RFM Metrics

RECENCY

The freshness of the customer activity, be it purchases or visits

E.g. Time since last order or last engaged with the product

FREQUENCY

The frequency of the customer transactions or visits

E.g. Total number of transactions or average time between transactions/ engaged visits
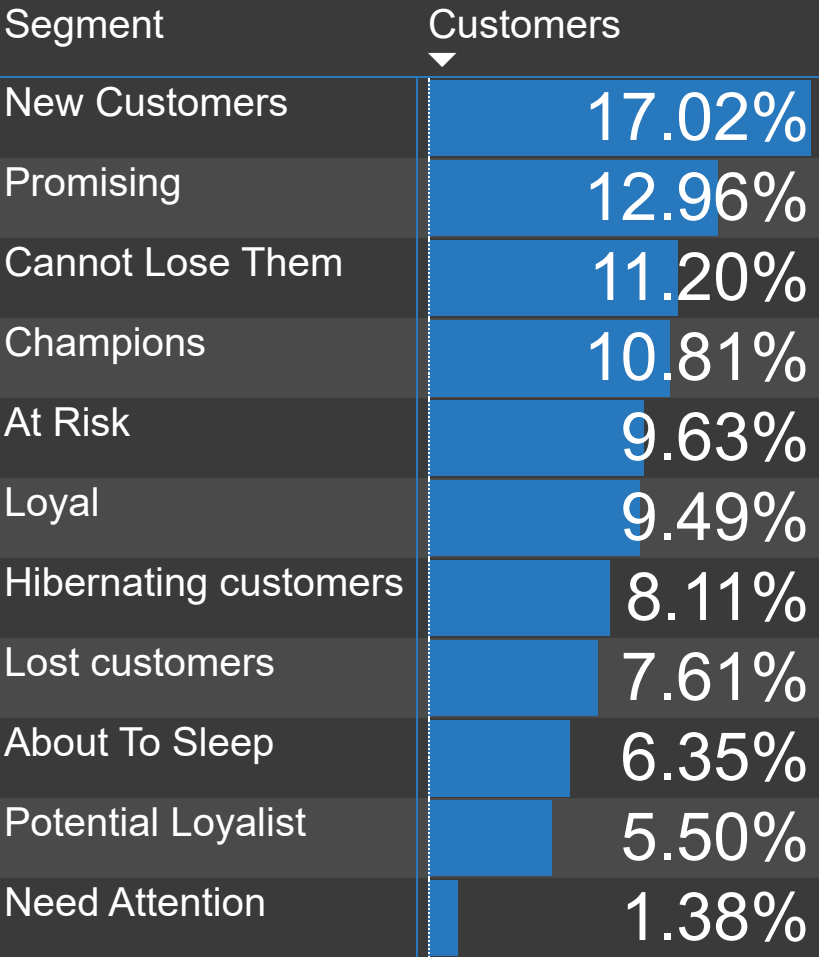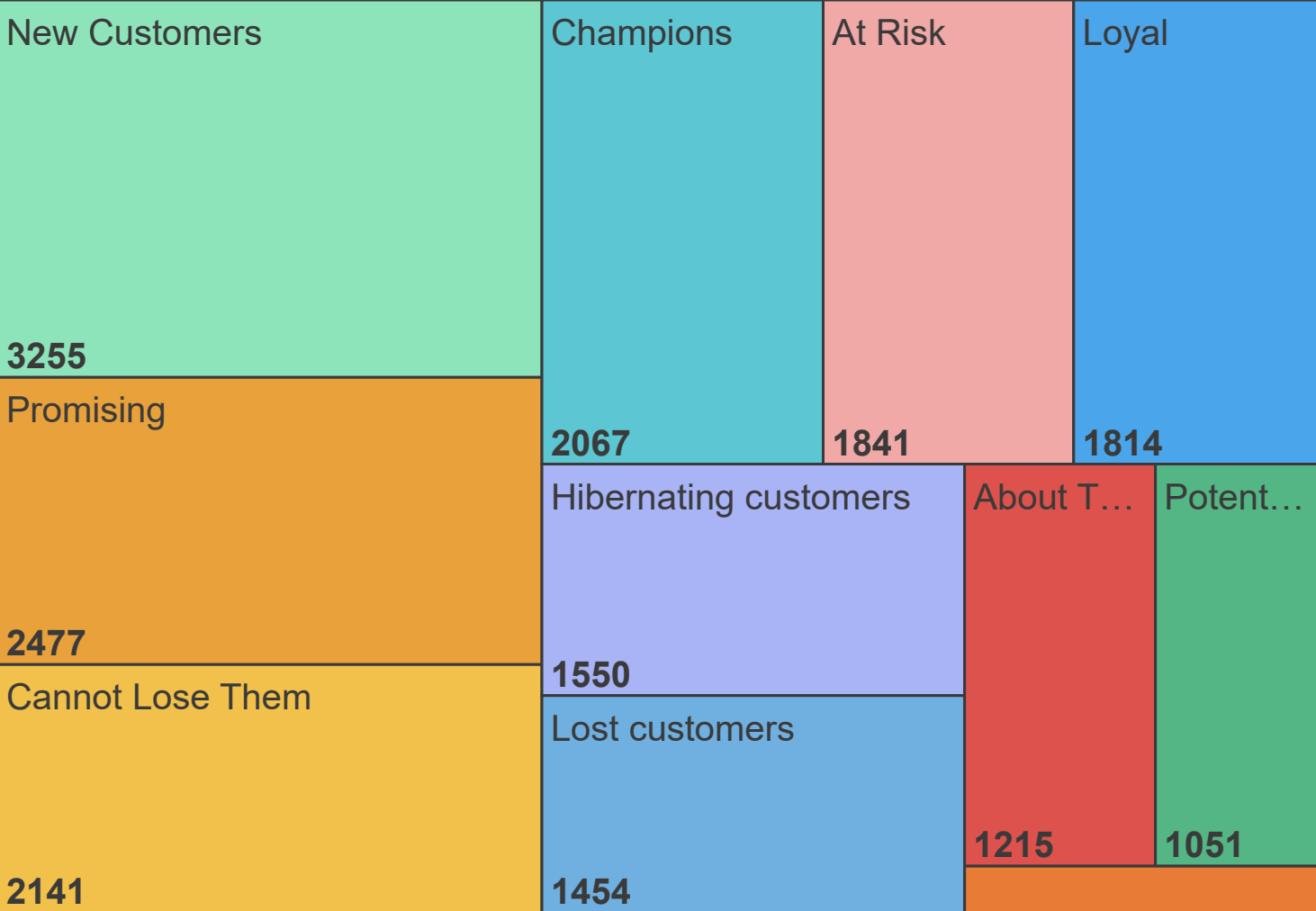
MONETARY

