# Project Summary:

This project focuses on segmenting customers using the **RFM (Recency, Frequency, Monetary) method** to enhance sales strategies for sales representatives. By **analyzing purchase behavior across 10 customer segments**, the dashboard empowers SPs to identify loyal and high-potential buyers. Daily usage enables them to plan targeted actions, optimize product focus, and improve sales performance with data-driven decisions.
"The core method applies percentile-based RFM scoring and Power BI visualization."

19,820
Customers
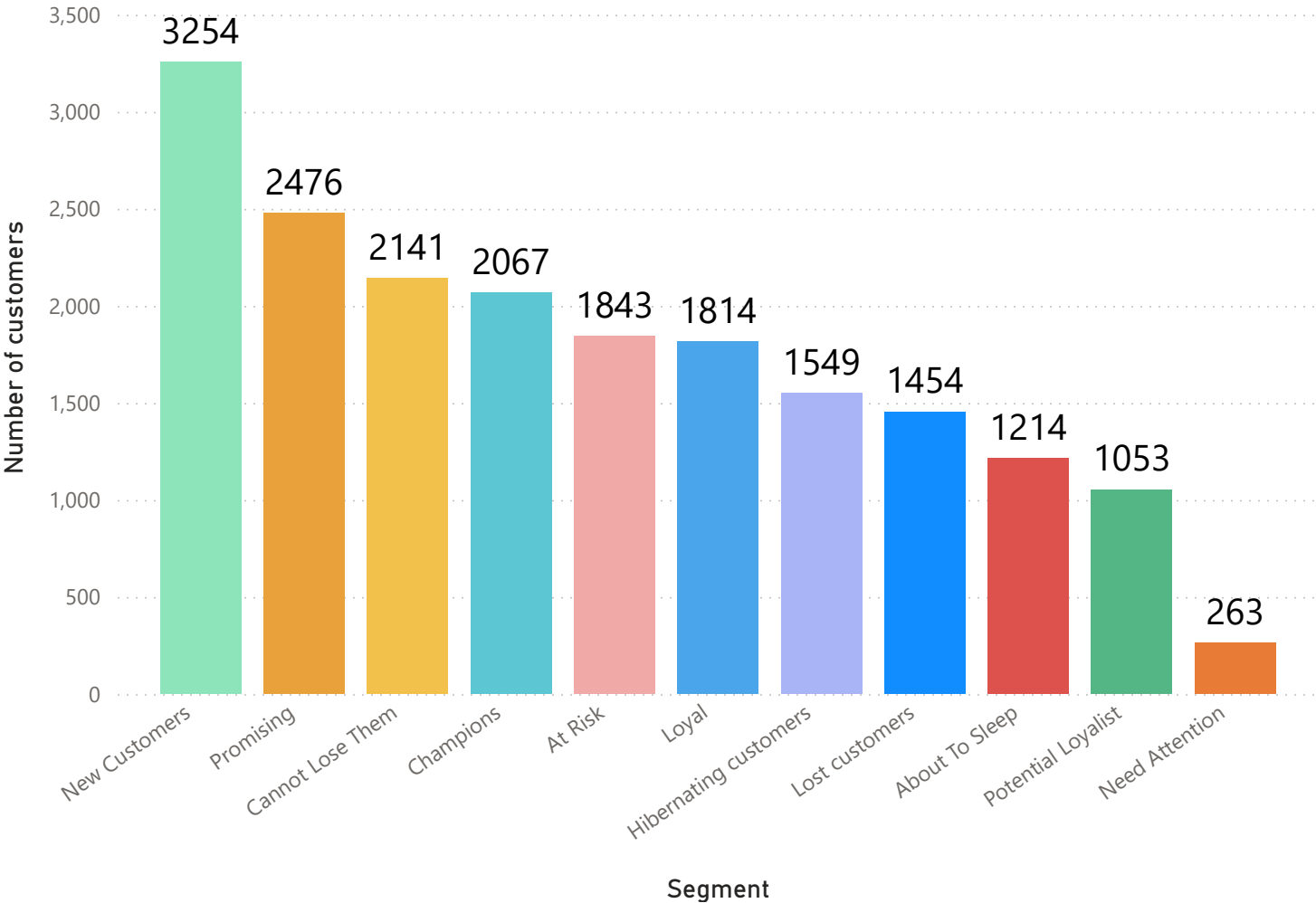
Segment	Customers
New Customers	17.02%
Promising	12.95%
Cannot Lose Them	11.20%
Champions	10.81%
At Risk	9.64%
Loyal	9.49%
Hibernating customers	8.10%
Lost customers	7.61%
About To Sleep	6.35%
Potential Loyalist	5.51%
Need Attention	1.38%

