Customer Segmentation Based on RFM Model

- RFM Values

- Values of Each Segment

- Recency

- Frequency

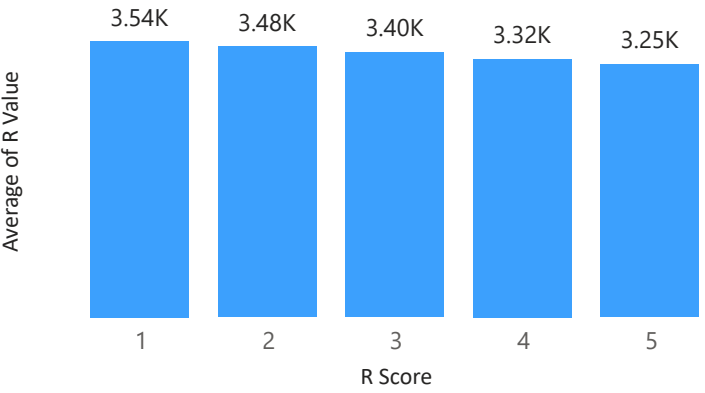- Monetary

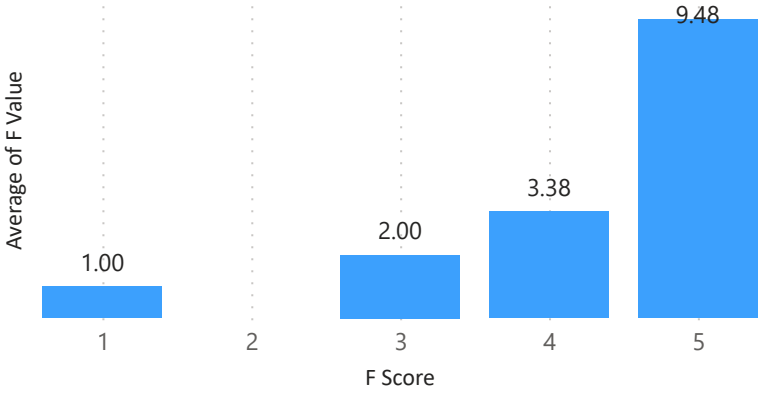# RFM Values

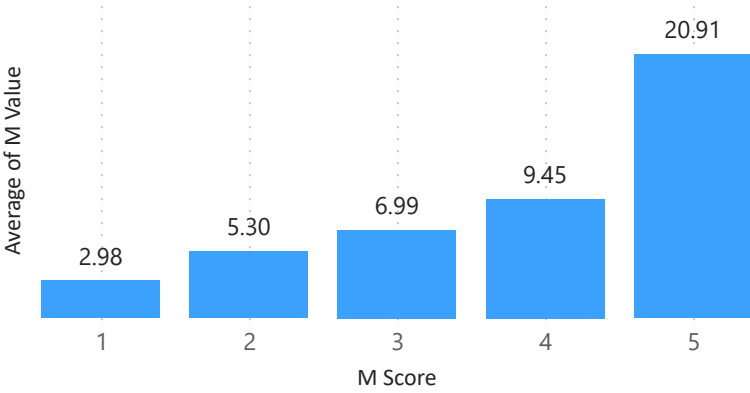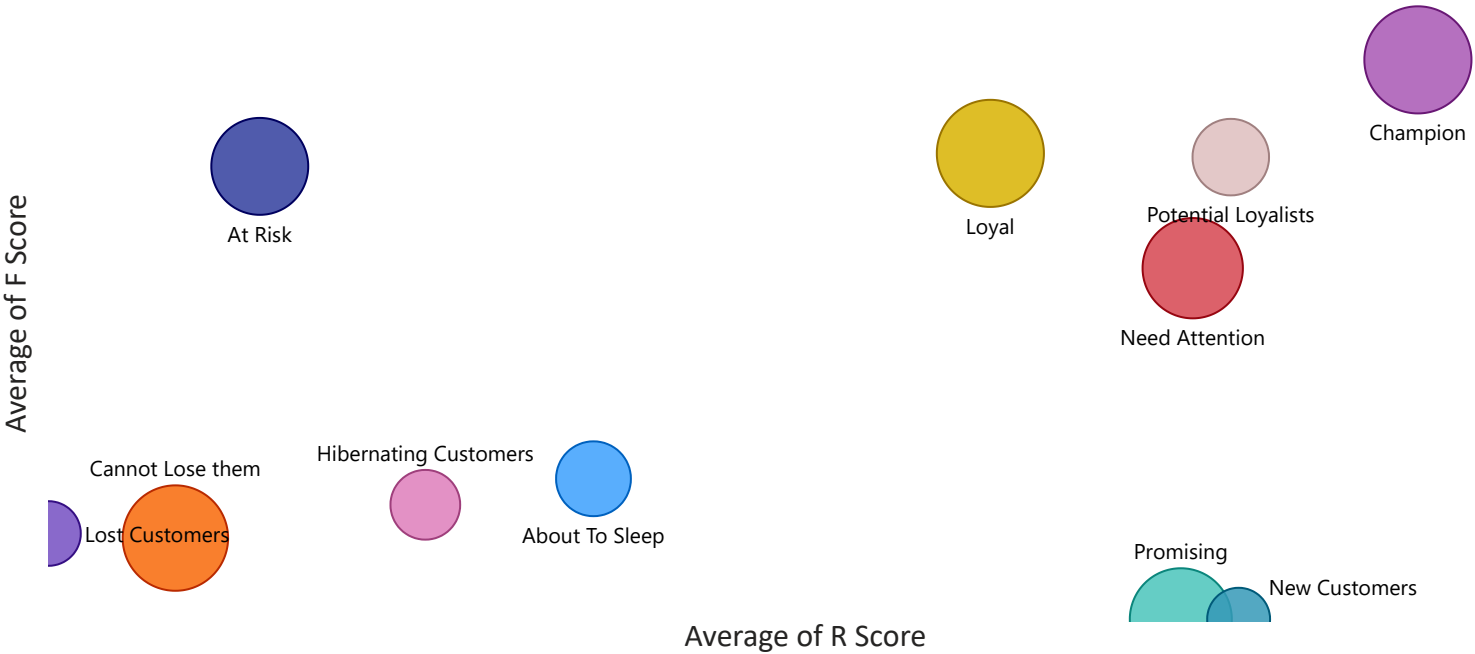## R Score and Average of R Value

Average of R Value vs R Score:
