

Sales Dashboard

Insights in RFM (2010-12-01 to 2011-12-01)

Customers

4,300

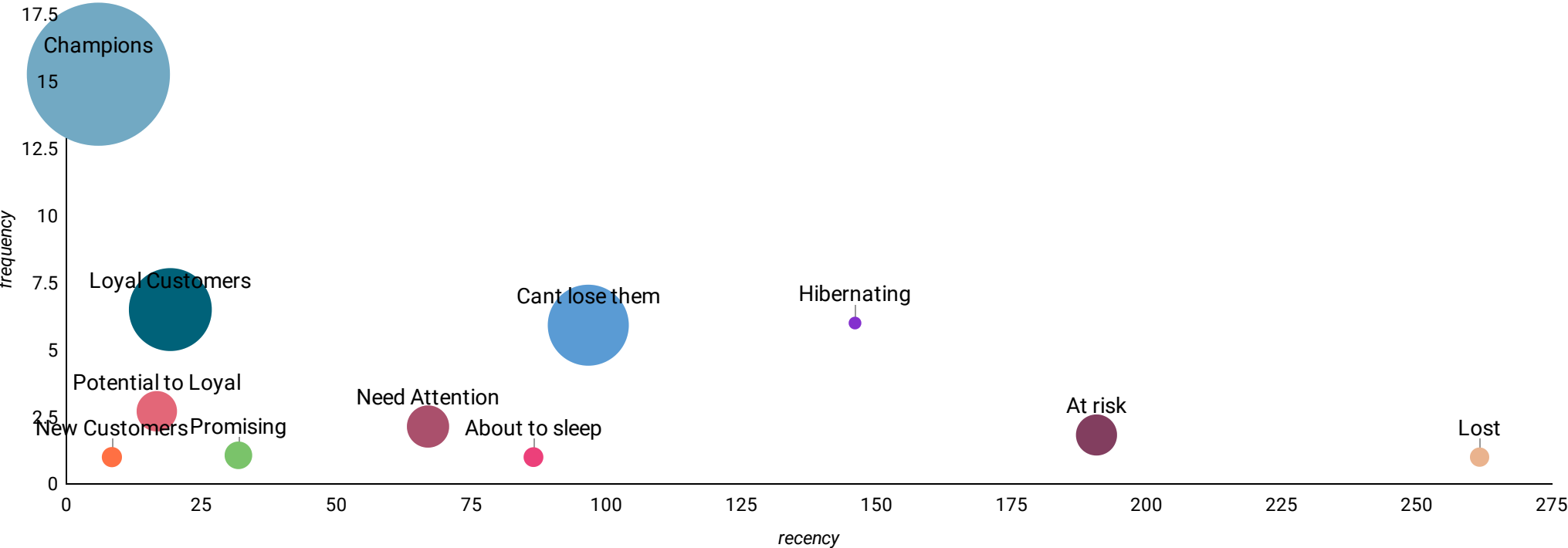
Sales Revenue

8,437,749.1

AOV

2.0K

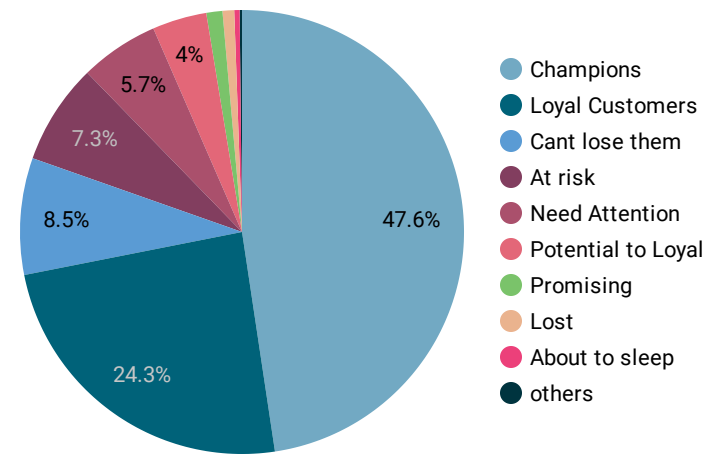
RFM segments sizes



	rfm_segment	#Customers ② ▾	recency avg	frequency avg	monetary avg ① ▾
1.	Champions	447 <div><div></div></div>	5.92 <div><div></div></div>	15.28 <div><div></div></div>	8,990.48 <div><div></div></div>
2.	Loyal Customers	679 <div><div></div></div>	19.24 <div><div></div></div>	6.5 <div><div></div></div>	3,015.26 <div><div></div></div>
3.	Cant lose them	249 <div><div></div></div>	96.62 <div><div></div></div>	5.92 <div><div></div></div>	2,879.84 <div><div></div></div>
4.	Need Attention	619 <div><div></div></div>	66.95 <div><div></div></div>	2.14 <div><div></div></div>	781.85 <div><div></div></div>
5.	At risk	836 <div><div></div></div>	190.71 <div><div></div></div>	1.83 <div><div></div></div>	740.19 <div><div></div></div>
6.	Potential to Loyal	467 <div><div></div></div>	16.74 <div><div></div></div>	2.71 <div><div></div></div>	715.37 <div><div></div></div>
7.	Promising	297 <div><div></div></div>	31.85 <div><div></div></div>	1.07 <div><div></div></div>	332.88 <div><div></div></div>
8.	New Customers	80 <div><div></div></div>	8.43 <div><div></div></div>	1 <div><div></div></div>	178.01 <div><div></div></div>
9.	About to sleep	192 <div><div></div></div>	86.47 <div><div></div></div>	1 <div><div></div></div>	170.89 <div><div></div></div>
10.	Lost	441 <div><div></div></div>	261.63 <div><div></div></div>	1 <div><div></div></div>	162.67 <div><div></div></div>
11.	Hibernating	1 <div><div></div></div>	146 <div><div></div></div>	6 <div><div></div></div>	70.02 <div><div></div></div>

	RFM segment	Average RFM score
1.	Champions	4 <div><div></div></div>
2.	Loyal Customers	3.53 <div><div></div></div>
