

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

of Customers
4.3K

Avg Recency (days ago)
91

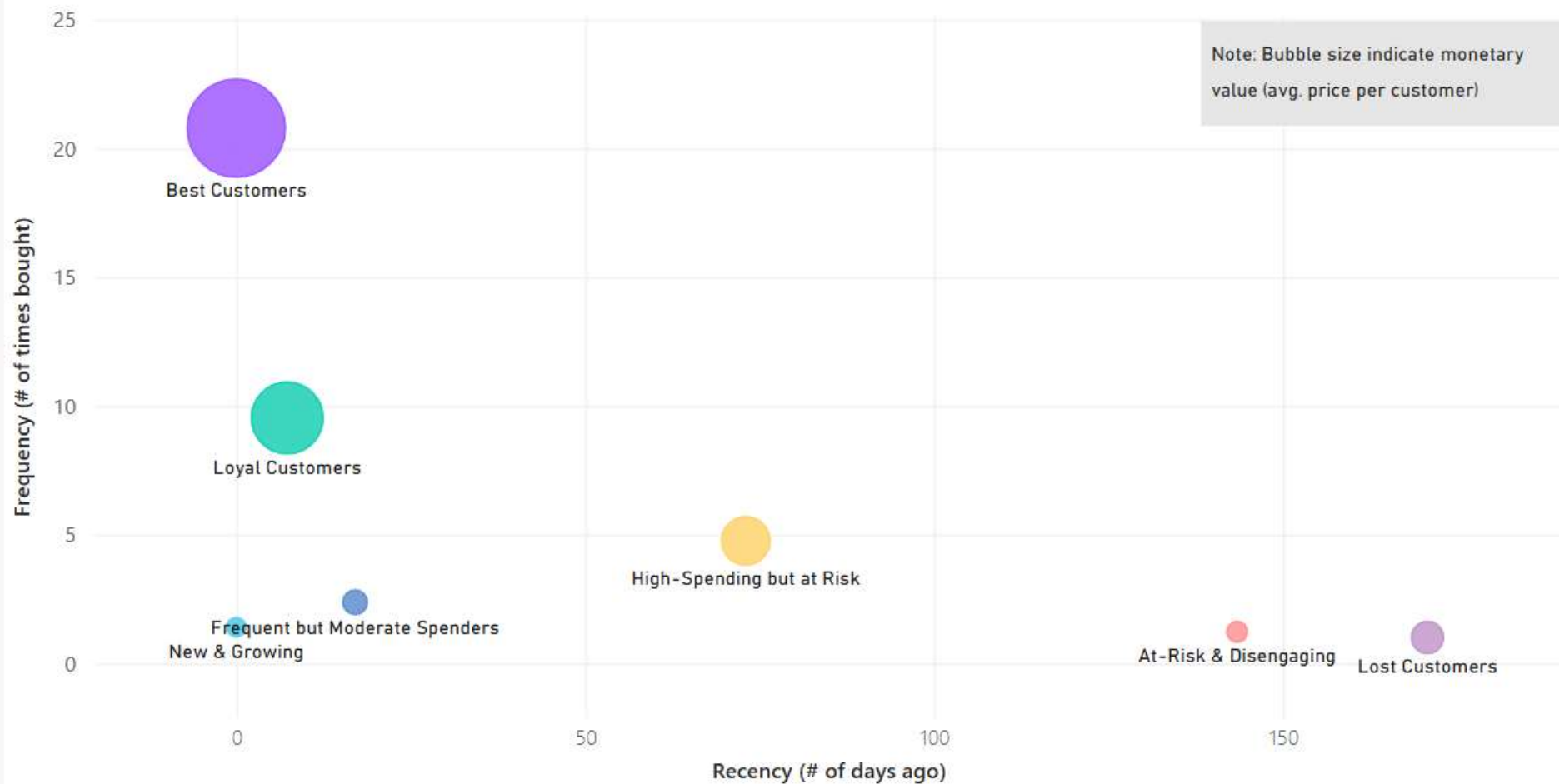
Avg Frequency of...
4

Avg \$ per Purchase
1.96K

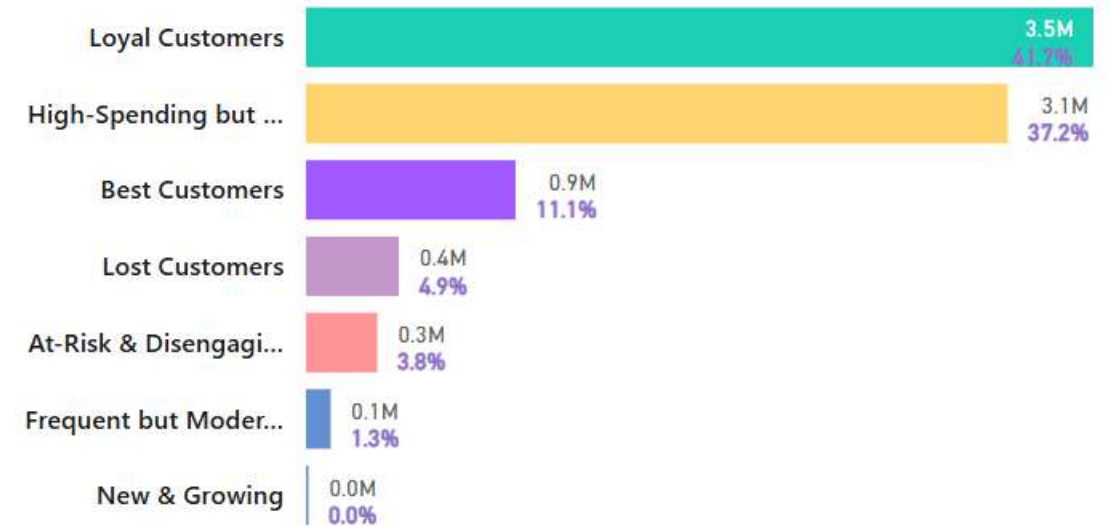
Total Sales \$
8.44M

General RFM Score
2.61

RFM Segments



Total Sales \$ by RFM Segment



Main Insights & Actions:

1. Retain High-Spending but At-Risk Customers (33.7% of total Customers)

- **Exclusive Limited-Time Offers**, discounts encourage immediate action.
- **Provide loyalty rewards** for returning customers.
- **Survey & Feedback**: Understand why engagement declined.

2. Boost Engagement with Loyal Customers (15.4% of total Customers)

- **VIP recognition** exclusive rewards and early access to new products.
- **Investigate Product**: Cluster into segments, define ones that drive loyalty.

3. Win Back At-Risk & Disengaging Customers (30.4% of total Customers)

- **Personalized Re-engagement Offer** promotions tailored to their past purchases.
- **"We Miss You" Campaign**: personalized invites with irresistible offers.

4. Monitor Lost Customers (11.7% of total Customers) & Prevent Further Churn

- **Conduct Churn Analysis** to prevent other segments don't slip into this category.

Detailed Overview

RFM Segment	# of Customers	% of Customers	Recency (days ago)	Frequency	Monetary (\$ per customer)
High-Spending but at Risk	1450	33.7%	73	5	2,163
At-Risk & Disengaging	1295	30.4%	143	1	246
Loyal Customers	667	15.4%	7	10	5,277
Lost Customers	515	11.7%	171	1	806
Frequent but Moderate Spenders	278	6.5%	17	2	396
Best Customers	90	2.1%	0	21	10,404
New & Growing	5	0.1%	0	1	268

Brief Description of customer segment & RFM score combination:	Strategic Actions:
<ul style="list-style-type: none"> • Best Customers – The most valuable customers who buy frequently and spend the most. RFM = 444 	<ul style="list-style-type: none"> • Best Customers – Exclusive first access to new products, premium-tier loyalty benefits, and high-touch customer engagement strategies.
