

Customer Behavior and Segmentation





Salah Mahmoud

Home

RFM

Year

☐ 2018

☐ 2019

Total customers

71.29K

Total stores

271

Total products

105

Average product

quantity
2

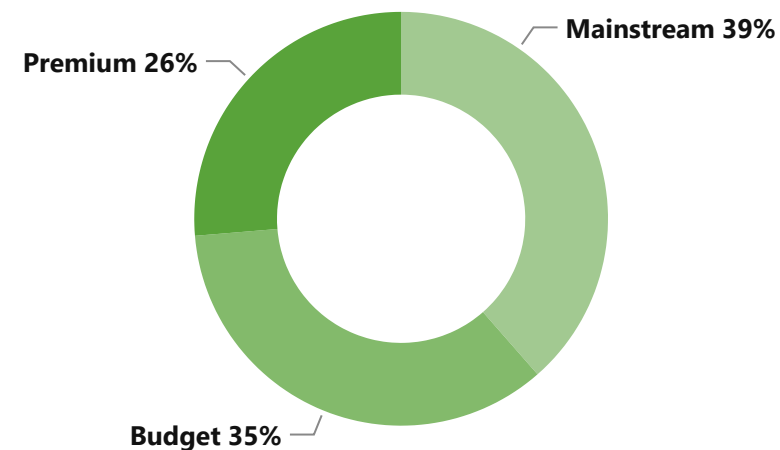
Total transactions

245.14K

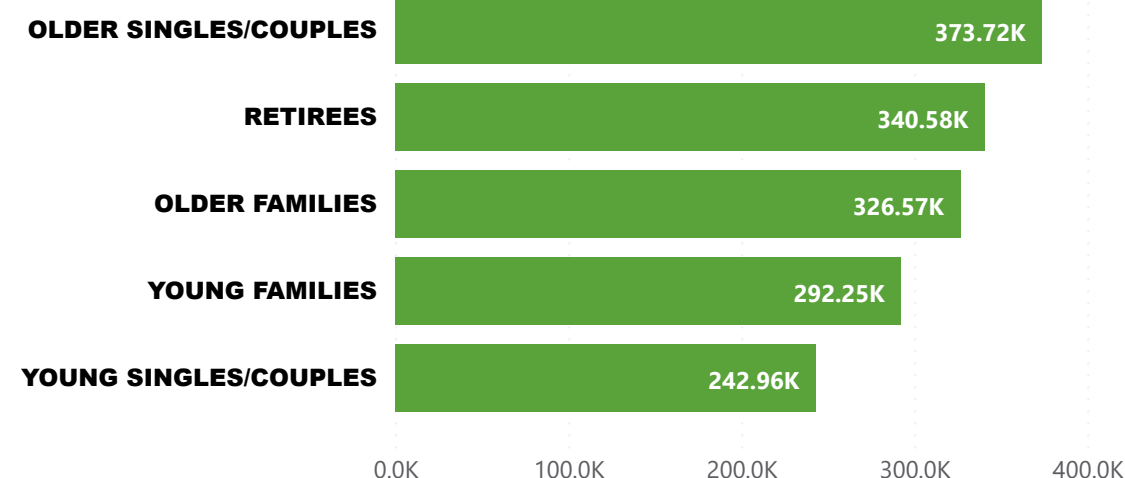
Total sales

1.79M

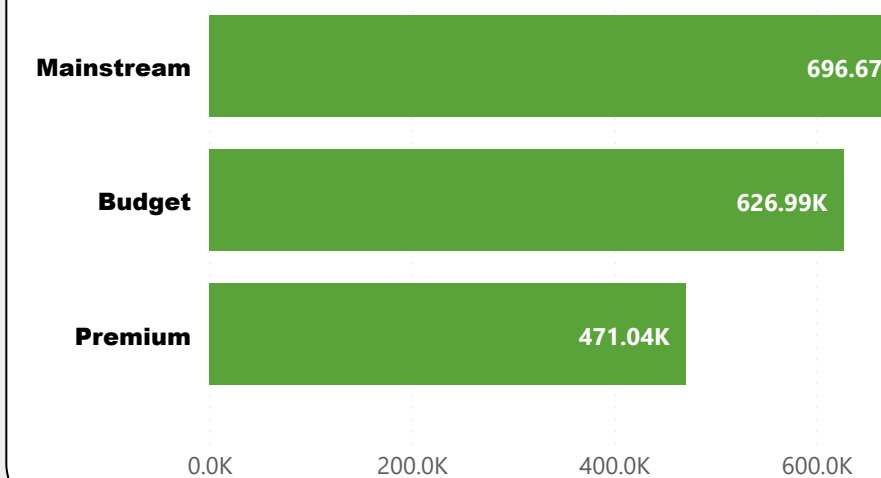
