

ADVENTURE WORK

Categorical Customer Segmentation
RFM Analysis

Year

All

Segment

All

R Score

All

F Score

All

M Score

All

31K

Total Orders

19K

Total Customers

\$110M

Total Sales

1.65

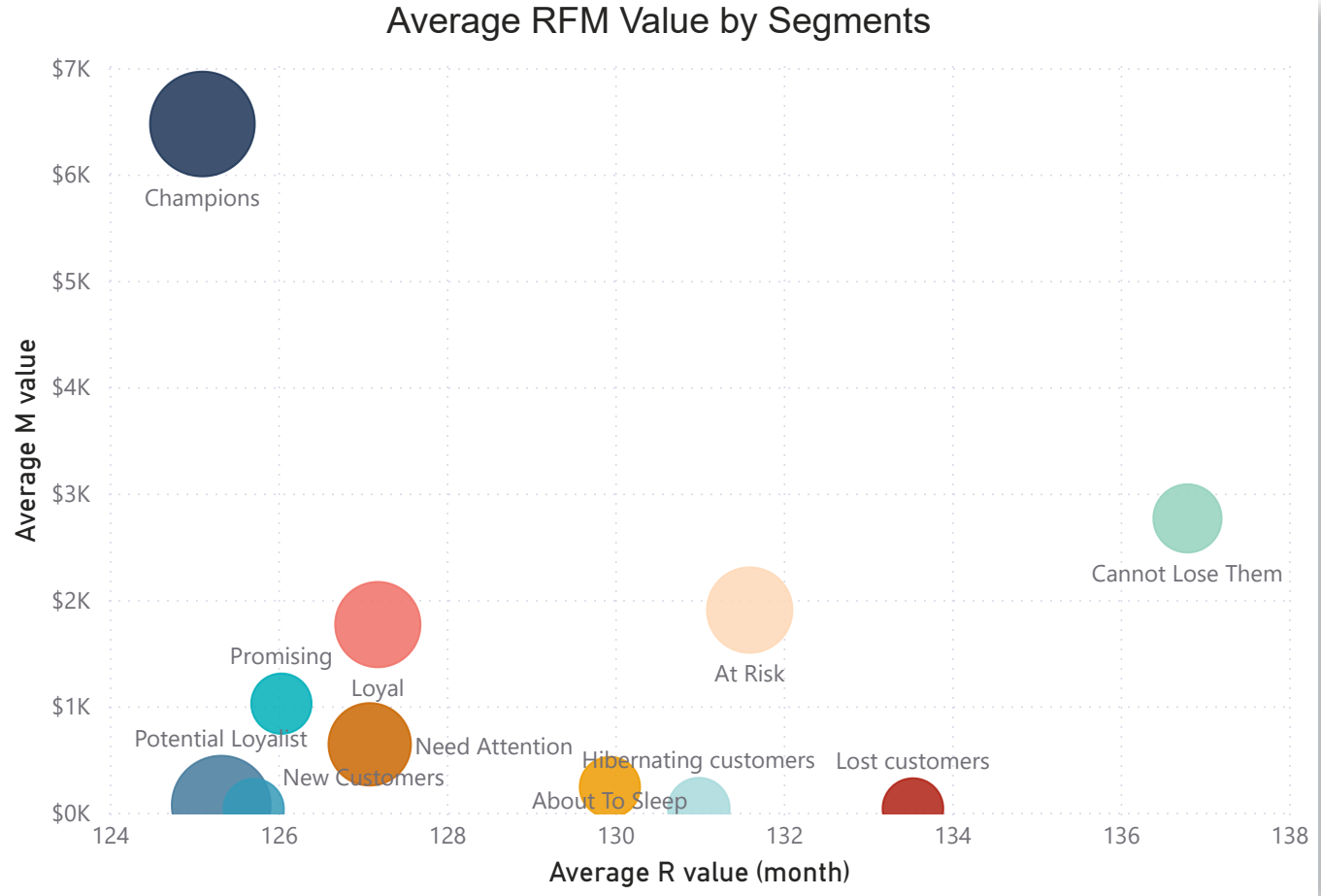
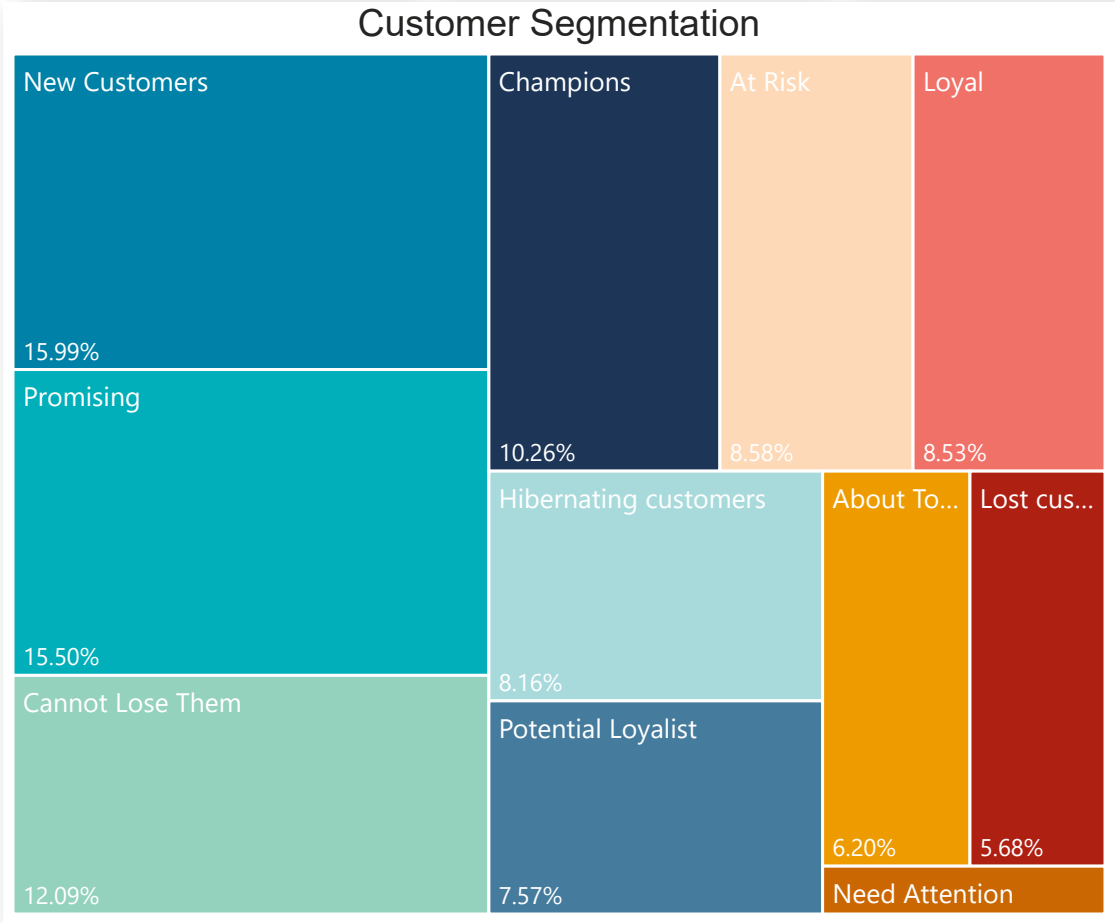
Average F value

