

# RFM Dashboard

All



Revenue This Month

518.19K!

(-59.45%)

Orders This Month

778!

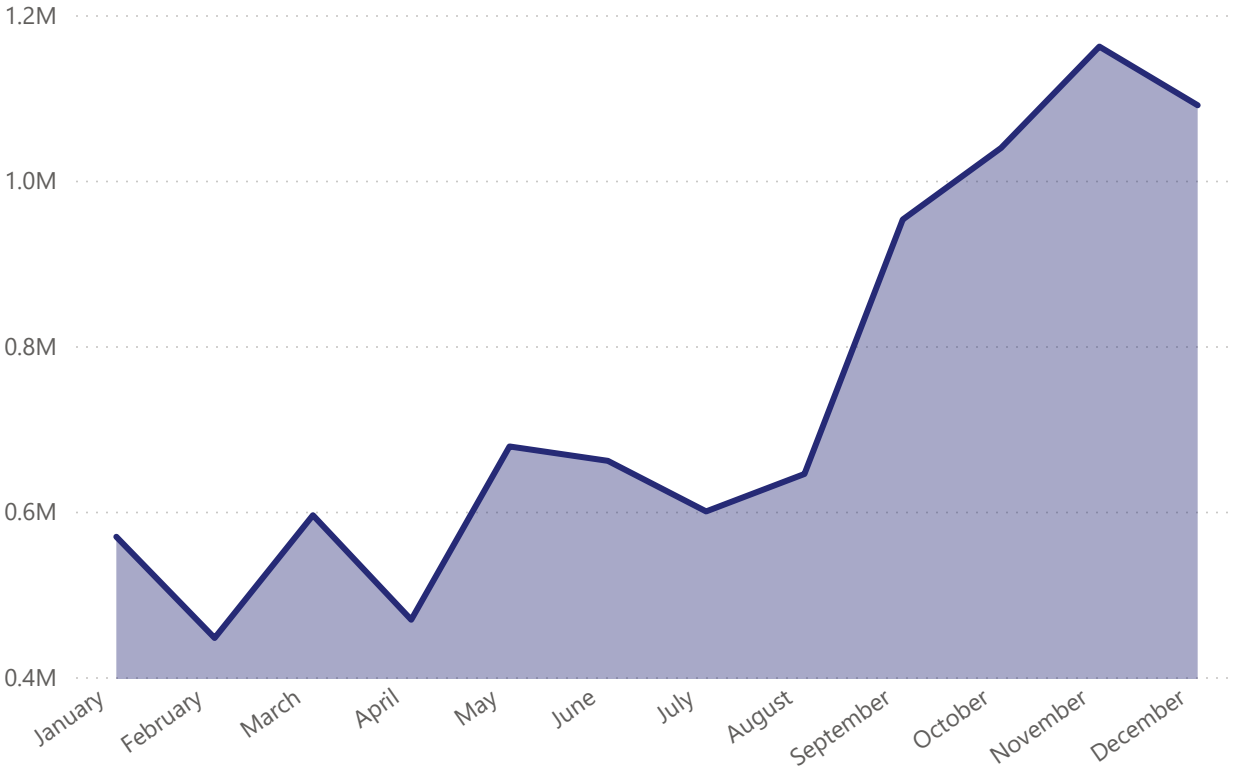
(-73.38%)

Avg Order Value

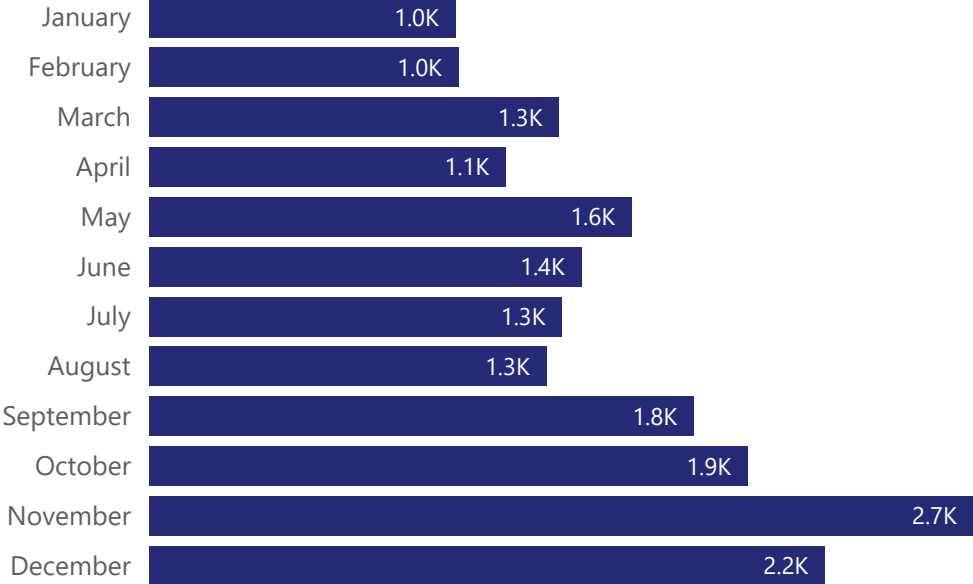
500.88✓

(+4.13%)