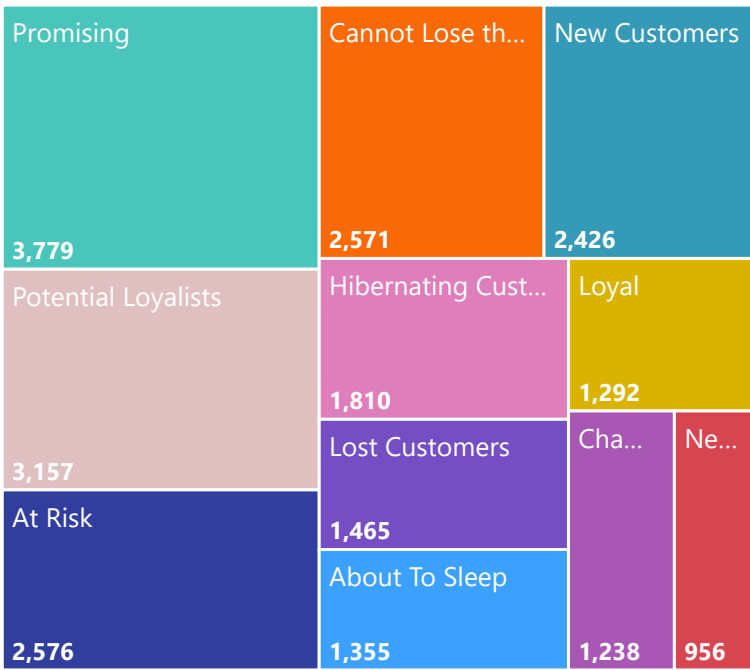- 1: 3.54K
- 2: 3.48K
- 3: 3.40K
- 4: 3.32K
- 5: 3.25K

F Score and Average of F Value

Average of F Value vs F Score:
- 1: 1.00
- 2: (no value)
- 3: 2.00
- 4: 3.38
- 5: 9.48

M Score and Average of M Value

Average of M Value vs M Score:
- 1: 2.98
- 2: 5.30
- 3: 6.99
- 4: 9.45
- 5: 20.91

