**RFM Analysis**

RFM analysis is a powerful technique used by companies to better understand customer behaviour and optimize engagement strategies.

RFM Analysis is used to understand and segment customers based on their buying behaviour. RFM stands for recency, frequency, and monetary value, which are three key metrics that provide information about customer engagement, loyalty, and value to a business.

Using RFM Analysis, a business can assess customers’:

* recency (the date they made their last purchase)
* frequency (how often they make purchases)
* and monetary value (the amount spent on purchases)

These dimensions capture essential aspects of customer transactions, providing valuable information for segmentation and personalized marketing campaigns.

The given dataset is provided by an e-commerce platform containing customer transaction data including customer ID, purchase date, transaction amount, product information, ID command and location. The platform aims to leverage RFM (recency, frequency, monetary value) analysis to segment customers and optimize customer engagement strategies.