RFM Analysis

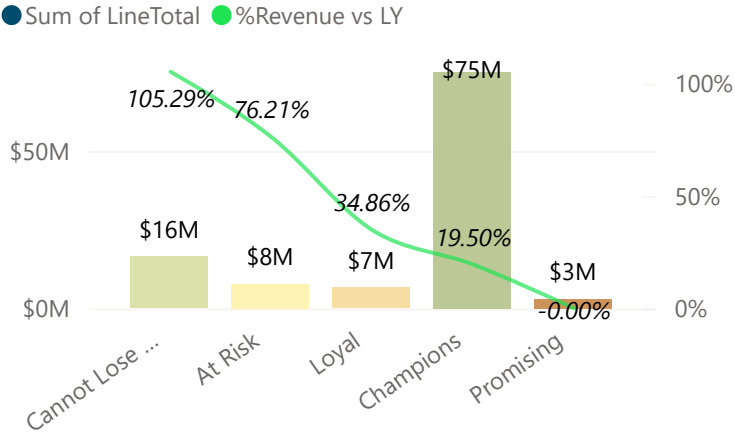| 30.71% %Revenue vs LY	31.47K # of Transactions	$109.85M Sales Amount	$905.45 Average Spend	Category All	Year All

Top 5 Highest Segment's Revenue over Time

Segment ● At Risk ● Cannot ... ● Champi... ● Loyal ● Promising
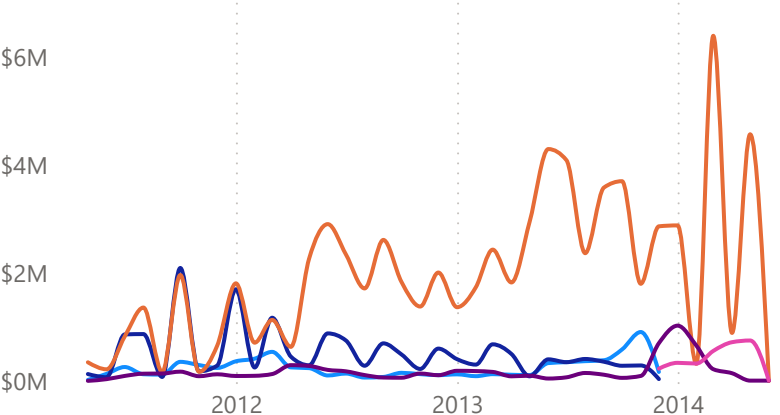
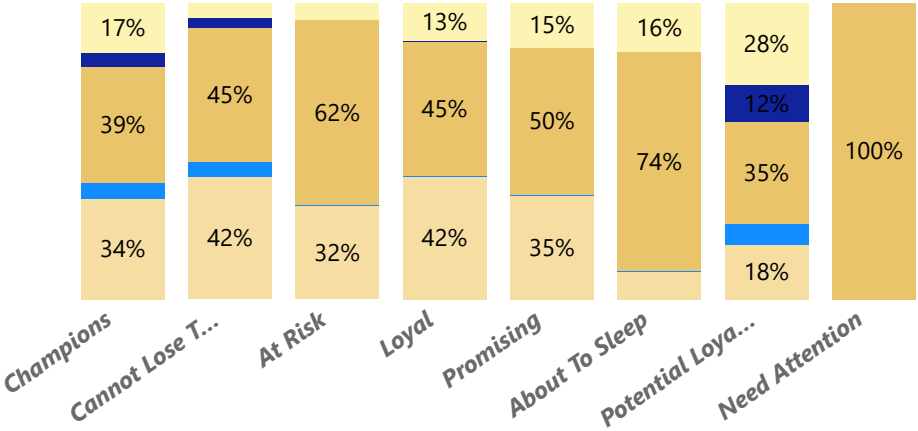## Highest Spend by Segment and %YoY Revenue Growth

