

# RRFM amara

## Sales Items data to analyze

Files: sales\_items.csv

Affected years (parameter rfm\_calc\_years, minimum and maximum purchase dates :  
rfm\_calc\_years parameter: 2 ; Data from: 2012-02-13 ; to: 2014-02-12

Make sure the Monetary values are bigger or equal then zero

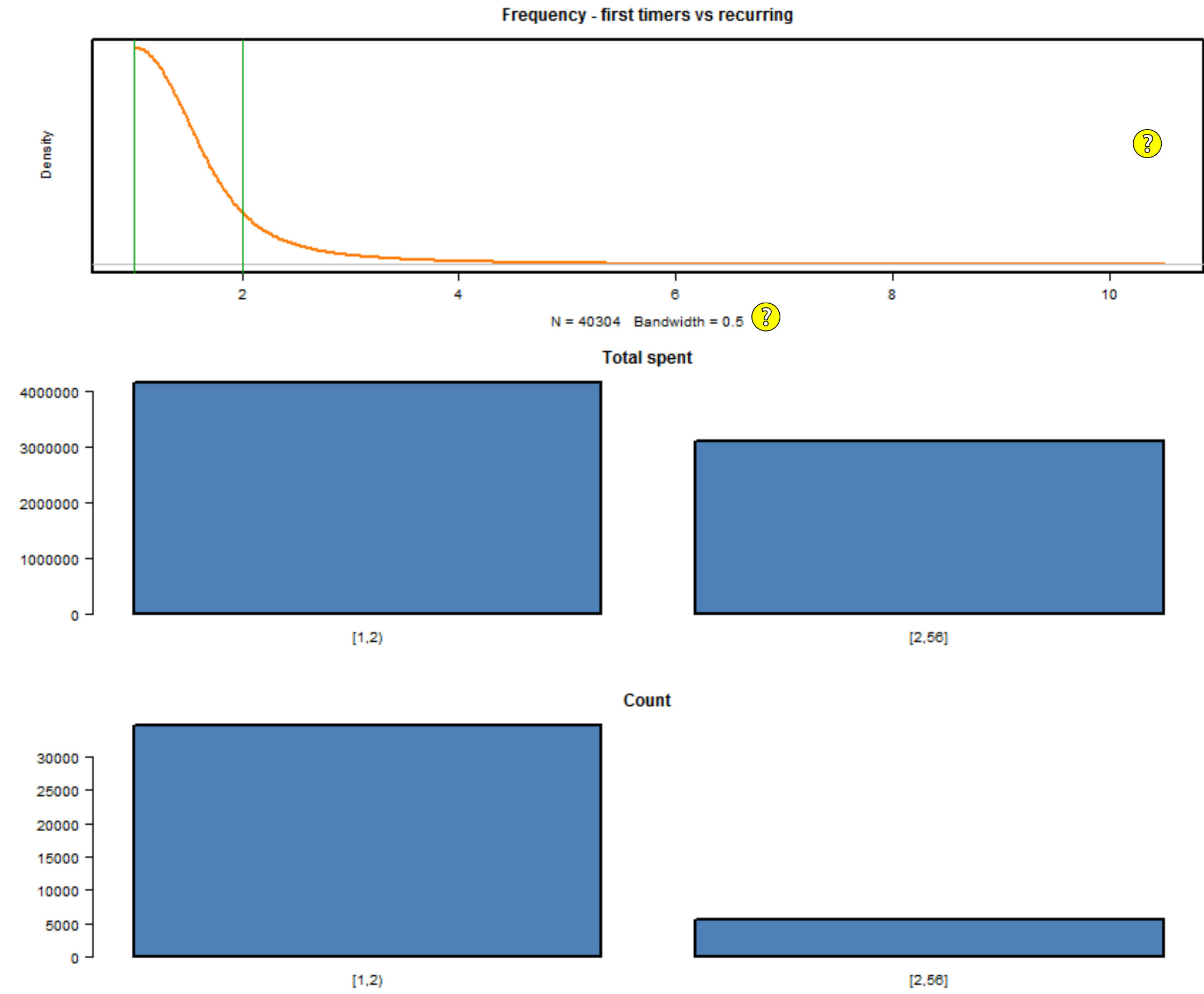
# Count of negative Monetary values: 0

## Frequency

Frequency - first timers vs recurring

Mean: 1.24

Interval limits:  
1 2 56



Interval Totals.  
group total  
1 [1,2] 4171589  
2 [2,56] 3096019

Interval Counts.  
group count  
1 [1,2] 34826  
2 [2,56] 5533

The recurring customers (13.71 % of whole population) are responsible for the 42.6% of Total Revenue. The first timers are (86.29 % of whole population) are responsible for the 57.4% of Total Revenue.

