

# 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

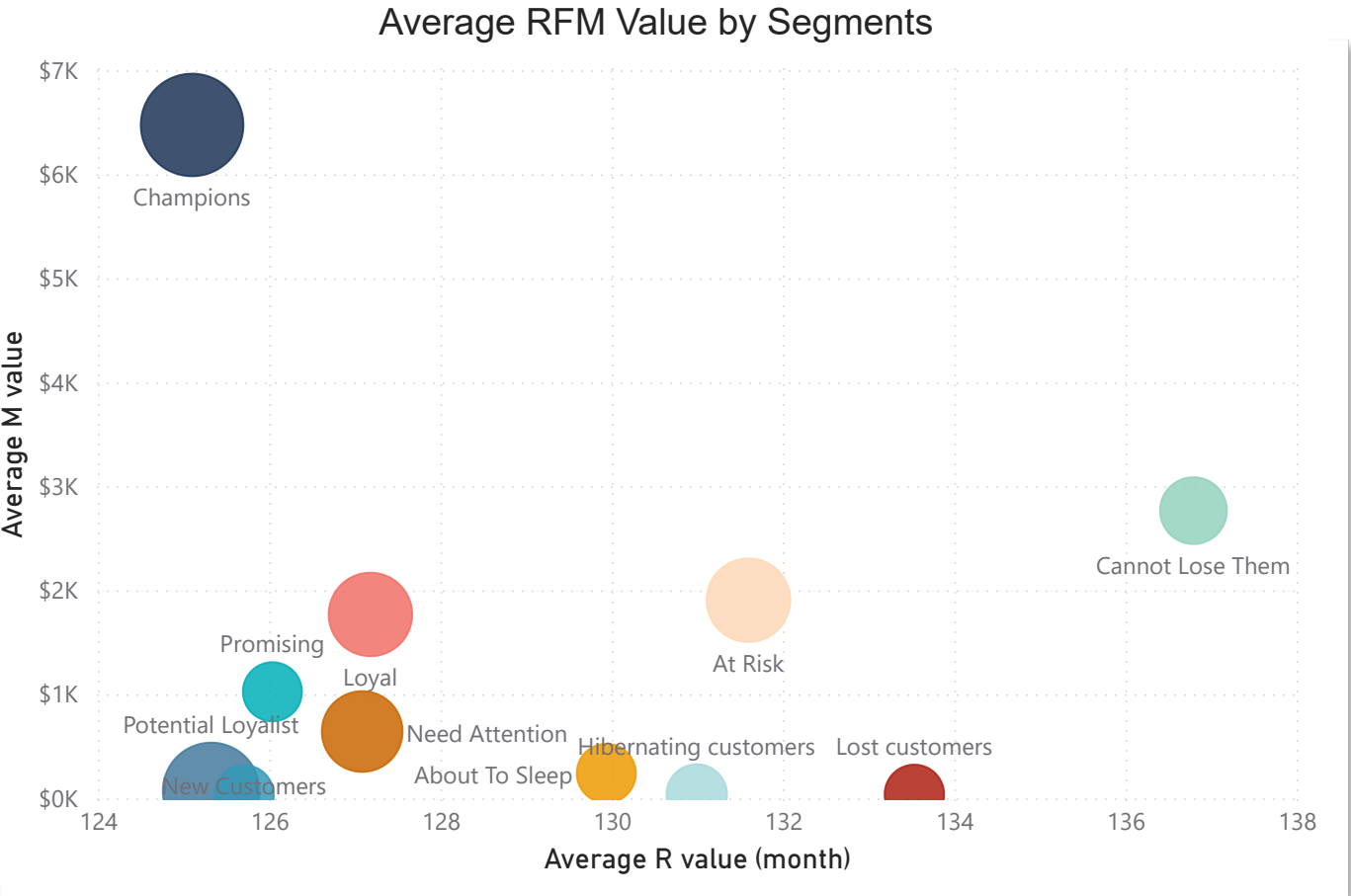
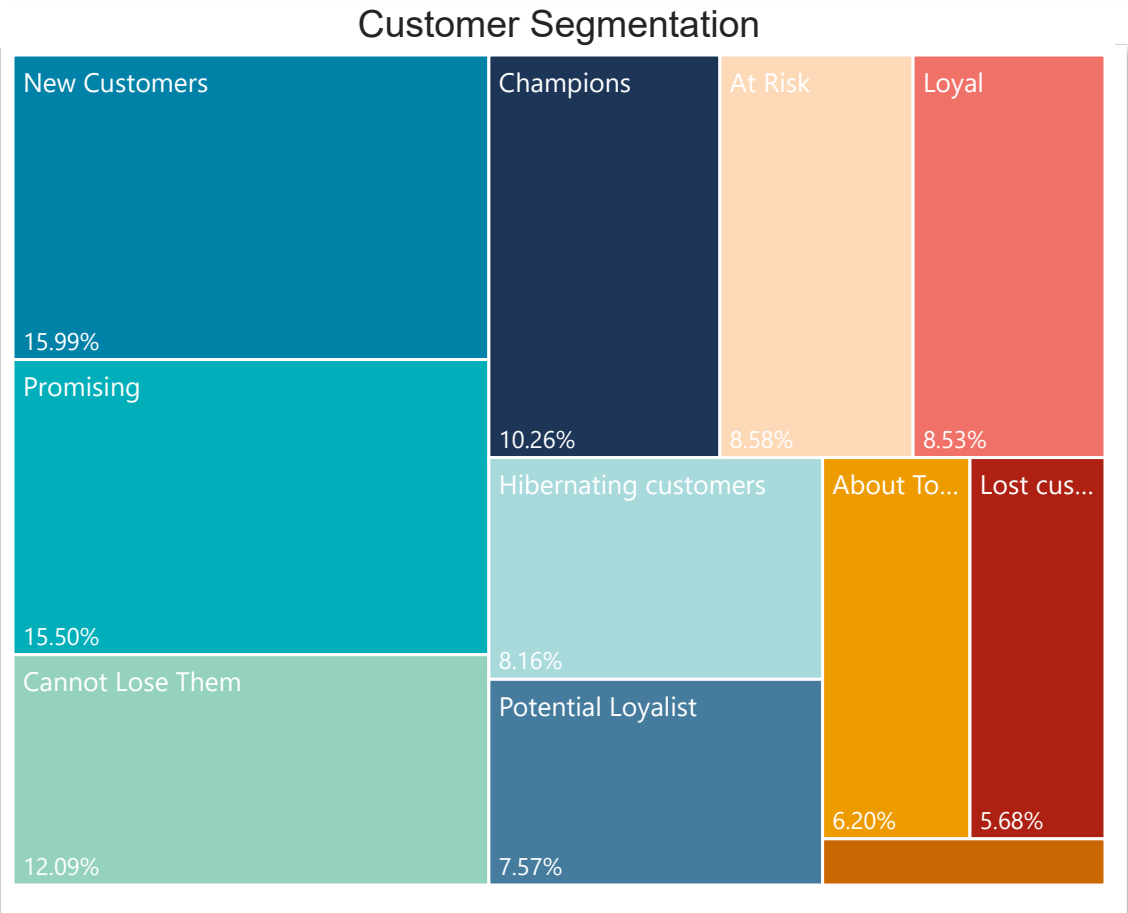
Average F value