● Sum of LineTotal ● %Revenue vs LY

- Cannot Lose ... $16M — 105.29%
- At Risk $8M — 76.21%
- Loyal $7M — 34.86%
- Champions $75M — 19.50%
- Promising $3M — -0.00%

Top 5 Profit Segment

- At Risk $3M
- Loyal $3M
- Champions $1M
- Promising $1M
- Cannot L... $1M
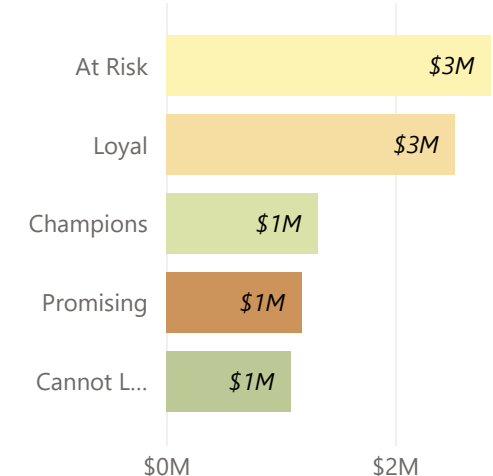
Top 5 Product SubCategory Contribute by Segment

Subcategory ● Mountai... ● Mountai... ● Road Bi... ● Road Fr... ● Touring ...

Segment	Profit	Spend	Average Spending	#Avg Day Since Last Order	#T...
Champions	$1,322,682.85	$75,125,322.14	$1,241.31	78.03	
Cannot Lose Them	$1,086,832.31	$16,487,824.77	$1,262.76	452.56	
At Risk	$2,835,796.42	$7,821,336.45	$970.99	269.15	
Loyal	$2,525,596.84	$6,615,278.23	$815.69	138.67	
Promising	$1,181,562.63	$2,928,919.25	$416.16	104.50	
About To Sleep	$176,450.47	$435,903.43	$131.18	208.48	
Potential Loyalist	$79,880.88	$148,099.65	$22.21	70.20	
New Customers	$70,212.90	$119,922.94	$17.73	94.79	
Total	**$9,371,903.63**	**$109,846,381.40**	**$905.45**	**173.06**	

Product Performance

Product Performance

30.71% %Revenue vs LY	
$9.37M Gross Profit	
275K Sales Quantity	
8.53% Gross Margin	

Category: All

Year: All

Product Performance

● Loss ● Profit

Gross Profit vs Revenue scatter plot
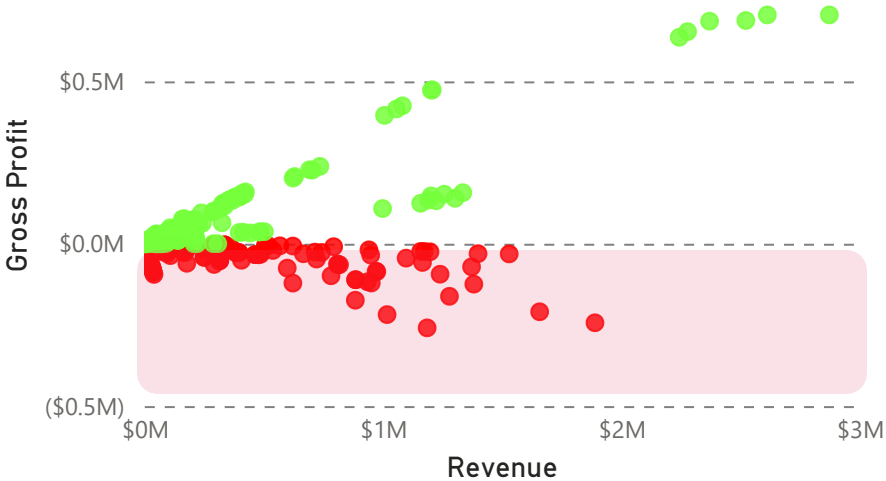
Product Revenue over Time