Customer Type



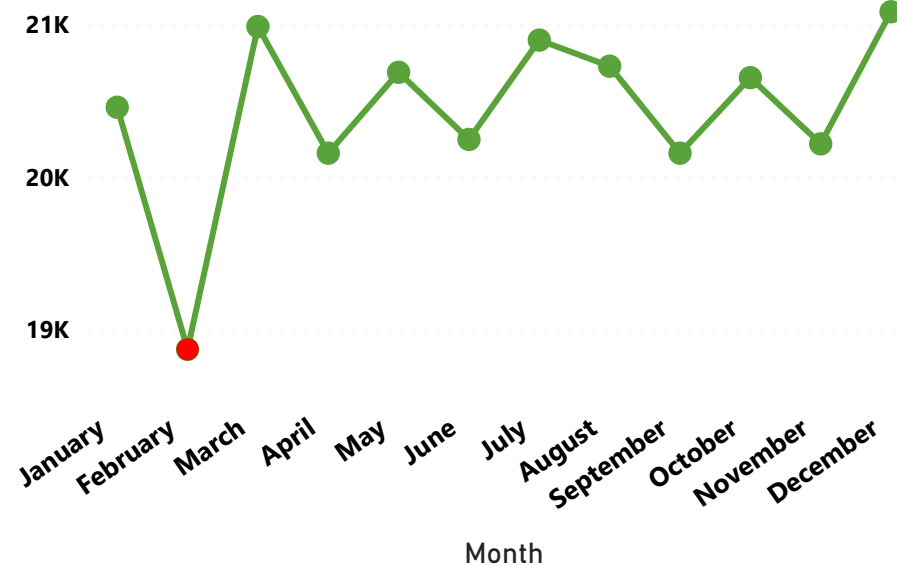
Total sales by LIFESTAGE



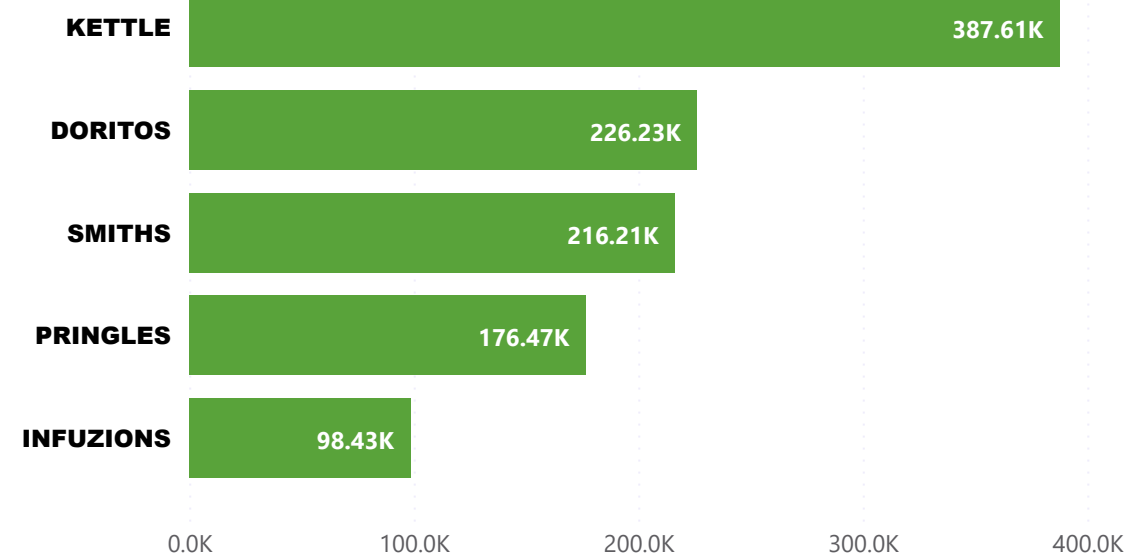
Total sales by Customer Type



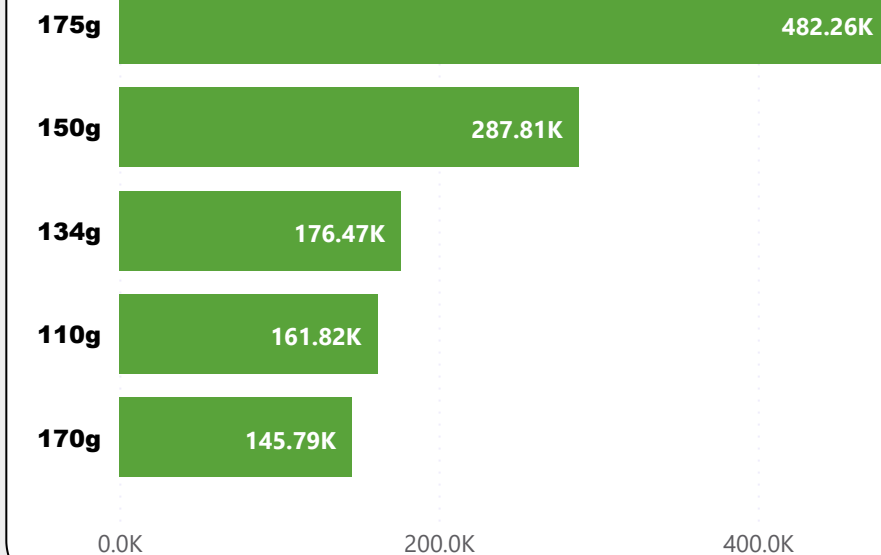
Transactions by Month

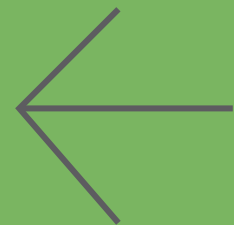


Total sales by Brand



Total sales by Packet Size





RFM Analysis

Customer Segmentation

