

Customer Segmentation Analysis

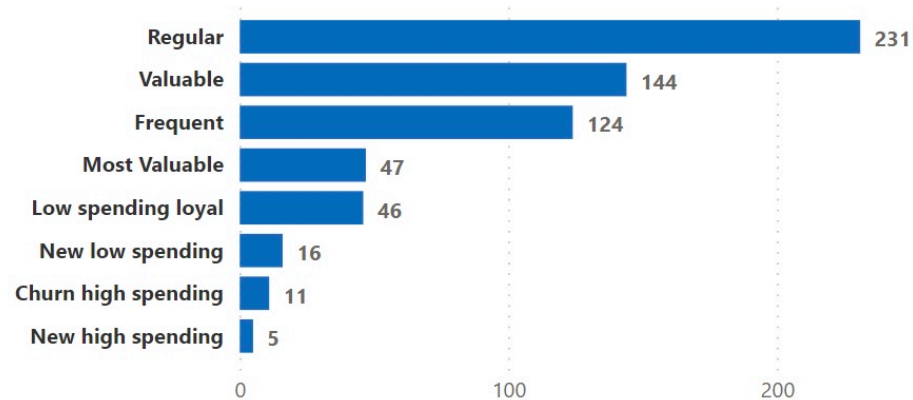
Business Category

All

Year

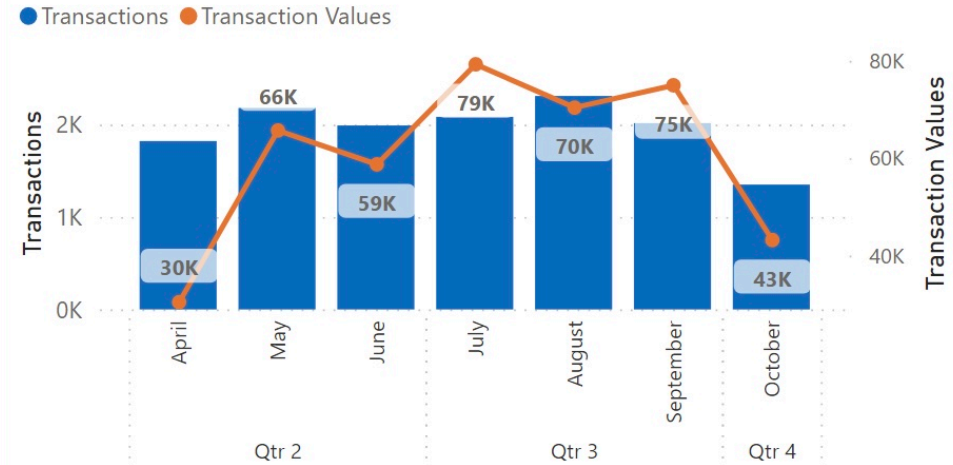
All

Total Customer in Each Segment

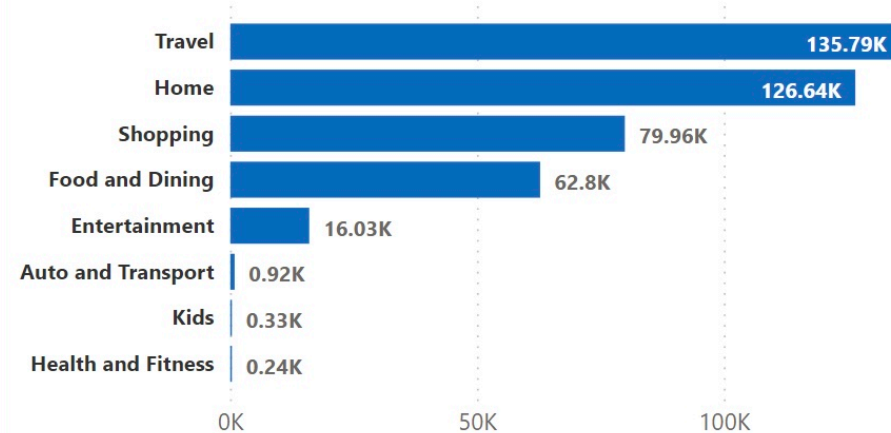


R-F-M	Latest Purchase Date	Frequency	Amount
4-4-4	19/10/2018	15391	440,769.25
4-4-3	19/10/2018	3101	22,793.13
4-4-2	19/10/2018	1222	6,696.53
4-4-1	19/10/2018	83	356.82
4-3-4	19/10/2018	96	30,129.42
4-3-3	19/10/2018	275	2,725.75
4-3-2	19/10/2018	951	6,250.03
4-3-1	19/10/2018	472	2,424.58
4-2-4	17/10/2018	16	6,141.29
4-2-3	18/10/2018	10	1,100.82
4-2-1	14/10/2018	2	103.91
4-1-4	14/10/2018	1	492.91
4-1-3	17/10/2018	4	822.67
Total	19/10/2018	27508	845,409.72

Number of Transactions and Transaction Amount by Quarter



Total Transaction Amount by Category



1295

Customer

422.70K

Transaction
Amount

13.75K

Transactions

19/10/2018

Last Transaction Date