The intention of customer to spend or purchasing power of customer

E.g. Total or average transactions value

RFM Segments

RFM stands for **Recency**, **Frequency**, and **Monetary**, each corresponding to several key customer characteristics: days since last order, total number of orders, and Total Value life. Customers are divided into several groups per score placed on the map below, and each group is associated with one of ten customer segments.

19,820
Customers

New Customers	Champions	At Risk	Loyal
3255	2067	1841	1814

Promising	Hibernating customers	About T...	Potent...
2477	1550		

Cannot Lose Them	Lost customers	1215	1051
2141	1454		

Segment	Customers
New Customers	17.02%
Promising	12.96%
Cannot Lose Them	11.20%
Champions	10.81%
At Risk	9.63%
Loyal	9.49%
Hibernating customers	8.11%
Lost customers	7.61%
About To Sleep	6.35%
Potential Loyalist	5.50%
Need Attention	1.38%

RFM Analysis

Recency
Frequency
Monetary

3
Average R-Score

2
Average F-Score

3
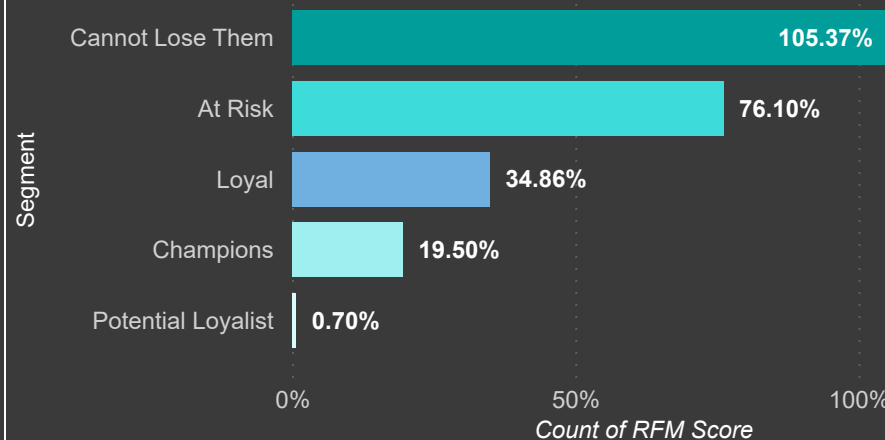Average M-Score

30.71%
%Revenue vs LY

1
Recency Value

1124
Total Transactions

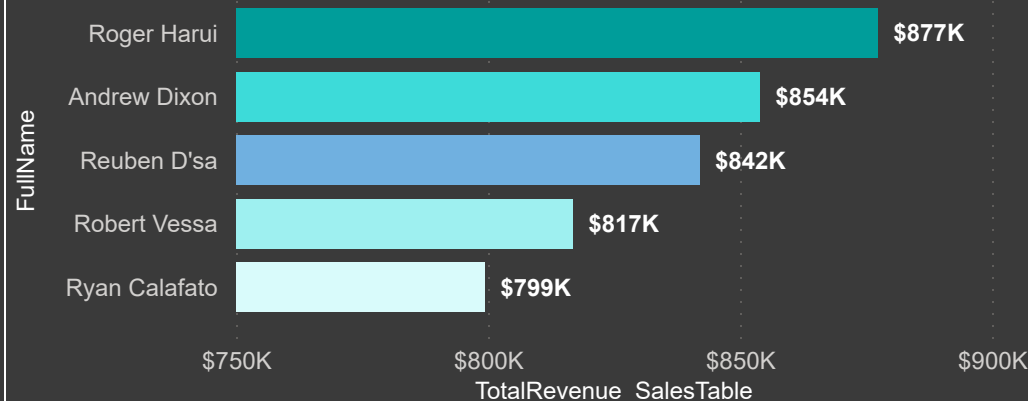## $109.85M
Total Revenue

Growth of Revenue between Segment

Segment	
Cannot Lose Them	105.37%
At Risk	76.10%
Loyal	34.86%
Champions	19.50%
Potential Loyalist	0.70%

Count of RFM Score

Top 5 Segment with Highest Revenue

Segment	TotalRevenue_SalesTable
Champions	$75M
Cannot Lose Them	$16M
At Risk	$8M
Loyal	$7M
Promising	$3M
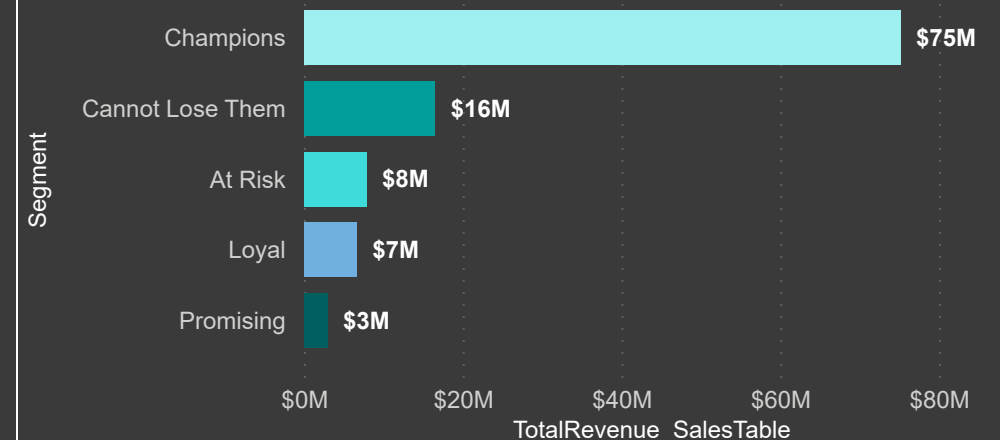
Top 5 Customer with Highest Revenue

FullName	TotalRevenue_SalesTable
Roger Harui	$877K
Andrew Dixon	$854K
Reuben D'sa	$842K
Robert Vessa	$817K
Ryan Calafato	$799K

