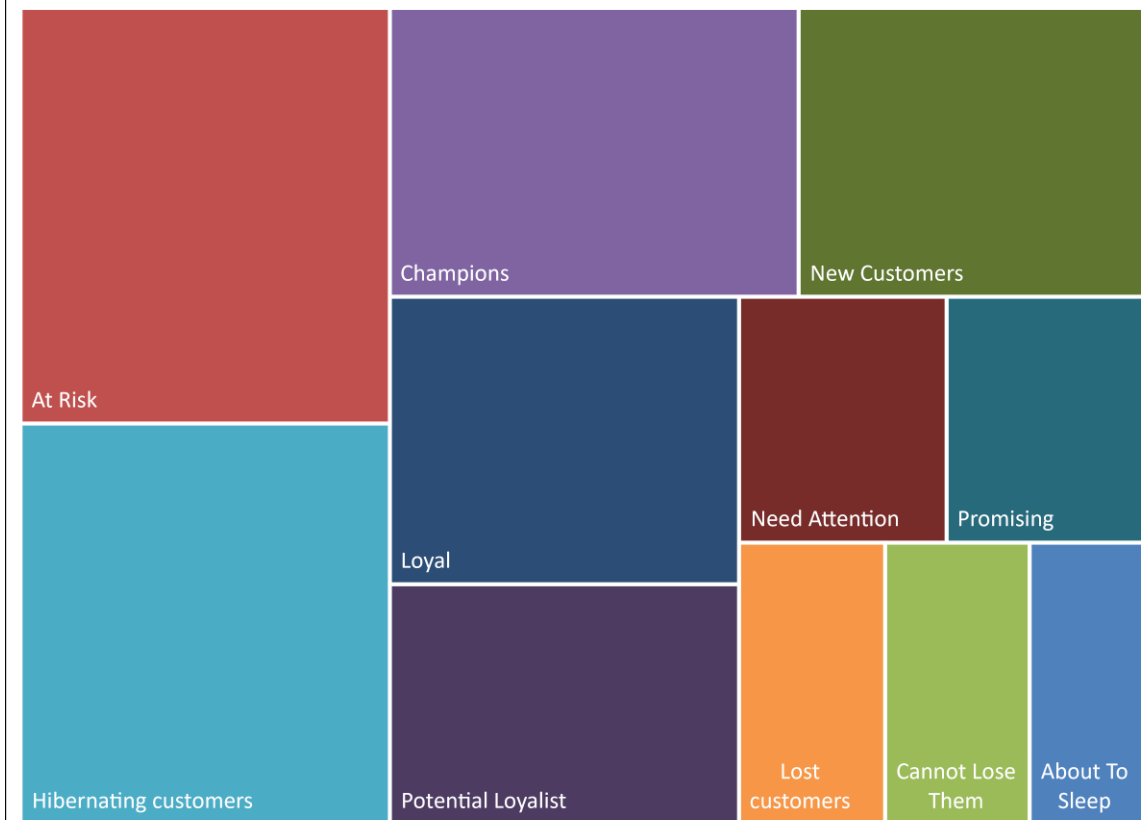


## RFM Segmentation



## Segment Descriptions

About to Sleep	Customers in this segment have a relatively low recency, frequency, and monetary value. They have been inactive recently and might be slipping away.
At Risk	These customers have a high monetary value but low recency and frequency, indicating they are at risk of churning.
Cannot Lose Them	High in all RFM values, these customers are valuable and should be retained.
Champions	These customers are highly active with recent purchases and high monetary value. They are the most valuable segment.
Hibernating	Customers with low recency, frequency, and monetary value. They might have been active in the past but are currently inactive.
Loyal Customers	High in frequency and monetary value with moderate recency. They are loyal but not recent customers.
Need Attention	These customers have a moderate monetary value but low recency and frequency. They might need attention to prevent churn.
New Customers	Recently acquired customers with low RFM values. They need nurturing to become loyal customers.
Potential Loyalists	These customers have moderate RFM values, indicating potential for
Promising	Customers with low RFM values, indicating they are new or need attention to increase their value.