

RFM Segmentation Dashboard (2010/12 - 2011/12)

of Customers
4.3K

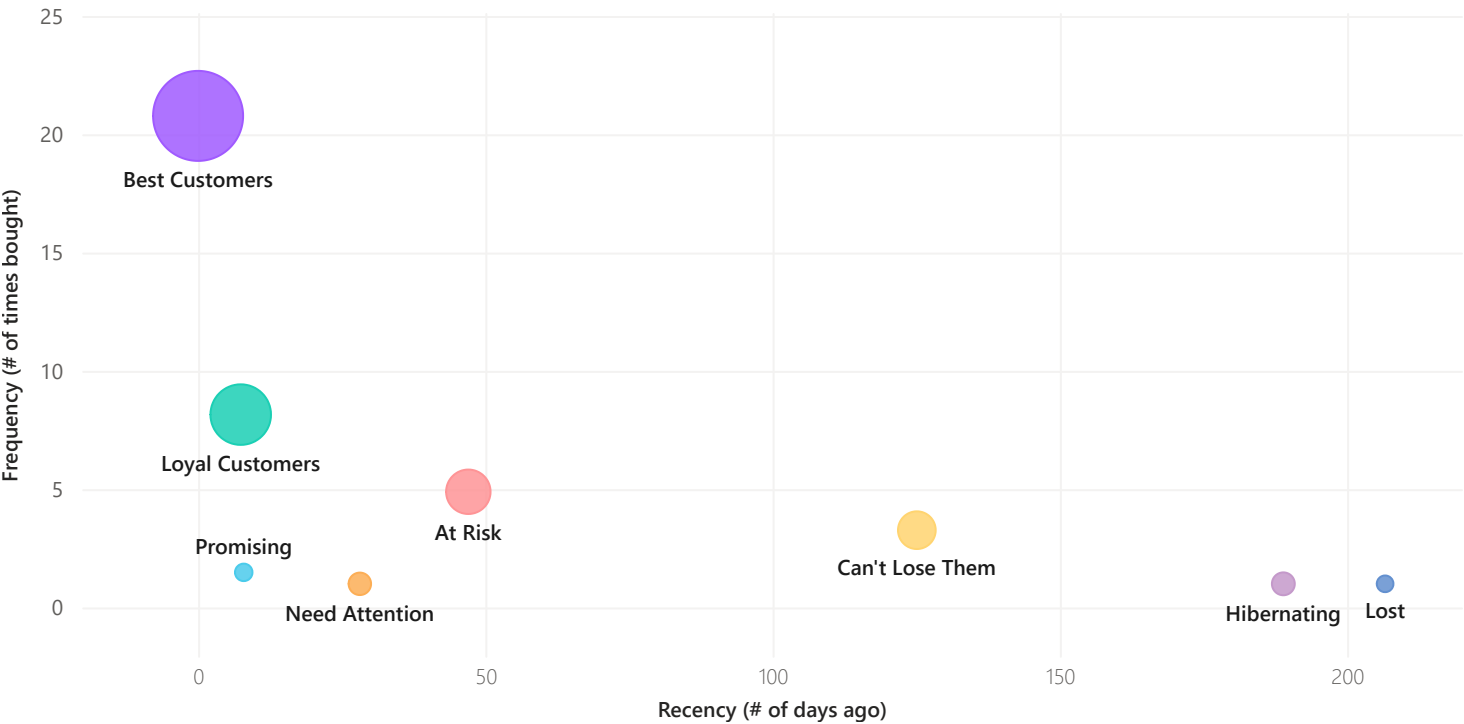
Avg Recency (days ago)
91

Avg Frequency of Buying
4

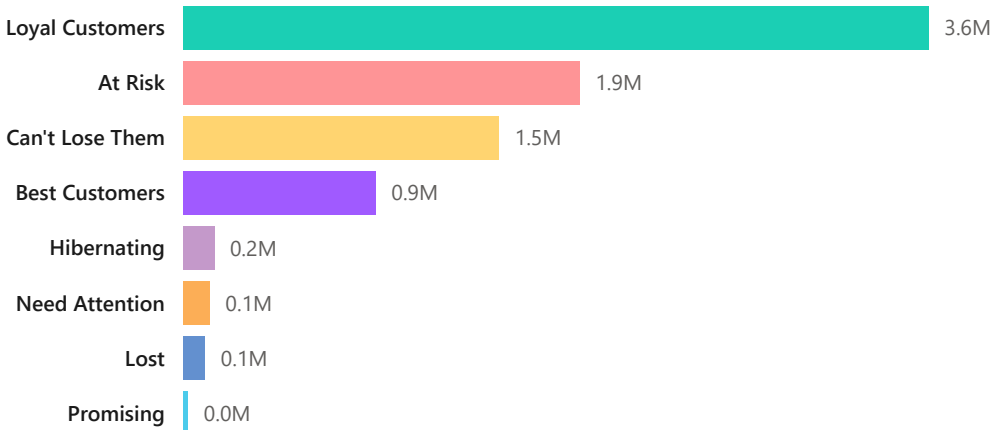
Avg \$ per Purchase
1.96K

Total Sales \$
8.44M

RFM Segment Sizes



Total Sales \$ by RFM Segment



Detailed Overview

RFM Segment	# of Customers	% of Customers	Recency (Avg days ago)	Frequency (Avg)	Monetary (Avg \$ per customer)
Can't Lose Them	1040	24.0%	125	3	1,477
At Risk	887	20.8%	47	5	2,174
Loyal Customers	828	19.2%	7	8	4,379
Lost	642	15.1%	207	1	166
Hibernating	362	8.3%	189	1	418
Need Attention	325	7.7%	28	1	398
Promising	126	3.0%	8	1	193
Best Customers	90	2.1%	0	21	10,404

Main Insights & Actions:

1. Critical Segments: "Can't Lose Them" - 24%, "At Risk" 20.8% of total customers

- ▶ Tailor reminders of past purchases, special promotions.
- ▶ Provide loyalty rewards for returning customers.
- ▶ Survey & Feedback: Understand why engagement declined.

2. Revenue Contribution: "Loyal Customers" - 42.7% , "Best Customers" - 10.7%

- ▶ Offer priority access to new products and limited-time deals.
- ▶ Premium Support: Provide dedicated priority chat, faster response times.
- ▶ Investigate Product: Cluster into segments, define ones that drive loyalty.

3. Retention Challenges: "Lost" and "Hibernating" segments collectively account for 23.4% of customers.

- ▶ Re-engage with special discounts, personalized offers.