3.	Cant lose them	3.1 <div><div></div></div>
4.	Potential to Loyal	2.8 <div><div></div></div>
5.	Need Attention	2.26 <div><div></div></div>
6.	Hibernating	2 <div><div></div></div>
7.	New Customers	2 <div><div></div></div>
8.	Promising	1.87 <div><div></div></div>
9.	At risk	1.77 <div><div></div></div>
10.	About to sleep	1.33 <div><div></div></div>
11.	Lost	1 <div><div></div></div>

Distribution by total sales %



Actions

Champions

Customers who bought most recently, most often and spent the most.
Actions: No price incentives, New products and loyalty programs.

Loyal Customers

Customers who bought most recently and at least few times in the past.
Actions: Upsell higher value products. Ask for reviews. Engage them.

Potential to Loyal

Average on recency, frequency and monetary.
Actions: Offer membership / loyalty program, recommend other products.

Can't Lose Them

Made biggest purchases, and often. But haven't returned for a long time.
Actions: Offer newer products, talk to them.

New Customers

Bought once recently.
Actions: Advice on how to use app, send welcome letter on first purchase.

Need Attention

Not new customers anymore but need to encourage to buy.
Actions: Send reminder letter with offers whats trending and similar items to what was bought in the past. Make limited time offers.

At Risk

Spent big money and purchased often, but long time ago.
Actions: Send personalized emails to reconnect, offer renewals, provide helpful resources.

About to Sleep

Bought few times cheap items, inactive for some time.
Actions: Agressive price incentives. Share valuable resources, recommend popular products / renewals at discount, reconnect with them.

Lost Customers

Inactive some or long time ago.
Actions: Revive interest with reach out campaign, ignore otherwise.