

Total Customers

1K

Average Recency Value

606.94

Average Monetary Value

~~₱~~179.89

Average Frequency Value

1.20

Segment

At Risk

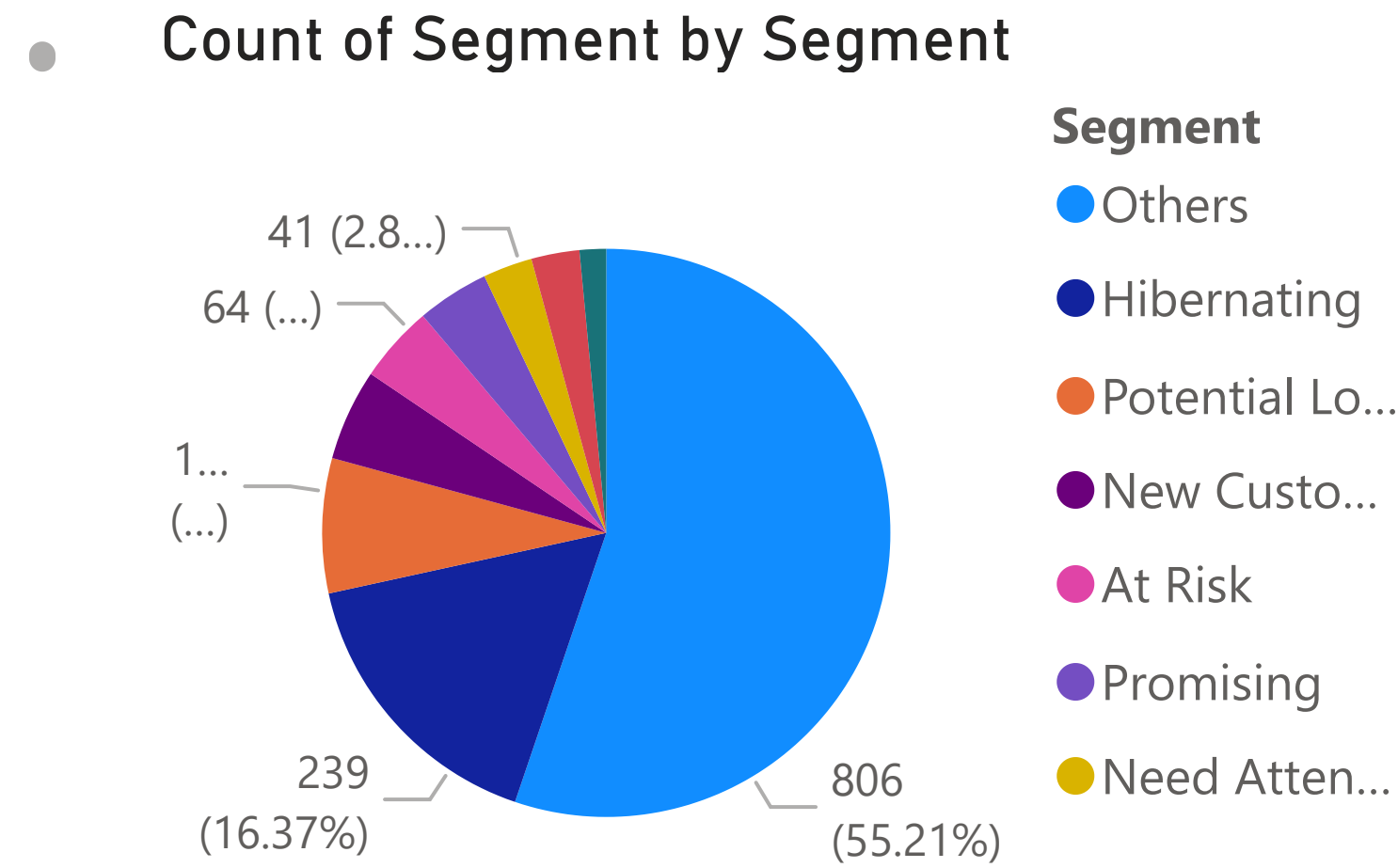
Champion

Hibernating

Loyal Customers