129

Average R value (month)

\$1,511

Average M value



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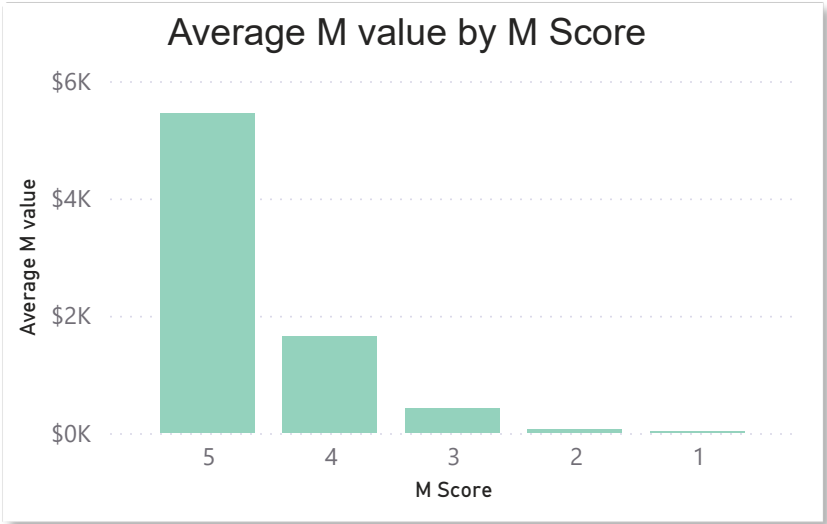
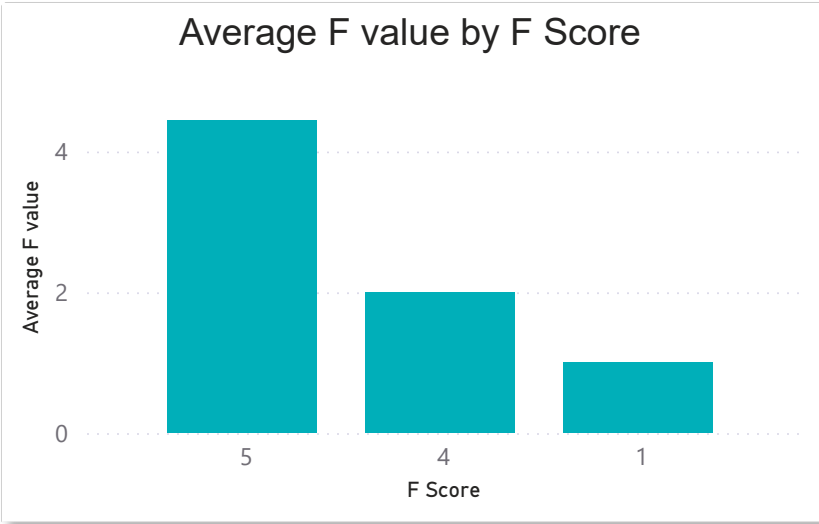
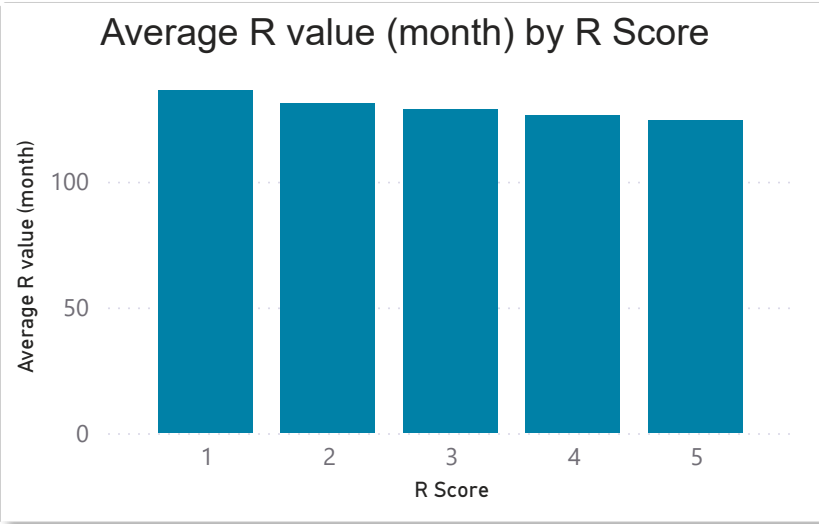
F Score

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Total Sales by Segments over Year, Quarter and Month



