

The Look Ecommerce Dahboard: RFM Analysis - Overview

Num of Customers

100K

Active Customers

79.92K

Customers Conversion Rate

79.92

Total Revenue

10.79M

Total Transactions

124.526K

Avg Order Value

86.62

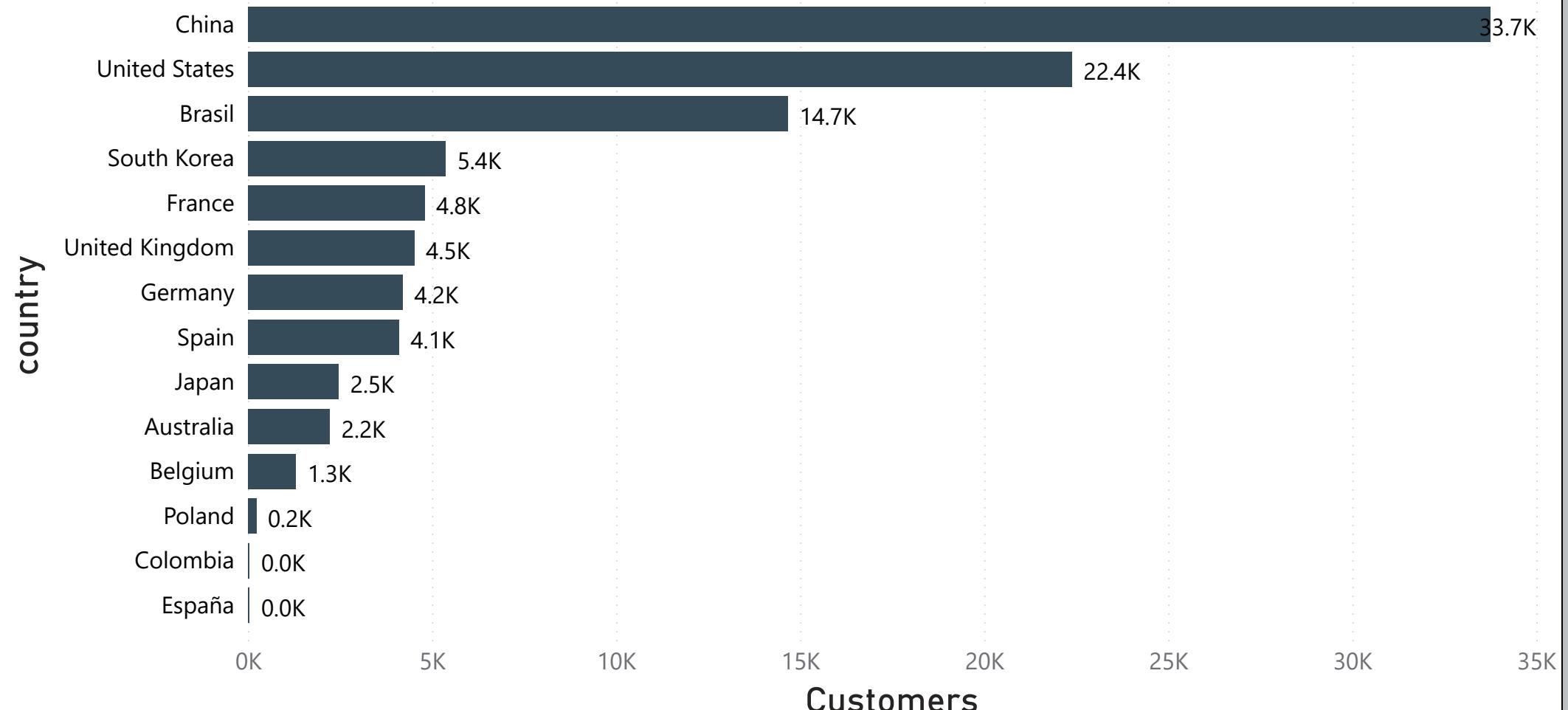
Order Frequency

1.56

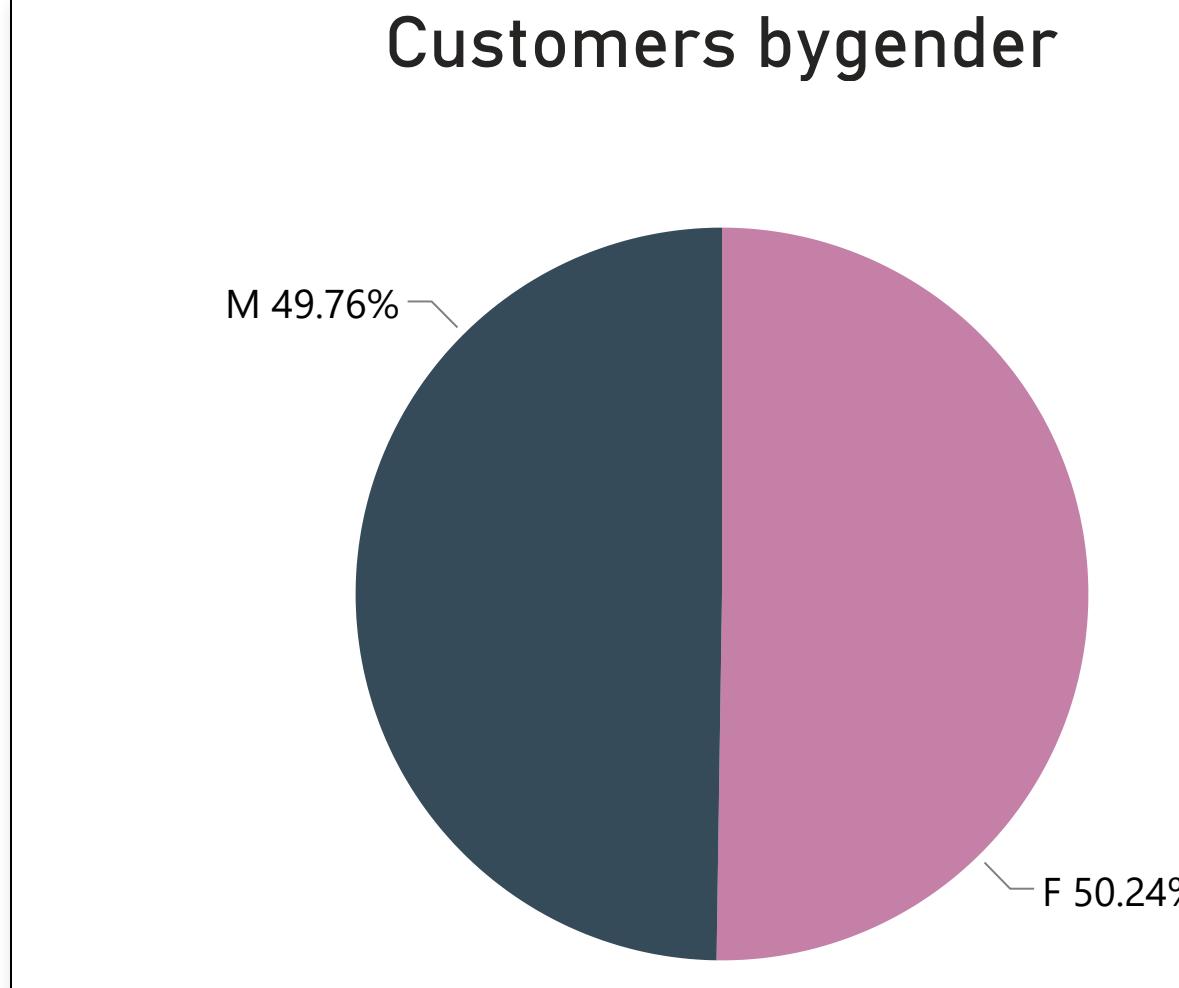
Customers Lifetime Values

134.96