R and F Score of each Customer Segment

(Average of F Score vs Average of R Score bubble chart)

Segments: At Risk, Loyal, Potential Loyalists, Champion, Need Attention, Cannot Lose them, Hibernating Customers, About To Sleep, Lost Customers, Promising, New Customers

Number of Customer in each segment

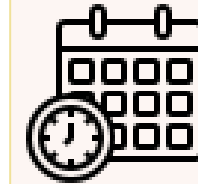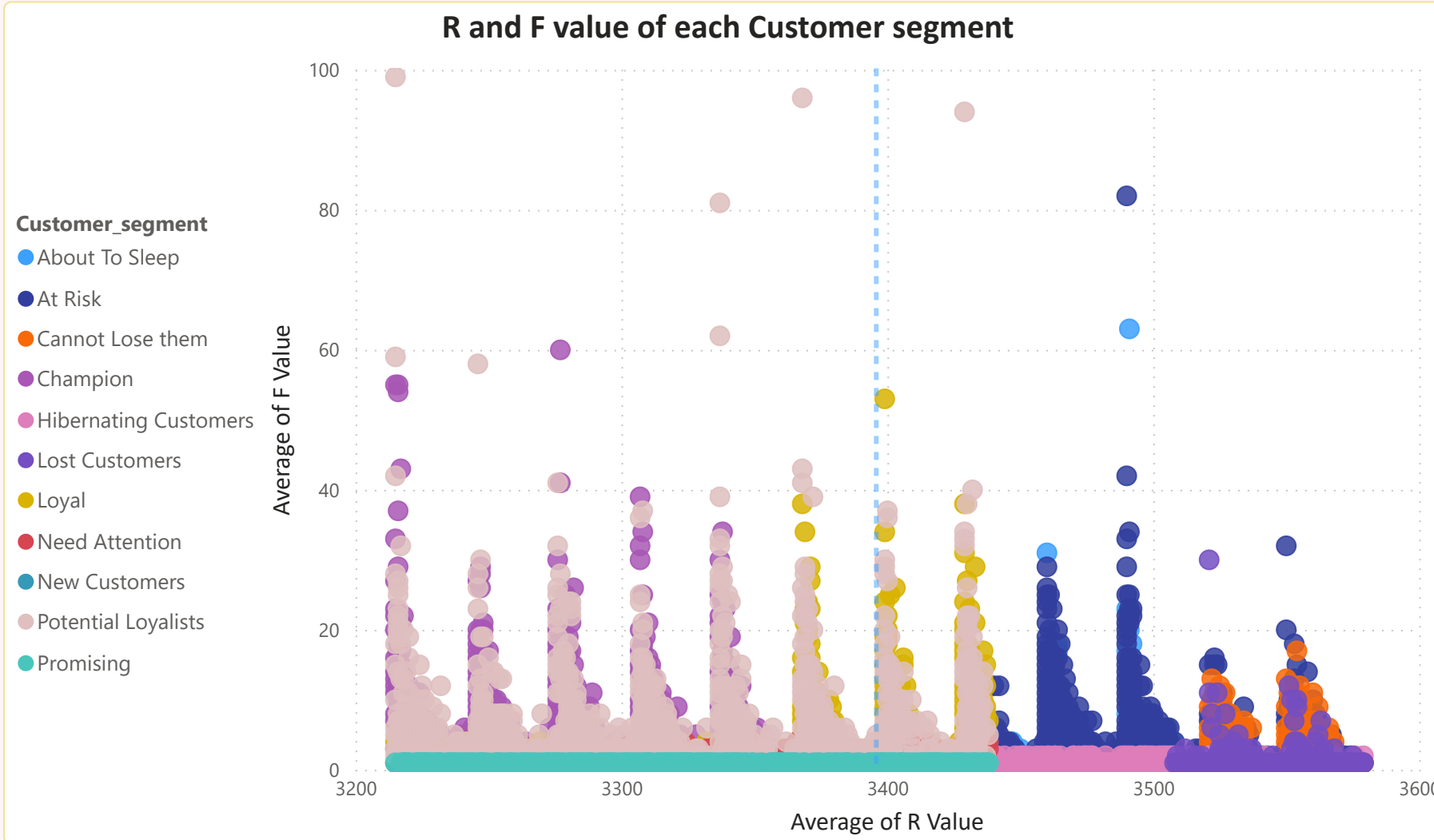| Segment	Count
Promising	3,779
Cannot Lose th...	2,571
New Customers	2,426
Potential Loyalists	3,157
Hibernating Cust...	1,810
Loyal	1,292
Lost Customers	1,465
Cha...	1,238
Ne...	956
At Risk	2,576
About To Sleep	1,355