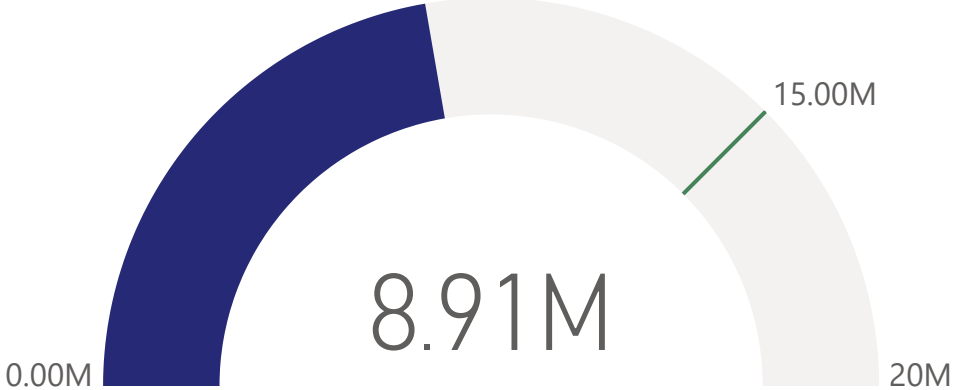
Total Revenue by Month



Total Orders by Month



Annual Target



Monthly Customers  
**1265!**  
(-30.89%)

Avg Recency  
**92.54!**  
(-81.44%)

Avg Monetary  
**2.05K✓**  
(+584.76%)

Avg Frequency  
**4.27✓**  
Goal: 3 (+42.4%)

