summary(df\_CLV\_v2)

#Packages

install.packages("ggplot2")

install.packages("tidyverse")

install.packages("googledrive")

install.packages("dplyr")

install.packages('rfm')

install.packages("stringr")

install.packages("lubridate")

library("lubridate")

library("googledrive")

library("stringr")

library("ggplot2")

library("tidyverse")

library("tidyr")

library("dplyr")

library("rfm")

#RFM Process

summary(df\_CLV\_v2)

head(df\_CLV\_v2)

analysis\_date <- lubridate::as\_date("2023-01-20")

rfm\_result <- rfm\_table\_order(df\_CLV\_v2, ACCTKEY, Date, RTXN\_AMT, analysis\_date)

rfm\_result

rfm\_heatmap(rfm\_result)

rfm\_bar\_chart(rfm\_result)

summary(rfm\_result)

#Saving CSV File

file\_path <- file.path(Sys.getenv("HOME"), "Downloads")

# Set the file name for your CSV file

file\_name <- "rfm\_result.csv"

# Write the data to a CSV file in the Downloads folder

write.csv(rfm\_result, file.path(file\_path, file\_name), row.names = FALSE)

# Plot Chart

rfm\_rfm\_score\_plot(rfm\_result)

#Turning RFM Result into data frame

rfm\_result$rfm

rfm\_results\_df <- as.data.frame(rfm\_result$rfm)

#Saving CSV File

file\_path <- file.path(Sys.getenv("HOME"), "Downloads")

# Set the file name for your CSV file

file\_name <- "rfm\_result\_df.csv"

# Write the data to a CSV file in the Downloads folder

write.csv(rfm\_results\_df, file.path(file\_path, file\_name), row.names = FALSE)

#Segmentation

segment\_names <- c("Champions", "Loyal Customers", "Potential Loyalist",

"New Customers", "Promising", "Need Attention", "About To Sleep",

"At Risk", "Can't Lose Them", "Lost")

recency\_lower <- c(4, 2, 3, 4, 3, 2, 2, 1, 1, 1)

recency\_upper <- c(5, 5, 5, 5, 4, 3, 3, 2, 1, 2)

frequency\_lower <- c(4, 3, 1, 1, 1, 2, 1, 2, 4, 1)

frequency\_upper <- c(5, 5, 3, 1, 1, 3, 2, 5, 5, 2)

monetary\_lower <- c(4, 3, 1, 1, 1, 2, 1, 2, 4, 1)

monetary\_upper <- c(5, 5, 3, 1, 1, 3, 2, 5, 5, 2)

rfm\_segment(rfm\_result, segment\_names, recency\_lower, recency\_upper,

frequency\_lower, frequency\_upper, monetary\_lower, monetary\_upper)

segments <- rfm\_segment(rfm\_result, segment\_names, recency\_lower, recency\_upper,

frequency\_lower, frequency\_upper, monetary\_lower, monetary\_upper)

#Saving CSV file

file\_path <- file.path(Sys.getenv("HOME"), "Downloads")

# Set the file name for your CSV file

file\_name <- "segments.csv"

# Write the data to a CSV file in the Downloads folder

write.csv(segments, file.path(file\_path, file\_name), row.names = FALSE)

#Plot Charts

rfm\_plot\_median\_recency(segments)

rfm\_plot\_median\_frequency(segments)

rfm\_plot\_median\_monetary(segments)