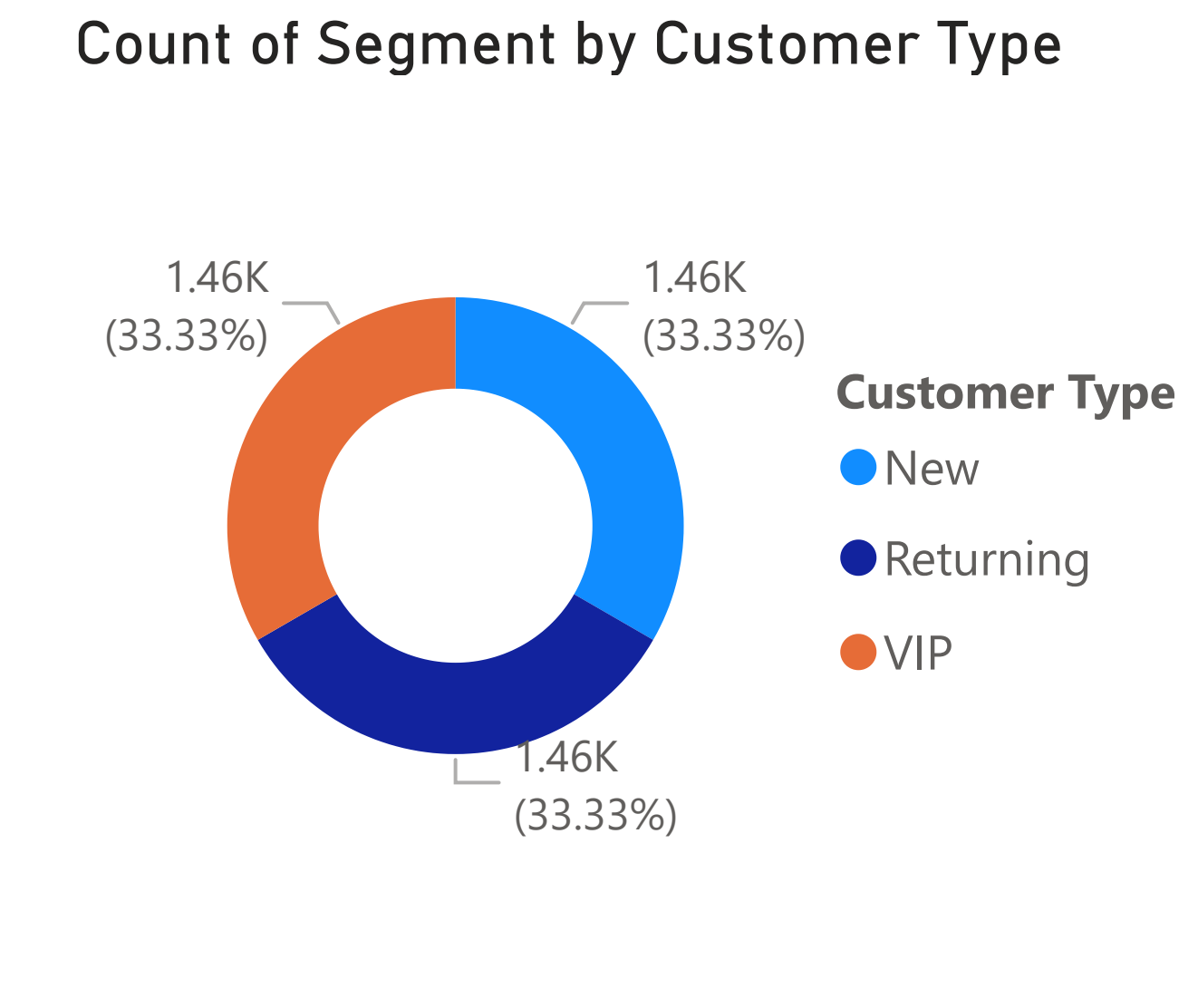
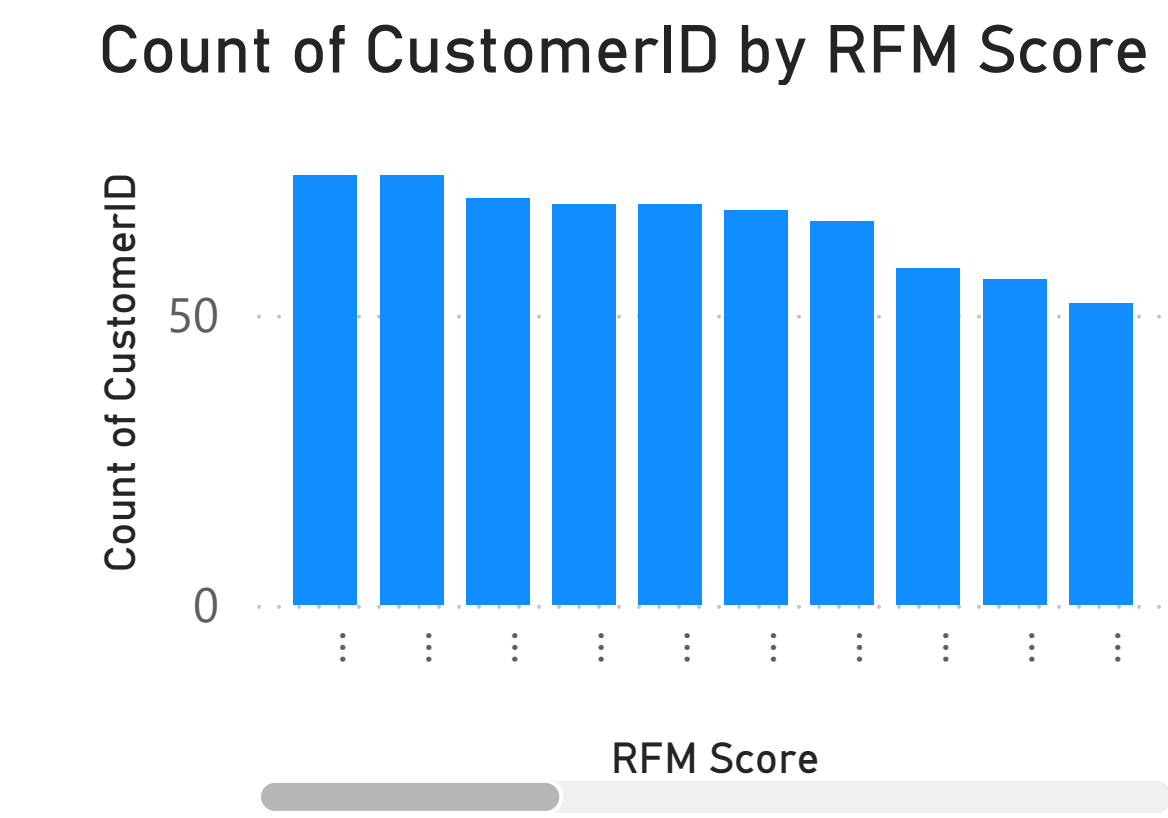
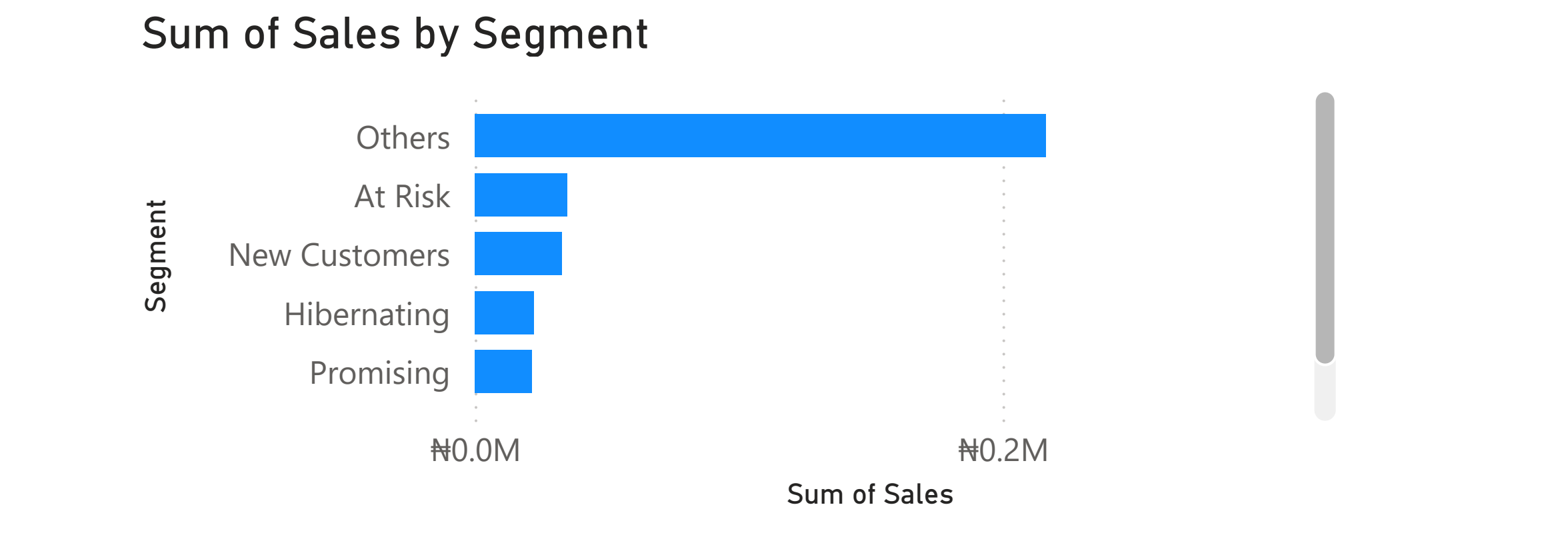
Need Attention

