

RFM Analysis: Customer Segmentation in Automobile Sales

Total Customers

89

Total Transactions

298

Total Sales

\$9.76M

Recency Average

180.61

Frequency Average

3.35

Monetary Average

\$109.67K

Order Date

2018

2019

2020

R

1

2

3

4

5

F

1

2

3

4

5

M

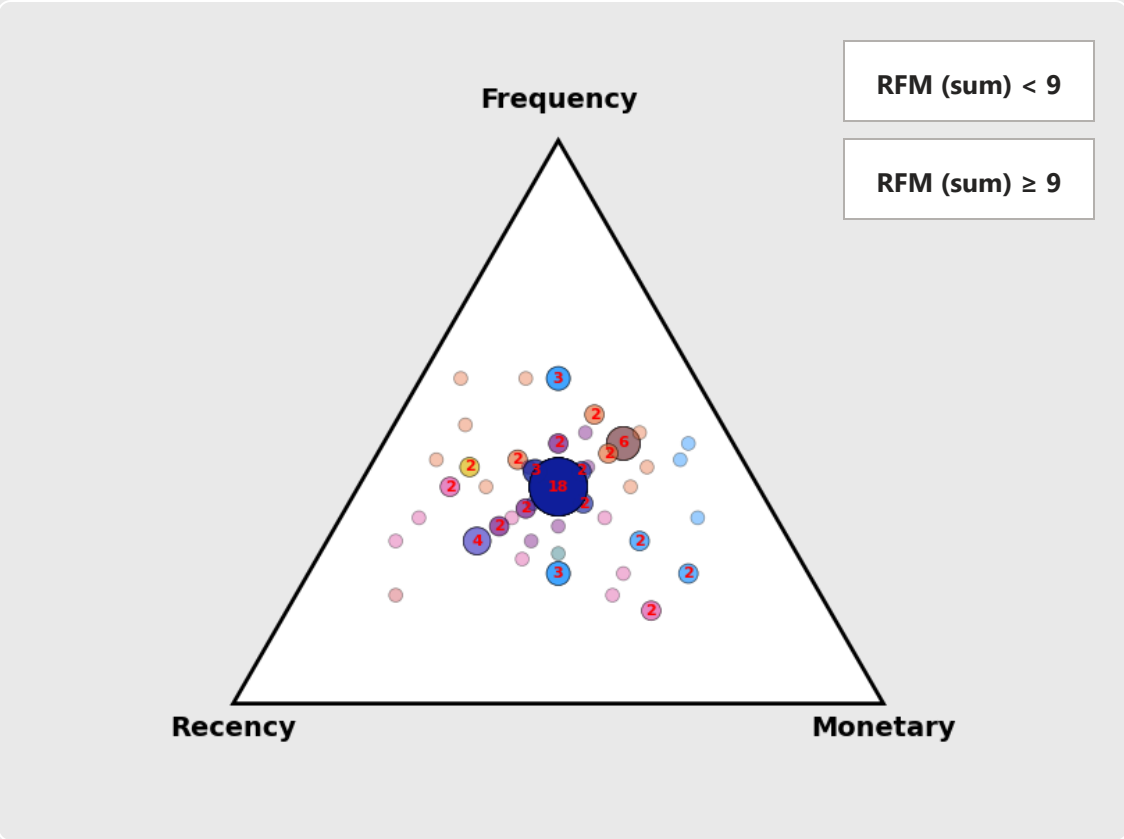
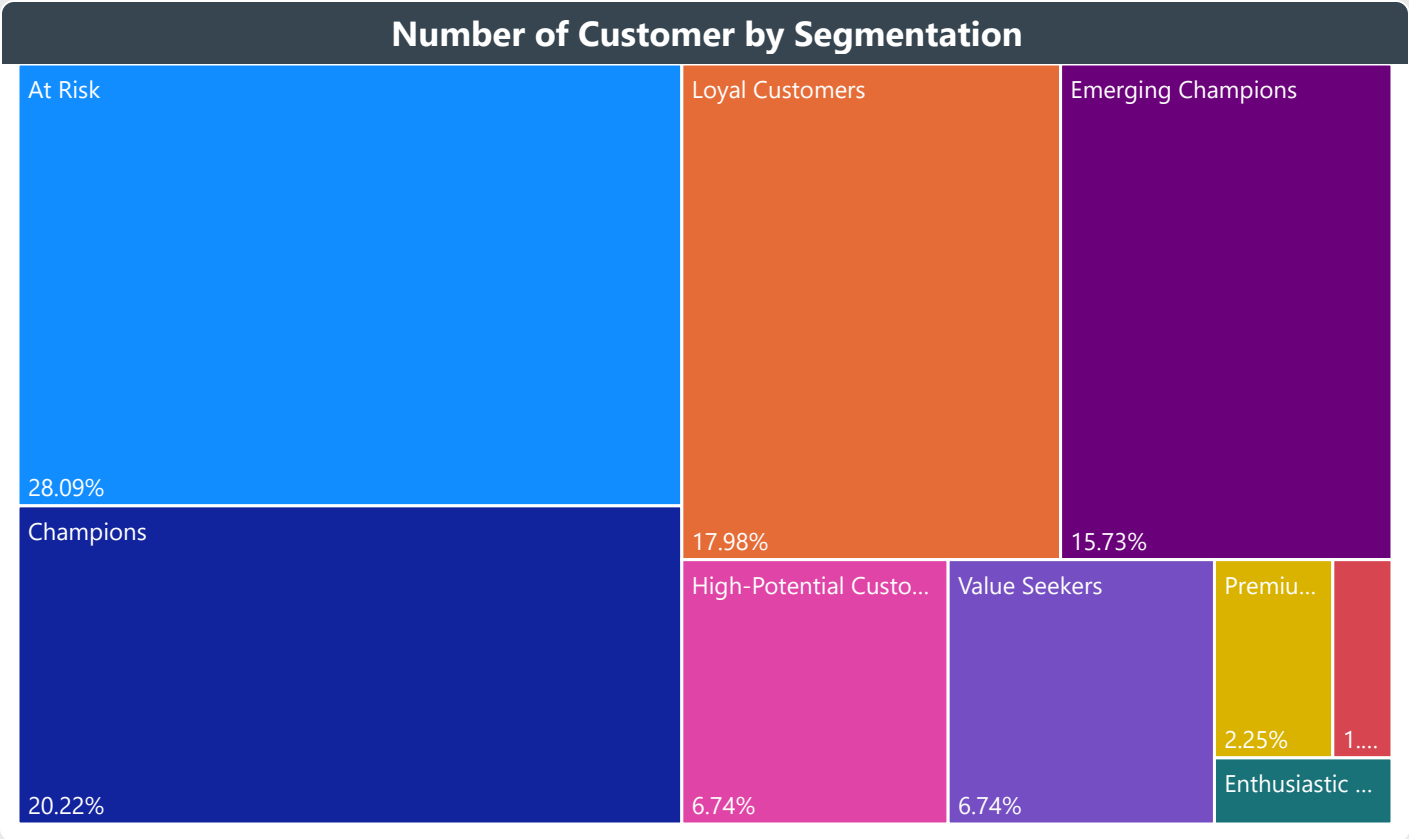
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