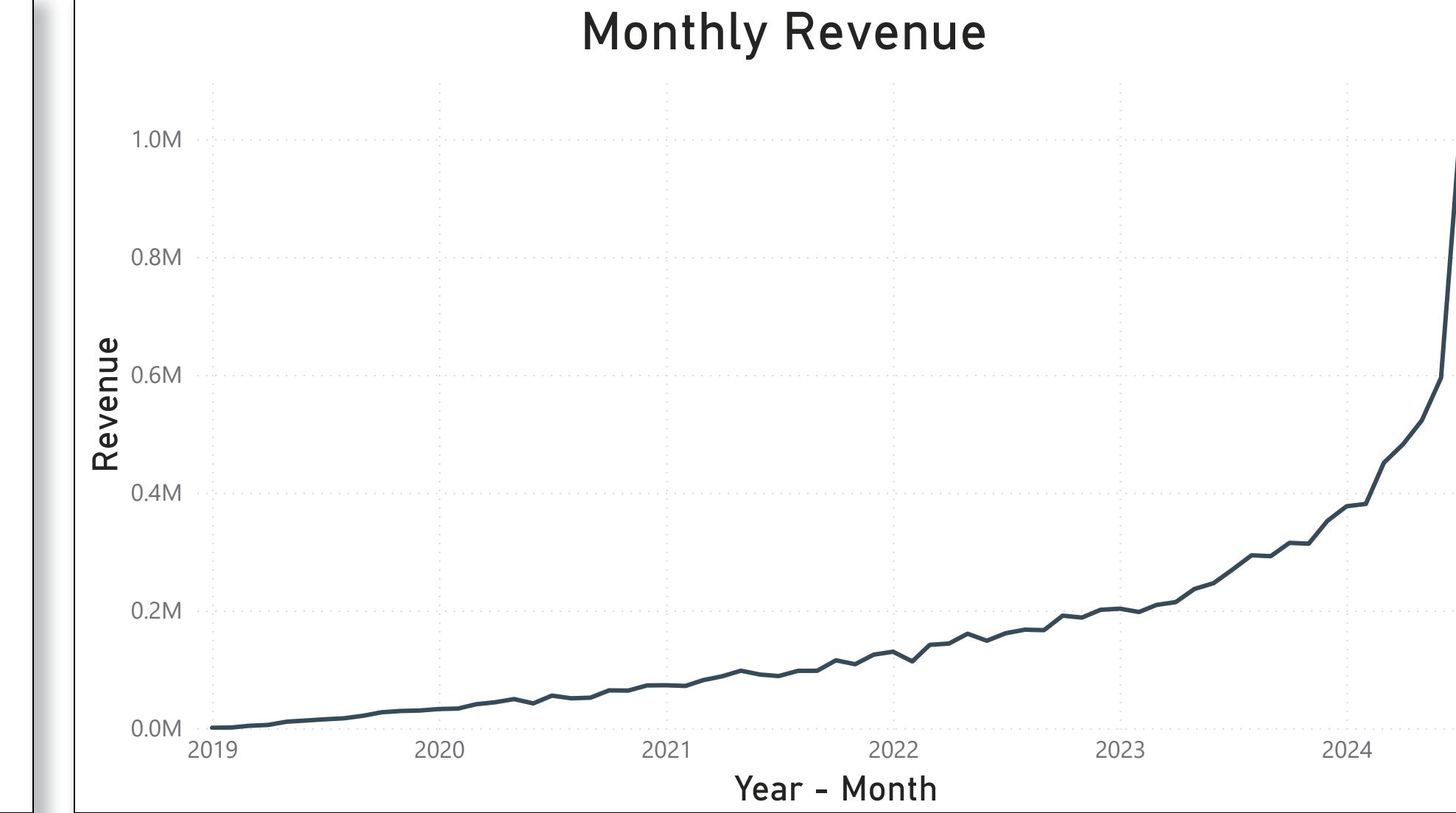
Customers by Country



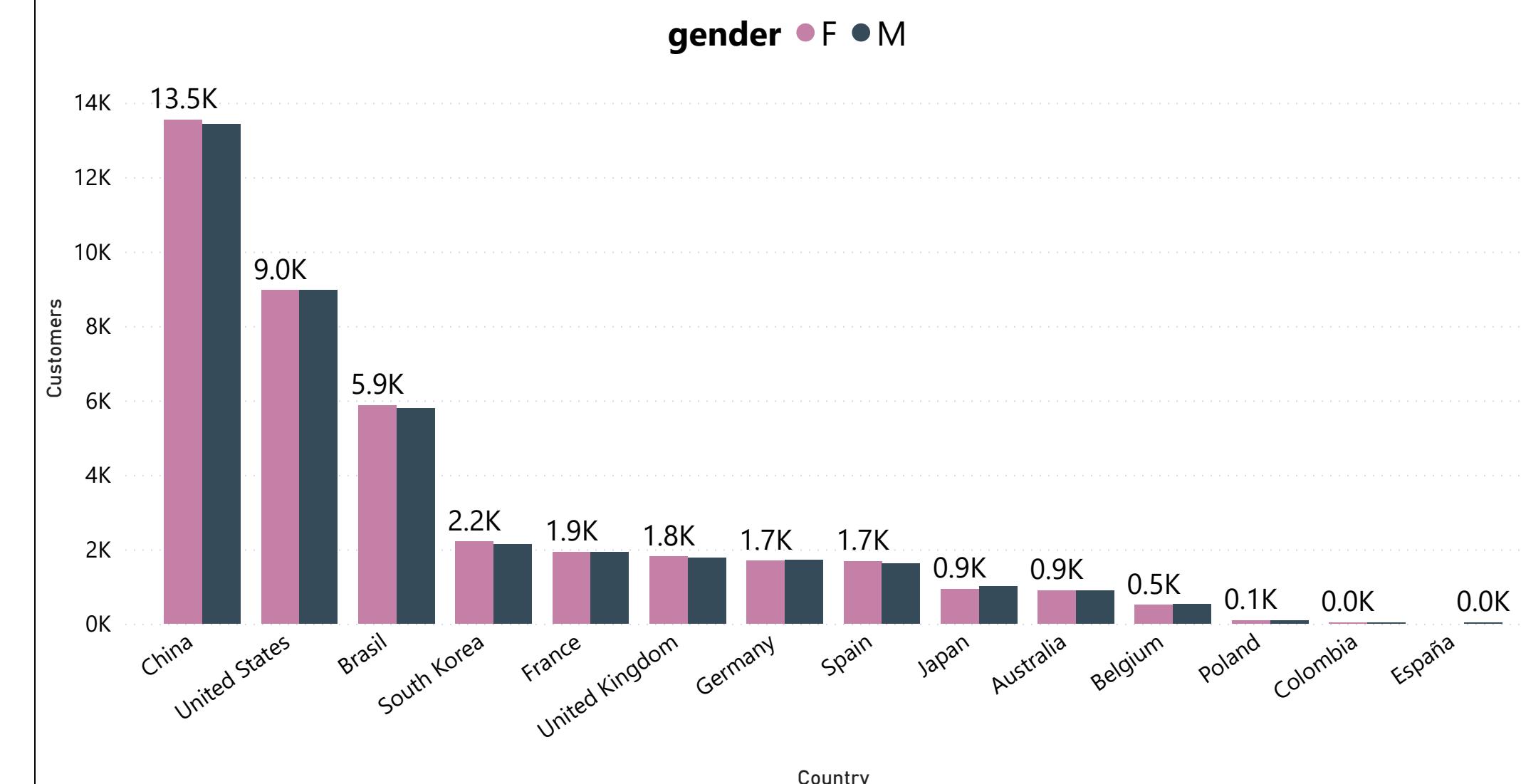
Customers bygender



Monthly Revenue



Active Customers by Country



Monthly Revenue



The Look Ecommerce Dashboard: RFM Analysis - Recency

Earliest Purchasing

Wednesday, January 09, 2019

Latest Purchasing

Saturday, July 27, 2024

Average Recency Score