129

Average R value (month)

\$1,511

Average M value



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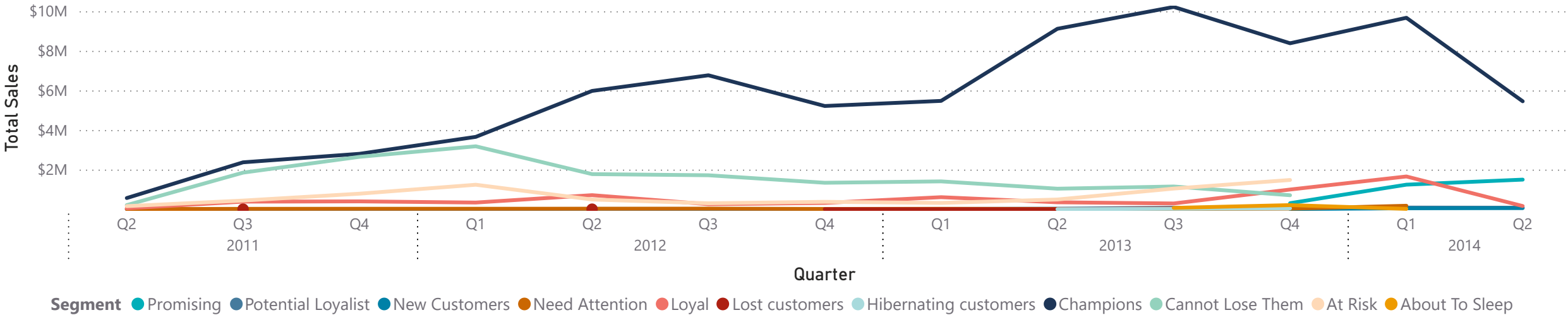
F Score

