

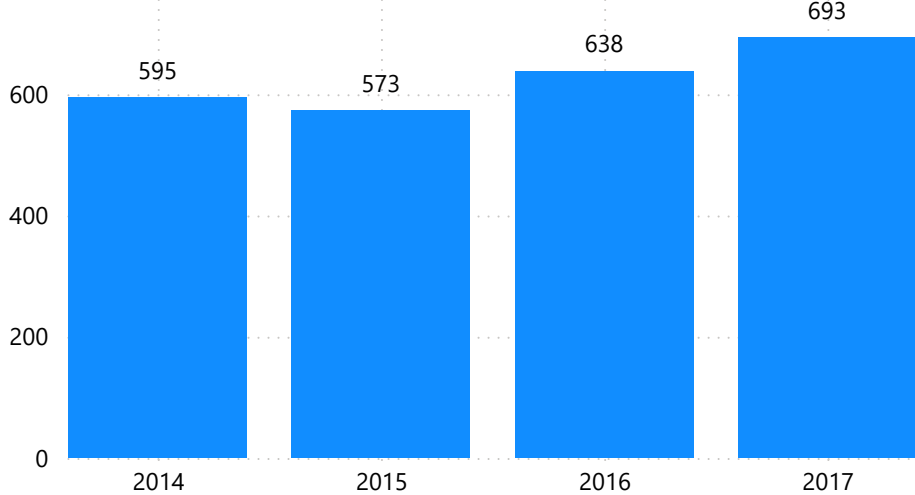
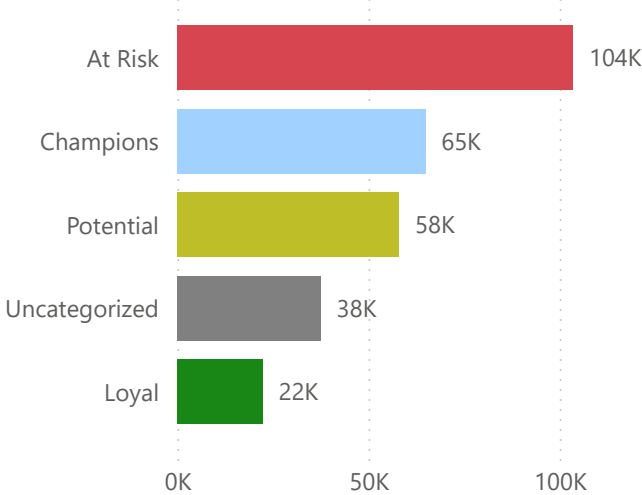
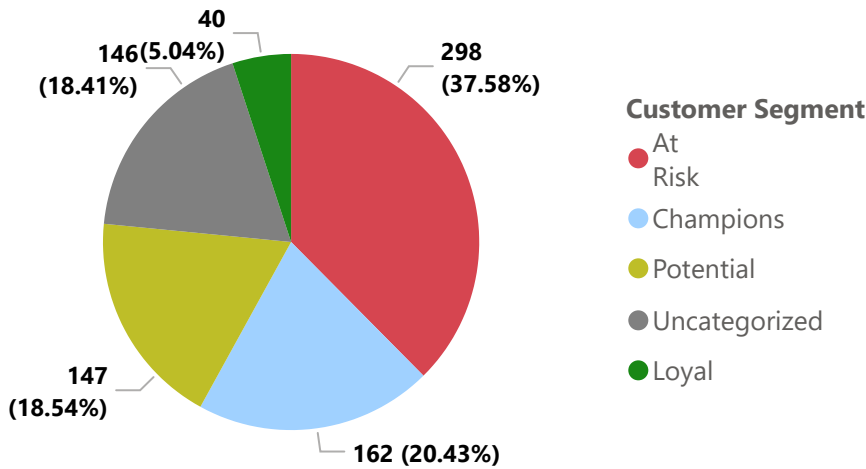
Customer Segmentation Dashboard

At Risk	Champions	Loyal	Potential	Uncategorized
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Number of Customer Segmentation

Profit by Segmentation

Number of Customer by Years



Detail of Customer

RFM Score Distribution

customer_name	customer_id	Customer Segment	RFM Score	Recency	Frequency	Monetary
Aaron Bergman	AB-10015	Uncategorized	111	3284	3	886.16
Aaron Hawkins	AH-10030	Champions	543	2881	7	1,744.70
Aaron Smayling	AS-10045	At Risk	344	2957	7	3,050.69
Adam Bellavance	AB-10060	At Risk	345	2923	8	7,755.62
Adam Hart	AH-10075	Loyal	454	2903	10	3,250.34
Adam Shillingsburg	AS-10090	Loyal	454	2897	9	3,255.31
Adrian Barton	AB-10105	Loyal	455	2910	10	14,473.57
Adrian Hane	AH-10120	At Risk	342	2929	7	1,735.51
Adrian Shami	AS-10135	Potential	411	2910	2	58.82
Aimee Bixby	AB-10150	Potential	432	2910	5	966.71
Alan Barnes	AB-10165	Champions	542	2894	8	1,113.84
Alan Dominguez	AD-10180	Potential	445	2898	8	6,106.88
Alan Haines	AH-10195	At Risk	322	2924	4	1,587.45