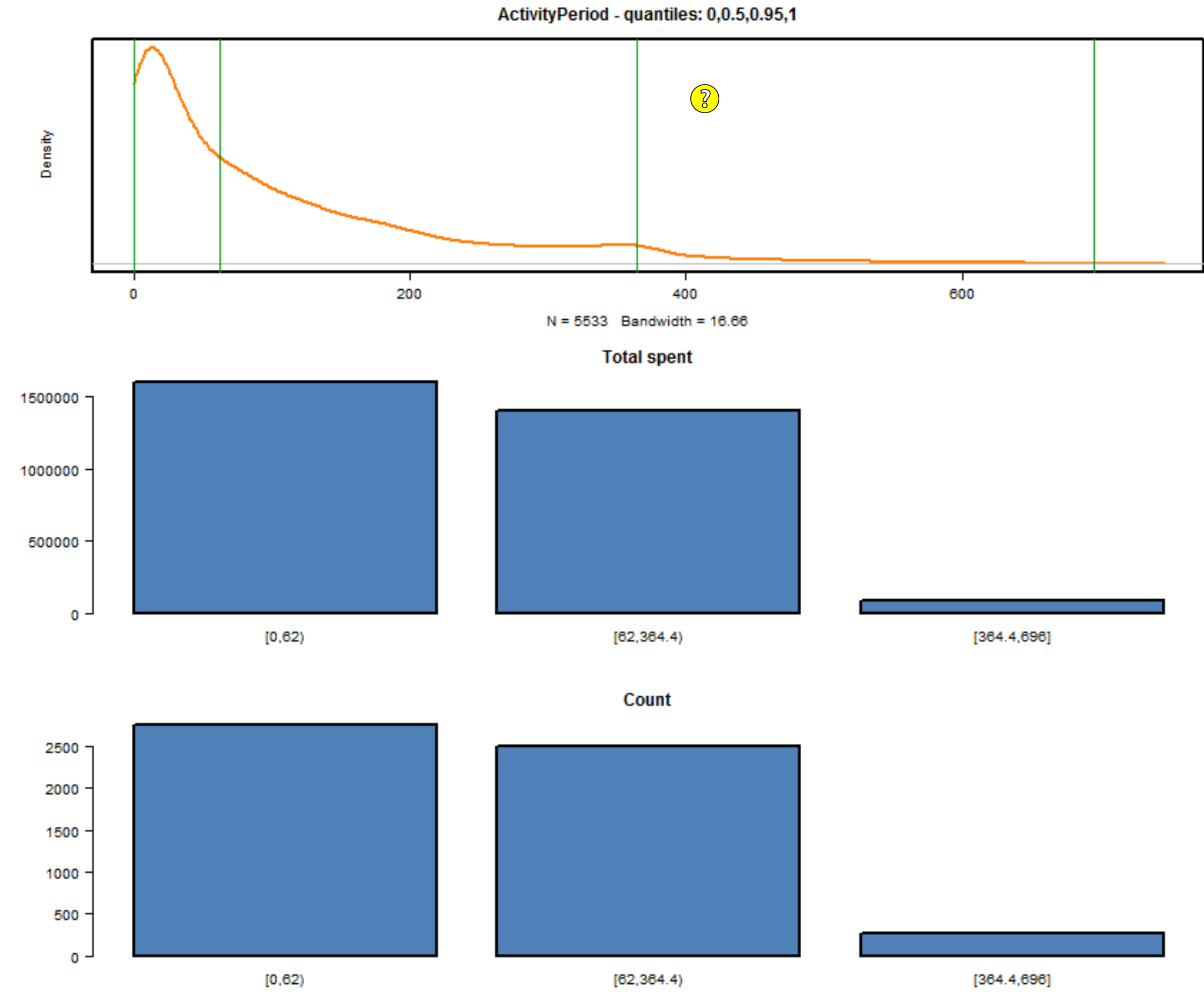
## Activity Period

Activity Period - based on quantiles

[1] 5533

Mean: 106.25

Interval limits:  
0 62 364.4 696



Interval Totals.  
group total  
1 [0,62] 1605808  
2 [62,364.4] 1403207  
3 [364.4,696] 87004