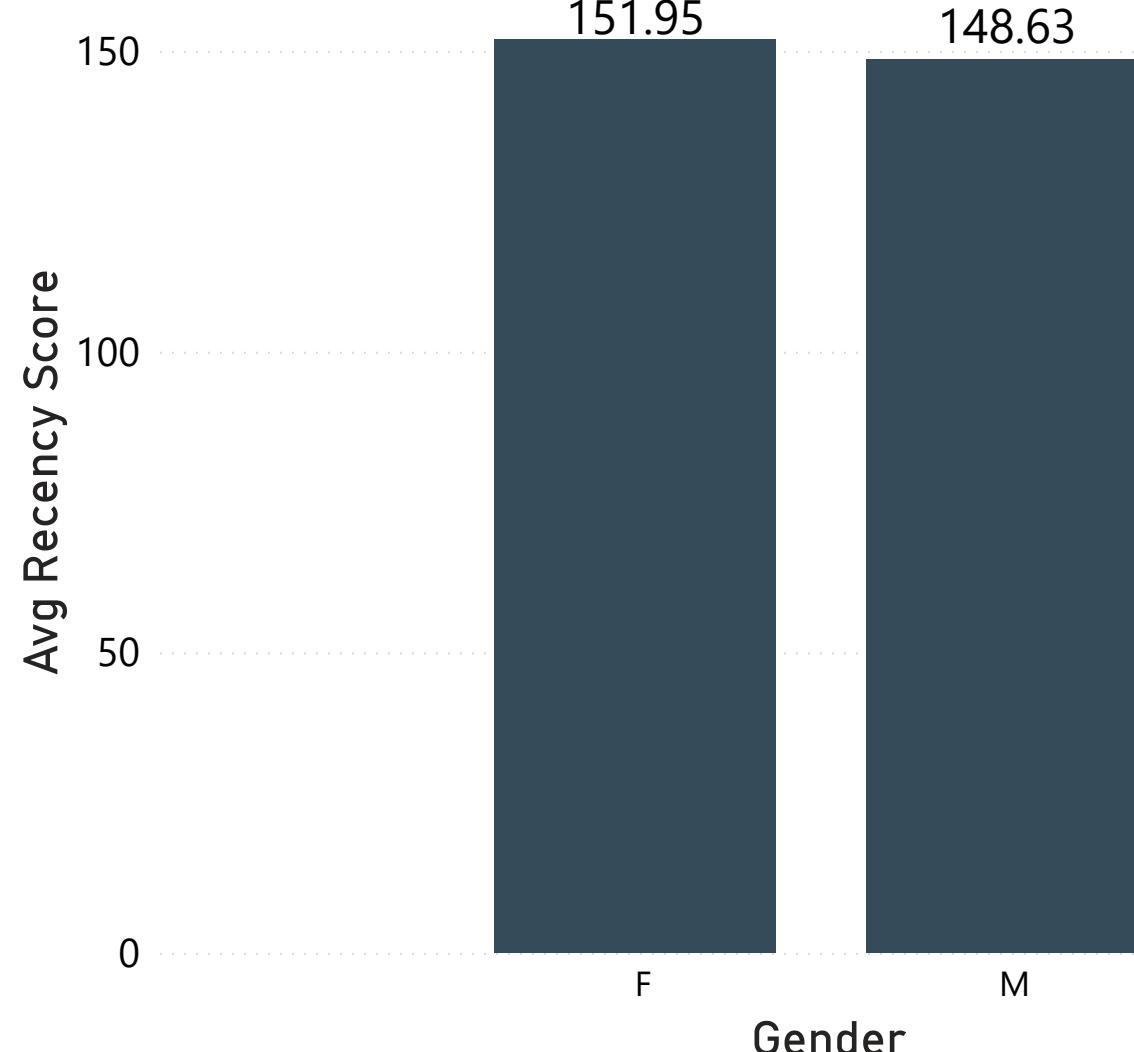
150.30

Average Years Joined

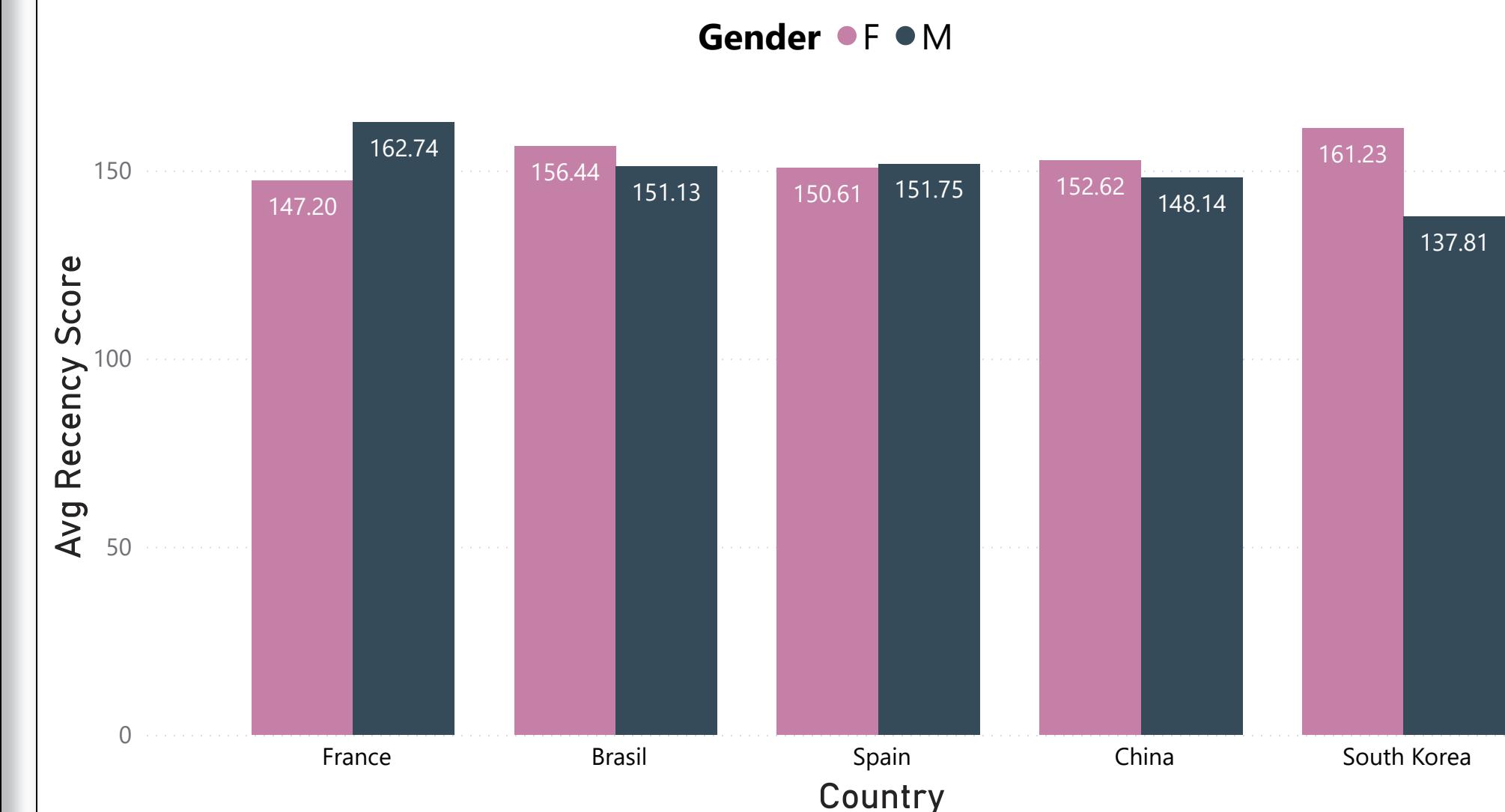
2.62

id	first_name	last_name	country	years_joined	Recency (Days since last purchase)
5	Diane	Hernandez	United States	2	0
6	Brandy	Simmons	China	2	0
7	Charles	Jackson	United States	5	0
8	Julian	Randall	China	2	0
9	Matthew	Bryant	China	3	0
10	Taylor	Hayes	Japan	1	0
12	Monica	Singh	France	4	0
16	Kristin	Patterson	Brasil	1	0
19	Sheri	Webb	Brasil	5	0
26	Andrea	Garcia	France	0	0
29	William	Little	China	3	0
31	Ryan	Moore	Brasil	4	0
42	Donna	Cunningham	China	1	0
47	Jennifer	Simmons	China	1	0
50	James	Wilson	China	2	0
54	Cheryl	Miller	France	0	0
56	Cynthia	Jacobs	China	5	0
57	Ashley	Jones	China	0	0
59	Daniel	Williford	United States	2	0