Values of Each Segment

Select Segment

| About To Sleep | At Risk | Cannot Lose them | Champion | Hibernating Customers | Lost Customers | Loyal | Need Attention | New Customers | Potential Loyalists | Promising |

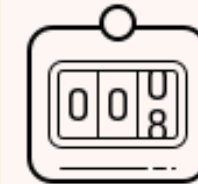### R and F value of each Customer segment

Customer_segment
- About To Sleep
- At Risk
- Cannot Lose them
- Champion
- Hibernating Customers
- Lost Customers
- Loyal
- Need Attention
- New Customers
- Potential Loyalists
- Promising

3.40K
Average of R Value

2.86
Average of F Value

9.12
Average of M Value

Recency

Number of the customers and average R value in each segment

Segments ● About T... ● At Risk ● Cannot ... ● Champi... ● Hiberna... ● Lost Cus... ● Loyal ● Need At... ● New Cu... ● Potentia... ● Promising

3398.56

Potential Loyalists

Champion

New Customers

Need Attention

Promising

Loyal

About To Sleep

Hibernating Customers

Cannot Lose them

Lost Customers

At Risk

3250   3300   3350   3400   3450   3500   3550

Average of R Value

Number of Customer in each R Score

5	2	3	1	4
4,608	4,547	4,527	4,477	4,466

Min ⏰📅 **Max**

3508	**R1**	3579
3439	**R2**	3507
3356	**R3**	3438
3282	**R4**	3355
3215	**R5**	3281
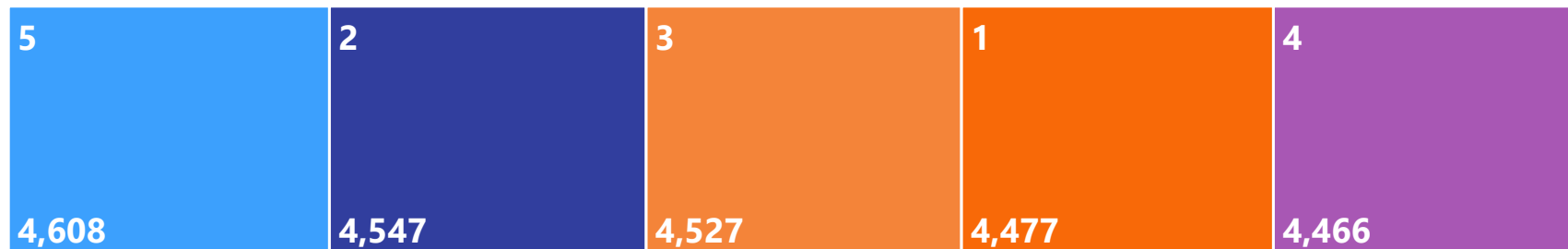
Frequency

Number of the customers and average F value in each segment

Segments ● About T... ● At Risk ● Cannot ... ● Champi... ● Hiberna... ● Lost Cus... ● Loyal ● Need At... ● New Cu... ● Potentia... ● Promising

Lost Customers
Hibernating Customers
Promising
About To Sleep
New Customers
Cannot Lose them
Need Attention
Loyal
At Risk
Potential Loyalists
Champion

