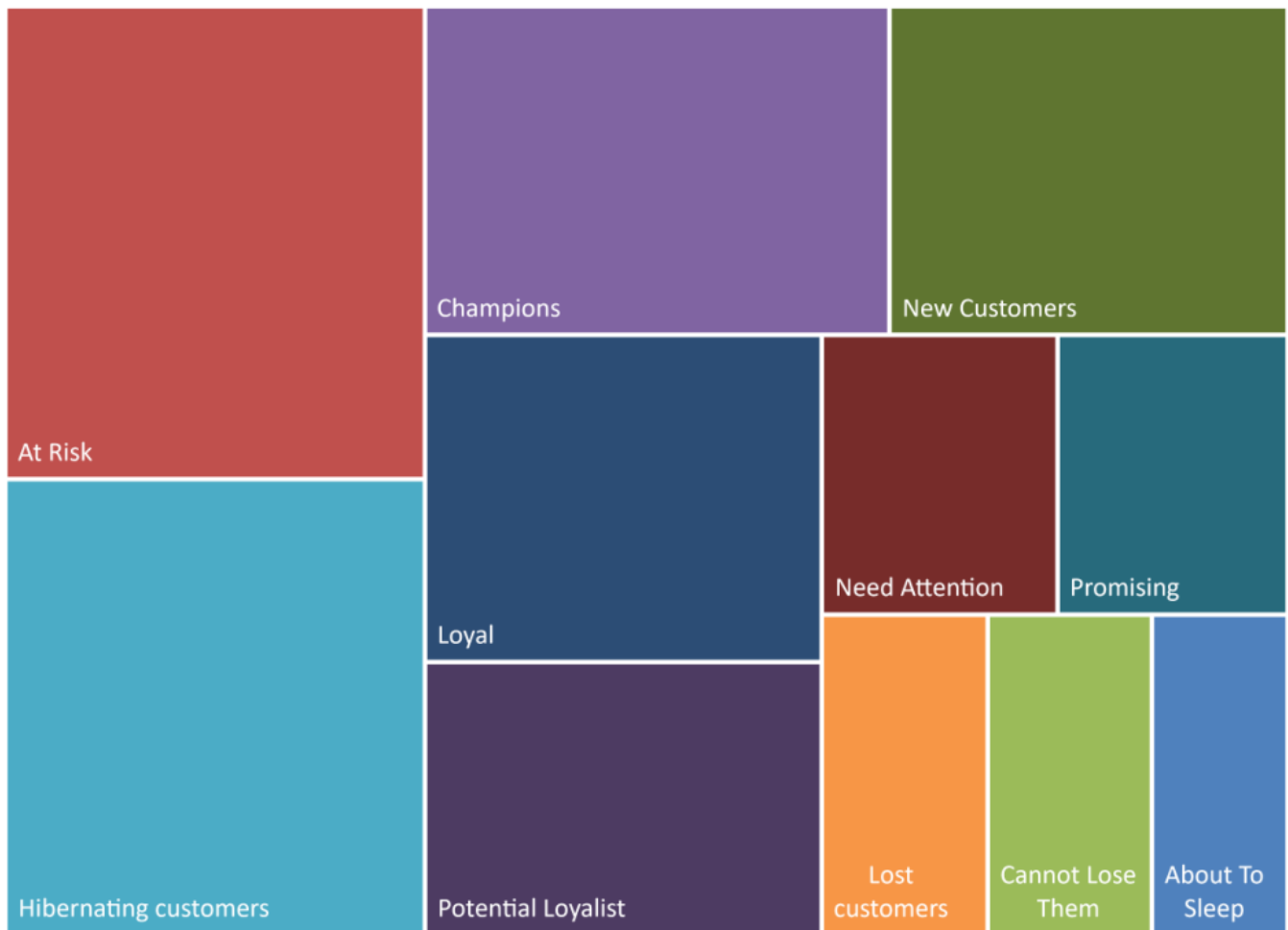# RFM Segmentation

Segment Descriptions

About to Sleep: Customers in this segment have a relatively low recency, frequency, andmonetary 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 becoming loyal.

Promising: Customers with low RFM values, indicating they are new or need attention to increase their value.