Average Recency by Gender

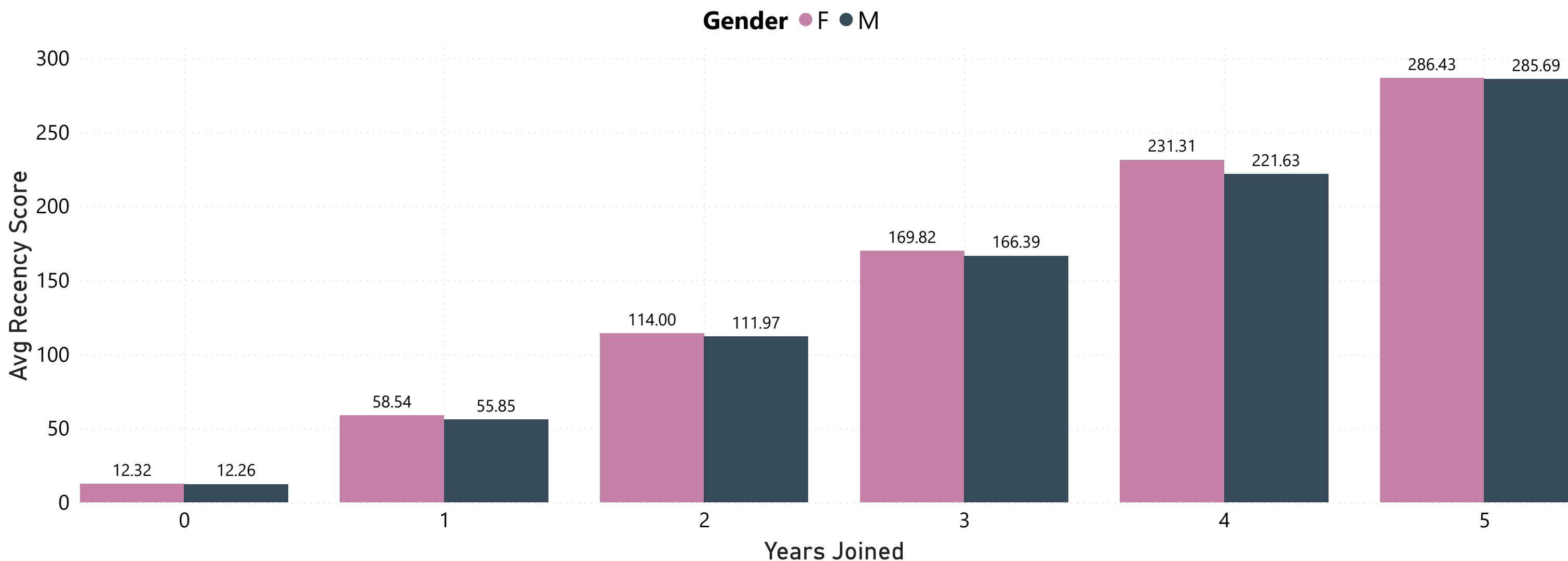


Highest Recency Score (Top 4 Countries)

