

Segmentation Customer with RFM (Recency, Frequency, and Monetary) Analysis

Choose Year

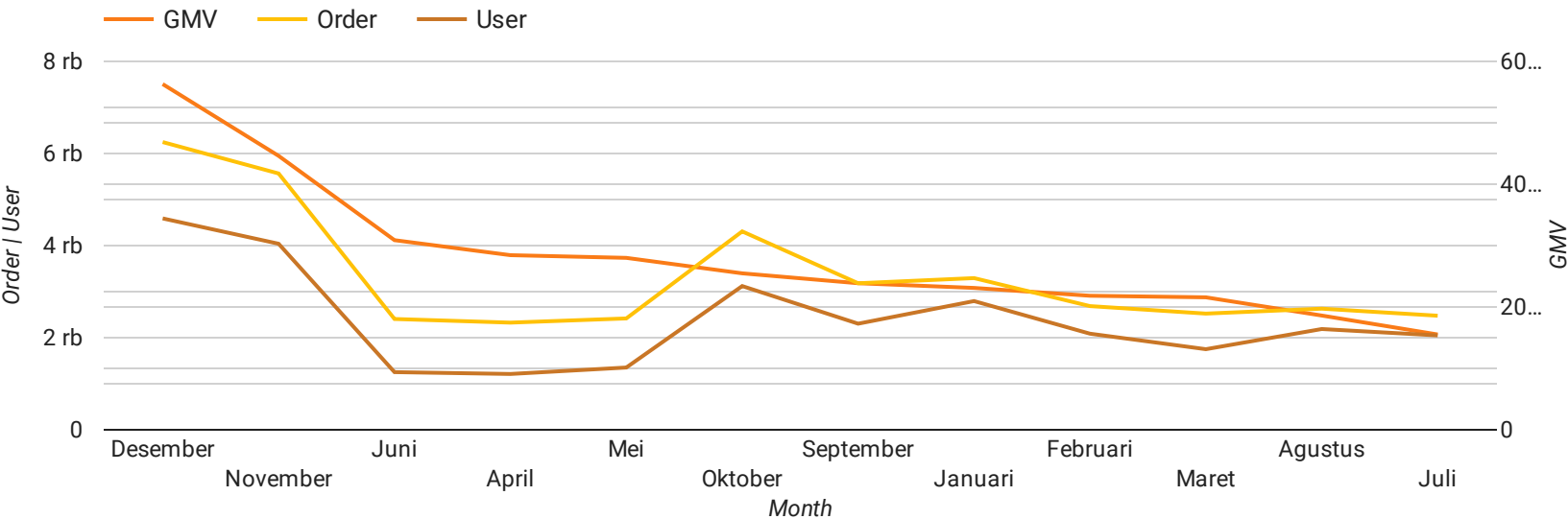
Total Unique Order
39.153

Total GMV
338,2 M

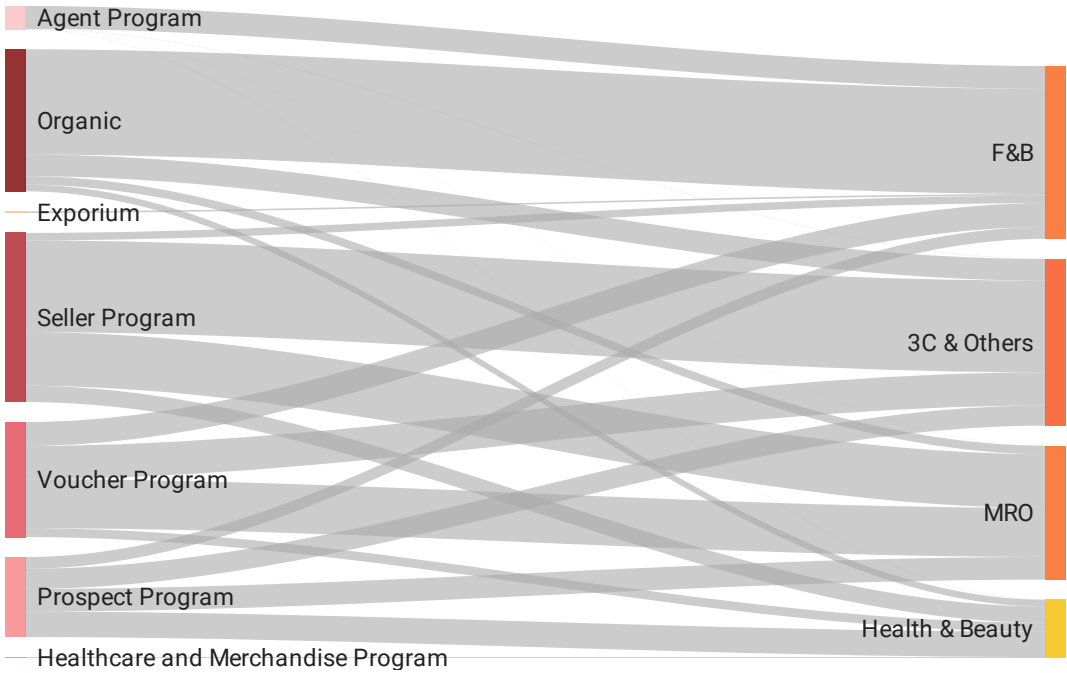
Total Transacted User
19.708

Success Order Rate
97,35%

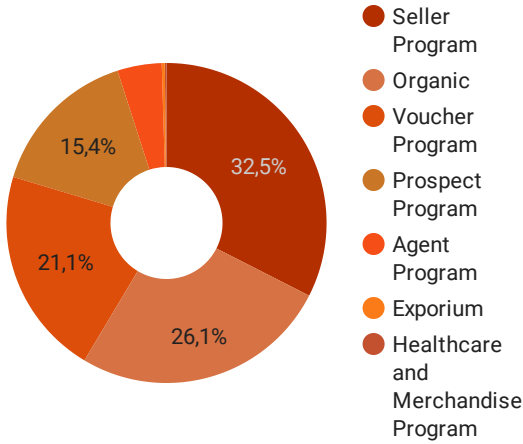
Order Trend