All

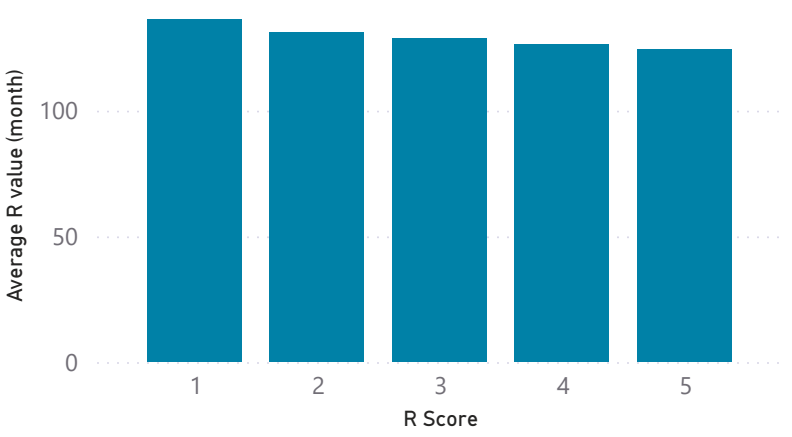
M Score

All

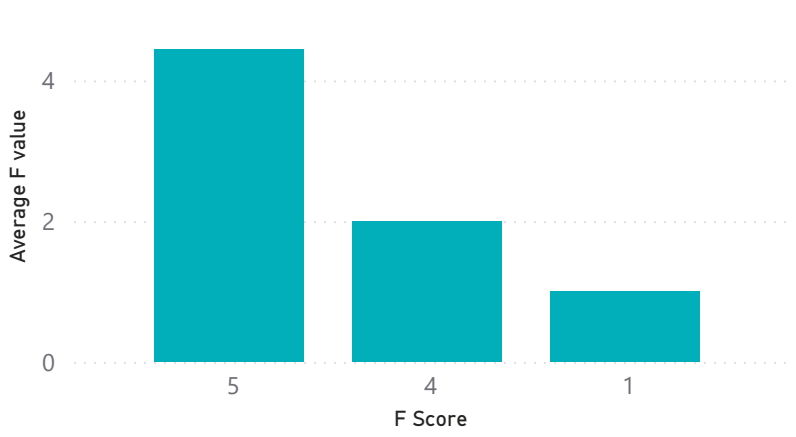
Total Sales by Segments over Year, Quarter and Month



