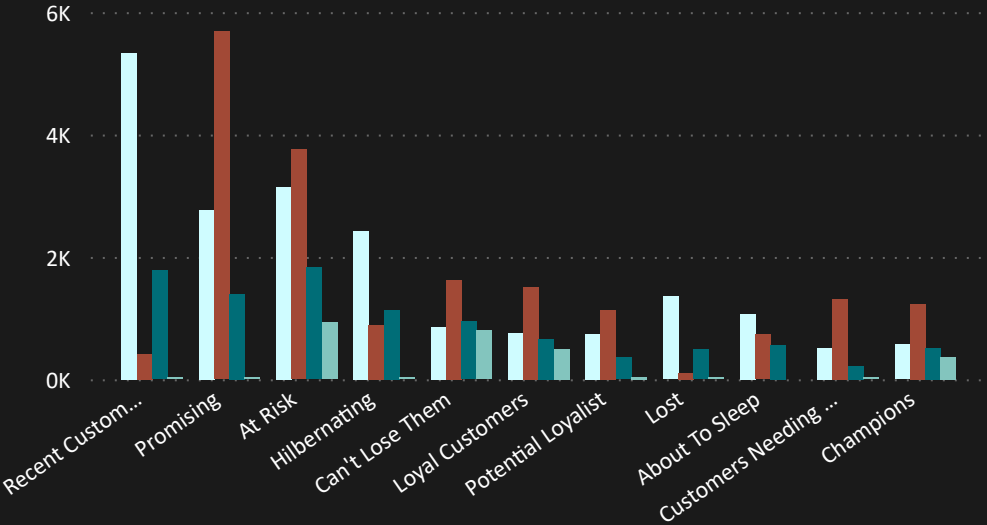


Revenue



Total Orders by RFM Segmentation and Category

Accessories Bikes Clothing Components



Total Orders by Reason and RFM Segmentation

Manufacturer On Promotion Other Price Quality Review Television Advertisement