Top 5 Segment with Highest Transactions

Segment	Frequency Value
Champions	973
Loyal	950
At Risk	811
Potential Loyalist	368
New Customers	205
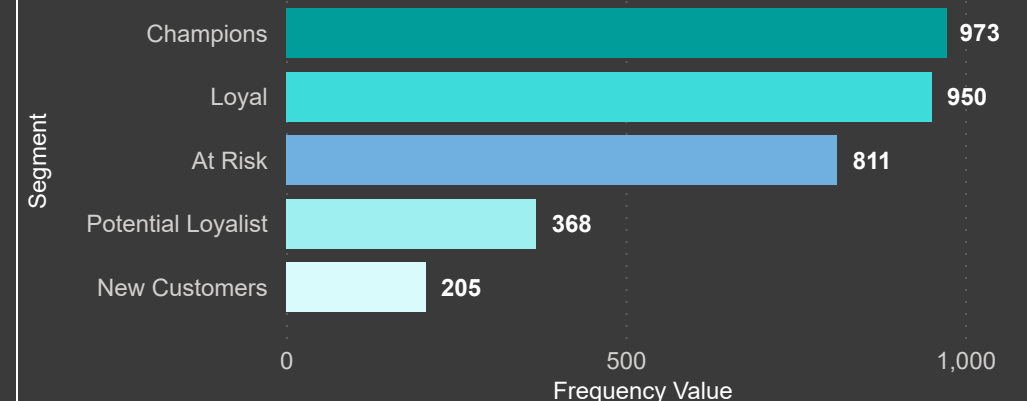
Customer Spending

☐ At Risk
☐ Cannot Lose Them
☐ Champions

3	2	3
Average R-Score	Average F-Score	Average M-Score

30.71%
%Revenue vs LY

$109....
TotalRevenue_SalesTable

1124
Frequency Value

FullName ✕	Category ✕	Subcategory ✕	Name ✕
Roger Harui	Bikes	Mountain Bikes	

Roger Harui
$877,303.48

Bikes
$783,100.61

Mountain Bikes
$783,100.61

Mountain-200 Black, 38
$86,836.68

Andrew Dixon
$853,849.18

Components
$84,199.30

Mountain-200 Silver, 46
$82,524.30

Reuben D'sa
$841,908.77

Clothing
$9,321.19

Mountain-200 Silver, 38
$73,419.20

Robert Vessa
$816,755.58

Accessories
$682.38

Mountain-200 Black, 46
$70,029.98

TotalRevenue_Sales...
$109,846,381.40

Ryan Calafato
$799,277.90

Mountain-200 Silver, 42
$69,389.84

Joseph Castellucio
$787,773.04

Mountain-200 Black, 42
$52,620.84

Kirk DeGrasse
$746,317.53

Mountain-100 Black, 48
$30,374.91

Segment Popularity

3	2	3
Average R-Score	Average F-Score	Average M-Score

30.71%
%Revenue vs LY

$109....
Total Revenue

1124
Frequency Value

Segment ✕	Category ✕	Subcategory ✕	Name ✕
Cannot Lose Them	Bikes	Road Bikes	

Champions
$75,125,322.14

Cannot Lose Them
$16,481,021.94

At Risk
$7,827,949.05

Loyal
$6,615,278.23

Potential Loyalist
$147,904.20

TotalRevenue_Sales...
$106,197,475.55

Bikes
$14,674,679.10

Components
$1,483,455.51

Clothing
$229,155.04

Accessories
$93,732.30

Road Bikes
$7,252,942.34

Mountain Bikes
$6,628,375.48

Touring Bikes
$793,361.28

Road-150 Red, 56
$466,606.41

Road-150 Red, 62
$426,529.78

Road-150 Red, 48
$335,641.73

Road-250 Black, 44
$300,532.05

Road-250 Black, 48
$300,095.74

Road-250 Black, 52
$282,992.29

Road-250 Red, 44
$257,579.91

Segment	Description
New Customers	3255
Promising	2477
Cannot Lose Th…	2141
Champions	2067
Loyal	1814
About To Sle…	1215
At Risk	1841
Hibernating customers	1550
Lost customers	1454
Potential Lo…	1051
Need Attention	

Segment	Action
Champions	Introduce new and upcoming products and drops. Reward them and help them share updates.
Loyal Customers	Upsell higher value products. Ask for reviews. Engage them.
Potential Loyalist	Offer membership / loyalty program, recommend other products.
New Customers	Provide on-boarding support, give them early success, start building relationship.
Promising	Check on their need for replenishment, ask for feedback and share the most popular products.
Need Attention	Make limited time offers, Recommend based on past purchases. Reactivate them.
About to Sleep	Share valuable resources, recommend popular products at discount, reconnect with them.
Can't Lose Them	Remind them about the reasons they loved your brand in the first place, rekindle the relationship.
At Risk	Send personalized emails to reconnect, offer renewals, provide helpful resources.
Hibernating	Offer other relevant products and special discounts. Recreate brand value.