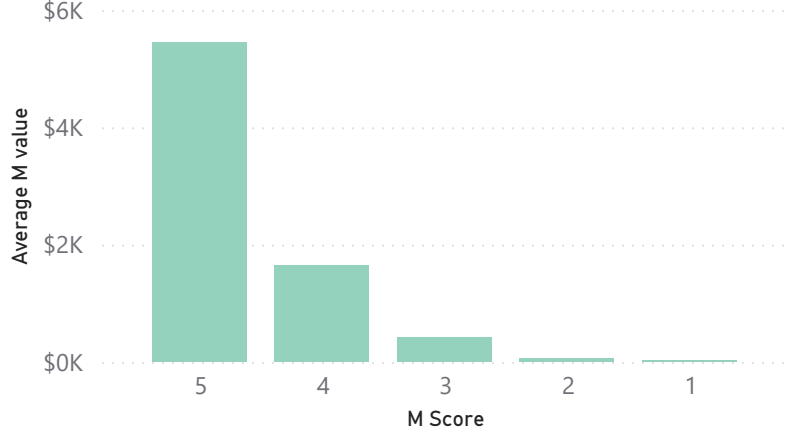
Average R value (month) by R Score



Average F value by F Score



Average M value by M Score



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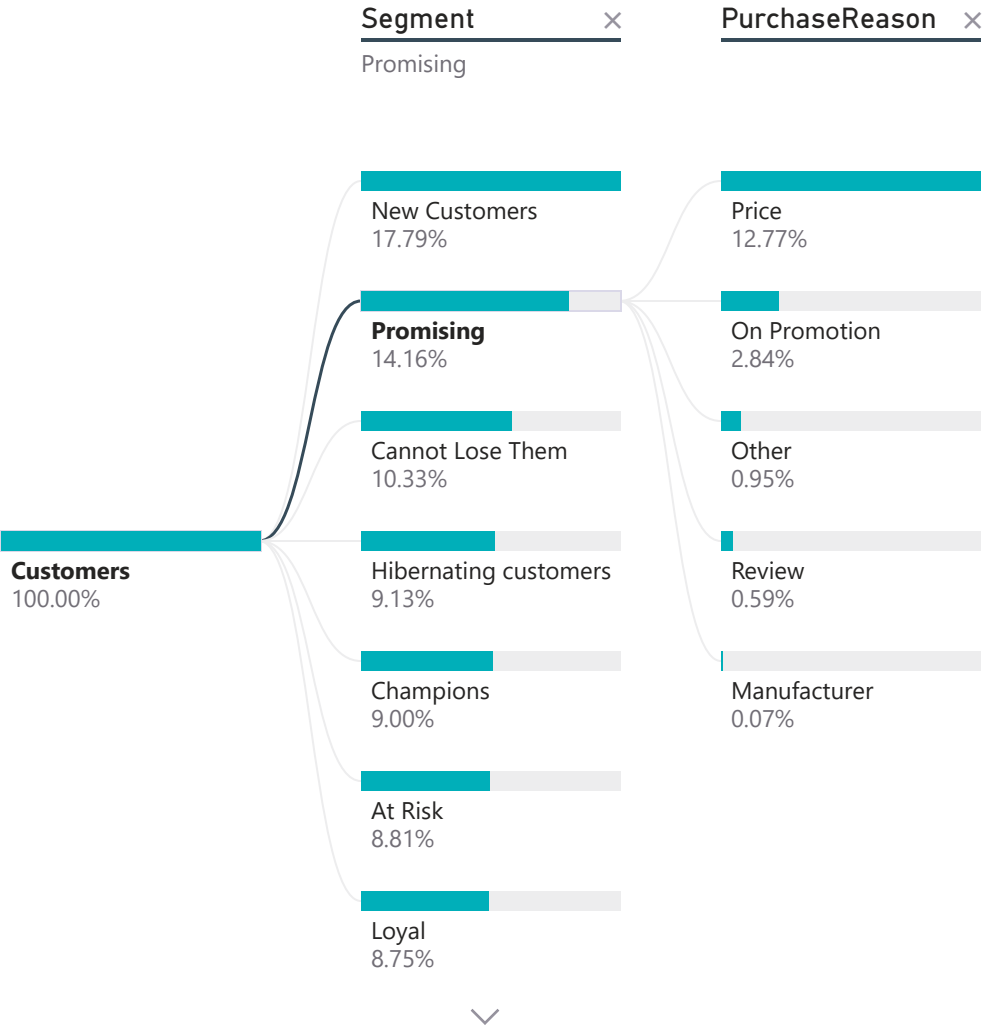
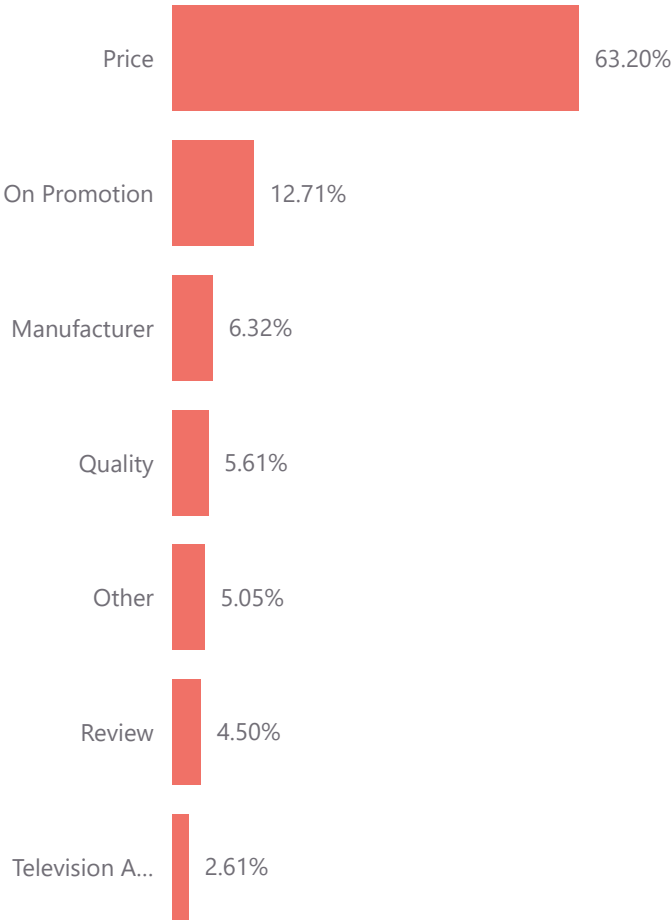
M Score

All

Customer Segments

- ☐ About To Sleep
- ☐ At Risk
- ☐ Cannot Lose Them
- ☐ Champions
- ☐ Hibernating customers
- ☐ Lost customers
- ☐ Loyal
- ☐ Need Attention
- ☐ New Customers
- ☐ Potential Loyalist
- ☐ Promising

Customers by Purchase Reason



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- Customer Segments
- ☐

About To Sleep
- ☐

At Risk
- ☐

Cannot Lose Them
- ☐

Champions
- ☐

Hibernating customers
- ☐

Lost customers
- ☐

Loyal
- ☐

Need Attention
- ☐

New Customers
- ☐

Potential Loyalist
- ☐

Promising

- Product Category
- ▼

☐

Accessories

▼

☐

Bikes

▼

☐

Clothing

▼

☐

Components

