

E-commerce Customer Behavior Dashboard

RFM Segmentation & Storytelling in Tableau

Project Overview

This project explores customer behavior for an e-commerce business using the RFM (Recency, Frequency, Monetary) model. The project uses real-world data from the UCI Online Retail dataset and leverages Excel, R, and Tableau to perform segmentation and develop storytelling dashboards.

Tools & Technologies Used

- Excel: Data cleaning and total spend calculation
- R + RStudio: RFM scoring, customer segmentation
- Tableau: Interactive dashboards with storytelling visuals
- Kaggle: Project hosting and visibility

Key Features

- RFM segmentation into Best, Loyal, At Risk, Lost, and Other
- Insights on average spend and frequency by segment
- Time-series analysis of customer behavior trends
- Dark-themed Tableau dashboards with vibrant storytelling visuals

Key Insights

- 55%+ customers are Best or Loyal – strong potential for retention
- Some segments show declining activity – indicating re-

engagement needs

- Monthly spend and frequency vary significantly by segment
- Visual dashboards enhance decision-making clarity

Tableau Dashboard Snapshots

Chart 1:

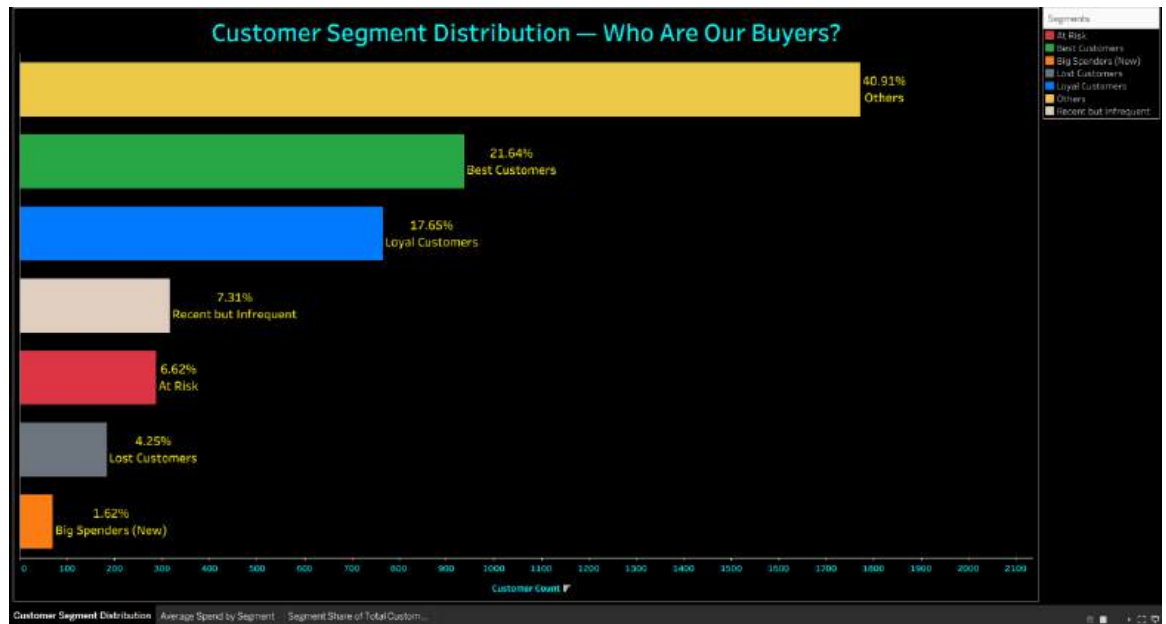


Chart 2:

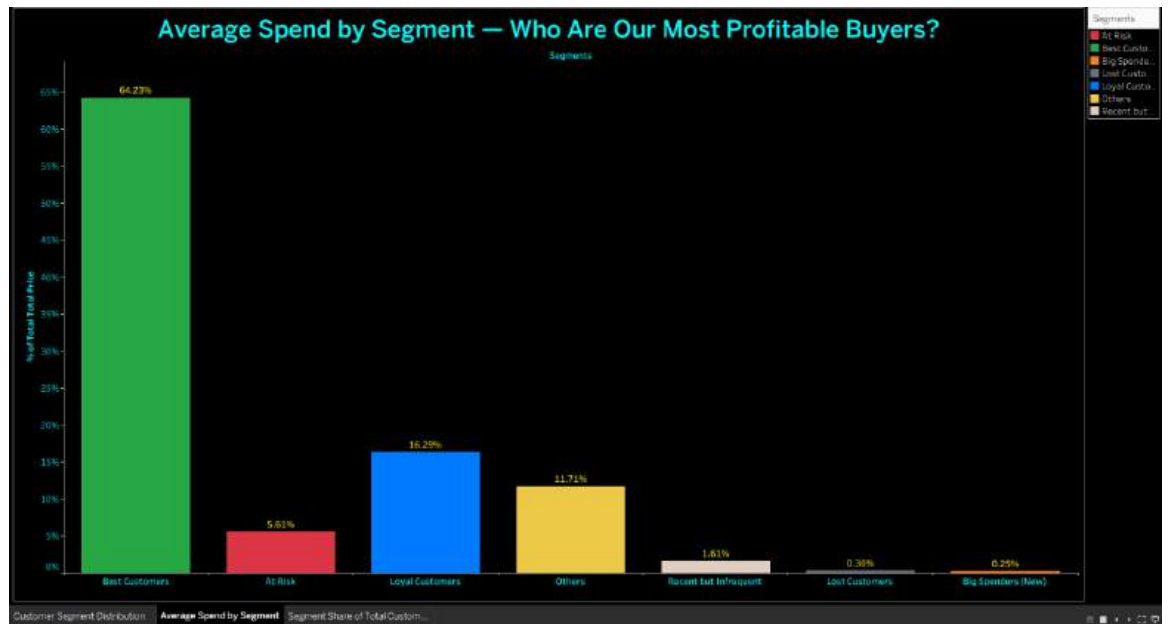


Chart 3:

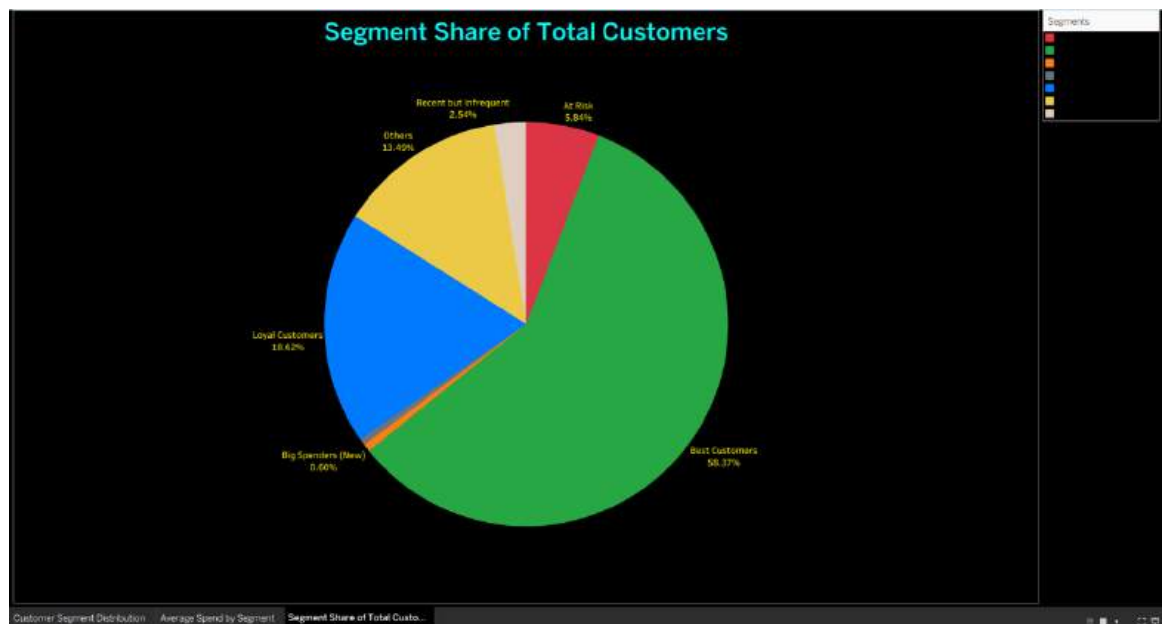


Chart 4:

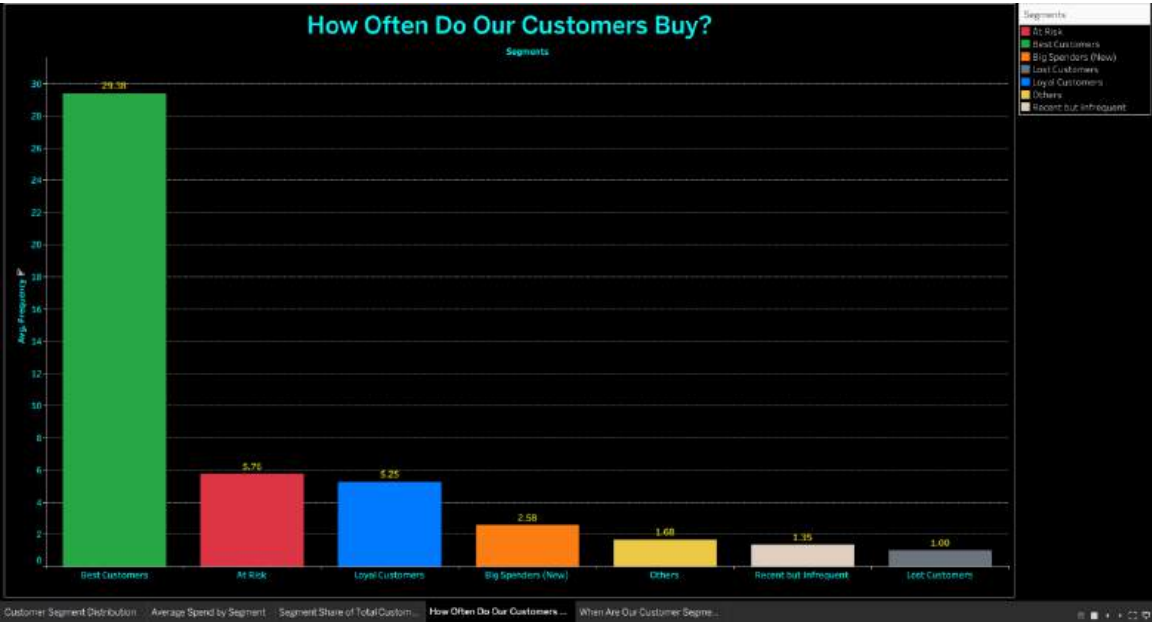
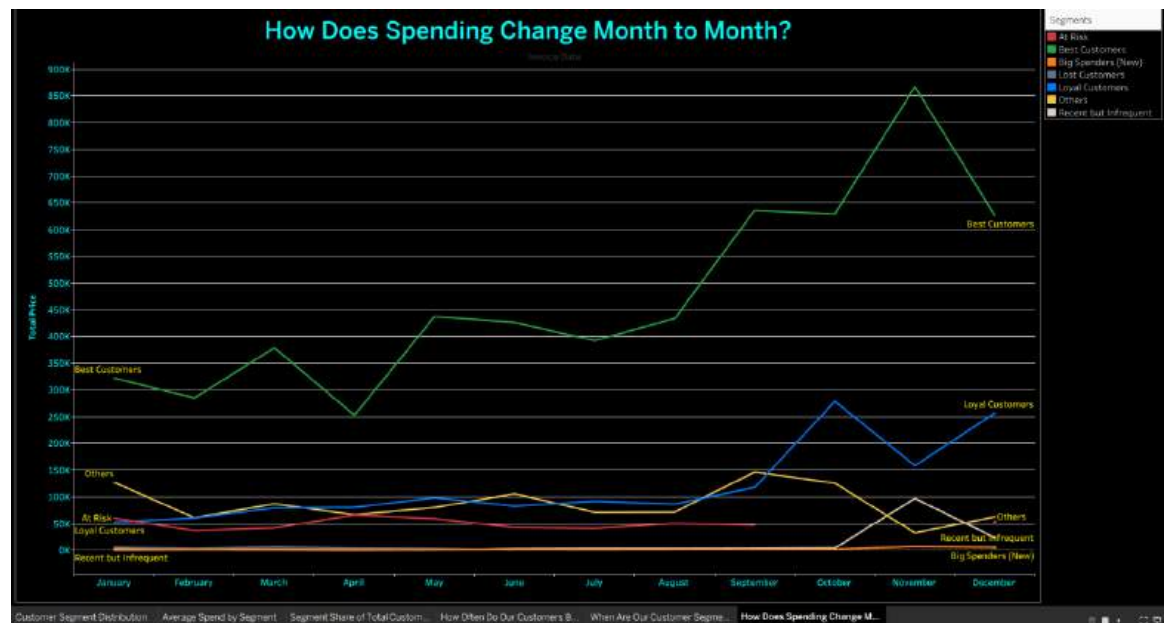


