



6,860 customers selected — Multiple segments | Net sales: £41.20 bn | Returns: 0.0%

RFM_Segment

| At-Risk | Champions | Hibernati... |
|---------|-----------|--------------|
| | | |

CustomerID

| | | |
|--------|--------|--------|
| 0.0001 | 0.0003 | 0.0004 |
|--------|--------|--------|

Total Net Sales
(GBP)

41bn

Recency (days)

351K

Return Rate %

1.2 %

Frequency

5.75

Gross Sales (GBP)

£41bn

% Returned
(Gross)

0.0025 %

| CustomerID | RFM_Segment | Sum of Recency_Days | Sum of Frequency | M_Total Net Sales | M_Gross Sales |
|--------------|-------------|---------------------|------------------|-------------------------|-----------------------|
| 0.0869 | Hibernating | 2455682 | 2 | 6,951,890,544.6 | £6,951,890,54 |
| 0.0174 | At-Risk | 2455449 | 5 | 6,380,002,599.9 | £6,380,002,59 |
| 0.0554 | At-Risk | 2454845 | 3 | 5,155,542,652.2 | £5,155,542,65 |
| 0.0542 | At-Risk | 2455252 | 5 | 3,129,779,518.9 | £3,129,779,51 |
| 0.2488 | Hibernating | 2454091 | 2 | 2,792,090,922.1 | £2,792,090,92 |
| 0.01 | At-Risk | 2455735 | 6 | 2,753,687,559.7 | £2,753,687,55 |
| 0.1663 | Lost | 2337277 | 1 | 1,951,444,598.6 | £1,951,444,59 |
| Total | | 2410160706 | 39439 | 41,202,441,910.2 | £41,203,475,99 |

Customer snapshot

| CustomerID | RFM_Segment | Sum of Recency_Days | Sum of Frequency | M_Total Net Sales | M_Gross Sales | M_Returns Val... | M_% Returned Va... |
|------------|--------------|---------------------|------------------|-------------------|---------------|------------------|--------------------|
| 0.0001 | Lost | £127,197 | £127,197 | £0.000 | 0.0 % | | |
| 2415903 | 1 | | | | | | |
| | Recency_Days | Frequency | | | | | |
| 0.0003 | Hibernating | £163,517 | £163,517 | £0.000 | 0.0 % | | |
| 2452764 | 2 | | | | | | |
| | Recency_Days | Frequency | | | | | |
| 0.0004 | Hibernating | £103,424 | £103,424 | £0.000 | 0.0 % | | |
| 2453438 | 2 | | | | | | |
| | Recency_Days | Frequency | | | | | |
| 0.0005 | Hibernating | £64,837 | £64,837 | £0.000 | 0.0 % | | |