



Customer Segmentation RFM

Country
All

rfm_segment
All

f_score
All

r_score
All

m_score
All

4331

Customer count

7.96M

Revenue

4.90

Average Frequency

91.47

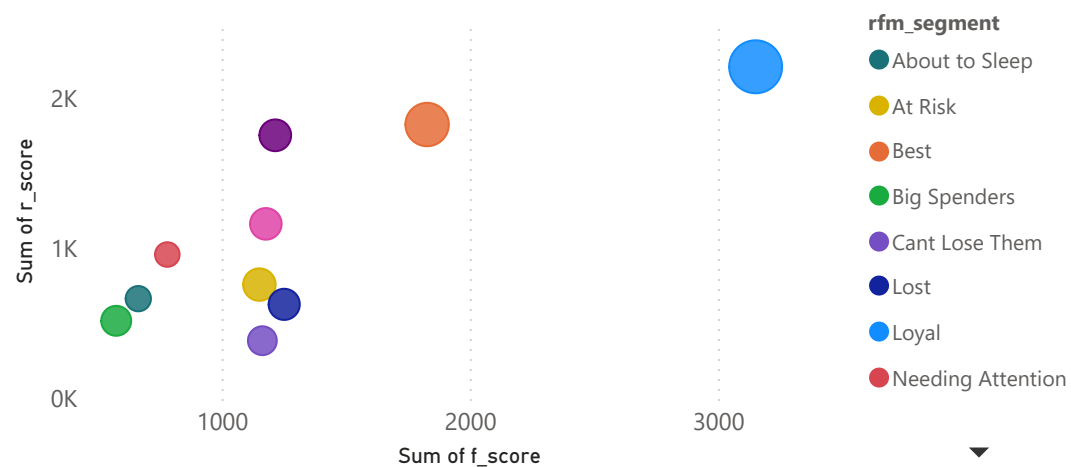
Average Recency

Count of CustomerID by rfm_segment



rfm_segment	%GT Count of CustomerID	Average of recency	Average of frequency	Average of monetary
Promising	10.12%	7.98	2.49	557.68
Potential Loyalists	8.94%	30.36	2.86	645.10
Needing Attention	8.00%	45.67	1.38	296.92
Loyal	18.16%	46.46	8.64	2,925.25
Lost	14.43%	262.28	1.00	255.79
Cant Lose Them	8.83%	223.64	2.59	464.61
Big Spenders	4.61%	74.10	3.06	2,555.74
Best	10.53%	6.91	17.81	8,365.99
At Risk	8.72%	87.17	2.85	722.86
Total	100.00%	91.47	4.90	1,833.96

RFM Segments



Revenue by RFM Segment