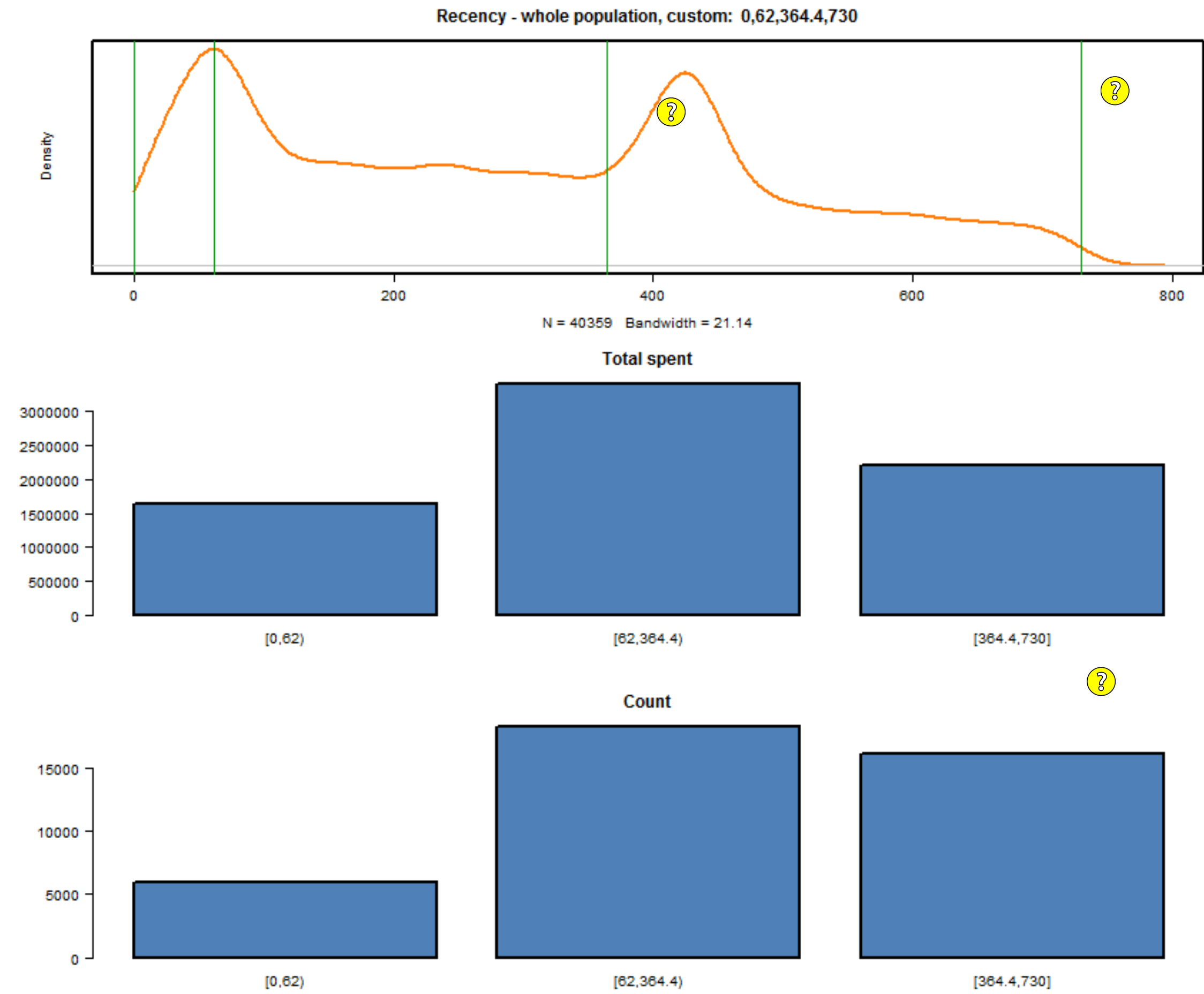
Interval Counts.  
group count  
1 [0,62] 2763  
2 [62,364.4] 2493  
3 [364.4,696] 277

## Recency

Whole population recency - by custom

Mean: 289.22

Interval limits:  
0 62 364.4 730



Interval Totals.  
group total  
1 [0,62] 1616407  
2 [62,364.4] 3420327  
3 [364.4,730] 2210874

Interval Counts.  
group count  
1 [0,62] 6002  
2 [62,364.4] 18279  
3 [364.4,730] 16078

