Customer Segmentation(RFM Analysis)

- [ ] 2017
- [ ] 2018
- [ ] 2019
- [ ] 2020
- [ ] 2021
- [ ] 2022

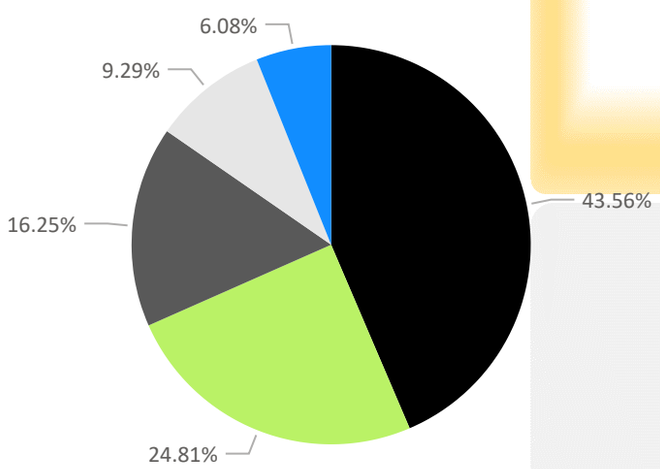
At-Risk Customers	High-Value Customers	New or Developing Customers	Other	Promising Customers

- [ ] China
- [ ] France
- [ ] India
- [ ] Russia
- [ ] UK
- [ ] USA

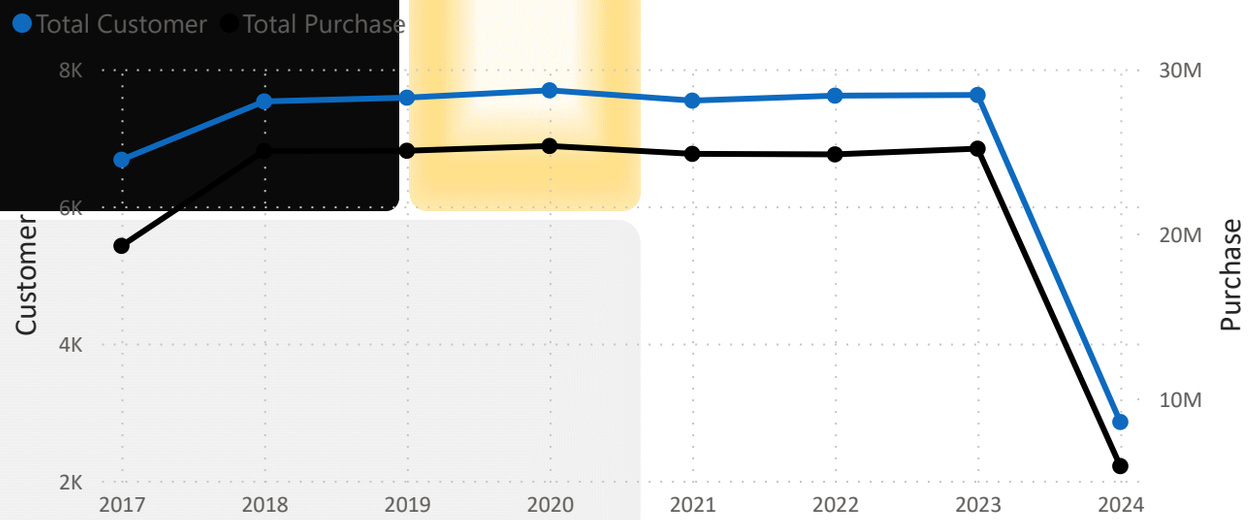
9999	7147	4356	39.9%
Total Customer	Active Customers	High Value Cust	Customer Churn Rate