Category ● Accessories ● Bikes ● Clothing ● Components
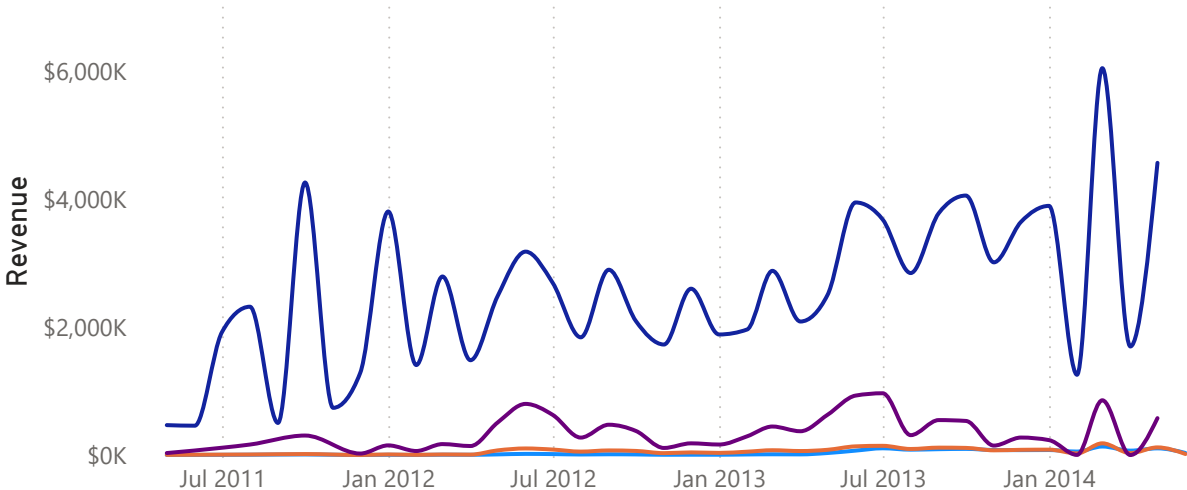
Name	Gross Profit	Gross Margin
Road-650 Red, 44	($153,696.12)	-16.29%
Touring-1000 Yellow, 60	($132,745.72)	-8.74%
Road-650 Red, 60	($69,800.11)	-6.87%
Touring-1000 Yellow, 46	($62,974.72)	-4.42%
Road-650 Black, 52	($61,914.20)	-5.94%
Long-Sleeve Logo Jersey, L	($54,986.27)	-27.67%
Road-650 Red, 62	($42,967.78)	-4.88%
Total	**$9,371,903.63**	**8.53%**

Name	At Risk	Cannot Lose Them	Champions	Loyal	P
Mountain-200 Black, 38	$260,973.15	$396,864.42	$3,316,067.42	$272,923.49	$1
Mountain-200 Black, 42	$262,120.64	$353,751.19	$2,929,395.63	$298,988.02	$1
Mountain-200 Silver, 38	$248,487.50	$342,447.10	$2,620,599.80	$326,704.30	$1
Mountain-200 Silver, 42	$283,121.64	$284,364.49	$2,432,183.20	$292,650.17	$1
Mountain-200 Silver, 46	$262,324.58	$313,281.51	$2,414,455.63	$314,275.79	$1
Mountain-200 Black, 46	$356,051.31	$243,048.45	$2,237,313.74	$335,560.32	$1
Road-250 Black, 44	$175,659.41	$300,532.05	$1,860,398.98	$150,946.67	$
Road-250 Black, 48	$249,466.04	$300,095.74	$1,610,776.50	$155,554.13	$
Road-250 Black, 52	$253,846.61	$282,992.29	$1,296,057.56	$162,447.87	$