



RFM Analysis Report



Full Name

All

Segment

All

\$507.0984

Average of M value

\$486.0869

Average Sales

\$12.08M

Total Profit

1.49

Average of F value

18.48K

Total Customers

60.40K

Total Sold

3.61K

Average of R value

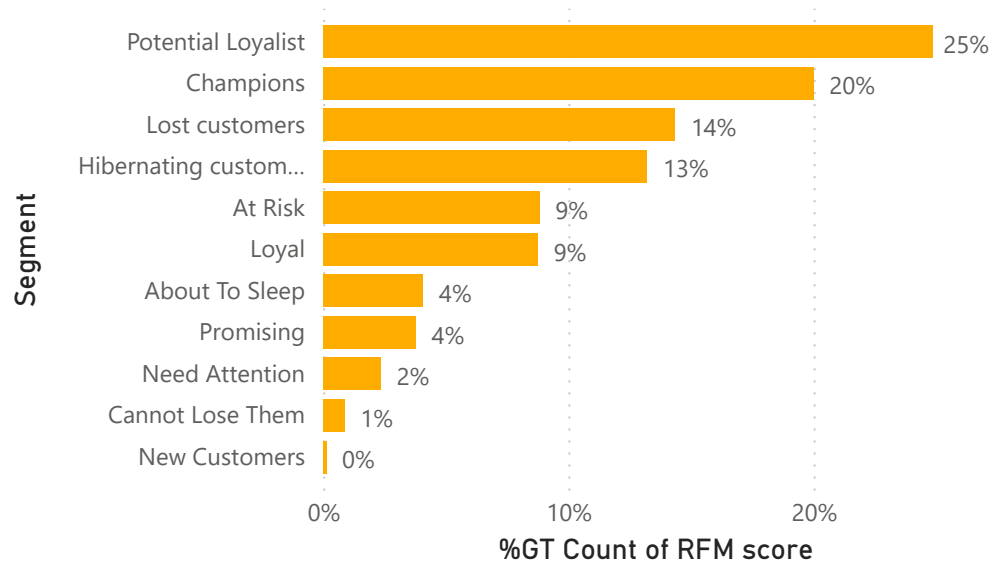
\$29.36M

Total SalesAmount

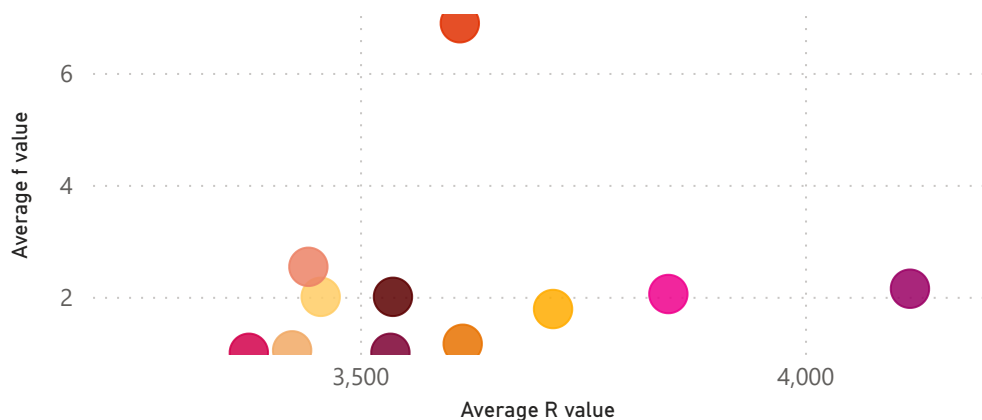
2014-01-28

last transaction date

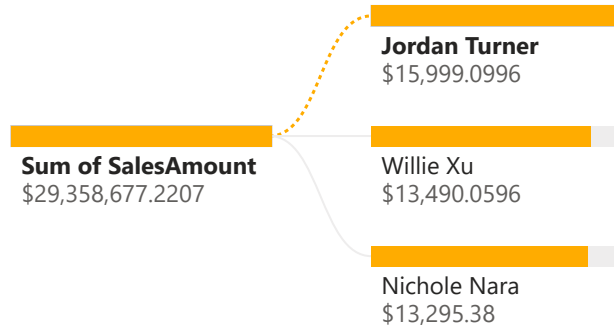
RFM Score



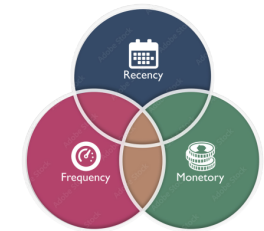
R and F value of each Segment



Top 3 Customers



In this report we will understand the behavior of customers by their RFM score. RFM(Recency, Frequency, Monetary) values of a customers based on their past time with your company. Recency means when was their last purchased, Frequency means the frequency of quantity, and the last one Monetary means how much he spends overall performance caching methods mostly used in marketing.



Full Name	RFM score	Monetary \$
Alvin Hu	111	\$512,242.974
Amy Chow	111	\$512,242.974
Amy Sun	111	\$512,242.974
Andre Perez	111	\$512,242.974
Andrés Anand	111	\$512,242.974
Andres Nara	111	\$512,242.974
Andres Shan	111	\$512,242.974

Segment	RFM score
Lost customers	111
Lost customers	112
Cannot Lose Them	113
Lost customers	121
Hibernating customers	122
Hibernating customers	123
Lost customers	151