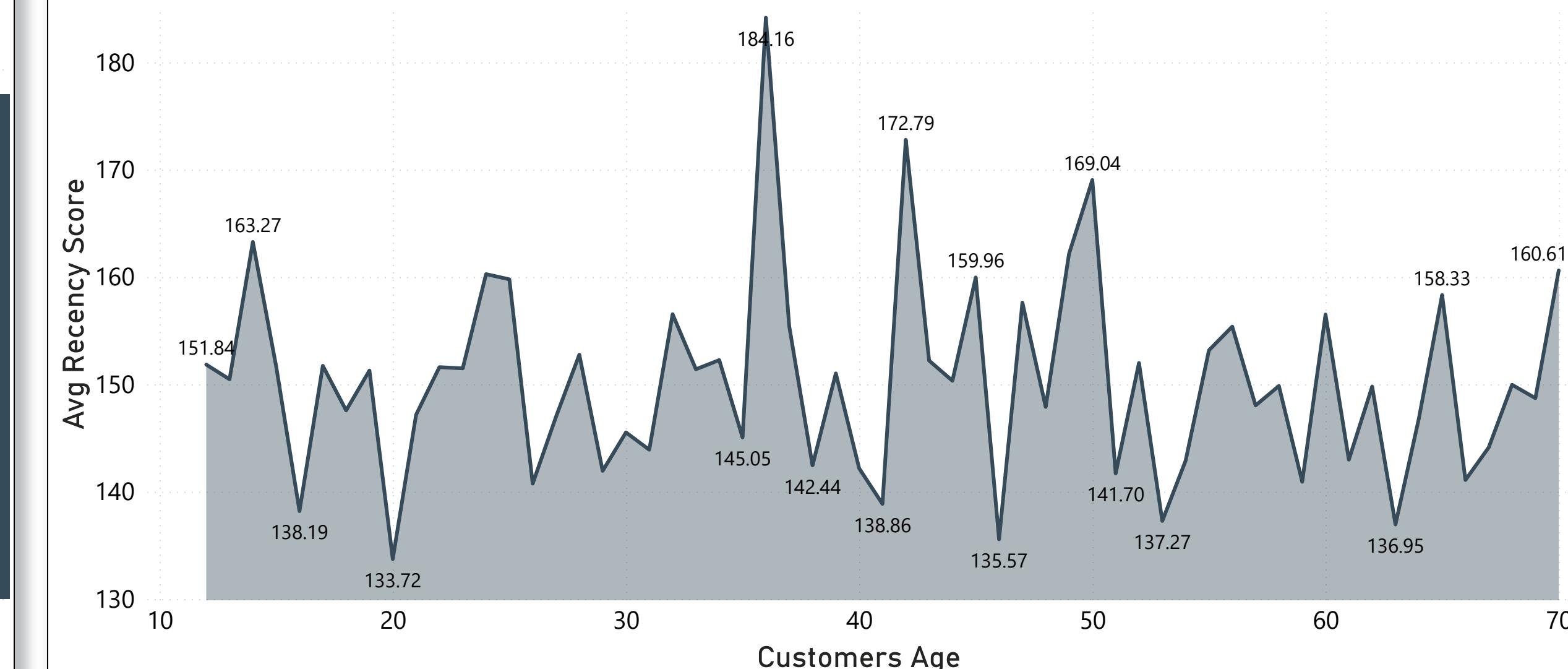


Average Recency by Years Joined

Gender • F ● M



Average Recency Towards Customers Age



The Look Ecommerce Dashboard: RFM Analysis - Frequency

Average of Frequency

1.56

Highest Frequency

4

Lowest Frequency

1

Active Customers

79125

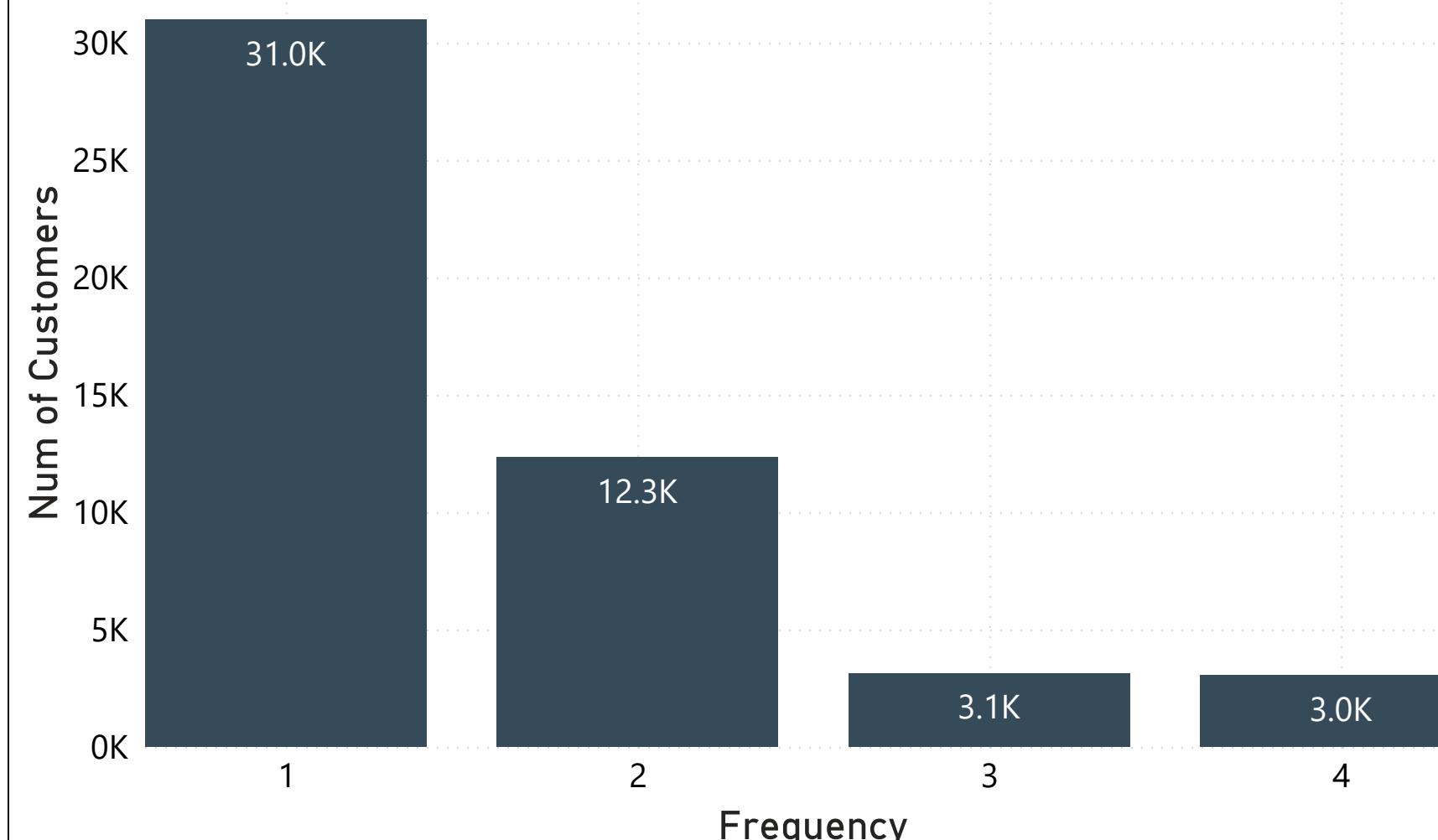
Customers With Multiple Purchases

29544

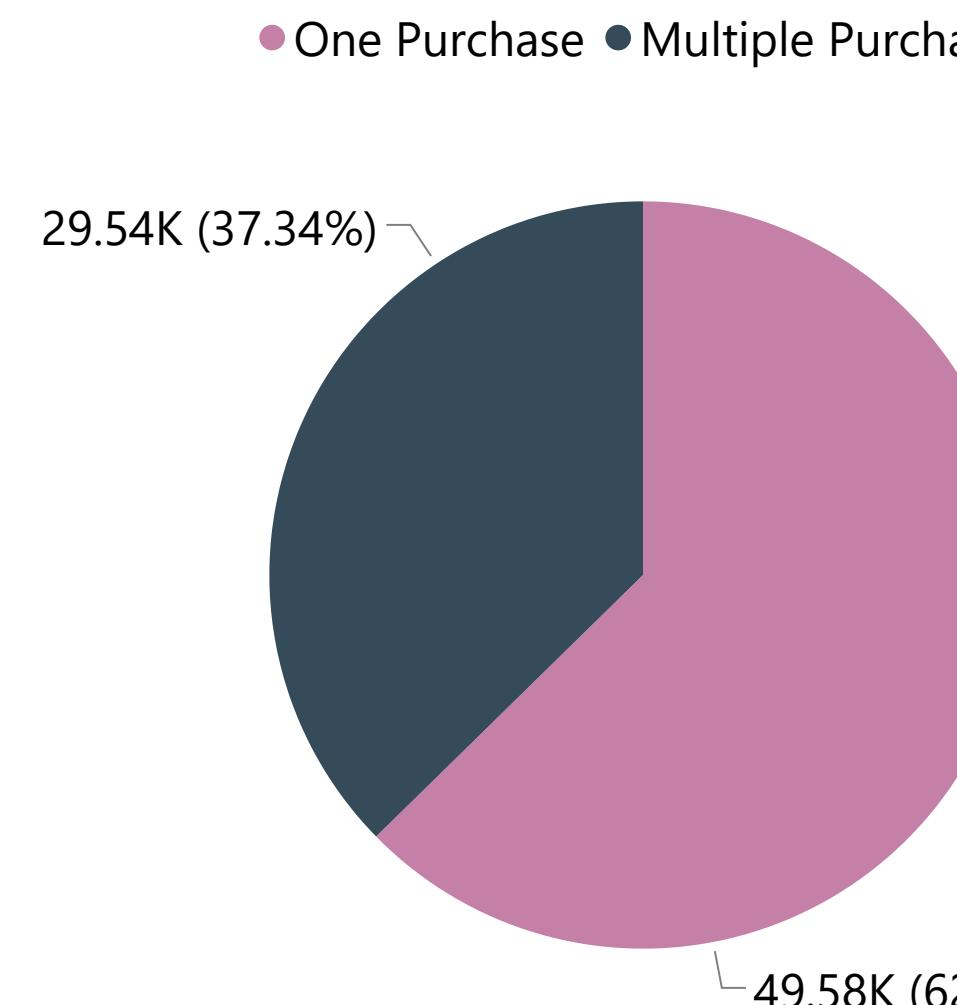
Customers With One Purchases

49581

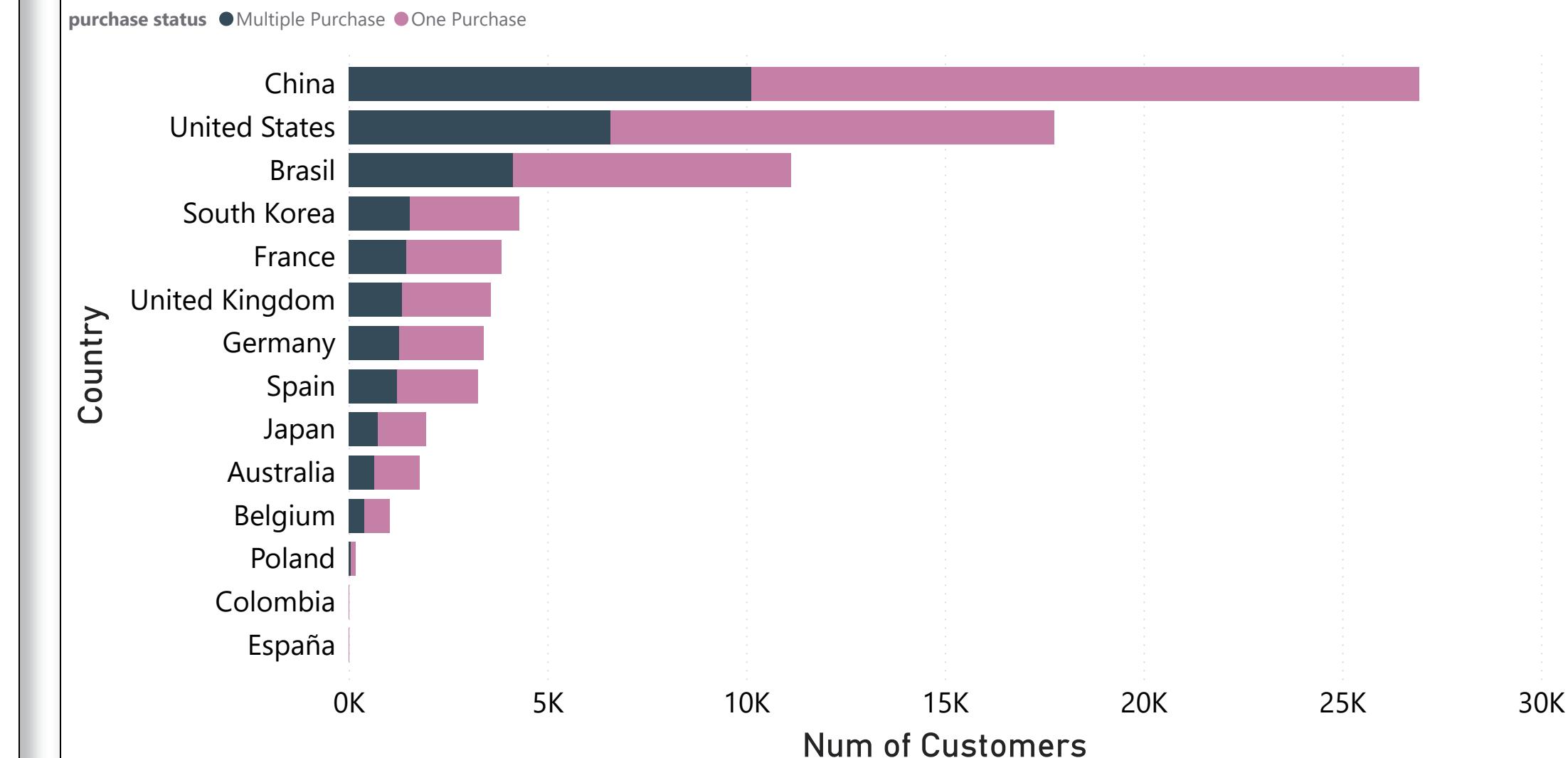
Number of Customers by Frequency



Frequency Status

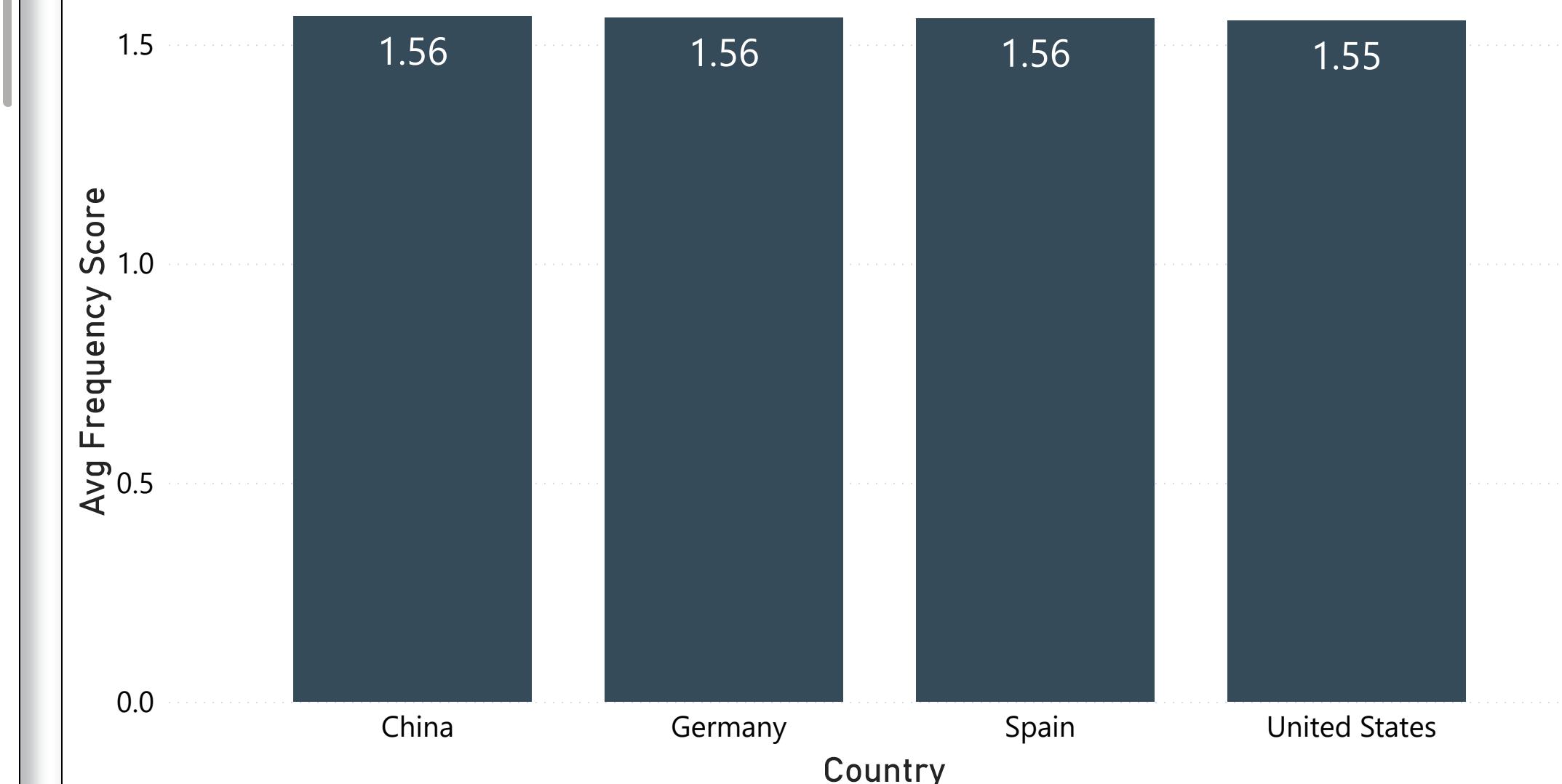


Frequency Status by Country



id	first_name	last_name	Gender	Country	State	city	Years Joined	Frequency
60	Michael	Stephens	M	China	Guangdong	Ningbo	3	4
92	Michael	Ward	M	China	Shandong	Chengdu	5	4
133	Renee	OConnor	F	Brasil	Distrito Federal	Brasília	3	4
