

# CUSTOMER OVERVIEW



Period Selector

All

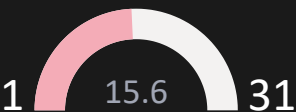
Total Customers

20K

Total Revenue

110M

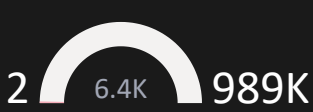
Average Recency



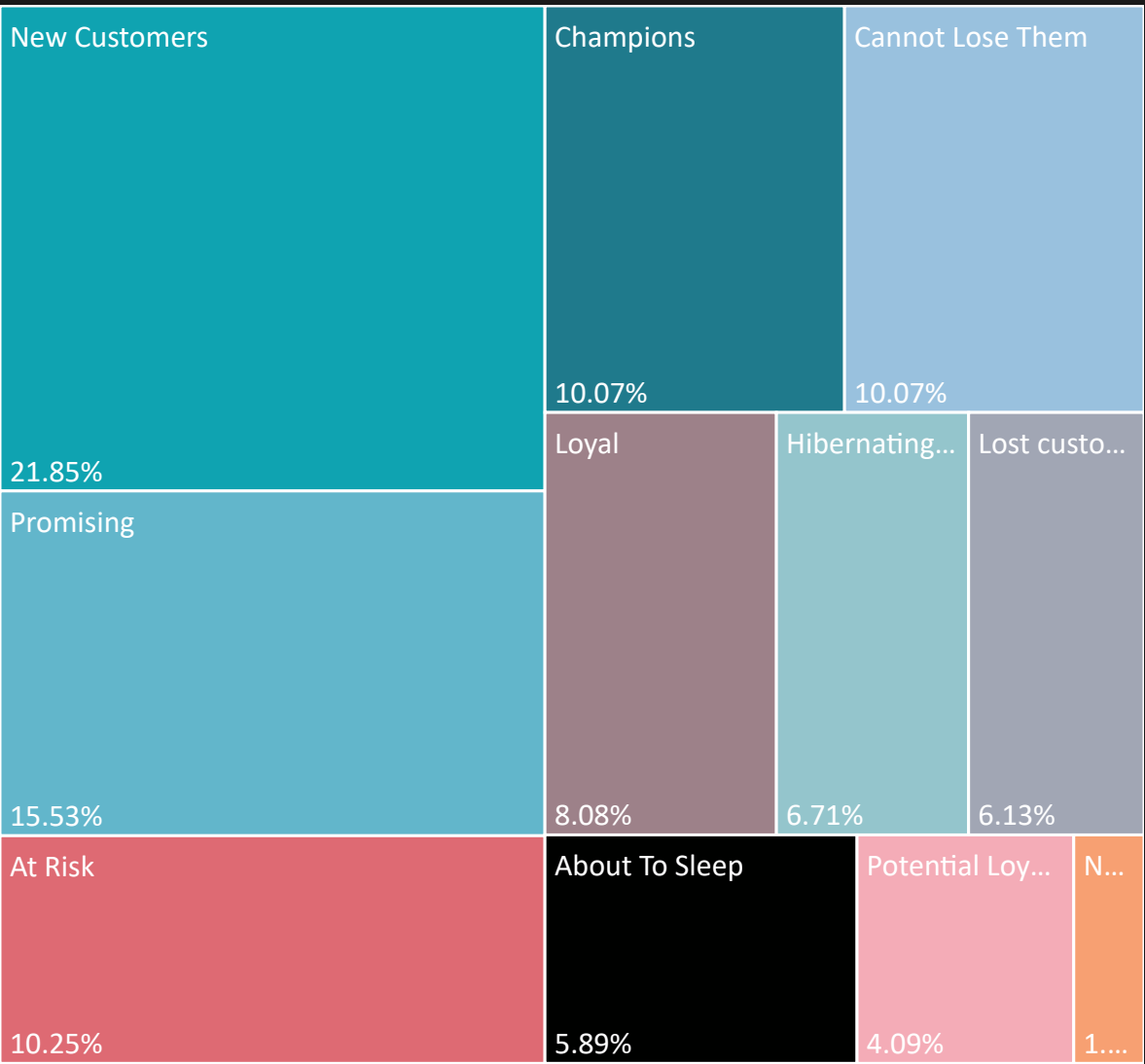
Average Frequency



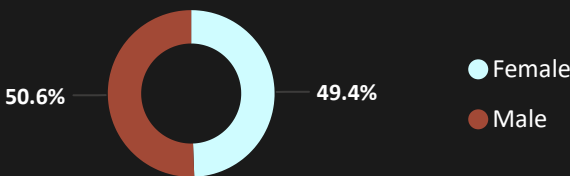
Average Monetary



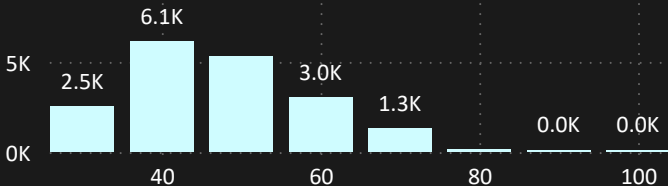
### The Number of Customers in Segment



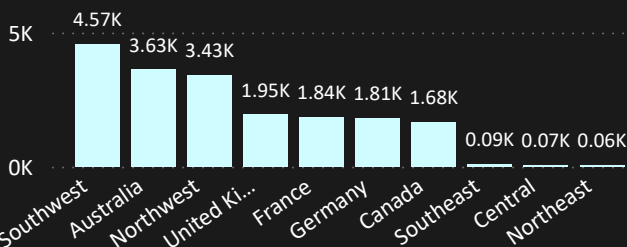
### Gender by Number of Customers



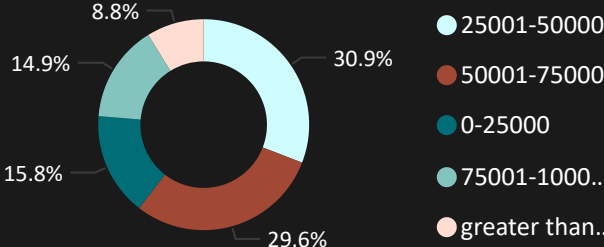
### Age by Number of Customers



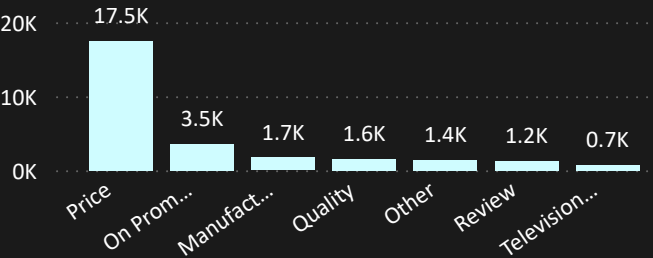
### Country by Number of Customers



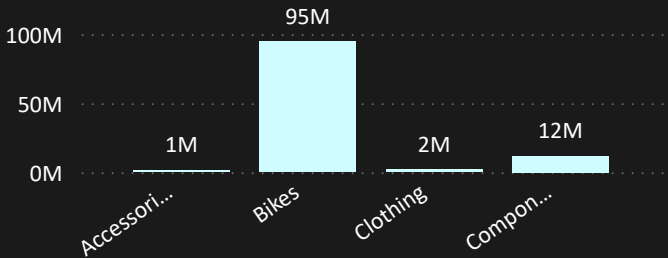
### Yearly Income by Number of Customers



### Total Orders by Reason



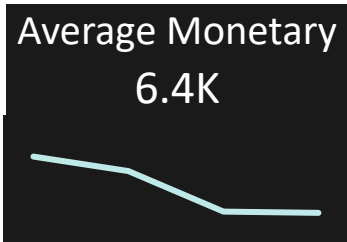