175M	1754 $	43.56%
Total Purchase	Amount Per Order	High Value Custm %

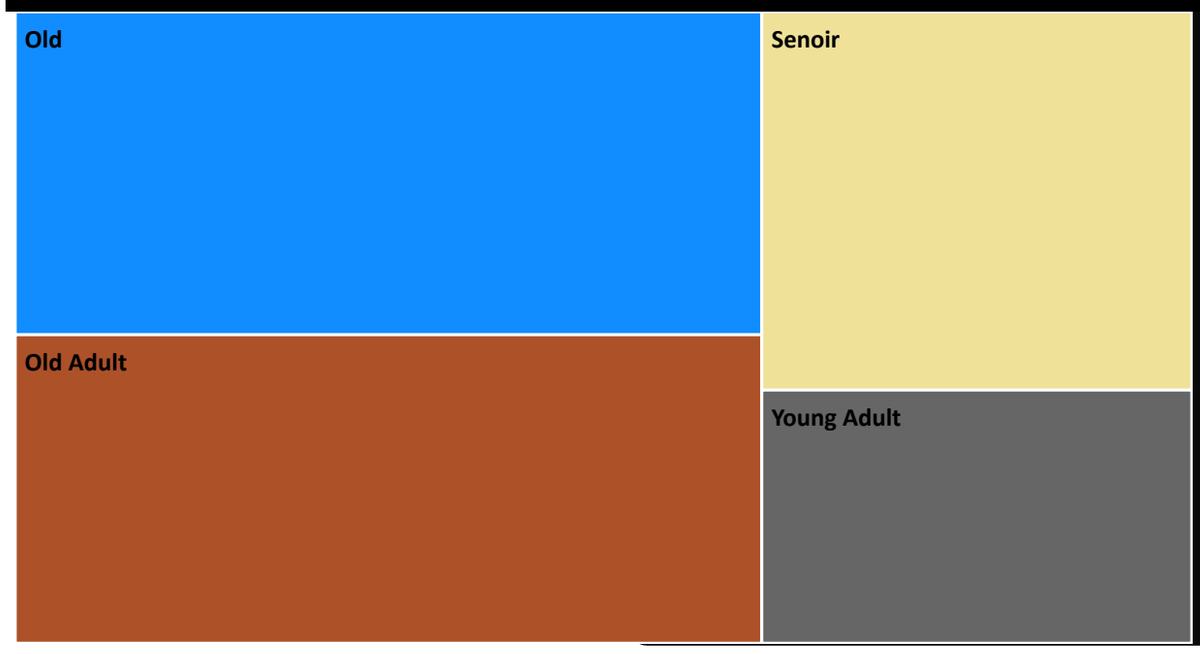
Customer Distribution by Segment



Trend of Customer & Purchase

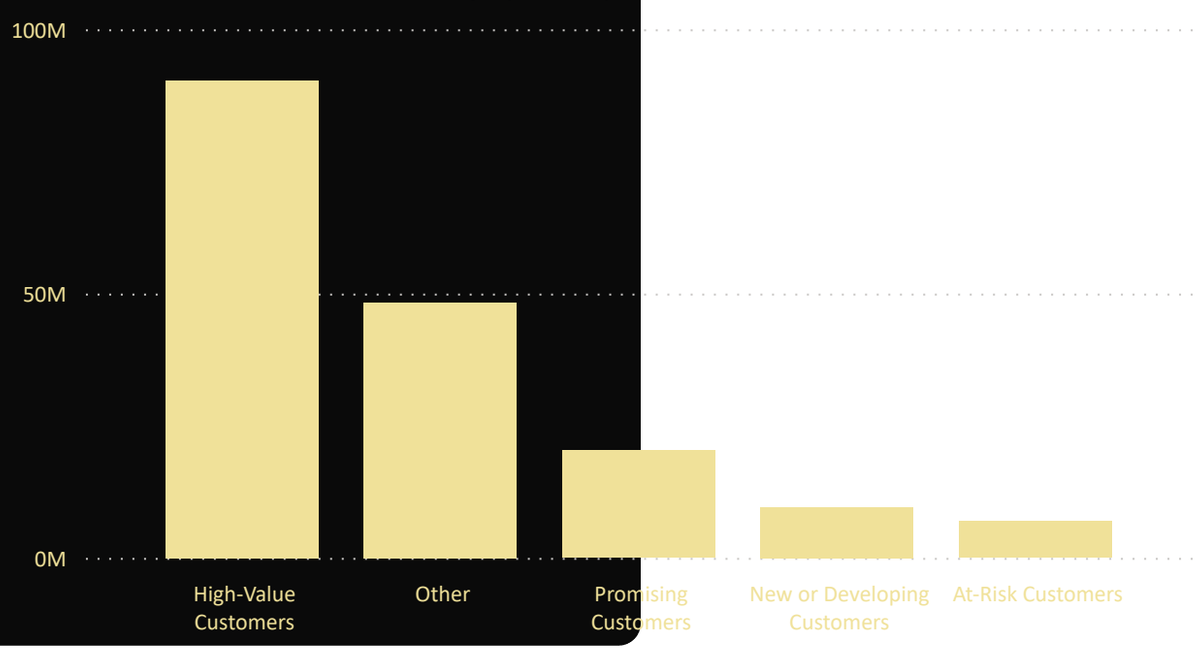


