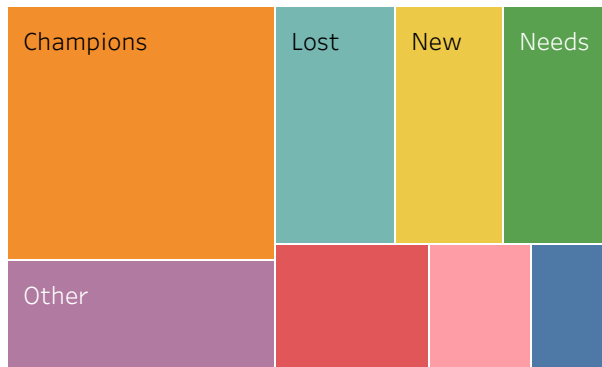
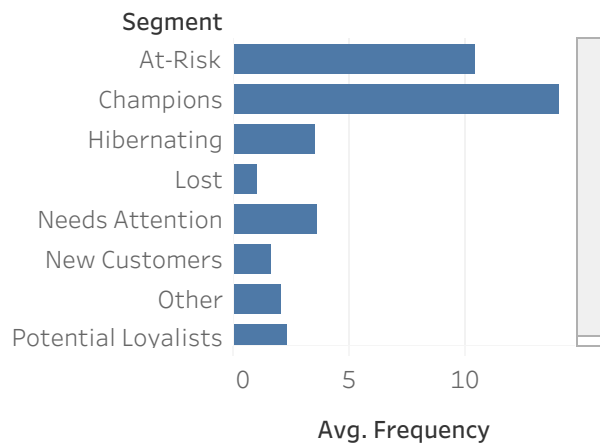


RFM Customer Segmentation Dashboard

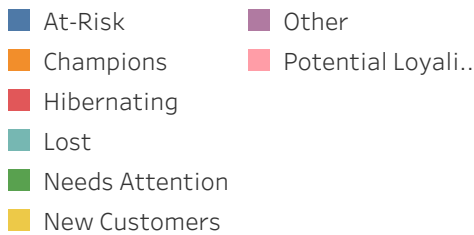
Segment Treemap



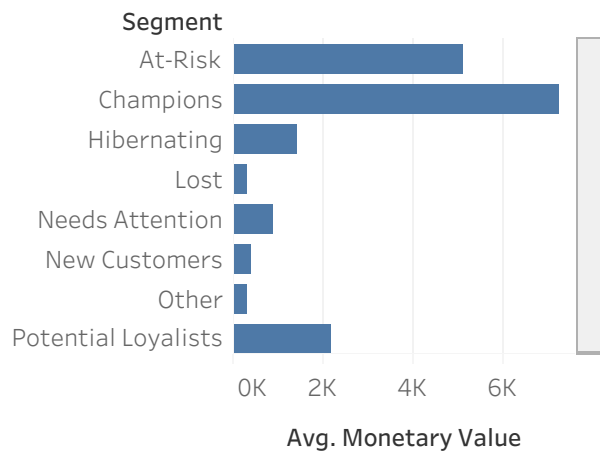
Avg Frequency



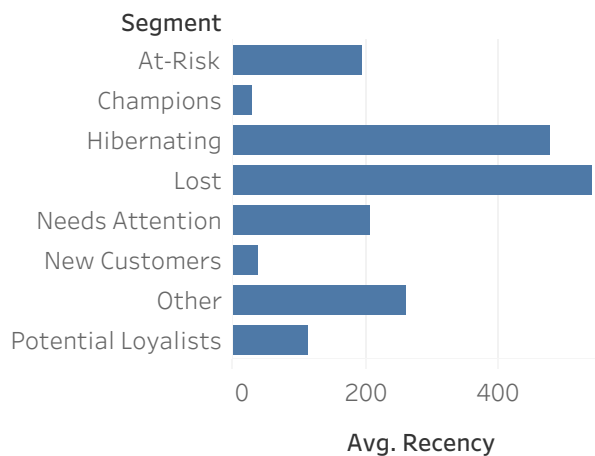
Segment



Avg Monetary Value



Avg Recency



Champions : Reward them. Offer loyalty programs, exclusive access to new products, and personalized thank-you notes. Don't bombard them with ads.

At-Risk : Launch a targeted "win-back" campaign. Send personalized emails with a special discount or bonus offer to re-engage them before they are lost.

New Customers : Nurture them. Create a positive first experience with a smooth onbo..