

RFM ANALYSIS ON NORTH WIND DATASET

\$1.35M

Total Revenue

\$22.65M

CLV

830

Total Orders

1.12%

Churn Rate

\$1.63K

Average Order Value

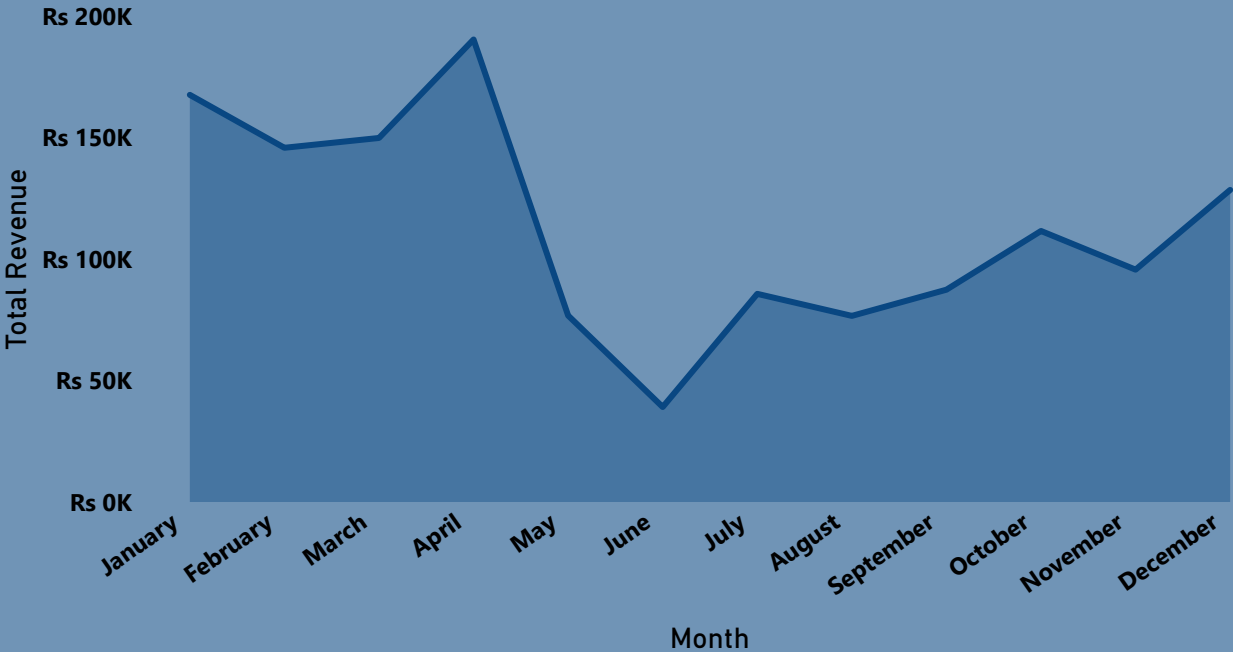
Customer Category

- ☐ Lost
- ☐ Loyal
- ☐ Others
- ☐ VIP

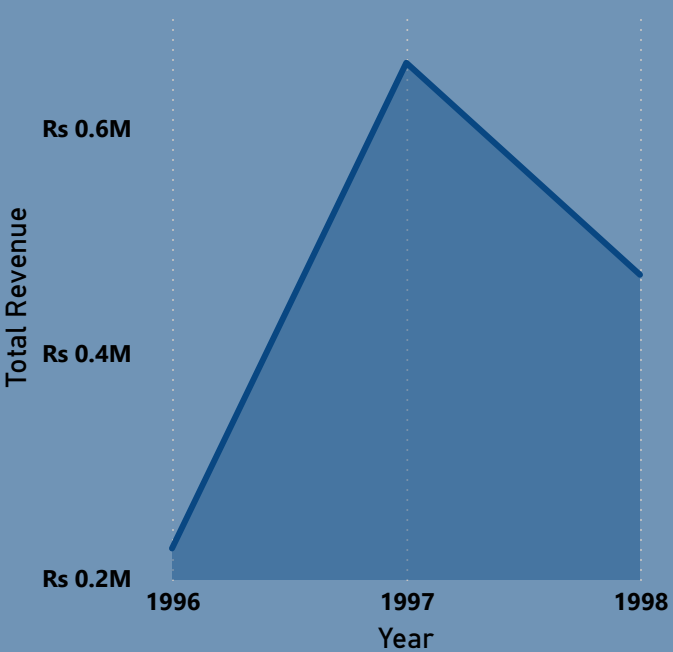
Country

- ☐ Argentina
- ☐ Austria
- ☐ Belgium
- ☐ Brazil

Monthly Revenue Trend



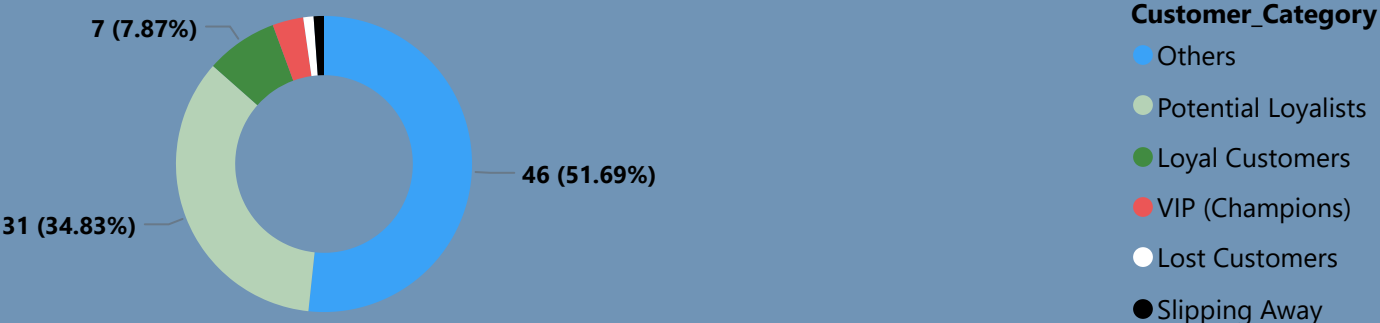
Yearly Revenue Trend



Country

- ☐ Argentina
- ☐ Austria
- ☐ Belgium
- ☐ Brazil
- ☐ Canada
- ☐ Denmark
- ☐ Finland
- ☐ France
- ☐ Germany
- ☐ Ireland
- ☐ Italy
- ☐ Mexico
- ☐ Norway
- ☐ Poland
- ☐ Portugal
- ☐ Spain
- ☐ Sweden
- ☐ Switzerland
- ☐ UK
- ☐ USA
- ☐ Venezuela

Customer Category Distribution



Customer Journey

Month	January		February		March		April	
CustomerID	Count of OrderID	Total_Revenue	Count of OrderID	Total_Revenue	Count of OrderID	Total_Revenue	Count of OrderID	Total_Revenue
ALFKI	1	\$851			1	\$491.2	1	
ANATR					1	\$514.4		
ANTON	1	\$660					1	
AROUT			2	\$735	2	\$5,065	1	
BERGS	2	\$3,884.95	4	\$3,397.7	1	\$2,034.5		
BLAUS	1	\$625			1	\$677	3	
BLONP	1	\$730	2	\$4,049				
BOLID					1	\$280		
BONAP	1	\$843	2	\$3,000.4	3	\$4,106.3	1	
BOTTM	3	\$4,533.5			5	\$9,222.6	4	
BSBEV					4	\$2,645.2	1	
CACTU	1	\$477	1	\$150	1	\$644.8	2	
CENTC								
CHOPS					1	\$1,255.6	3	
COMMI					2	\$324	2	
CONSH	1	\$931.5	1	\$631.6	1	\$156		
Total	88	\$167,547.52	83	\$145,769.15000000001	103	\$149,805.35	105	\$190,329