Average of F Value

1 2 3 4 5 6 7 8
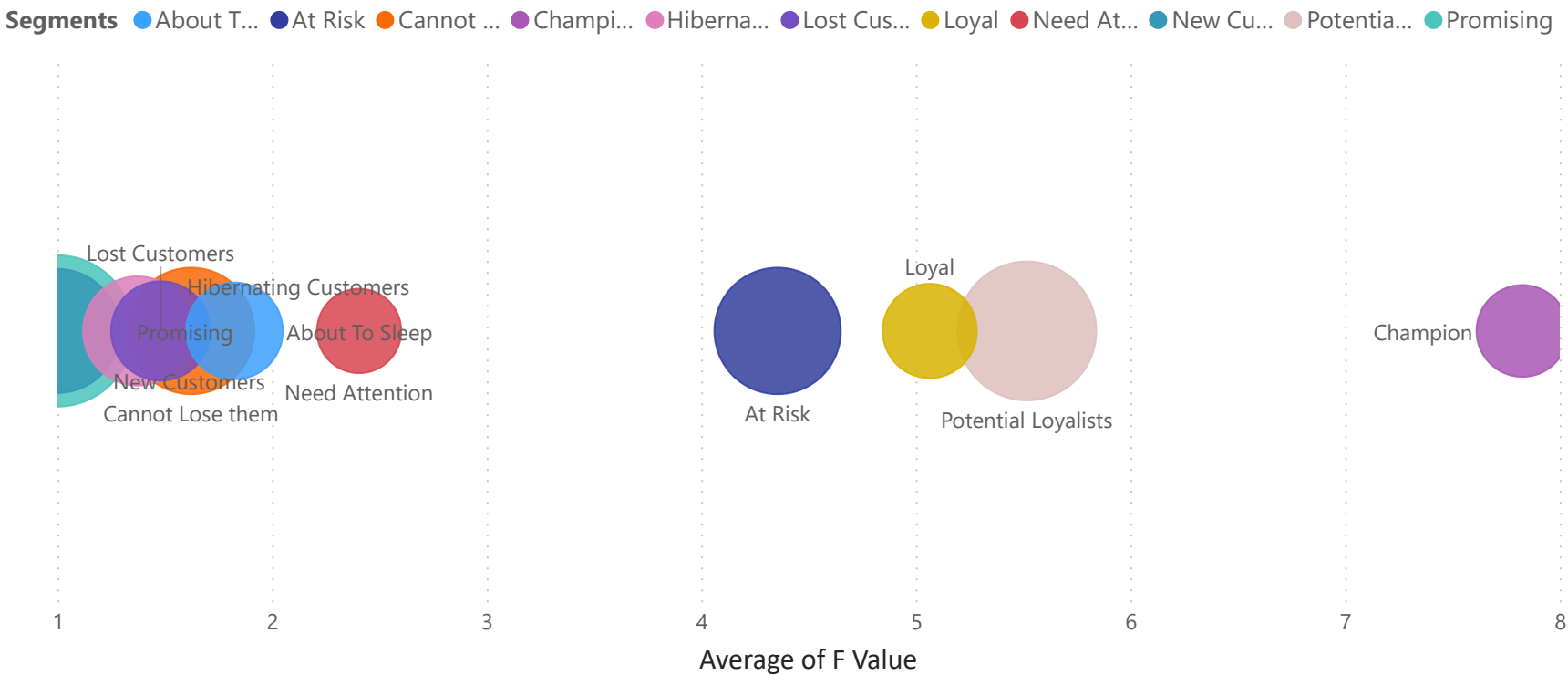
Number of Customer in each F Score

1	3	5	4
11,535	4,200	3,520	3,370

Min ◄ **Max** ►

Min		Max
1	**F1**	1
	F2	
2	**F3**	2
3	**F4**	4
5	**F5**	99
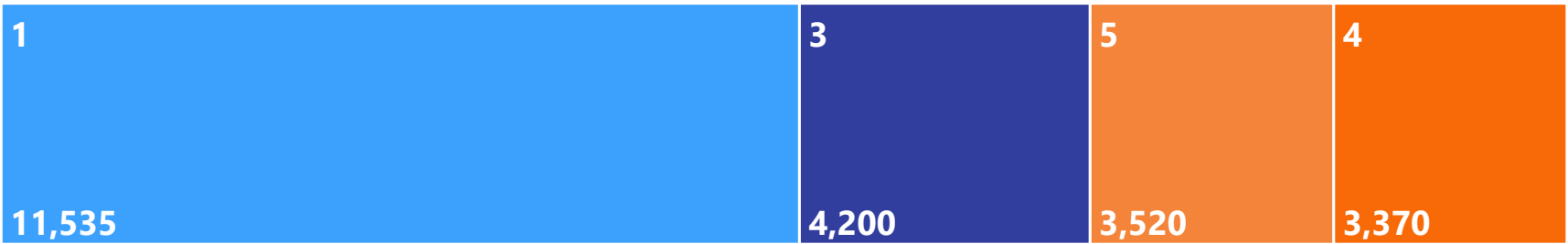
Monetary

