CUSTOMER SEGMENTATION OVERVIEW

| Overview | Insights |

Segment

All ▾

Recency (Days)

0 | 772

Monetary ($)

$0.00 | $109,312.64

Total Customers
99441

Total Revenue
$21M
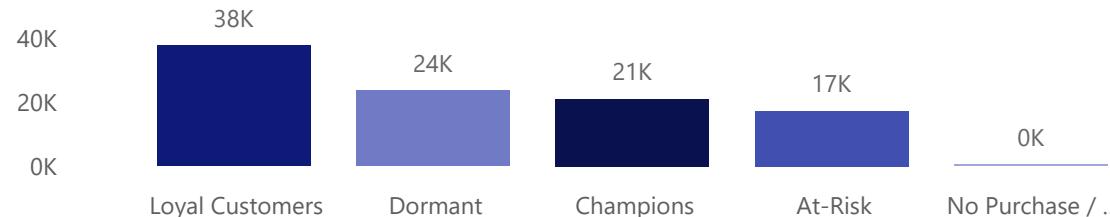
Avg Monetary
$206

Avg Recency
290 days

Customer Count by Segment
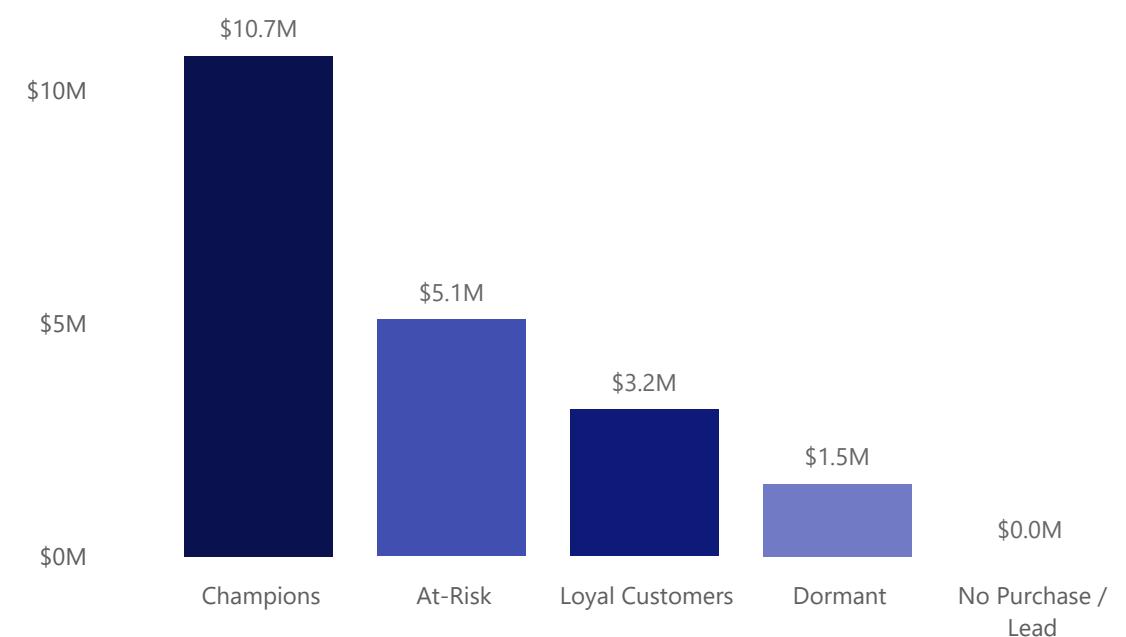
Loyal Customers has the highest customer count of 37625 customers

Total Revenue by Segment

Champions generates the highest revenue of $10,742,946

Segment Overview Table

segment_label	Total Customers	Avg Monetary
Loyal Customers	37625	$84
Dormant	23597	$66
Champions	20904	$514
At-Risk	17311	$294

