

In order to target the customers and understand their visit frequencies we discussed several strategies.

First one is Customer Segmentation. Grouping customers based on their frequency of purchases or interactions. This could include segments like frequent buyers, occasional buyers, one-time buyers, etc.

Second one is Recency, Frequency, Monetary value.

By leveraging RFM analysis in this way, we can target customers who were once loyal but have since lapsed in their visits, ultimately working to re-engage them and increase their frequency of visits once again.