Number of the customers and average M value in each segment

Segments ● About T... ● At Risk ● Cannot ... ● Champi... ● Hiberna... ● Lost Cus... ● Loyal ● Need At... ● New Cu... ● Potentia... ● Promising

Hibernating Customers

Need Attention

Cannot Lose them

Lost Customers

Loyal

About To Sleep

New Customers   Potential Loyalists

Champion

At Risk

Promising

2   4   6   8   10   12   14   16

Average of M Value

Number of Customer in each M Score

2	1	4	5	3
4,527	4,525	4,525	4,525	4,523

Min   **Max**
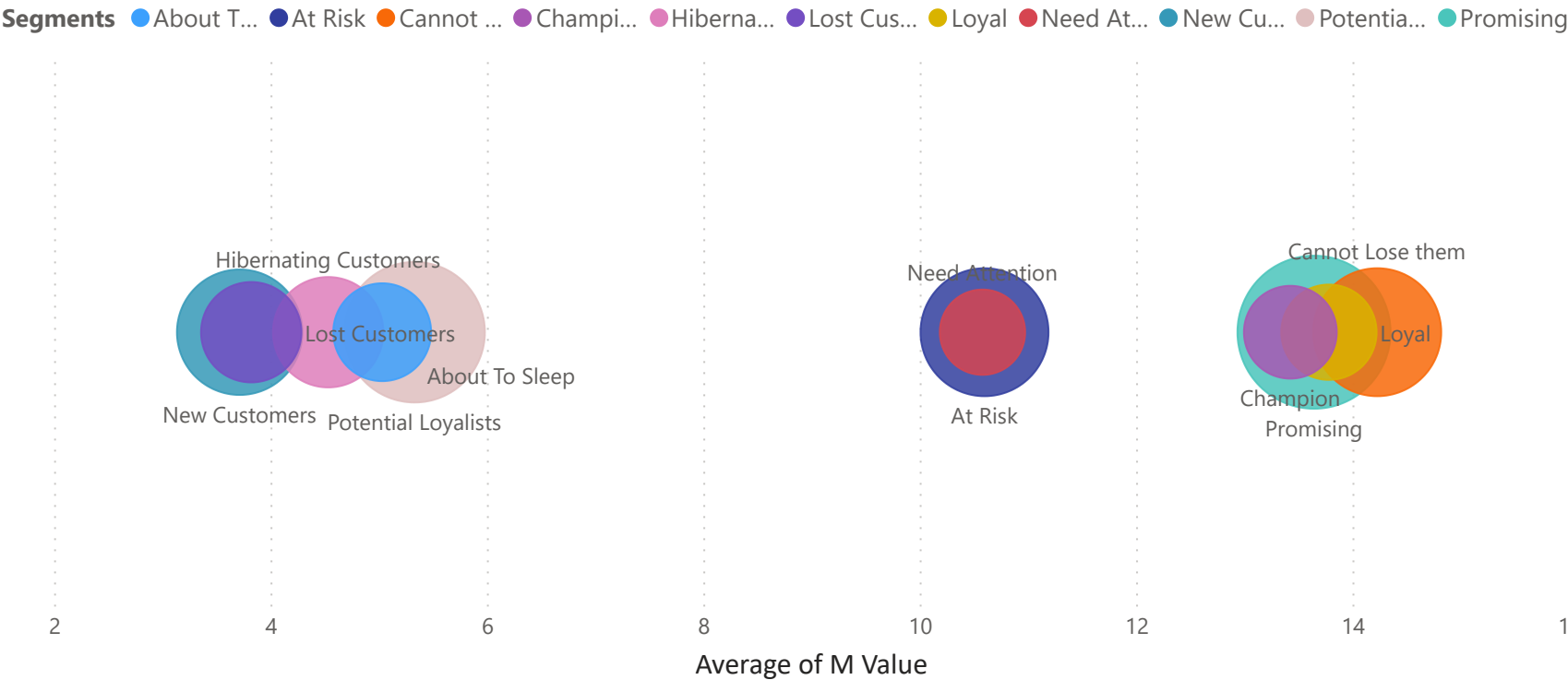
0.00	**M1**	4.41
4.41	**M2**	6.12
6.12	**M3**	7.97
7.97	**M4**	11.47
11.47	**M5**	242.75