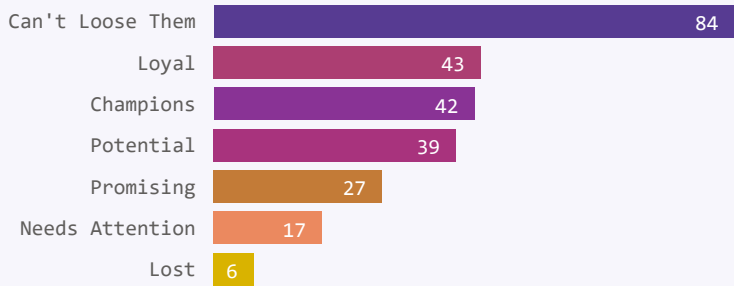


Customer Segmentation | RFM Analysis for Target Marketing Strategies

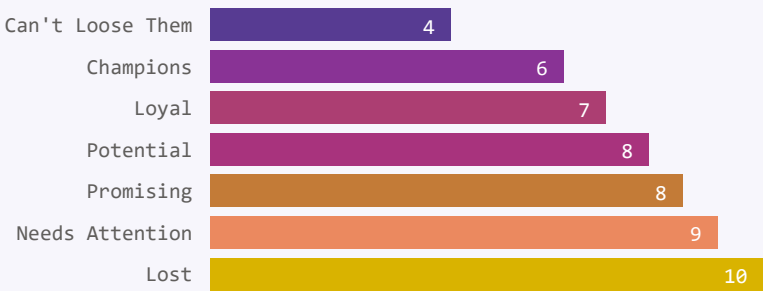
RFM stands for Recency, Frequency and Monetary value.
RFM analysis is customer segmentation analysis based on their last purchase, how often they purchased and how much they spent each time.

Customers	Revenue	Profit	Profit ratio
2447	15.14M	7.53M	49.74%

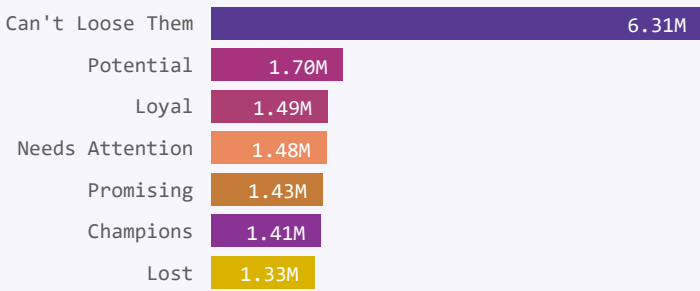
Days since last purchase (average per customer)



No. orders last 365 (average per customer)

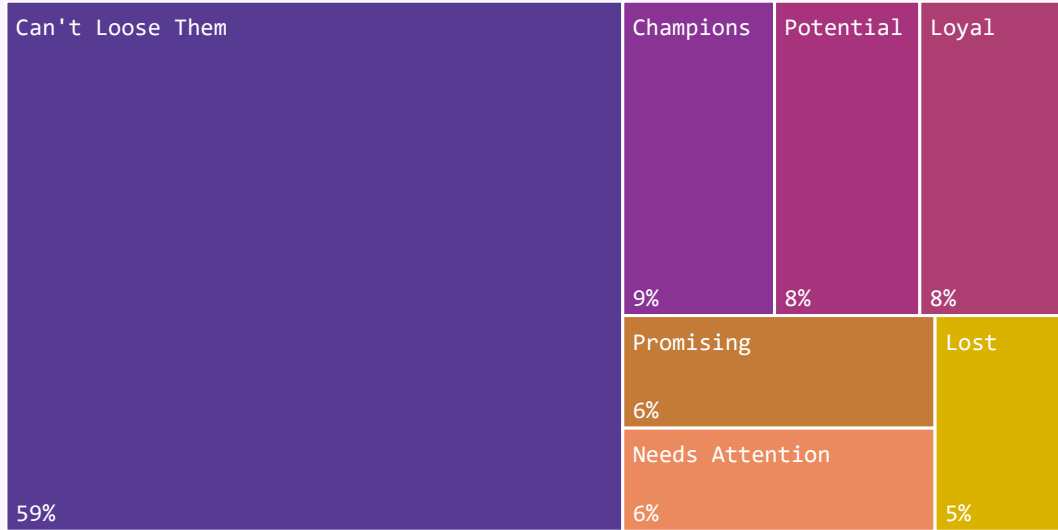


Revenue last 365 days (average per customer)



Percentage of Customer per segment | with RFM Analysis

Can't Loose Them Champions Potential Loyal Promising Needs Attention Lost



Customer list

customer_id	Recency	Frequency	Monetary	RFM_Score	Profit
3292	301	1	60.34	15	15.08
2274	55	2	142.98	13	35.74
922	188	1	569.56	15	41.13
3189	56	2	200.70	13	50.18
2423	59	1	202.62	14	50.66
2855	39	2	255.35	13	63.83
872	171	1	290.62	15	75.48
1975	108	2	661.42	15	79.16
78	211	2	1,139.12	15	82.26
301	93	2	361.78	14	89.71
1920	69	1	360.40	14	90.10
754	210	2	814.03	15	93.01
751	130	2	386.48	15	96.62
1325	82	1	416.98	14	104.24
1284	78	3	418.81	14	106.50
1204	200	1	235.63	15	110.56
3392	74	1	574.64	14	114.93
2089	147	2	477.32	15	119.32
3396	71	2	586.65	14	119.73
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