166	Amanda	Grant	F	China	Guangdong	Yinchuan	3	4
193	Brandon	Reynolds	M	United States	New York	Valley Stream	3	4
226	Louis	Aguilar	M	China	Inner Mongolia Autonomous Region	Jieyang	3	4
235	Jessica	Jones	F	Brasil	Maranhão	Santa Luzia	2	4
254	Richard	Pollard	M	South Korea	Seoul	Seoul	4	4
272	Rachel	Wade	F	Belgium	Flanders	Sint-Pieters-Leeuw	2	4
284	Joy	Perkins	F	Brasil	Paraná	Prudentópolis	5	4
329	Kimberly	Chavez	F	United States	Alabama	Athens	5	4
336	Lawrence	Rodriguez	M	South Korea	Gyeonggi-do	Hwaseong City	1	4
338	Todd	Young	M	United States	Iowa	Cedar Rapids	1	4
355	Andrew	Black	M	United States	Illinois	Chicago	3	4
370	Billie	Miller	M	France	Nouvelle Aquitaine	Gradignan	2	4

Highest Average Frequency Score (Top 4 Countries)



The Look Ecommerce Dashboard: RFM Analysis - Monetary

Lowest Monetary
0.49

Hghest Monetary
1,727.45

Average Monetary
134.99

Total Monetary
10,681,155.17

id	first_name	last_name	gender	age	country	state	city	years_joined	Monetary
28411	Bradley	Weber	M	36	Brasil	Rio Grande do Norte	Currais Novos	3	1,727.45
79576	Joseph	Kane	M	49	United States	North Carolina	Albemarle	5	1,700.20
21735	Thomas	Malone	M	36	United States	Oklahoma	Stillwater	0	1,669.00
94200	Michael	Snyder	M	25	Germany	Bayern	München	0	1,668.48
79851	Joseph	Miller	M	32	Brasil	Pará	Moru	3	1,489.99
53871	Dale	Bailey	M	31	United States	Pennsylvania	Lancaster	2	1,460.53
87182	Robert	Roth	M	40	South Korea	Gyeonggi-do	Namyangju City	1	1,459.37
75466	Michael	Baker	M	24	China	Jiangxi	Chengdu	3	1,422.49
30145	Gina	Pugh	F	33	United States	Florida	Pompano Beach	1	1,409.05
90339	Thomas	Fowler	M	52	China	Hebei	Dalian	2	1,394.94
59720	Randy	Parks	M	67	United States	Indiana	Evansville	2	1,392.49