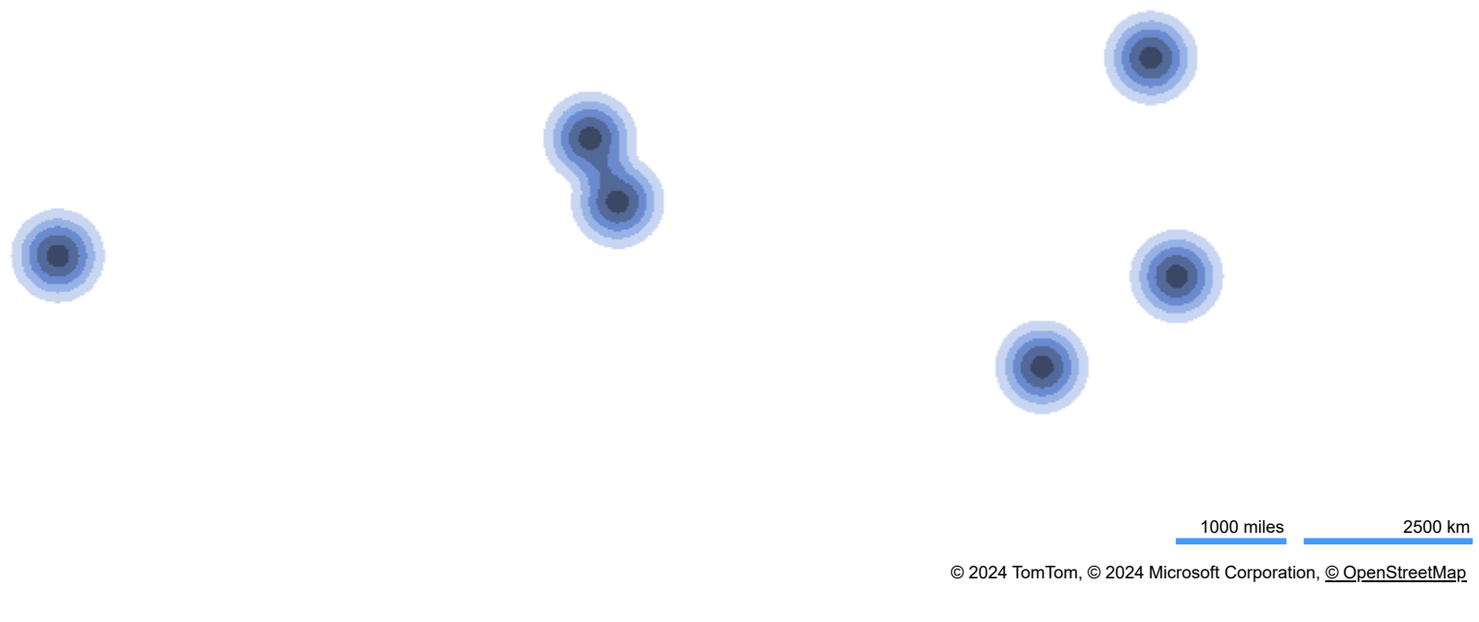
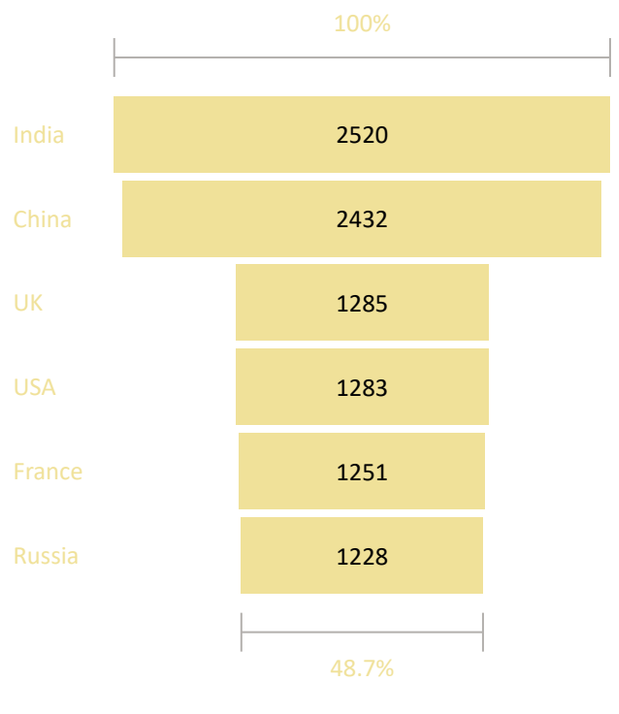
Cust by Age Group



6/6 displayed

Money spent by Cust Segment





Cust Distribution by Country