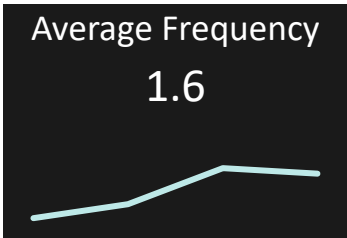
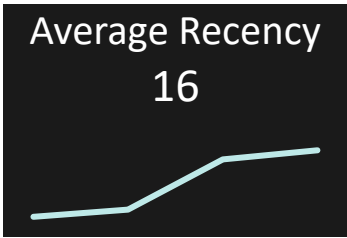
### Total Revenue by Category



# RFM SEGMENTATION BY REVENUE, PRODUCT, AND REASONS

Period Selector

All



RFM Segmentation	Total Revenue	Average Recency	Average Frequency	Average Monetary
About To Sleep	357,235	18.84	1.01	337.97
At Risk	6,482,287	24.40	2.27	3,525.08
Cannot Lose Them	44,488,378	27.44	2.11	25,109.70
Champions	48,171,336	5.20	2.92	27,119.79
Hibernating customers	55,462	22.63	1.00	46.08
Lost customers	51,282	28.22	1.01	46.68
Loyal	5,873,721	13.56	2.17	4,051.53
Need Attention	38,834	12.78	2.00	163.16
New Customers	133,069	8.95	1.00	40.51
Potential Loyalist	109,945	9.54	2.91	149.90
Promising	4,084,833	10.11	1.00	1,466.57
Total	109,846,381	15.56	1.65	6,444.73

