



When is the *latest* purchase date?



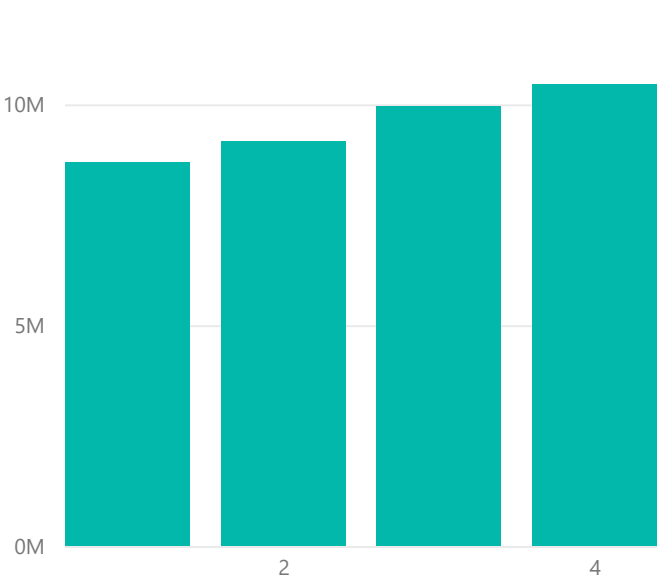
How *frequently* do they make purchases?



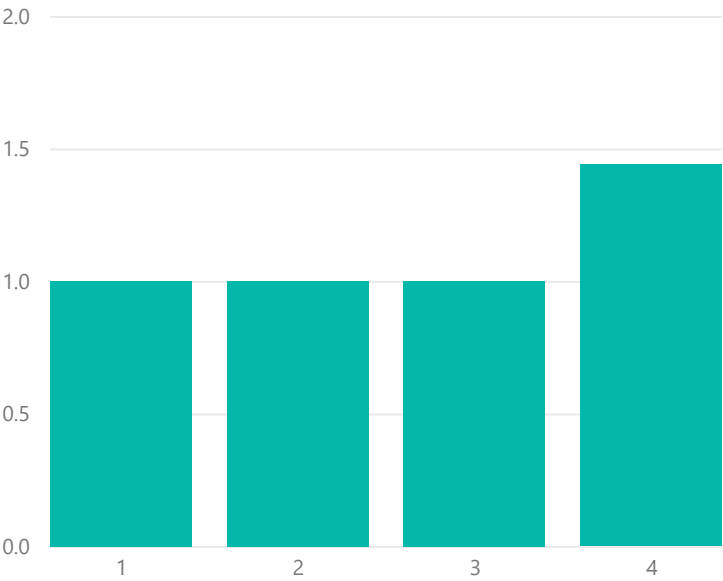
How *large* their average ticket size is made?



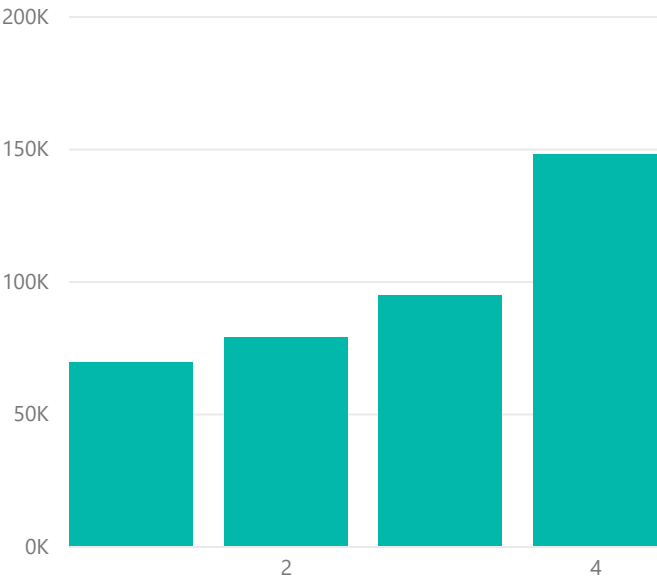
Sum of Recency by R



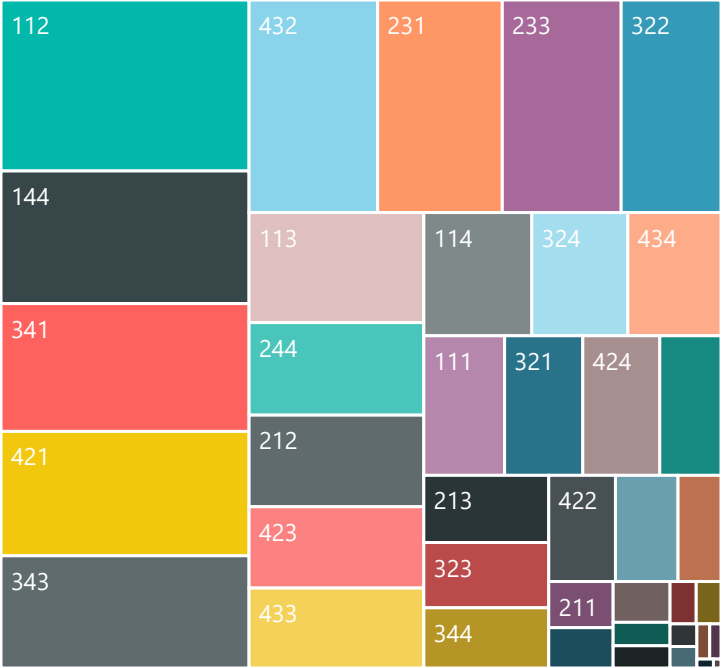
Average of Frequency by F



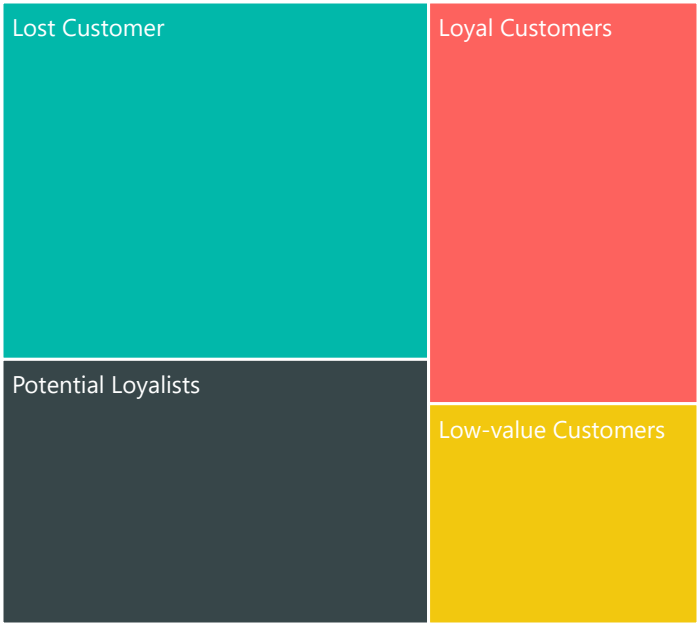
Average of Monetary by M



Count of customerID by RFM



Sum of Column2 by Column1



114.08K  
Count of customerID

40  
Count of RFM