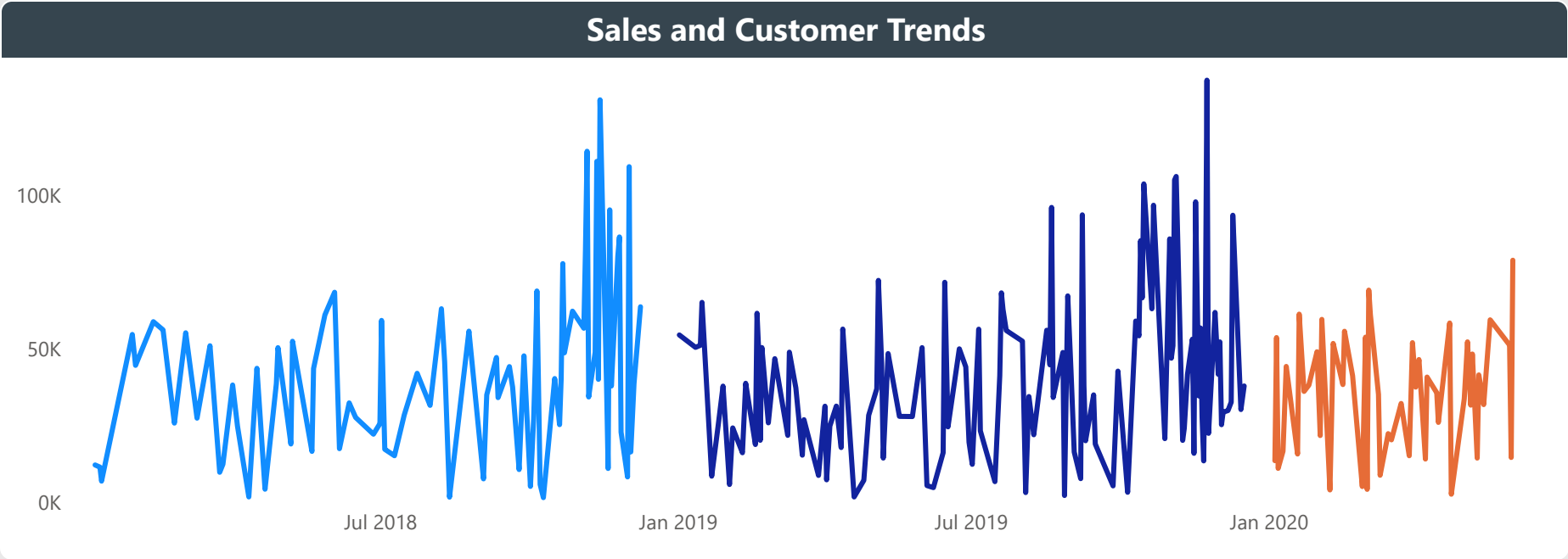
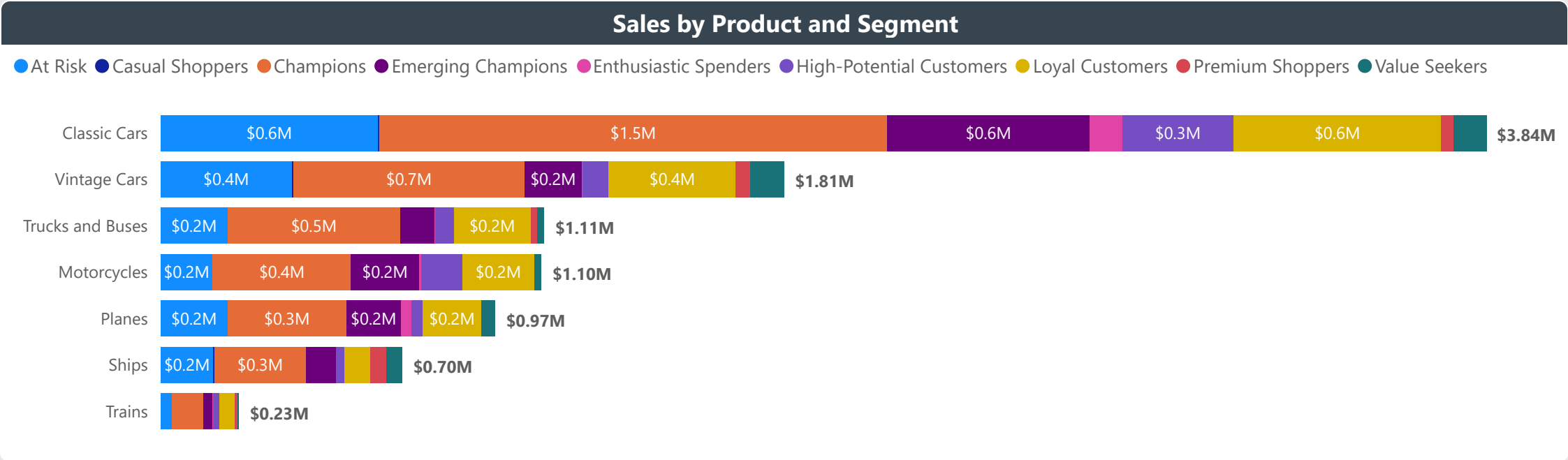
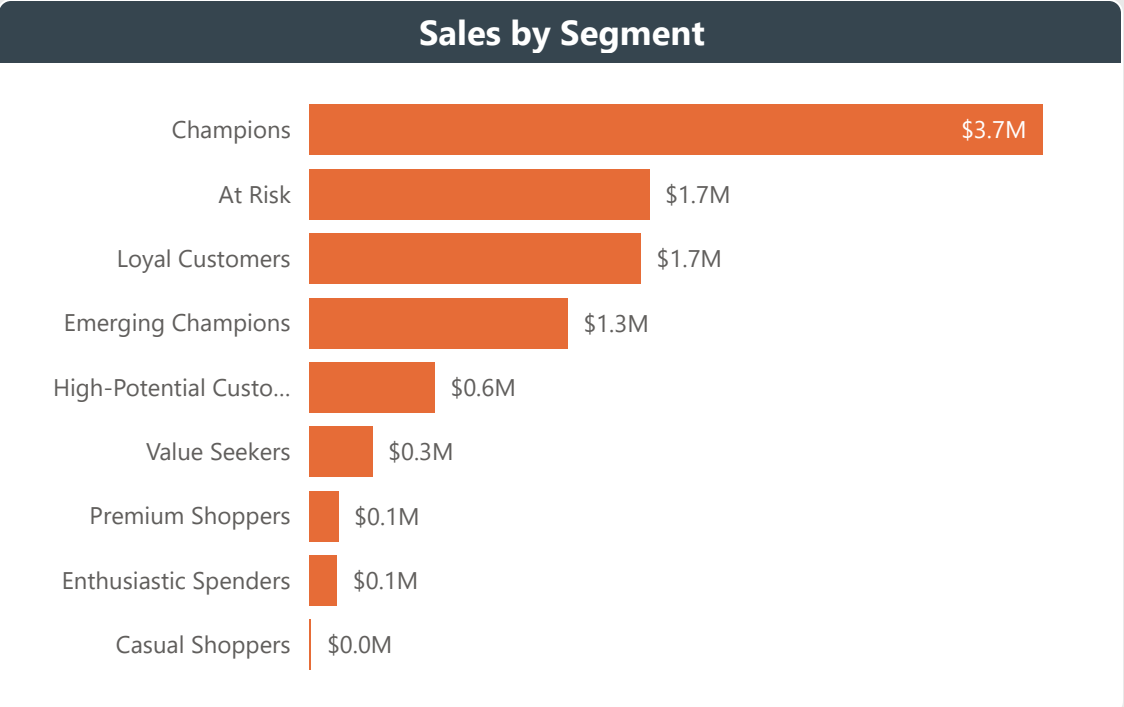
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4