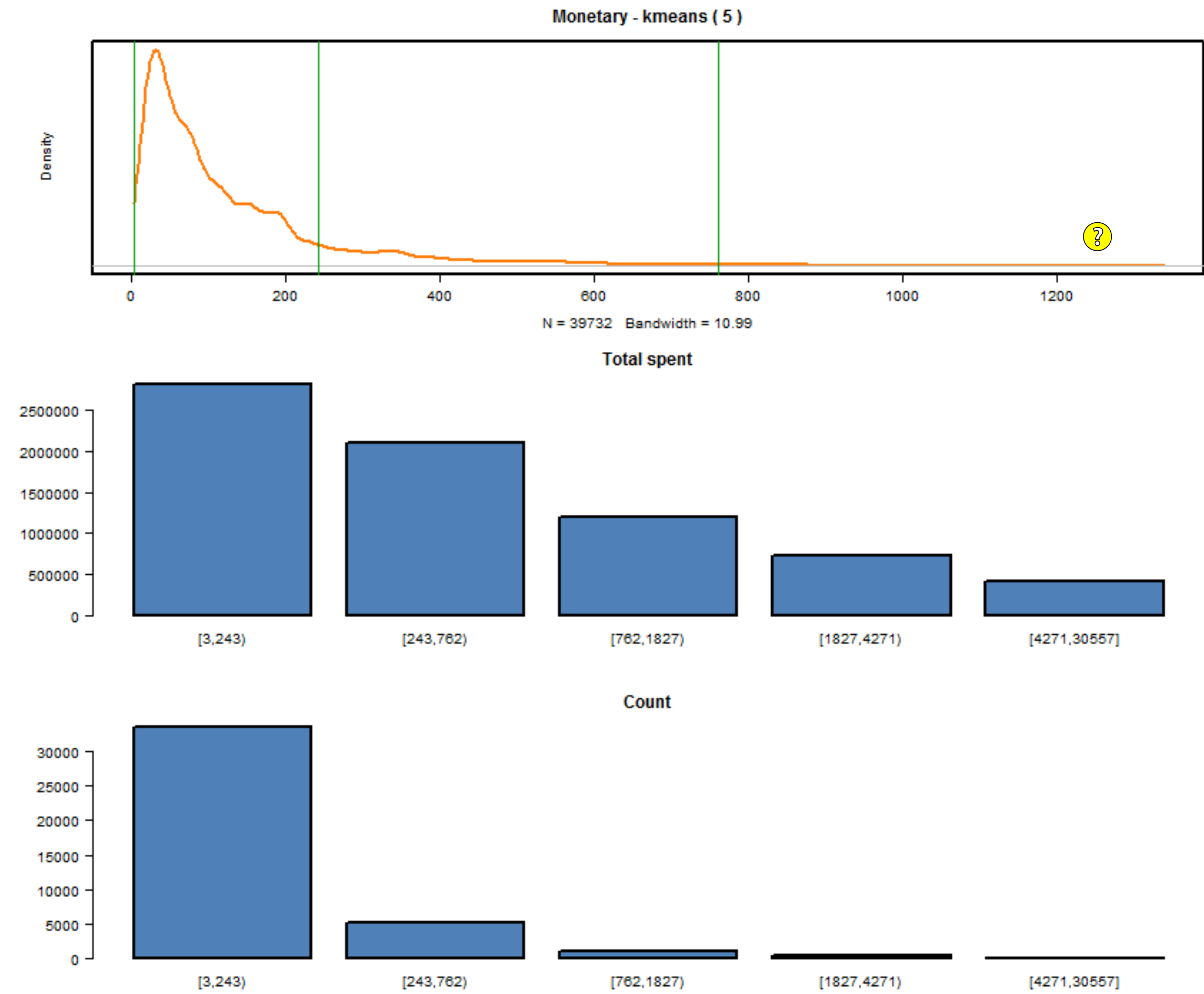
## Monetary

Monetary - kmeans

Top 10 excluded

breaks:  
3 243 762 1827 4271 30557  
Mean: 180.07

Interval limits:  
3 243 762 1827 4271 30557



Interval Totals.  
group total  
1 [3,243] 2821654  
2 [243,762] 2107272  
3 [762,1827] 1199467  
4 [1827,4271] 726750  
5 [4271,30557] 412465

Interval Counts.  
group count  
1 [3,243] 31691  
2 [243,762] 5254  
3 [762,1827] 1069  
4 [1827,4271] 288  
5 [4271,30557] 57