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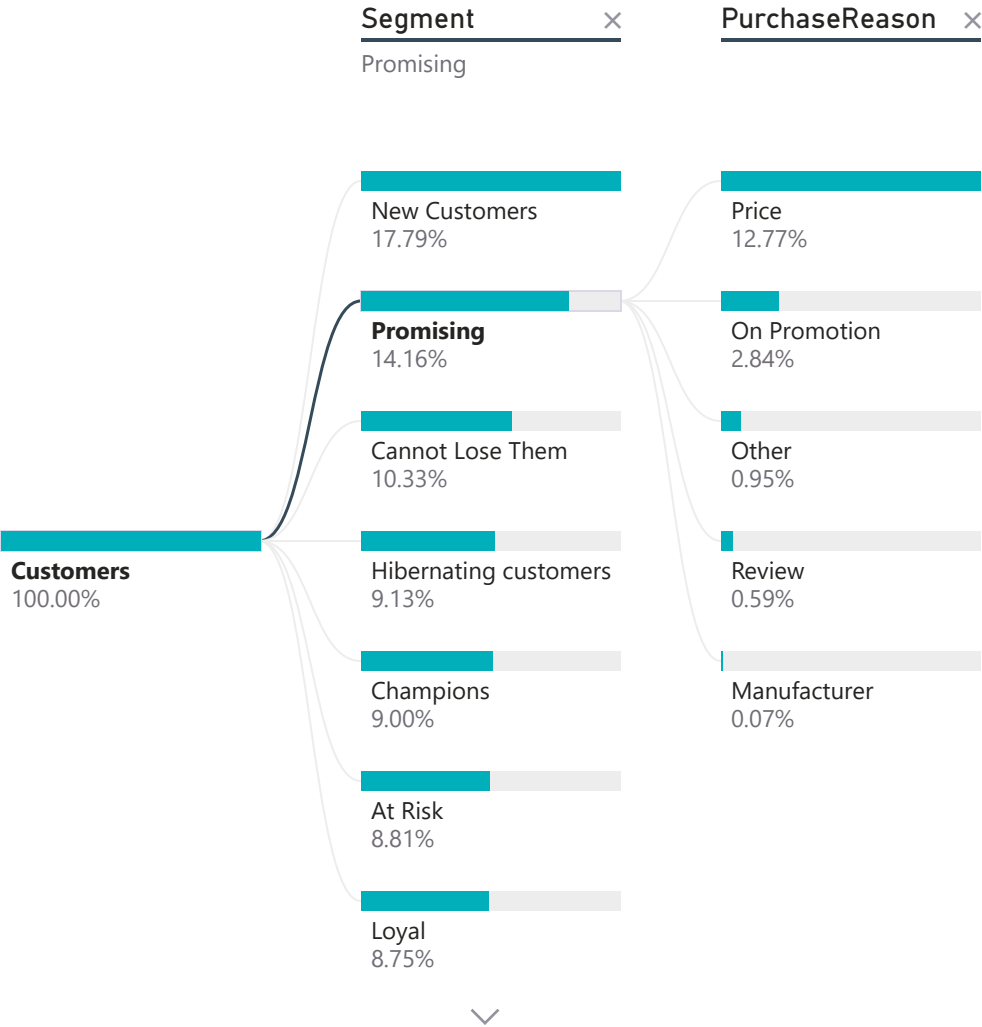
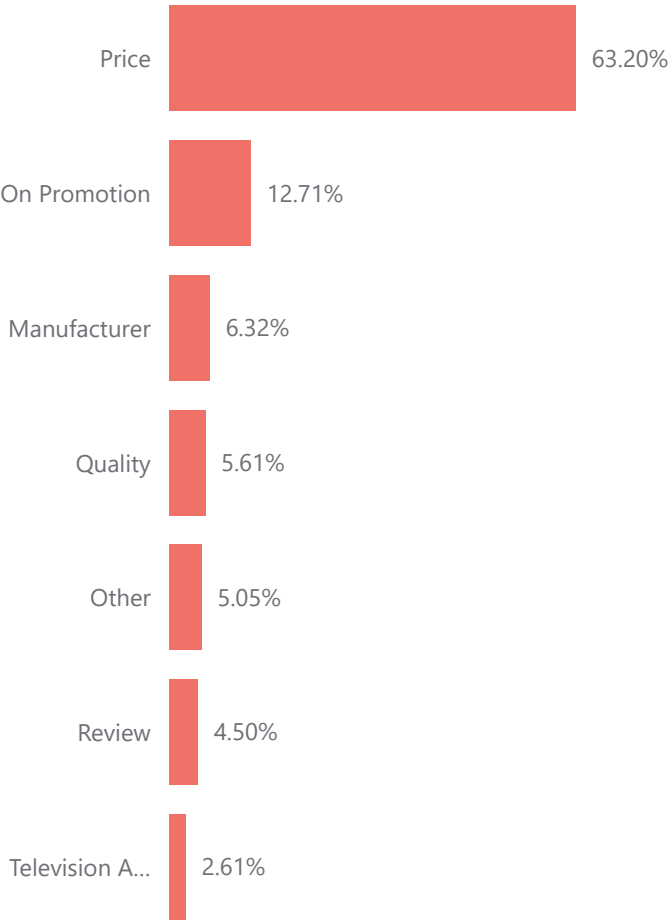
M Score

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

