eRFM amara Sales Items data to analize 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: ? Frequency - first timers vs recurring N = 40304 Bandwidth = 0.5 Total spent 4000000 -3000000 2000000 -1000000 Count 30000 -25000 -20000 -15000 -10000 -5000 -[1,2) [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 ActivityPeriod - quantiles: 0,0.5,0.95,1 200 400 600 N = 5533 Bandwidth = 16.66 Total spent 1500000 -1000000 -500000 -[0,62) [62,364.4) [364.4,696] Count 2500 ¬ 2000 -1500 -1000 -500 -[0,62) [62,364.4) [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 Recency - whole population, custom: 0,62,364.4,730 200 600 400 N = 40359 Bandwidth = 21.14 Total spent 3000000 7 2500000 -2000000 -1500000 -1000000 -500000 -[364.4,730] [0,62) [62,364.4) Count 15000 ¬ 10000 -5000 -[0,62) [62,364.4) [364.4,730] Interval Totals. group total
1 [0,62) 1636407
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 ? Monetary - kmeans (5) 600 200 400 800 1000 1200 N = 39732 Bandwidth = 10.99 Total spent 2500000 7 2000000 -1500000 -1000000 -500000 -[3,243) [243,762) [1827,4271) [4271,30557] [762,1827) Count 30000 7 25000 -20000 -15000 -10000 -5000 -[3,243) [243,762) [1827,4271) [4271,30557] [762,1827) Interval Totals. group total [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) 33691
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 Monetary 200 N = 38891 Bandwidth = 10.3 Total spent 2000000 7 1500000 -1000000 -[0,200)[200,750) [750,1800) [1800,4300) [4300,30557] Count 30000 7 25000 -20000 -15000 -10000 -5000 -[4300,30557] [0,200)[200,750) [750,1800) [1800,4300) Interval Totals. group total [0,200) 2425336 2 [200,750) 2475663 3 [750,1800) 1218332 4 [1800,4300) 740083 5 [4300,30557] 408194 Interval Counts. group count [0,200) 31872 [200,750) 7036 3 [750,1800) 1101 4 [1800,4300) 294 5 [4300,30557] 56