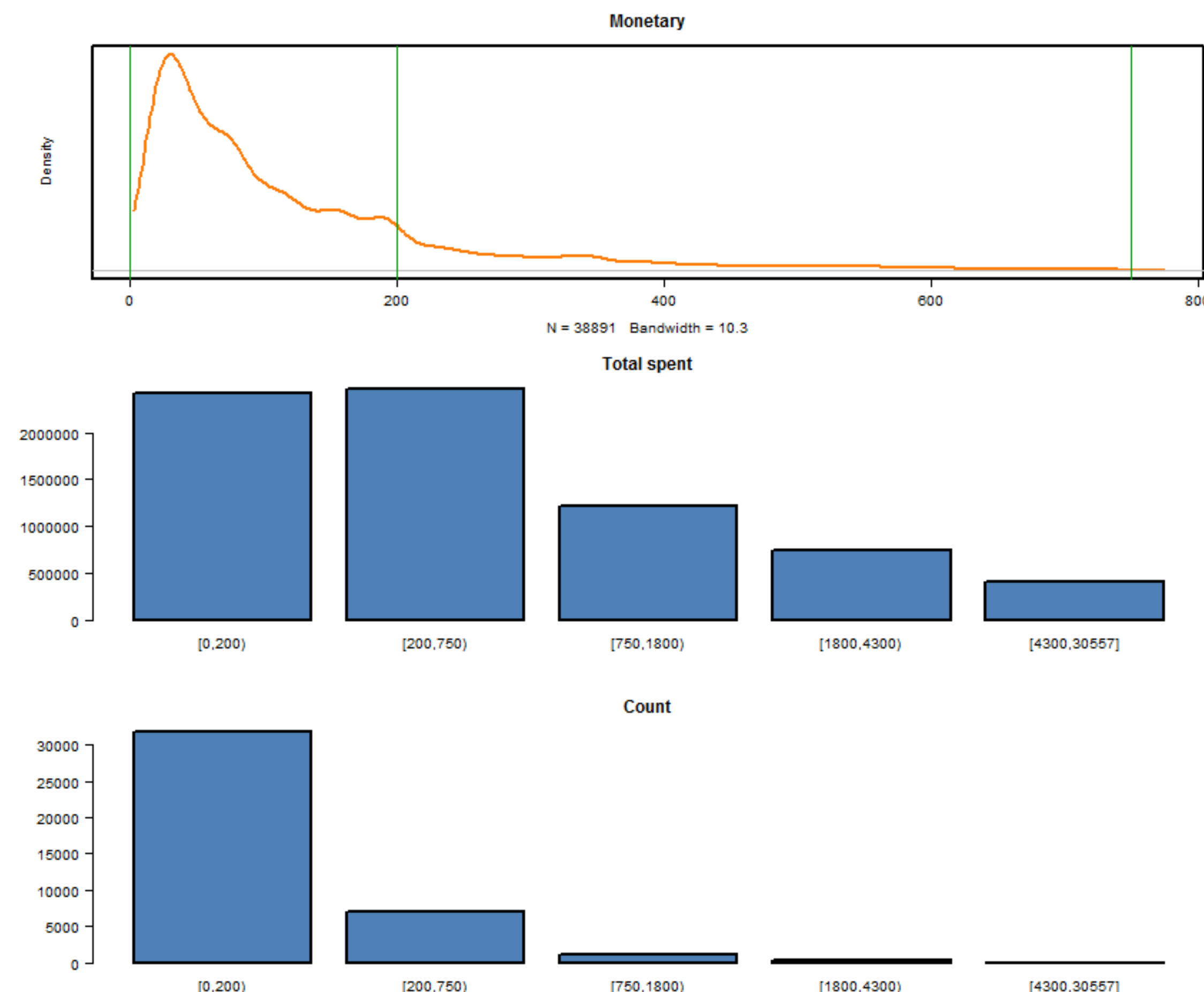
[1] 3 243 762 1827 4271 30557

Monetary - by custom

[1] 30557

Mean: 180.07

Interval limits:  
0 200 750 1800 4300 30557



Interval Totals.  
group total  
1 [0,200] 2425336  
2 [200,750] 2475663  
3 [750,1800] 1218332  
4 [1800,4300] 740083  
5 [4300,30557] 408194

Interval Counts.  
group count  
1 [0,200] 31872  
2 [200,750] 7036  
3 [750,1800] 1101  
4 [1800,4300] 294  
5 [4300,30557] 56