Global E-Commerce Customer Analysis
Timeframe: Sept–Nov 2024 Segmentation, CLTV, Churn Insights

Average Customer Lifetime Value (CLTV)

2.90K
Average of Monetary

Customer Churn Risk Distribution

202 (25.47%)
591 (74.53%)

ChurnRisk
- Low
- High

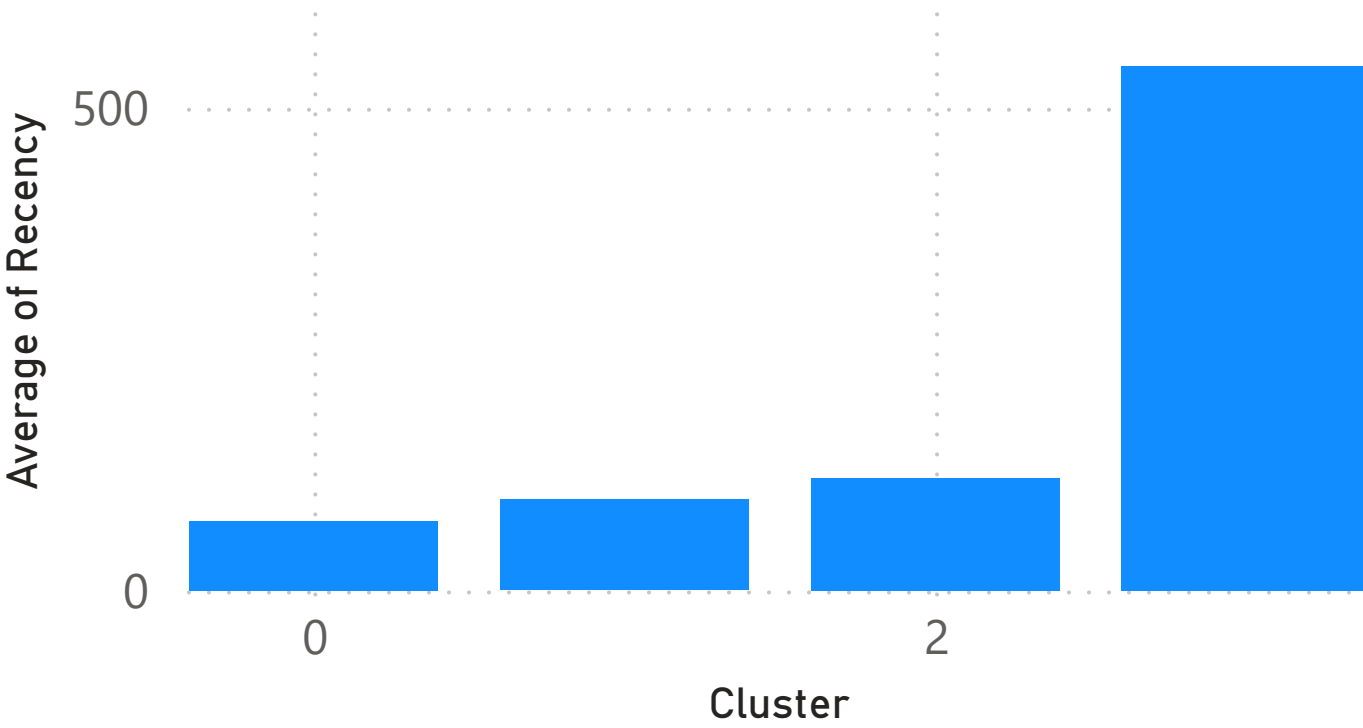## Average Monetary Value per Cluster
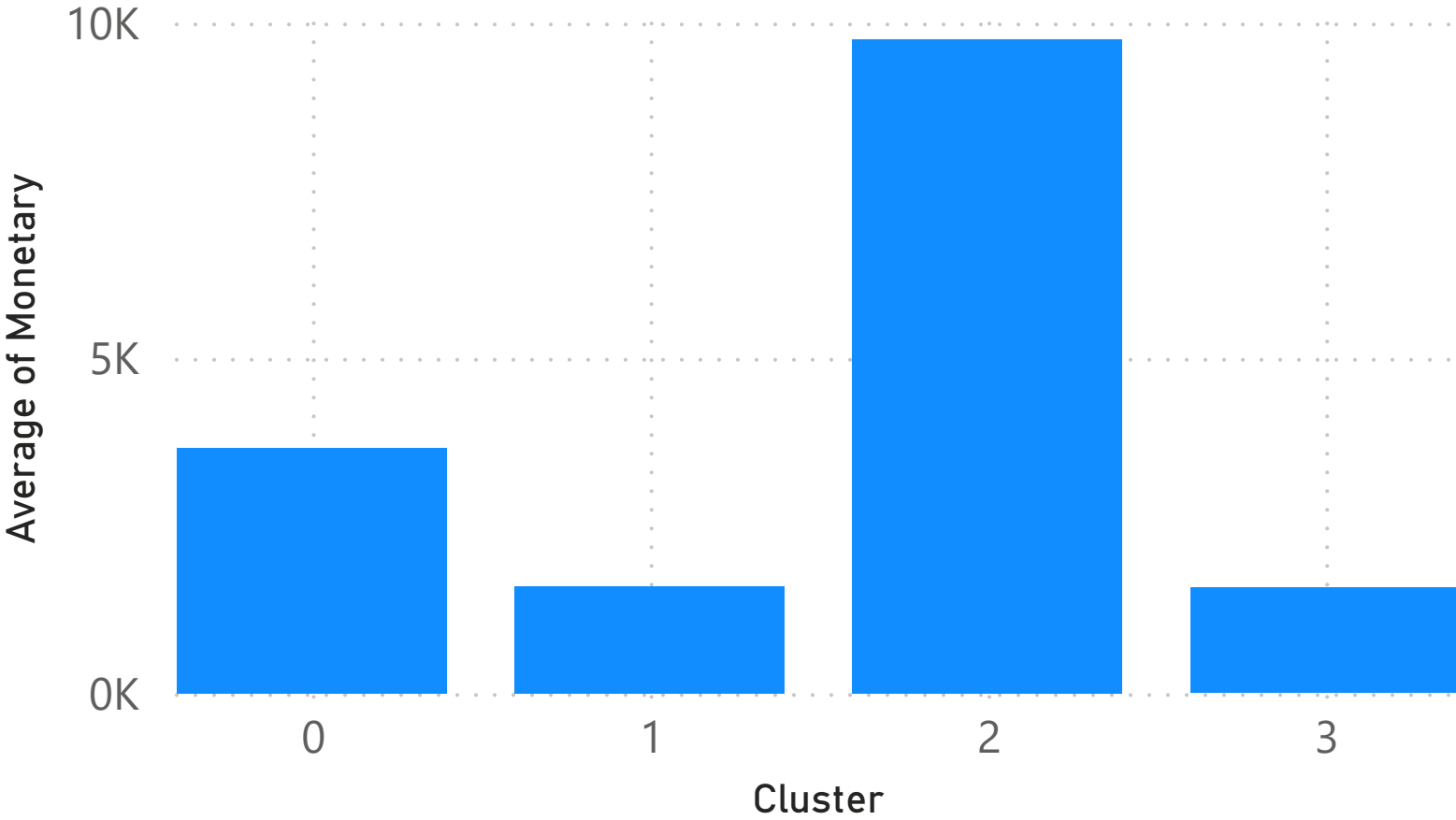
Count of Customer ID by Cluster

