

Key Customer Metrics

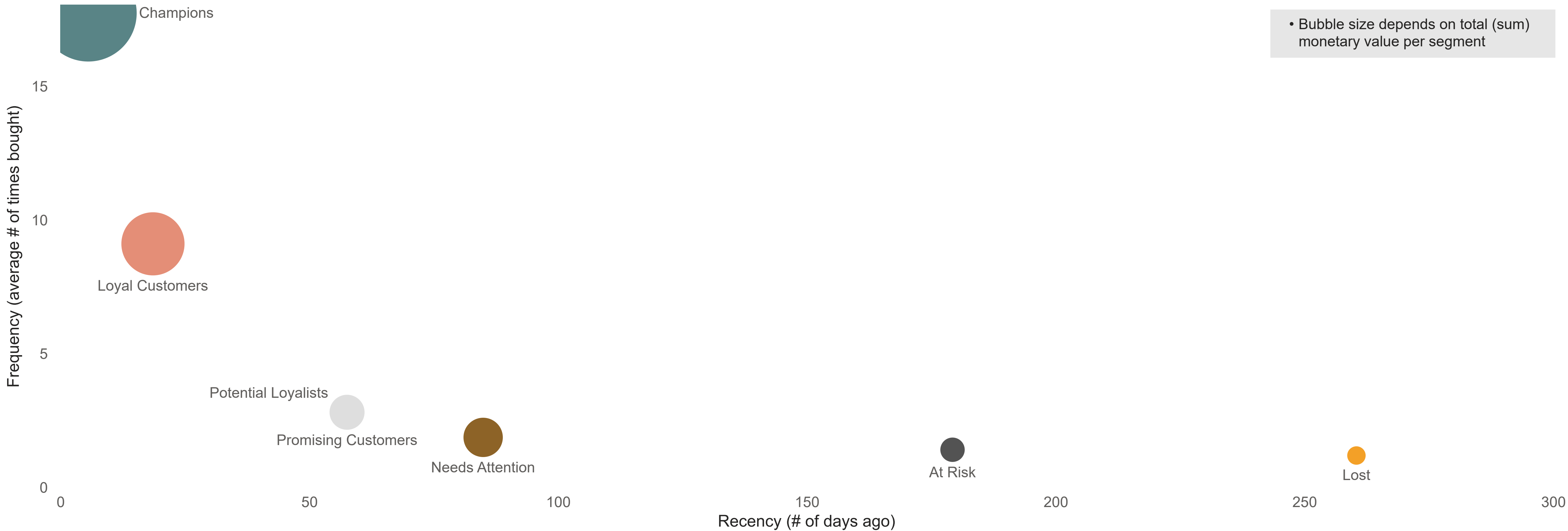
of Customers
4334

Total Sales
\$8M

Average Order Size
\$1.84K

Average RFM score
2.61

Customer segmentation



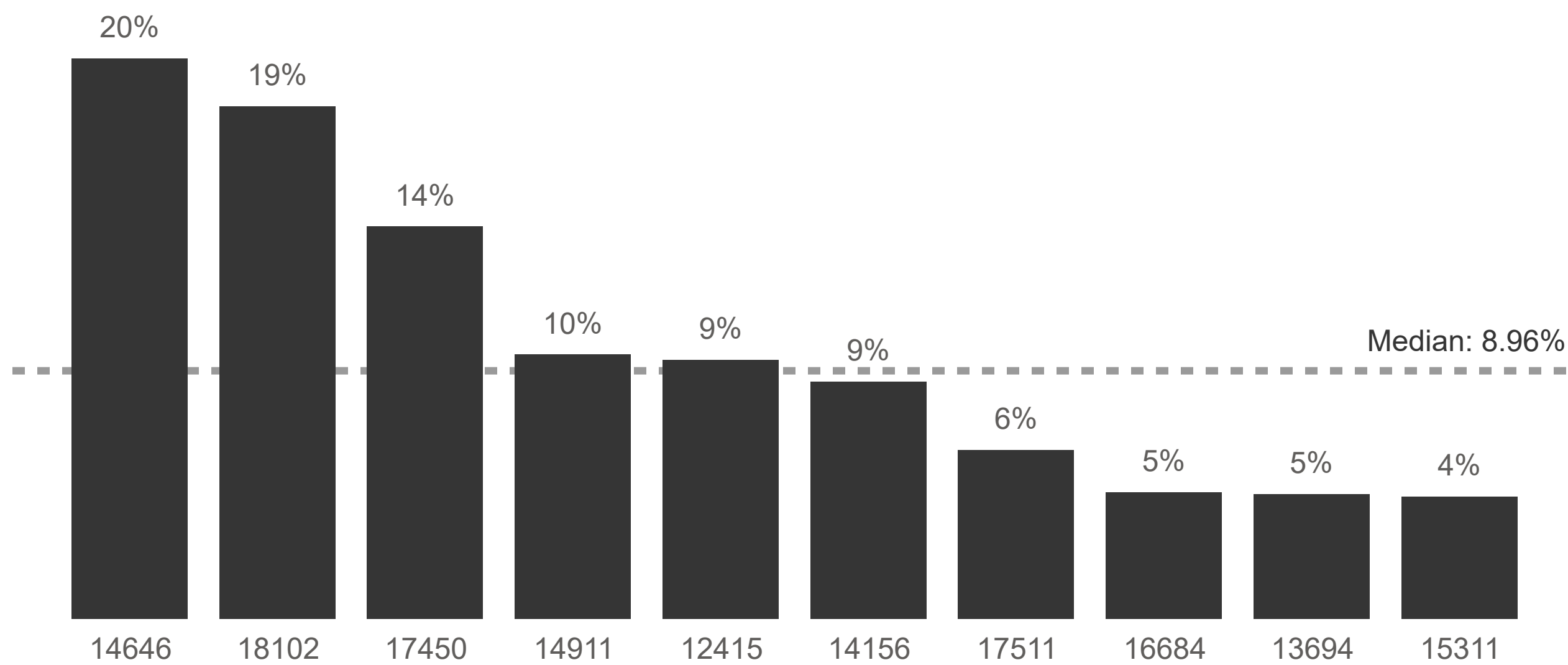
Detailed RFM data

- Country
- ☐ Australia
- ☐ Austria
- ☐ Bahrain
- ☐ Belgium
- ☐ Brazil
- ☐ Canada
- ☐ Channel Islands

• Country filter applies to all pages/visuals except *Insights* and *Recommendations*

RFM Segment	RFM Score (avg)	# of Customers	% of Customers	Recency (avg)	Frequency (avg)
Champions	4.00	485	11%	6	18
Loyal Customers	3.67	453	10%	19	9
Potential Loyalists	3.17	813	19%	42	5
Promising Customers	2.67	443	10%	58	3
Needs Attention	2.17	1101	25%	85	2
At Risk	1.67	549	13%	179	1
Lost	1.33	498	11%	261	1
Total	2.61	4334	100%	90	5

Top 10 customers, insights and recommendations



Insights

- 12% of customers (Champions) generate over 50% of revenue
- The largest segment (25%) is “Needs Attention” with low engagement
- Nearly 24% of customers are at risk or already lost
- Average order size is high (\$1.85K), but frequency is uneven
- The Top 10 customers alone contribute over 12% of total revenue

Recommendations

- Implement a VIP program for champions
- Launch reactivation campaigns for “Needs Attention” and “At Risk”
- Create a key account strategy for Top 1% customers
- Develop a custom engagement plan for "Potential Loyalists"
- Monitor segment movement over time