22.65M

CLV

89

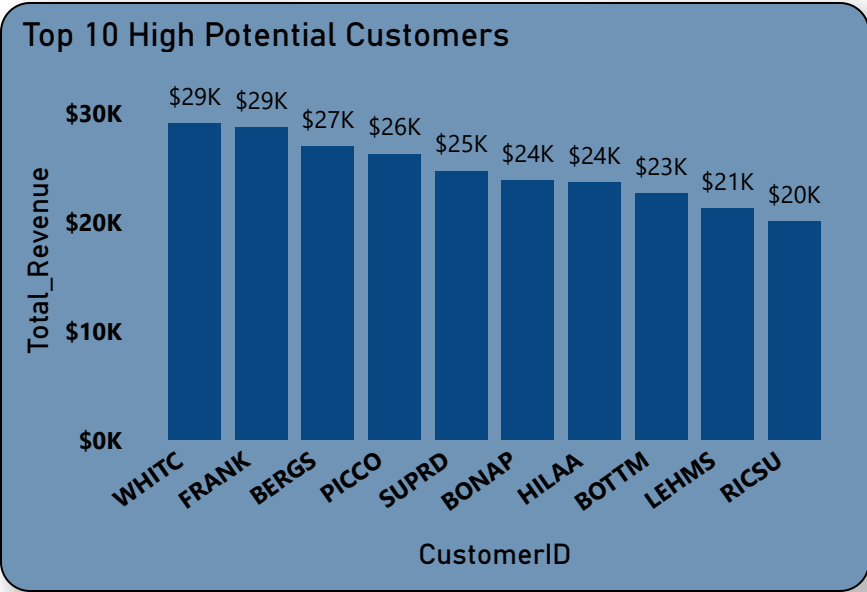
Total_Customers

830

Total_Orders

\$1.35M

Total_Revenue

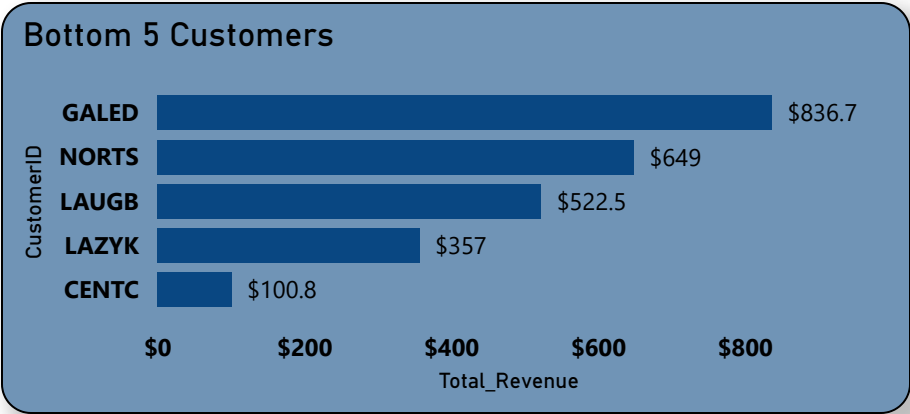
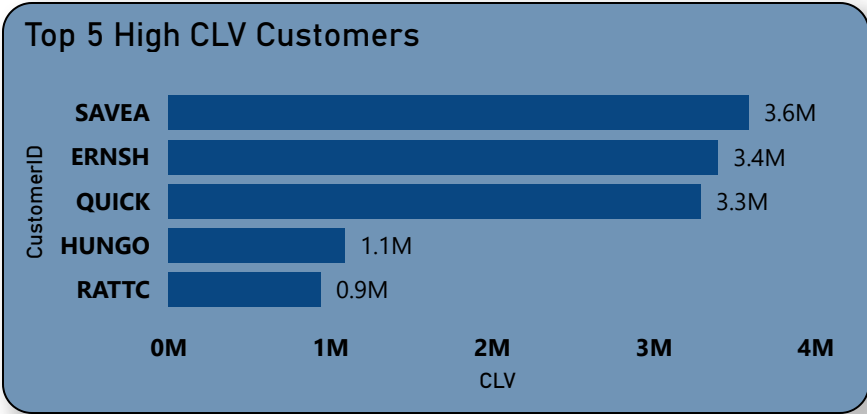
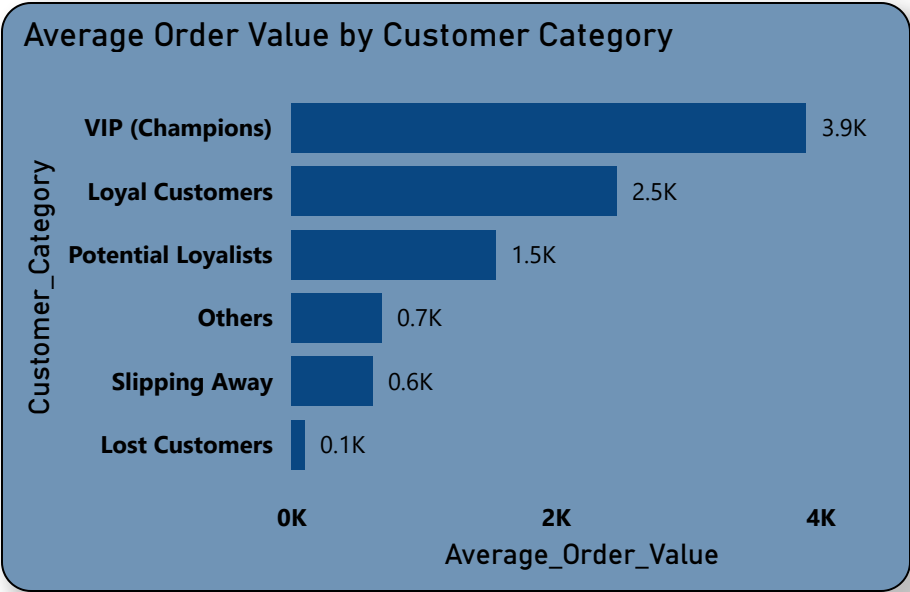


Year

1996

1997

1998



CustomerID ▲	R_Score	F_Score	M_Score	Customer_Category	Retention_Score	Churn_Risk
ALFKI	5	2	1	Others	53.33	Others
ANATR	5	2	1	Others	53.33	Others
ANTON	5	2	1	Others	53.33	Others
AROUT	5	3	2	Loyal	66.67	Low
BERGS	5	4	2	Loyal	73.33	Low
BLAUS	5	2	1	Others	53.33	Others
BLONP	4	3	2	Loyal	60.00	Low
BOLID	5	1	1	Others	46.67	Others
BONAP	5	4	2	Loyal	73.33	Low
BOTTM	5	4	2	Loyal	73.33	Low
BSBEV	5	3	1	Loyal	60.00	Low
CACTU	5	2	1	Others	53.33	Others
CENTC	1	1	1	Lost	20.00	High
CHOPS	5	3	2	Loyal	66.67	Low
COMMI	5	2	1	Others	53.33	Others
CONSH	4	1	1	Others	40.00	Others
DRACD	5	2	1	Others	53.33	Others
DUMON	5	2	1	Others	53.33	Others
EASTC	5	3	2	Loyal	66.67	Low
ERNSH	5	5	5	VIP	100.00	Low
FAMIA	4	2	1	Others	46.67	Others
FOLIG	4	2	2	Others	53.33	Others