All



All

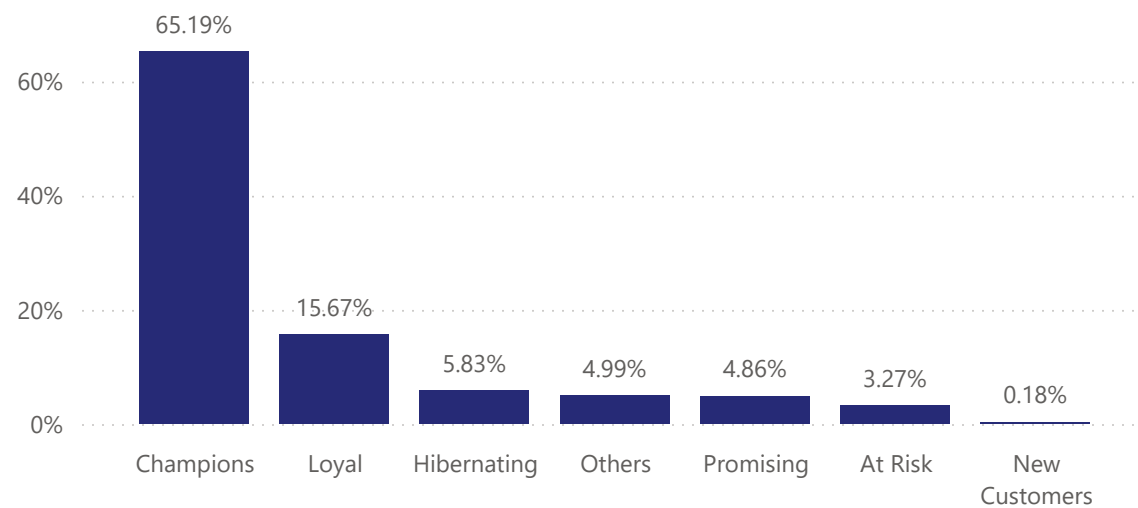


CustomerType

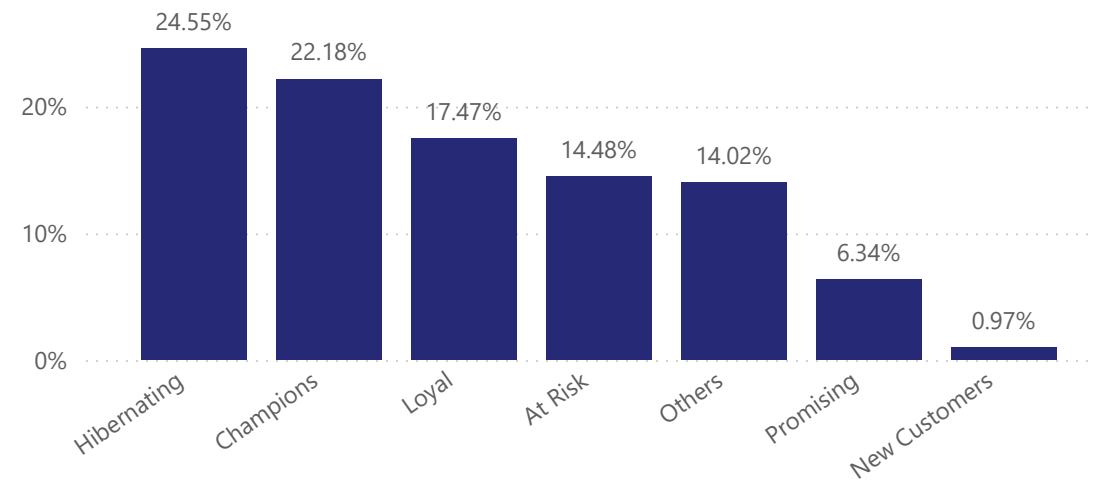


Category	Total Customers	%GT Total Customers	Total Revenue	%GT Total Revenue	Avg Recency by Seg	Avg Monetary by Seg	Avg Frequency by Seg
New Customers	42	0.97%	16,304.94	0.18%	6.86	388.21	1.00
Promising	275	6.34%	433,236.99	4.86%	137.08	1,575.41	4.89
Others	608	14.02%	444,730.69	4.99%	111.11	731.47	2.34
At Risk	628	14.48%	291,694.22	3.27%	38.85	464.48	1.21
Loyal	758	17.47%	1,396,691.42	15.67%	35.69	1,842.60	4.13
Champions	962	22.18%	5,809,341.07	65.19%	12.86	6,038.82	11.08
Hibernating	1065	24.55%	519,408.57	5.83%	217.90	487.71	1.10
Total	4338	100.00%	8,911,407.90	100.00%	92.54	2,054.27	4.27

Total Revenue by Category



Total Customers by Category



Avg Revenue

354.31✓

(+41.64%)

Distinct Products Sold

3K✓

(+90.77%)