58 (7.31%)
105 (13.24%)
358 (45.15%)
272 (34.3%)
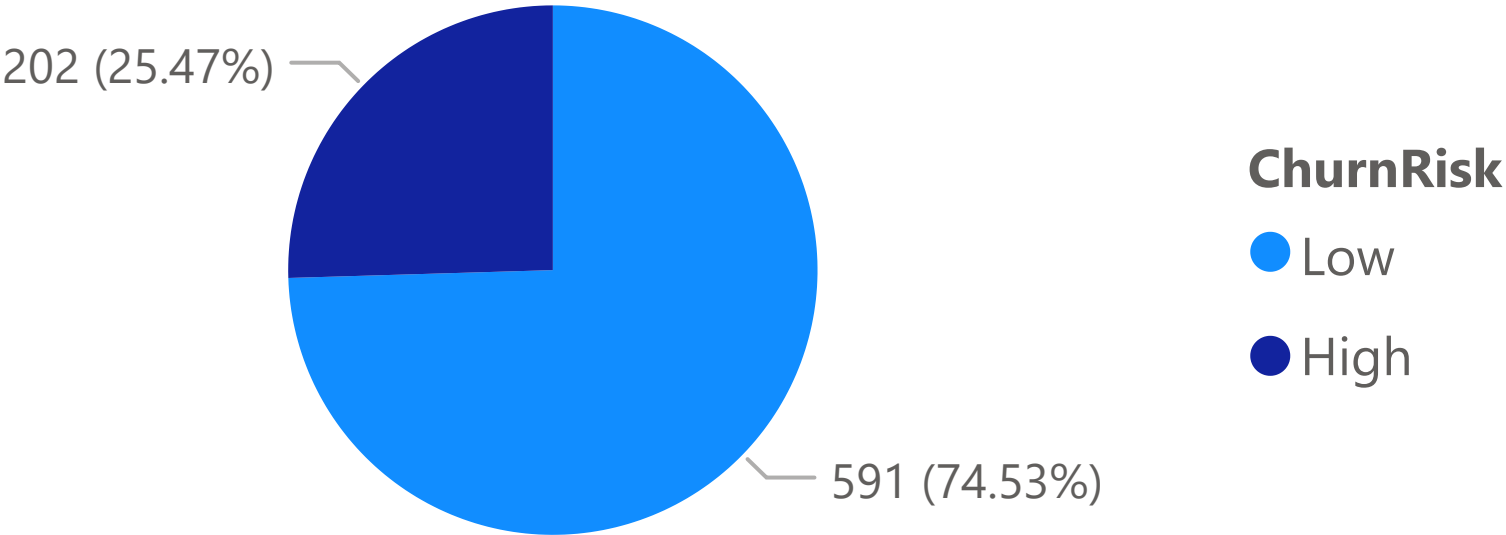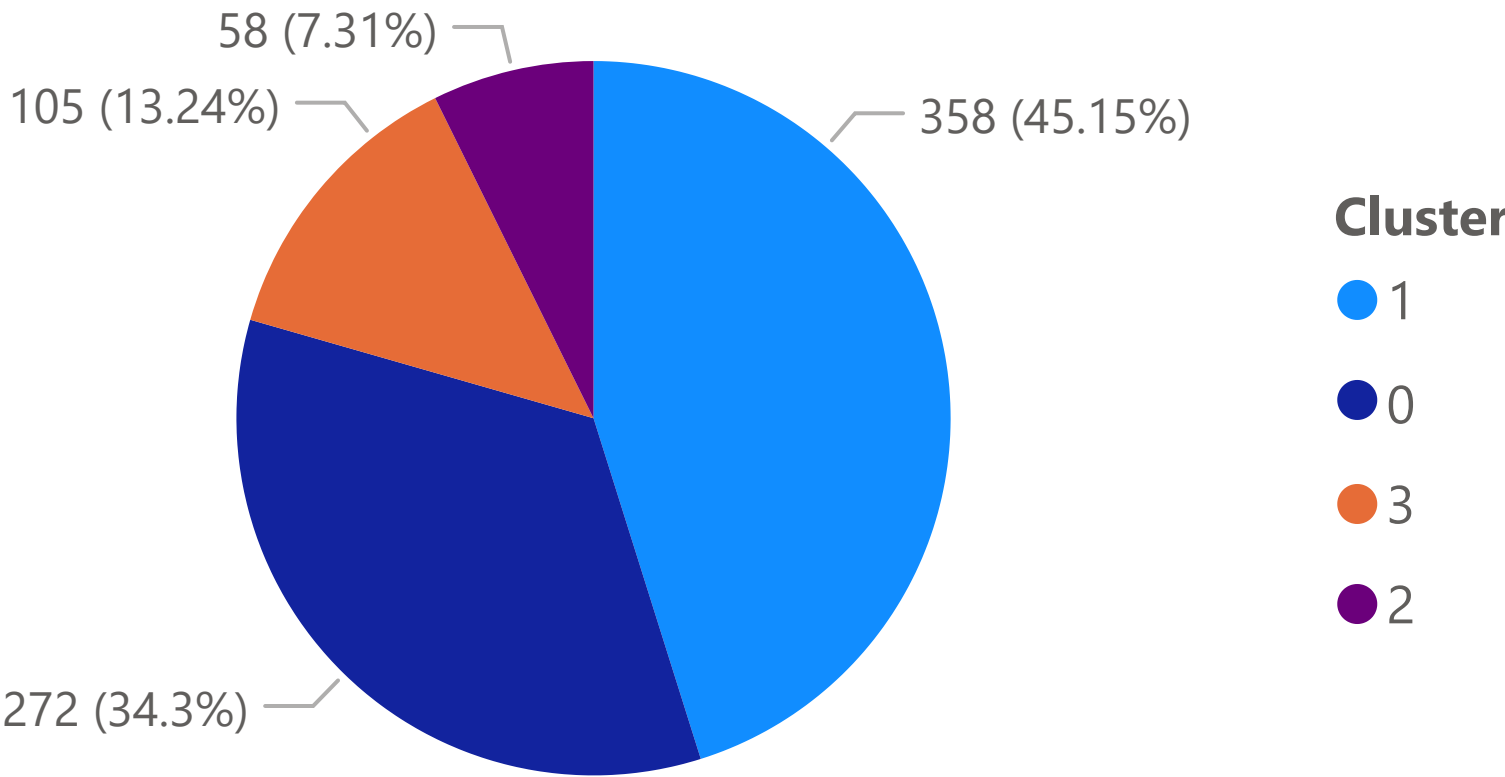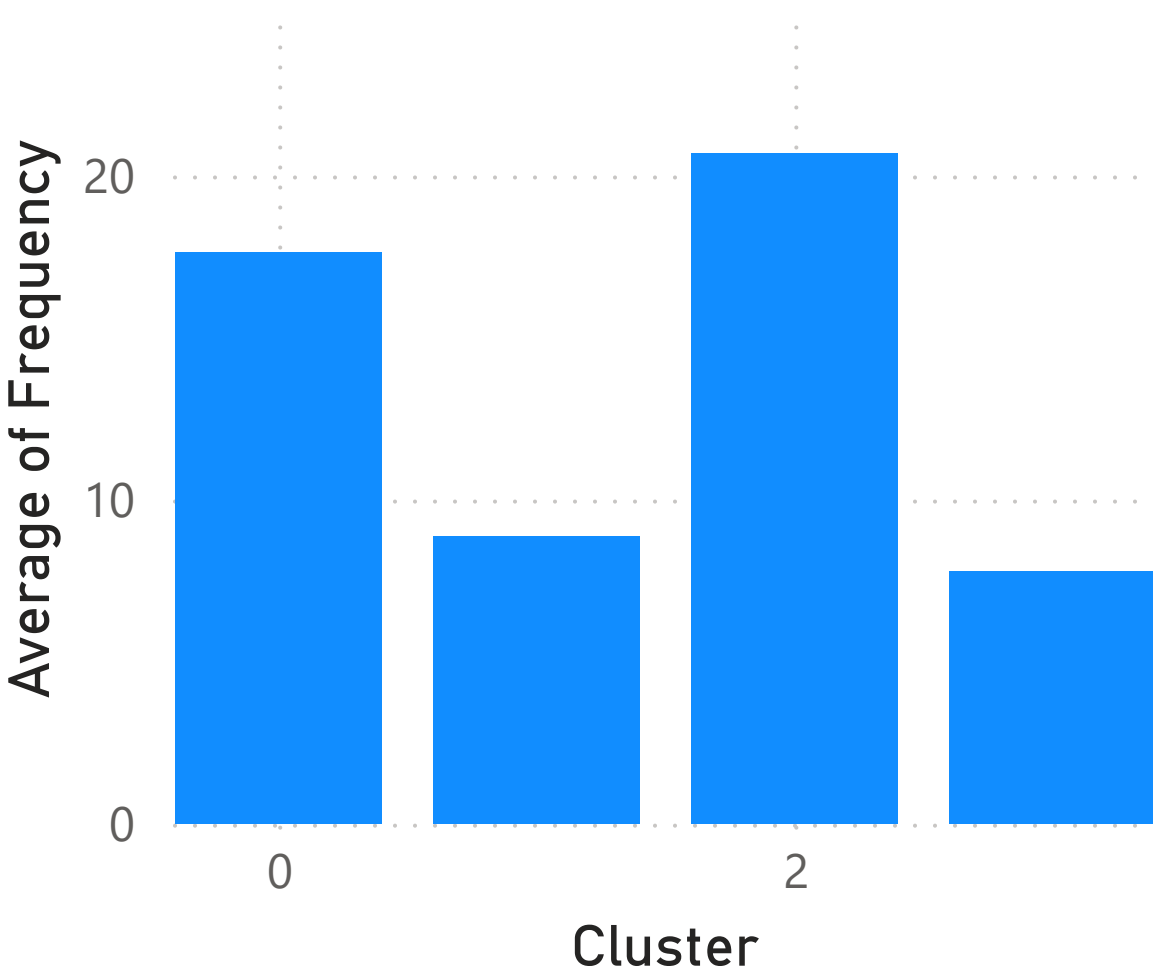
Cluster
- 1
- 0
- 3
- 2

Average Recency per Cluster

Detailed Customer Profiles by RFM and Churn

Customer ID	Sum of Cluster	Recency	Frequency	Monetary	ChurnRisk
AA-10315	0	185	11	5,563.56	High
AA-10375	1	20	15	1,056.39	Low
AA-10480	1	260	12	1,790.51	High
AA-10645	0	56	18	5,086.94	Low
AB-10015	3	416	6	886.16	High
AB-10060	2	55	18	7,755.62	Low
AB-10105	2	42	20	14,473.57	Low
AB-10150	1	42	12	966.71	Low
AB-10165	1	26	14	1,113.84	Low
AB-10255	1	167	14	914.53	Low
Total	**789**				

Average Frequency per Cluster

Customer Segmentation by RFM (Cluster Colored)

Cluster 0 1 2 3