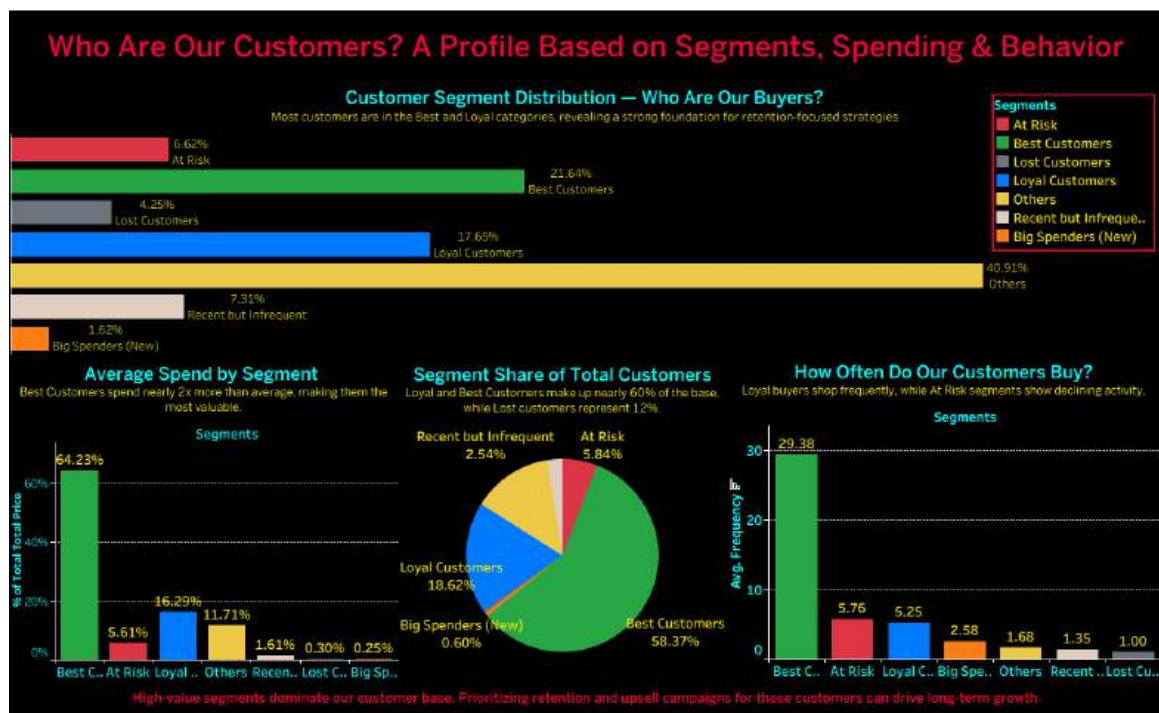
Chart 5:



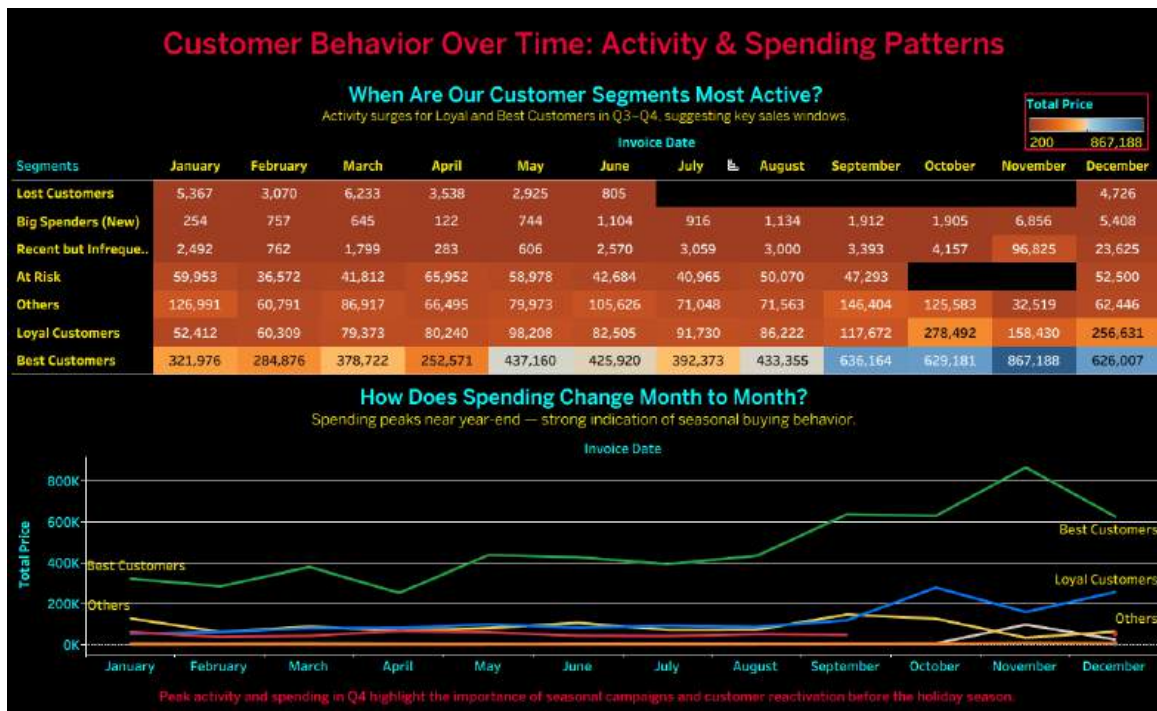
Chart 6:



Dashboard 1:



Dashboard 2:



Project Link

<https://www.kaggle.com/code/mohsinijaz1782005/e-commerce-customer-dashboard-with-rfm-tableau>

Use Cases

- Customer segmentation for e-commerce platforms
- Targeted marketing campaign design
- CRM and loyalty program enhancements
- Business storytelling and client reporting

About the Author

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