Customer Analyst Northwind 1997

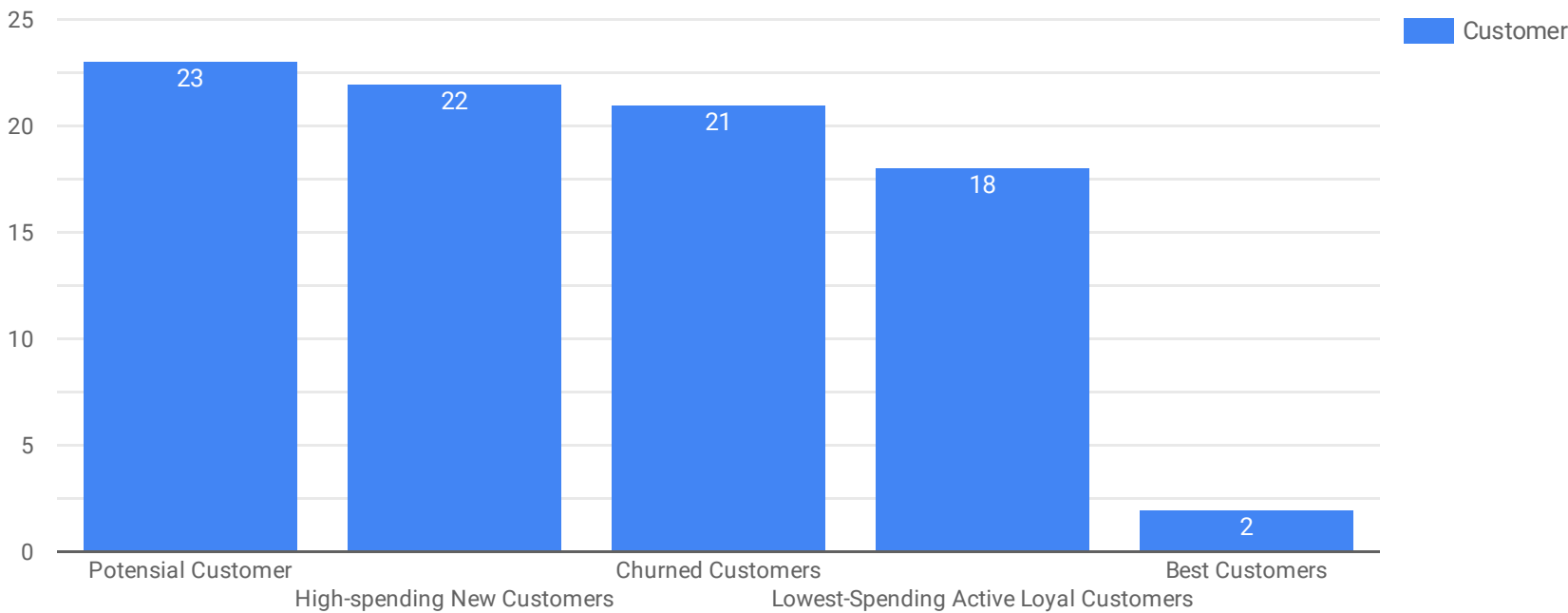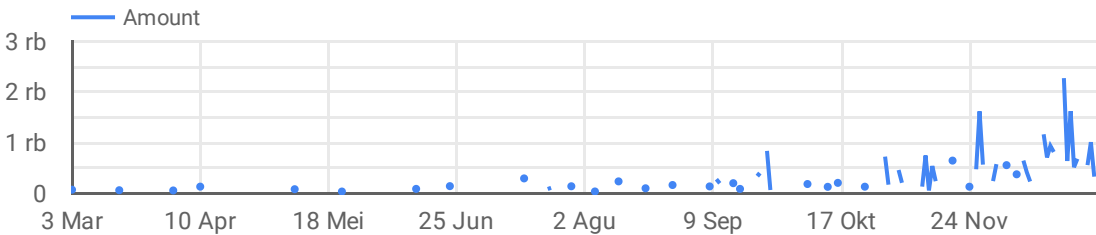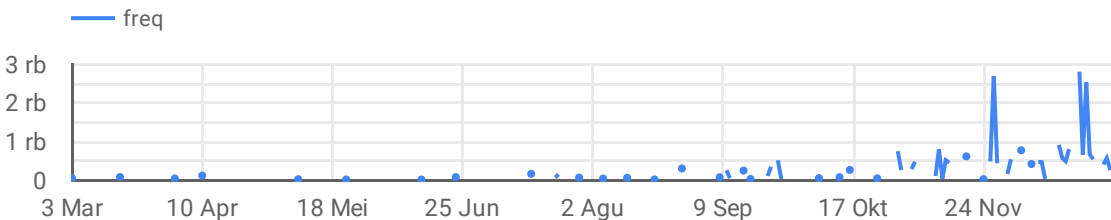| Filters	rfm_category ▼	freq 25,5 rb	Amount 26,0 rb	Customer 86,0

freq

Amount

Customer

rfm_category	Customer	recency	freq	Amount
Potensial Customer		211.532	3.118	3.498,45
High-spending New Customers		202.432	11.189	11.604,09
Churned Customers		192.309	9.242	8.441,64
Lowest-Spending Active Loyal Customers		168.039	1.517	1.928,44
Best Customers		18.585	423	572,82