

Sales Dashboard

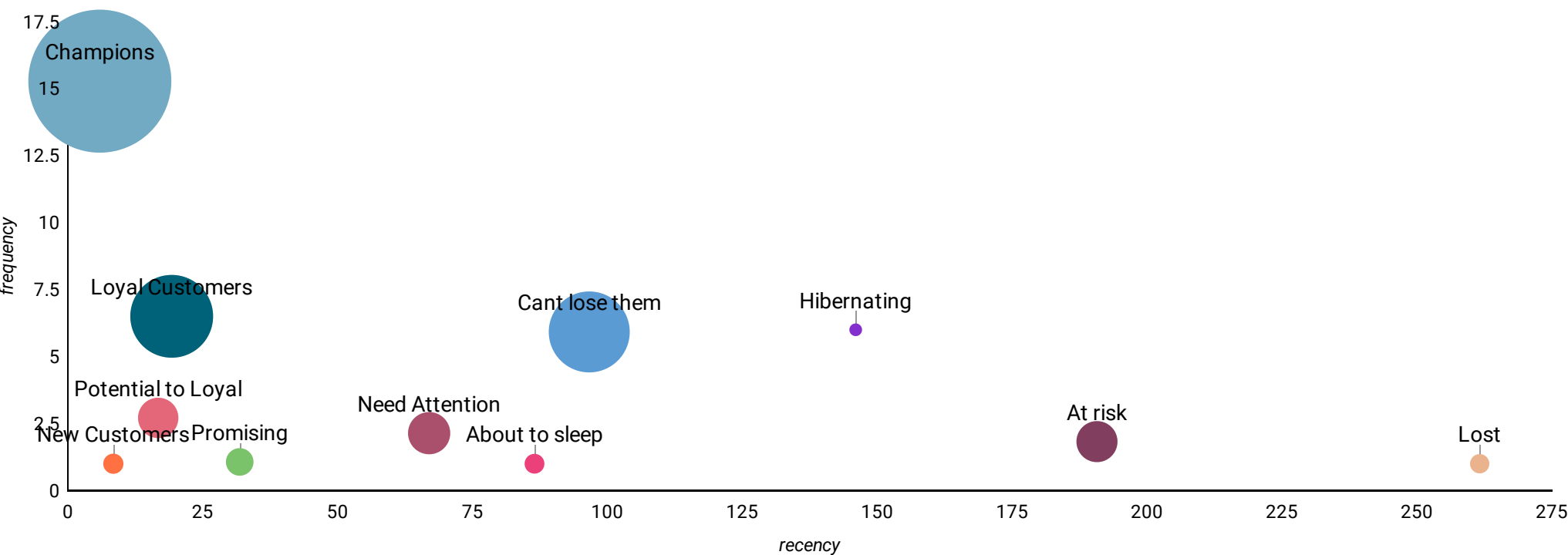
Insights in RFM (2010-12-01 to 2011-12-01)

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

Distribution by total sales %

