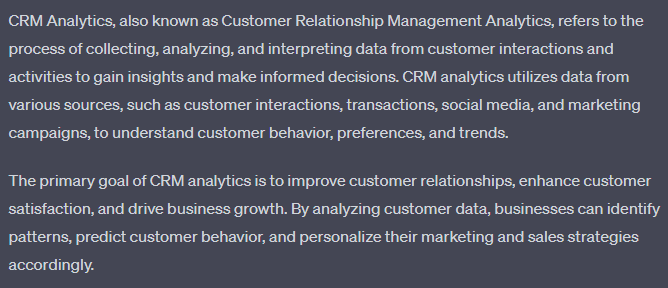
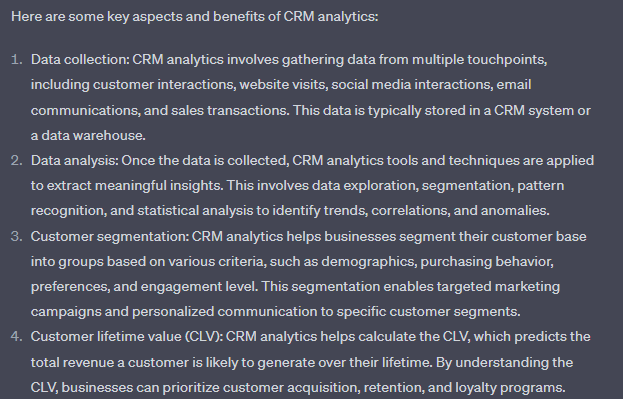
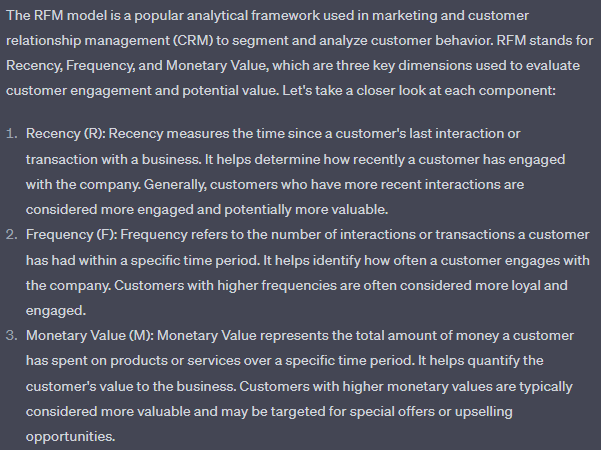
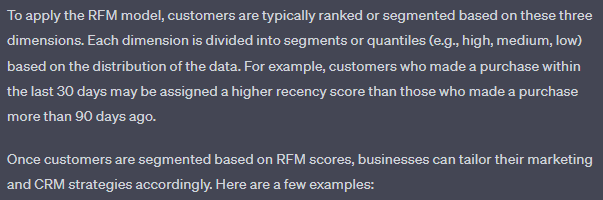
**Lecture | CRM Analytics - RFM model**

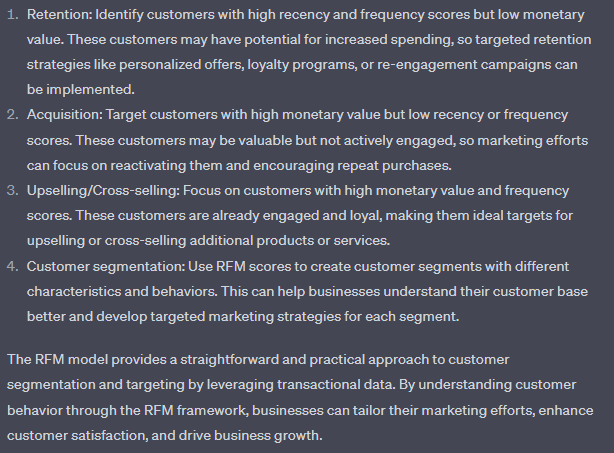
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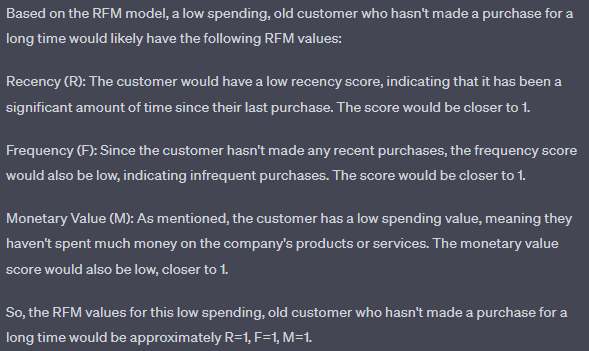
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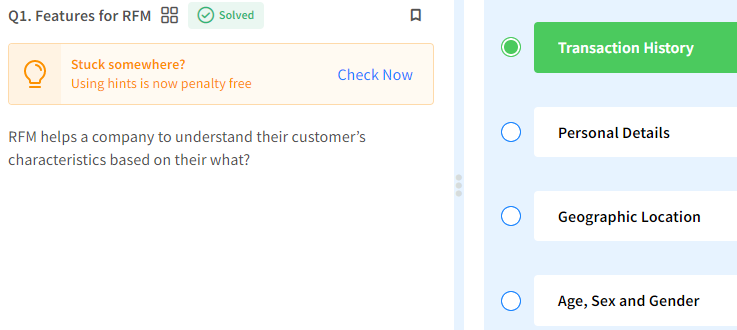
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**Q1.**

Which of these seems to be the correct RFM value for a low spending, old customer who hasn’t purchased anything for a long time? Note: Ratings are on a scale of 1 (low) to 5 (high).

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**Q2.**

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