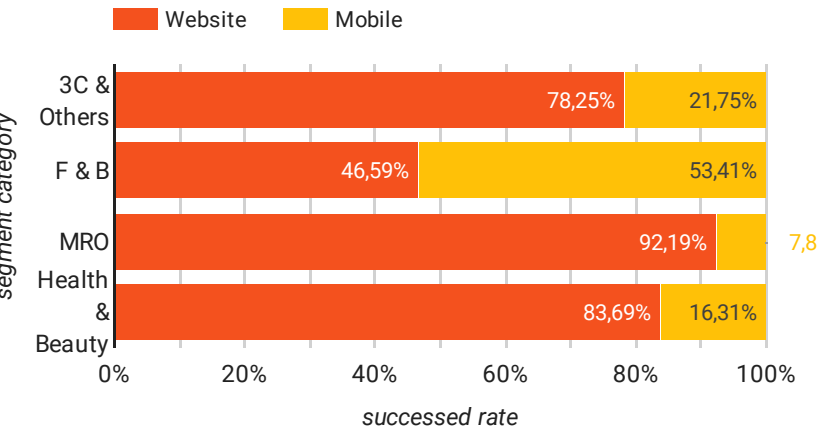
GMV Channels x Segment



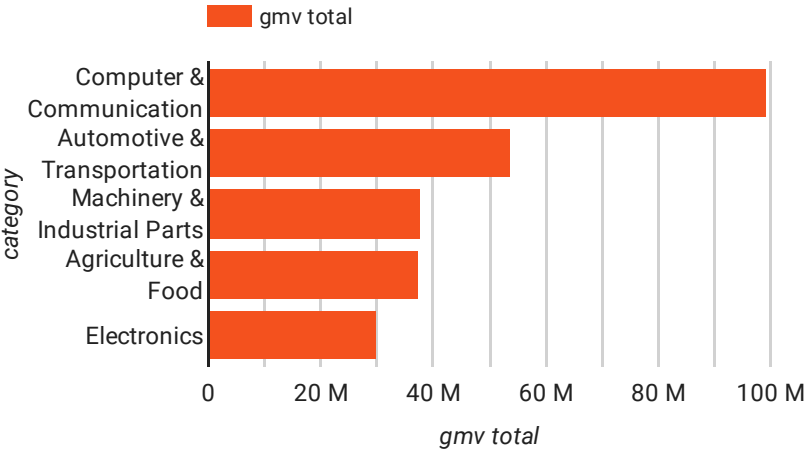
Succesed Order Rate by Channel



Succesed Order Rate by Platform Source Class



Top 5 Category by GMV



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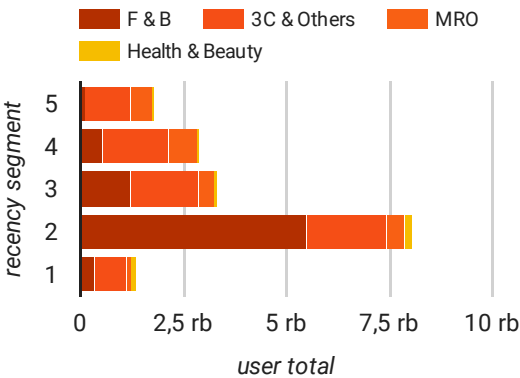
Category Performance