Total Units Sold

600K✓

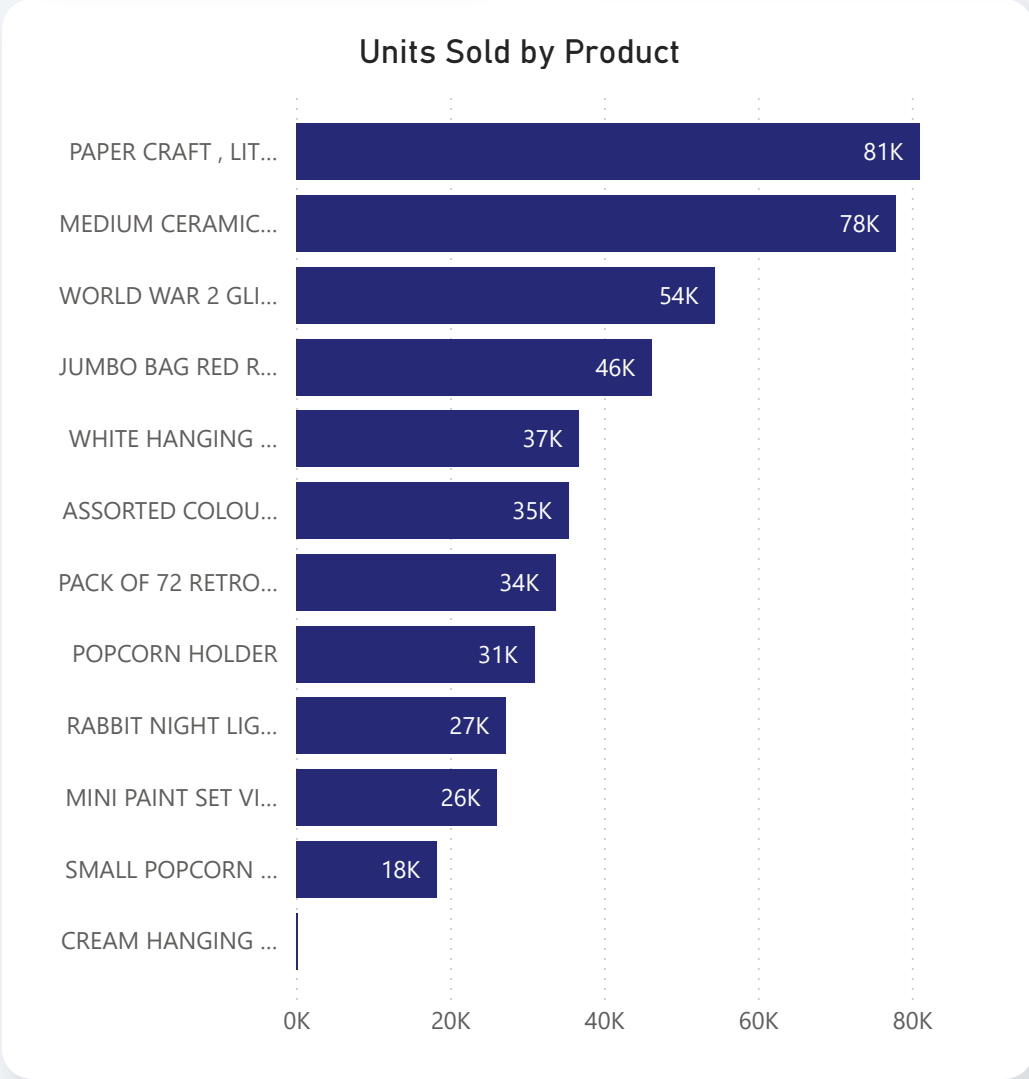
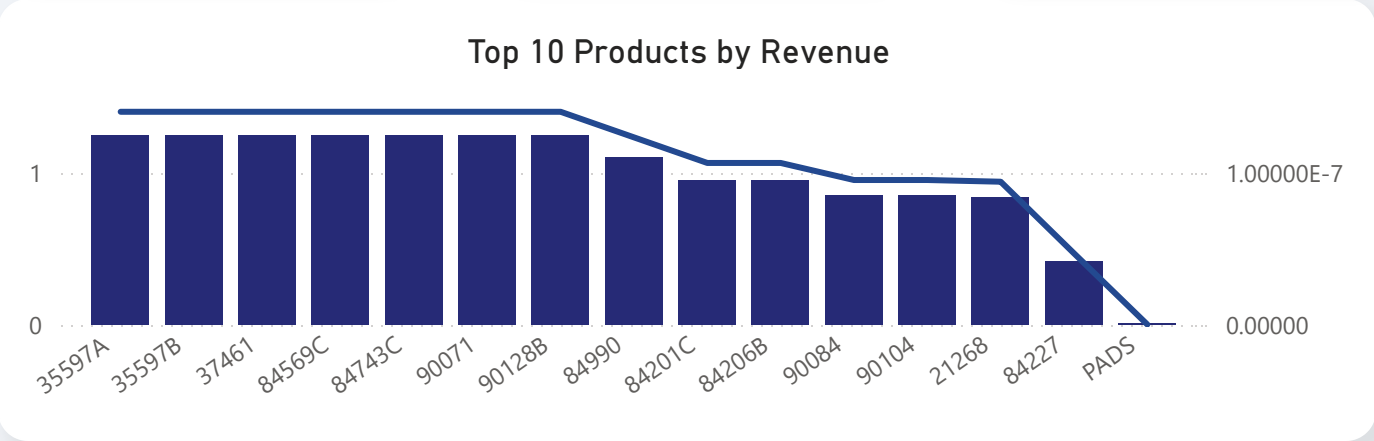
(+647.09%)

All

▼

All

▼



StockCode	Description	Revenue by Product	%GT Revenue by Product %
23843	PAPER CRAFT , LITTLE BIRDIE	168,469.60	13.33%
22423	REGENCY CAKESTAND 3 TIER	142,592.95	11.29%
85123A	WHITE HANGING HEART T-LIGHT HOLDER	100,448.15	7.95%
85099B	JUMBO BAG RED RETROSPOT	85,220.78	6.75%
23166	MEDIUM CERAMIC TOP STORAGE JAR	81,416.73	6.44%
POST	POSTAGE	77,803.96	6.16%
47566	PARTY BUNTING	68,844.33	5.45%
84879	ASSORTED COLOUR BIRD ORNAMENT	56,580.34	4.48%
M	Manual	53,779.93	4.26%
23084	RABBIT NIGHT LIGHT	51,346.20	4.06%
79321	CHILLI LIGHTS	46,286.51	3.66%
22086	PAPER CHAIN KIT 50'S CHRISTMAS	42,660.83	3.38%
22502	PICNIC BASKET WICKER 60 PIECES	39,619.50	3.14%
Total		1,263,365.83	100.00%