



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

0.0001	Lost	£127,197	£127,197	£0.000	0.0 %
CustomerID	RFM_Segment	M_Total Net S...	M_Gross Sales	M>Returns Val...	M_% Returned Va...
2415903	1				
Recency_Days	Frequency				
0.0003	Hibernating	£163,517	£163,517	£0.000	0.0 %
CustomerID	RFM_Segment	M_Total Net S...	M_Gross Sales	M>Returns Val...	M_% Returned Va...
2452764	2				
Recency_Days	Frequency				
0.0004	Hibernating	£103,424	£103,424	£0.000	0.0 %
CustomerID	RFM_Segment	M_Total Net S...	M_Gross Sales	M>Returns Val...	M_% Returned Va...
2453438	2				
Recency_Days	Frequency				
0.0005	Hibernating	£64,837	£64,837	£0.000	0.0 %
CustomerID	RFM_Segment	M_Total Net S...	M_Gross Sales	M>Returns Val...	M_% Returned Va...
2450177	2				