5



Customer Details						
Customer Name	Year	Segment	Score	Recency	Frequency	Monetary or Sales (\$)
Alpha Cognac	2018	Value Seekers	422	65	3	70,488.44
Alpha Cognac	2020	Value Seekers	422	65	3	70,488.44
Amica Models & Co.	2019	At Risk	113	266	2	94,117.26
Anna's Decorations, Ltd	2018	Champions	445	84	4	153,996.13
Anna's Decorations, Ltd	2020	Champions	445	84	4	153,996.13
Atelier graphique	2018	Value Seekers	321	189	3	24,179.96
Atelier graphique	2019	Value Seekers	321	189	3	24,179.96
Australian Collectables, Ltd	2018	Value Seekers	521	23	3	64,591.46
Australian Collectables, Ltd	2019	Value Seekers	521	23	3	64,591.46
Australian Collectables, Ltd	2020	Value Seekers	521	23	3	64,591.46
Australian Collectors, Co.	2018	Loyal Customers	355	185	5	200,995.41
Australian Collectors, Co.	2019	Loyal Customers	355	185	5	200,995.41
Australian Gift Network, Co	2018	Value Seekers	421	120	3	59,469.12
Australian Gift Network, Co	2020	Value Seekers	421	120	3	59,469.12
Auto Assoc. & Cie.	2019	At Risk	212	234	2	64,834.32



Trend

Sales

Total Customer