

RFM Segmentation Dashboard

4332

Customers

\$9M

Total Sales

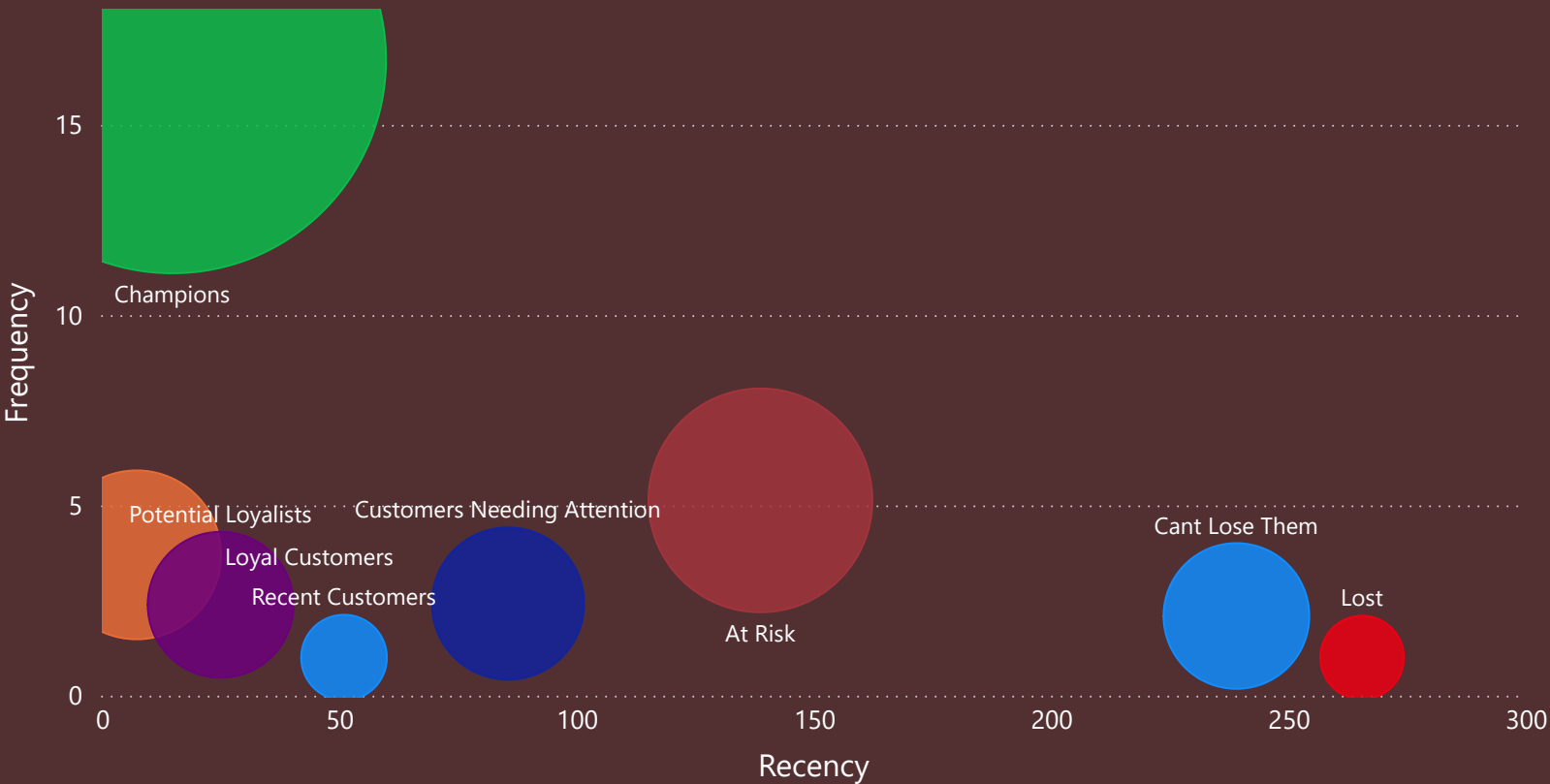
\$2,150

Customer Value

5.74

Avg. Frequency

RFM Segment Sizes



Detailed Recency, Frequency, and Monetary Data

RFM Segment	# of Customers	% of Customers	Recency (Avg in Days)	Frequency (Average)	Monetary (Avg \$ per Customer)
Champions	995	22.73%	14.84	16.71	\$7,102
Potential Loyalists	706	16.44%	25.01	2.39	\$616
Customers Needing Attention	680	15.54%	85.55	2.42	\$684
Cant Lose Them	485	11.21%	239.03	2.09	\$613
At Risk	405	9.37%	138.73	5.13	\$1,704
Lost	404	9.42%	265.51	1.00	\$136
Recent Customers	371	8.67%	51.00	1.00	\$146
Loyal Customers	286	6.62%	7.31	3.70	\$879
Total	4332	100.00%	90.26	5.74	\$2,150