<ul style="list-style-type: none"> • Loyal Customers – Regular, repeat buyers who consistently contribute to revenue and should be rewarded to maintain engagement. RFM = 443 / 434 / 344 	<ul style="list-style-type: none"> • Loyal Customers – VIP rewards, personalized appreciation messages, and referral incentives to strengthen long-term retention.
<ul style="list-style-type: none"> • High-Spending but at Risk – Customers who have historically spent a lot but are showing signs of disengagement. RFM = 144 / 244 / 134 / 234 / 243 / 143 / 142 / 334 	<ul style="list-style-type: none"> • High-Spending but at Risk – Personalized outreach with exclusive offers, loyalty perks reminders, and time-sensitive discounts to reignite engagement.
<ul style="list-style-type: none"> • Frequent but Moderate Spenders – Customers who purchase often but spend at a moderate level. They can be encouraged to increase their purchase value. RFM = 442 / 342 / 432 / 332 / 333 / 343 / 242 / 233 / 232 	<ul style="list-style-type: none"> • Frequent but Moderate Spenders – Upselling strategies, bundle discounts, and personalized recommendations to increase purchase value.
<ul style="list-style-type: none"> • New & Growing – Recently acquired customers who have potential for long-term engagement. They need onboarding and relationship-building efforts RFM = 414 / 423 / 412 / 421 / 413 / 433 	<ul style="list-style-type: none"> • New & Growing – Welcome series, onboarding incentives, personalized email journeys, and engagement-driven nurture campaigns.
<ul style="list-style-type: none"> • At-Risk & Disengaging – Customers who are reducing their frequency of purchases and may soon churn if not re-engaged with personalized offers. RFM = 211 / 121 / 221 / 213 / 112 / 212 / 133 / 132 / 313 / 312 / 314 	<ul style="list-style-type: none"> • At-Risk & Disengaging – “We Miss You” campaigns, multi-channel retargeting ads, and feedback-driven offers to prevent churn.
<ul style="list-style-type: none"> • Lost Customers – Customers who haven’t purchased in a long time and are unlikely to return without significant incentives. RFM = 111 / 114 / 214 / 124 / 224 / 113 	<ul style="list-style-type: none"> • Lost Customers – Deep-discount reactivation offers, win-back campaigns with compelling messaging, and product recommendations tailored to past purchases.