

Country

All

RFM Segment

All

KPIs

4308

of Customers

4.15

Avg. of Frequency

90.70

Recency (avg. days ago)

\$8.44M

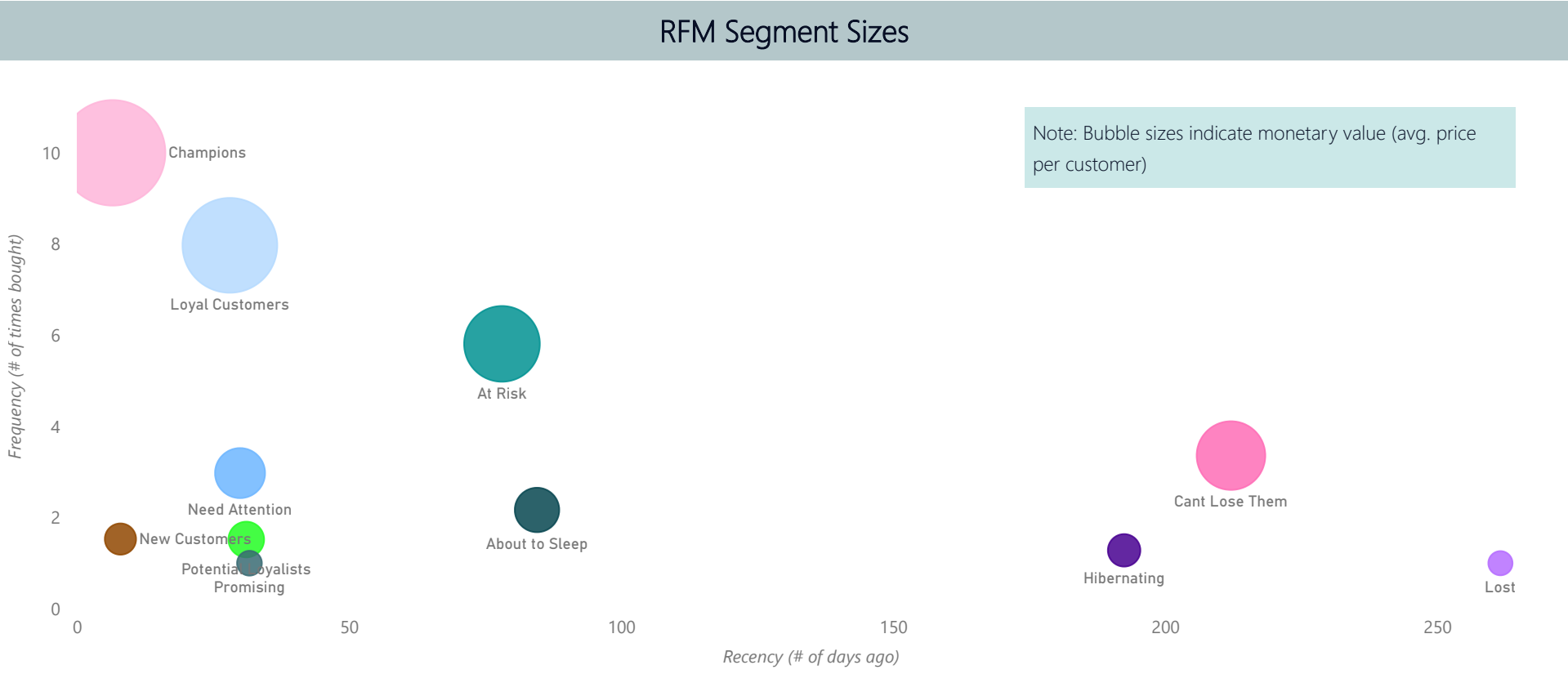
Total Sales

\$1.96K

Avg. of Monetary

\$472.04

Price per Purchase



Detailed RFM Data								
RFM Segment	# of Customers	% of Customers	Recency (avg. days ago)		Avg. of Frequency		Monetary (avg. \$ per Customer)	
About to Sleep	663	15.39%	<div></div>	84.58	<div></div>	2.17	<div></div>	\$770.17
At Risk	209	4.85%	<div></div>	78.14	<div></div>	5.81	<div></div>	\$2,596.27
Cant Lose Them	203	4.71%	<div></div>	212.12	<div></div>	3.36	<div></div>	\$2,087.94
Champions	849	19.71%	<div></div>	6.58	<div></div>	10.00	<div></div>	\$5,336.06
Hibernating	624	14.48%	<div></div>	192.48	<div></div>	1.28	<div></div>	\$357.12
Lost	441	10.24%	<div></div>	261.64	<div></div>	1.00	<div></div>	\$162.67
Loyal Customers	383	8.89%	<div></div>	28.13	<div></div>	7.97	<div></div>	\$4,239.12
Need Attention	286	6.64%	<div></div>	30.00	<div></div>	2.98	<div></div>	\$1,017.80
New Customers	238	5.52%	<div></div>	8.02	<div></div>	1.53	<div></div>	\$323.14
Potential Loyalists	260	6.04%	<div></div>	31.15	<div></div>	1.52	<div></div>	\$452.34
Promising	152	3.53%	<div></div>	31.73	<div></div>	1.00	<div></div>	\$174.77
Total	4308	100.00%		90.70		4.15		\$1,958.62

Products Bought			
Description	# of Customers	Quantity	Total Sales
10 COLOUR SPACEBOY PEN	24	1505	\$1,152.11
12 COLOURED PARTY BALLOONS	21	375	\$245.55
12 DAISY PEGS IN WOOD BOX	37	53	\$87.45
12 EGG HOUSE PAINTED WOOD	53	76	\$993.42
12 HANGING EGGS HAND PAINTED	3	3	\$6.24
12 IVORY ROSE PEG PLACE SETTINGS	33	62	\$77.50
12 MESSAGE CARDS WITH ENVELOPES	83	572	\$859.80
12 PENCIL SMALL TUBE WOODLAND	84	1243	\$725.75
12 PENCILS SMALL TUBE RED RETROSPOT	76	2176	\$1,355.60
12 PENCILS SMALL TUBE SKULL	77	2872	\$1,726.40
12 PENCILS TALL TUBE POSY	41	1193	\$353.25