

# RFM Segmentation

|     | rfm_segment                 | Total of customers ▾ | Avg Freque... | % of total | Avg \$ per customer | Recency (Avg day... |
|-----|-----------------------------|----------------------|---------------|------------|---------------------|---------------------|
| 1.  | Customers Needing Attention | 988                  | 2.25          | 22.77%     | 642.15              | 69.77               |
| 2.  | Loyal Customers             | 626                  | 7.53          | 14.43%     | 2,729.26            | 19.19               |
| 3.  | Best                        | 592                  | 21.45         | 13.64%     | 9,299.66            | 6.42                |
| 4.  | Hibernating                 | 485                  | 1.69          | 11.18%     | 383.48              | 239.89              |
| 5.  | Potential Loyalists         | 484                  | 2.82          | 11.15%     | 788.38              | 20.39               |
| 6.  | Lost                        | 405                  | 1             | 9.33%      | 136.17              | 265.72              |
| 7.  | Promising                   | 208                  | 1             | 4.79%      | 168.79              | 22.77               |
| 8.  | At Risk                     | 201                  | 7.07          | 4.63%      | 2,440.89            | 76.96               |
| 9.  | Cant Lose Them              | 187                  | 4.18          | 4.31%      | 1,414.22            | 212.01              |
| 10. | About to Sleep              | 163                  | 1             | 3.76%      | 116.27              | 87.03               |

1 - 10 / 10 < >

