Customer Segmentation(RFM Analysis) New or **At-Risk High-Value Promising Developing** Other **Customers Customers Customers Customers** 2017 China **☐** France 2018 India 2019 9999 4356 39.9% Russia 2020 UK 2021 USA 2022 1754\$ 43.56% Customer Distribution by Segme **Trend of Customer & Purchase** Total Customer Total Purchase 6.08% -30M 9.29% Segmentation 43.56% Other Customer 16.25% Promising Customers New or Developing Custom... At-Risk Customers 24.81% — 2017 2018 2019 2021 2023 2024 2020 2022 Cust by Age Group Money spent by Cust Segment Old Senoir 50M · · · · · **Old Adult Young Adult** 0M Prom Custo High-Value Other Customers 2520 2432 1285 1283 1251 1228 © 2024 TomTom, © 2024 Microsoft Corporation, <u>© OpenStreetMap</u>