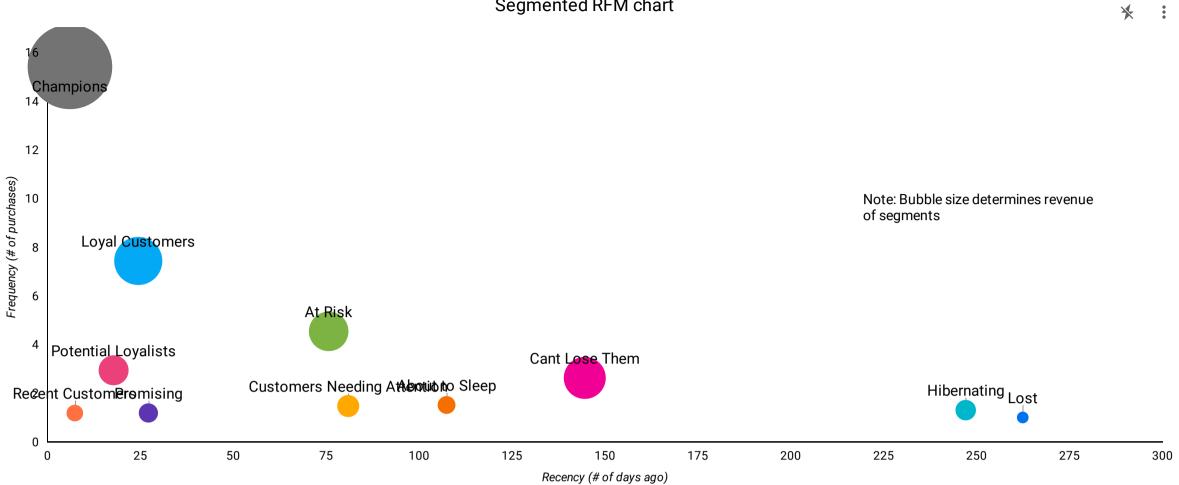
Segmentation and RFM analysis

Segmented RFM chart



Detailed Recency, Frequency, and Monetary Data					*	:
Segment	# of Customers	Monetary(AVG per customer)	Recency (AVG days ago)	Frequency (AVG) 🔻		
Champions	11%	10,132	6.0	15.4		
Loyal Customers	12%	3,272	24.4	7.4		
At Risk	8%	2,212	75.7	4.5		
Potential Loyalists	16%	1,267	17.8	2.9		
Cant Lose Them	3%	2,491	144.6	2.6		
About to Sleep	7%	447	107.4	1.5		
Customers Needing Atten	9%	686	80.9	1.5		
Hibernating	10%	591	247.1	1.3		
Promising	12%	521	27.1	1.2		
Recent Customers	3%	388	7.3	1.2		
Lost	7%	192	262.4	1.0		

Segment

		Products bought	* :
	Description		Quantity 🕶
1.	MEDIUM CERAMIC TOP STORAGE JAR		74,915
2.	WORLD WAR 2 GLIDERS ASSTD DESIGNS		11,246
3.	RABBIT NIGHT LIGHT		7,633
4.	WHITE HANGING HEART T-LIGHT HOLDER		6,478
5.	JUMBO BAG RED RETROSPOT		6,116
6.	POPCORN HOLDER		5,931
7.	PACK OF 72 RETROSPOT CAKE CASES		5,823
8.	PAPER CHAIN KIT 50'S CHRISTMAS		5,781
9.	RED HARMONICA IN BOX		5,561
10.	ASSORTED COLOUR BIRD ORNAMENT		5,543
			1 100 / 0415