category	total order	total gmV	total user	succesed rate
Agriculture & Food	12.699	37.301.694.149,5	9.956	96,45%
Computer & Communication	7.631	99.293.203.798	3.202	98,7%
Automotive & Transportation	4.486	53.665.409.773	1.944	99,31%
Machinery & Industrial Parts	4.282	37.656.649.220	2.055	98,81%
Electronics	3.061	29.997.490.532	1.305	98,69%
Health & Medical	2.257	21.321.178.709	789	96,5%
Beauty, Sport & Fashion	2.136	27.521.457.748,5	698	92,79%
Building Materials	1.319	8.460.408.811	693	98,86%
Furnitures & Decorations	1.117	12.428.399.657	717	95,08%
Office & Store Supplies	538	3.149.029.711	436	86,99%
Horeca	320	5.108.553.050	235	97,81%
Services	219	2.321.529.600	178	94,98%

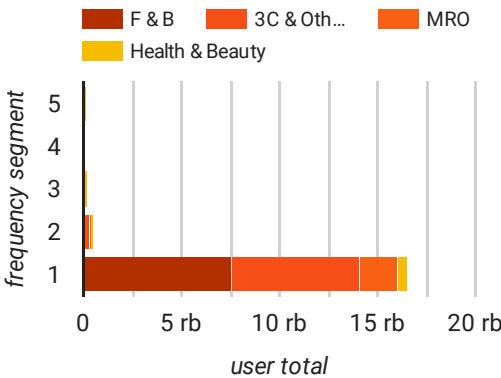
Recency Segmentation

A-Z

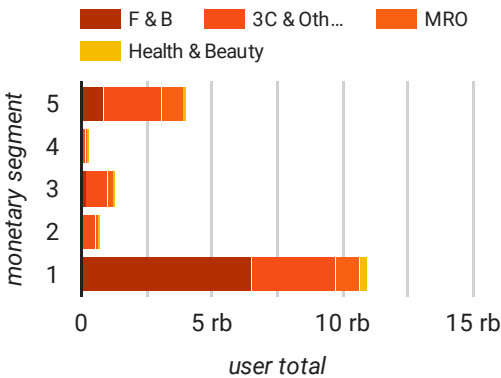
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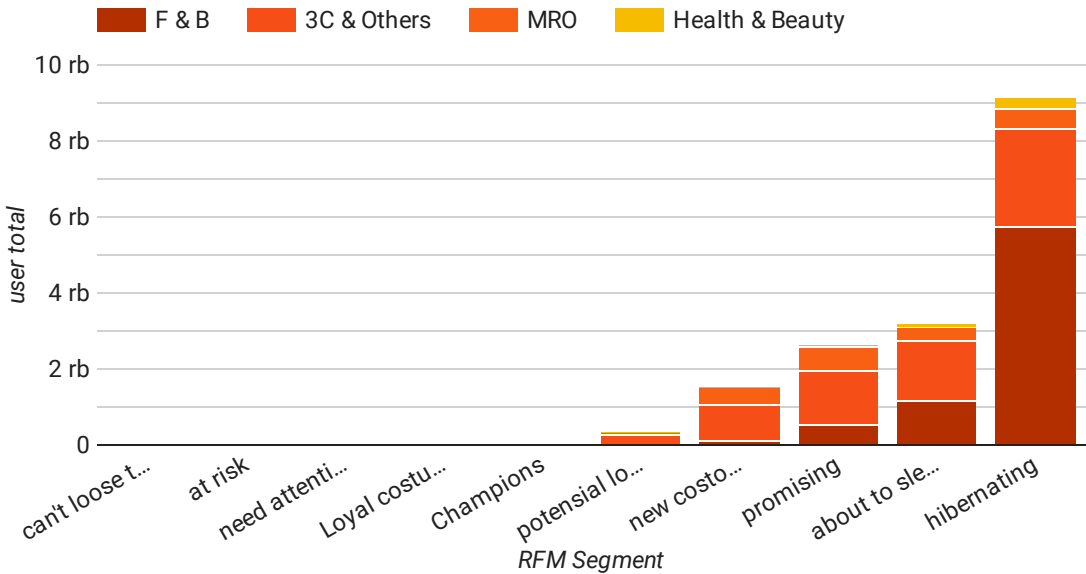
Frequency Segmentation



Monetary Segmentation



RFM Segmentation



Masing-masing segmentasi RFM kami kategorikan sebagai berikut:

5 = Very High
4 = High
3 = Average
2 = Low
1 = Very Low