Champions deliver the highest value at $514 average spend largest segment

SEGMENT INSIGHTS & ANALYSIS

Overview | **Insights**

Segment
All

Recency (Days)
0 | 772

Monetary ($)
$0.00 | $109,312.64

Total Customers
99441
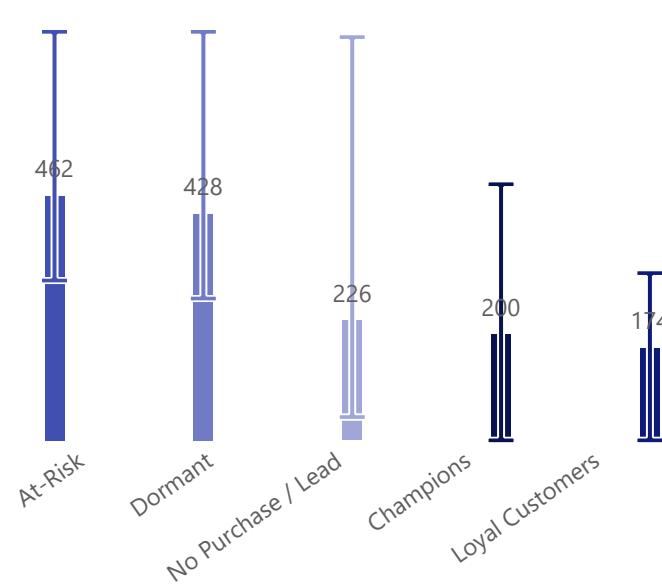
Avg Monetary
$206
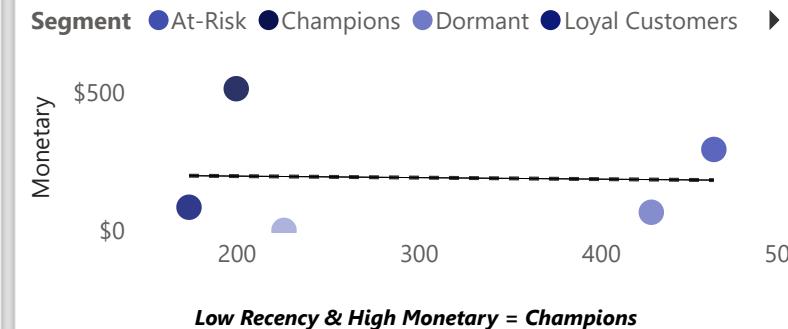
Avg Recency
290 days

Average Recency by Segment

At-Risk: 462
Dormant: 428
No Purchase / Lead: 226
Champions: 200
Loyal Customers: 174

Top segment: At-Risk with average recency of 462 days

Recency vs Monetary: Behavioral Scatter Analysis

Segment ● At-Risk ● Champions ● Dormant ● Loyal Customers ▶

Low Recency & High Monetary = Champions
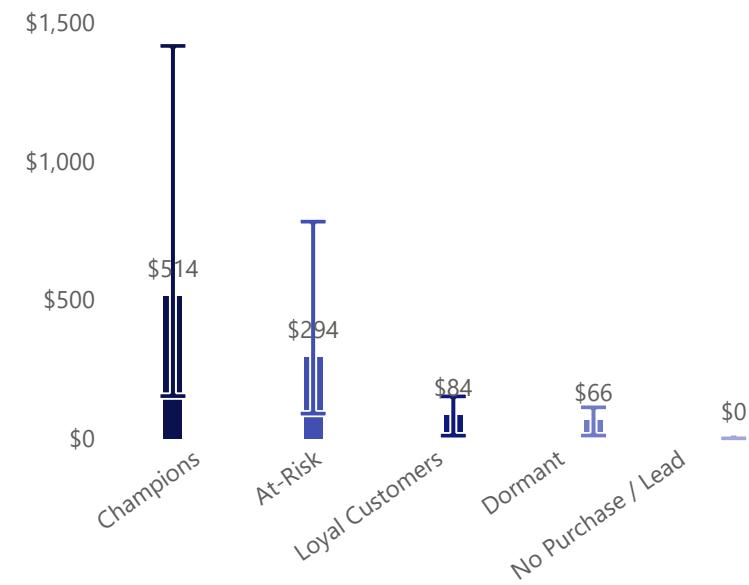
RFM Segment Matrix

Cluster	Count of customer_id	Average of monetary	Avera
⊞ 2	20904	$513.92	
⊞ 0	17311	$293.57	
⊞ 1	37628	$83.78	
⊞ 3	23598	$65.61	

Cluster 2 delivers the highest value at $514 average spend with an average recency of 200 days, despite being fewer in number.

Average Monetary by Segment

Champions: $514
At-Risk: $294
Loyal Customers: $84
Dormant: $66
No Purchase / Lead: $0

Top segment: Champions with average monetary of $514