CustomerID	Recency	Frequency	Monetary	Segment
CUST001		1184		At Risk
CUST001		1184		Champion
CUST001		1184		Hibernating
CUST001		1184		Loyal Customers
CUST001		1184		Need Attention
CUST001	466	1184	₱50	New Customers
CUST001		1184		Others
CUST001		1184		Promising
Total	429	1184	₱183.5946	



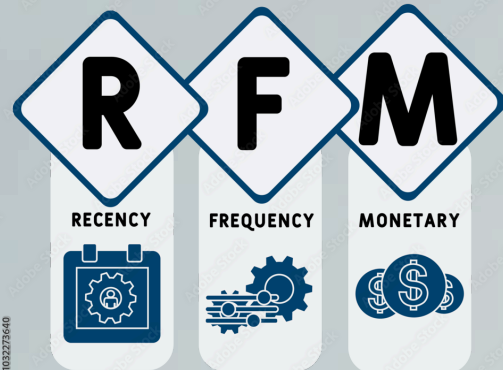
Year, Month, Weekday

2023





# RFM Analysis Report



₱576.8K

Total Revenue

1200

Total Customers

321

Average RFM Score

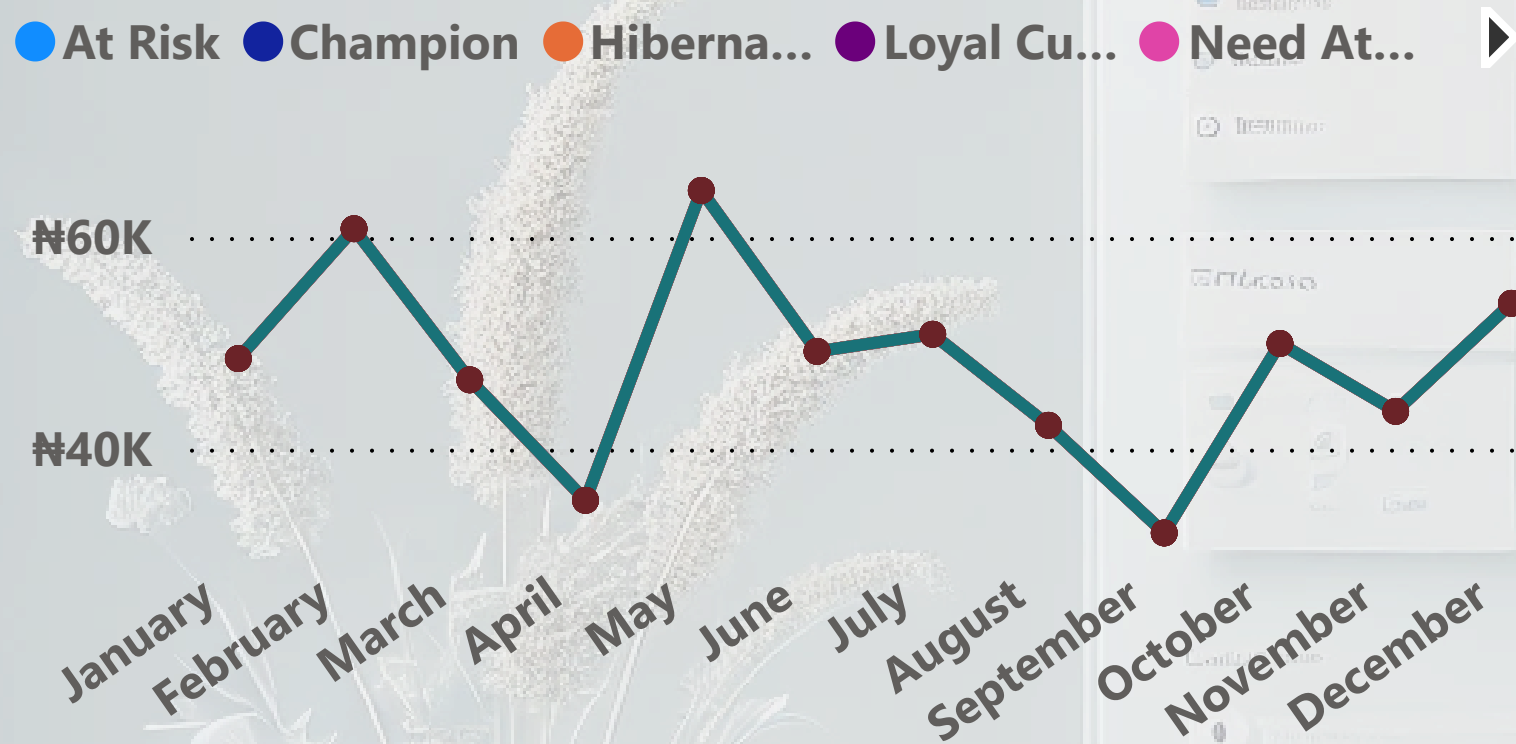
1.20

Average frequency

606.94

Average Recency

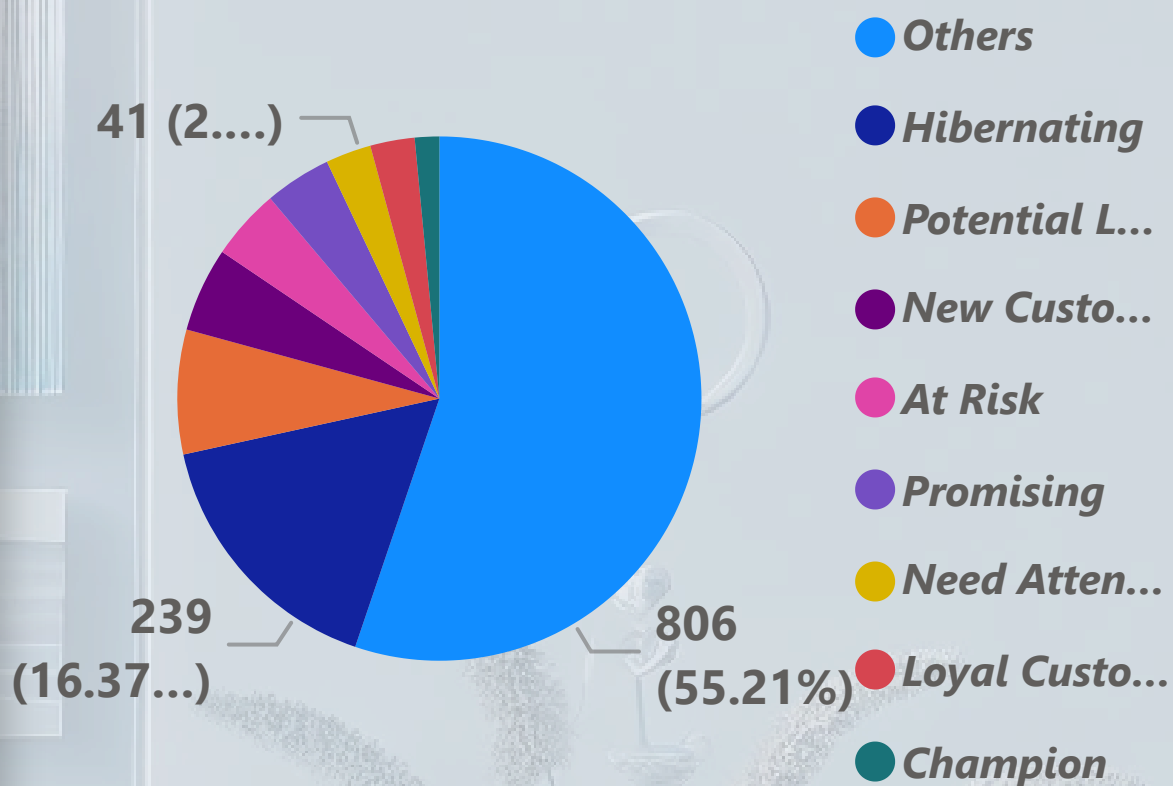
## Sales Trend by Months



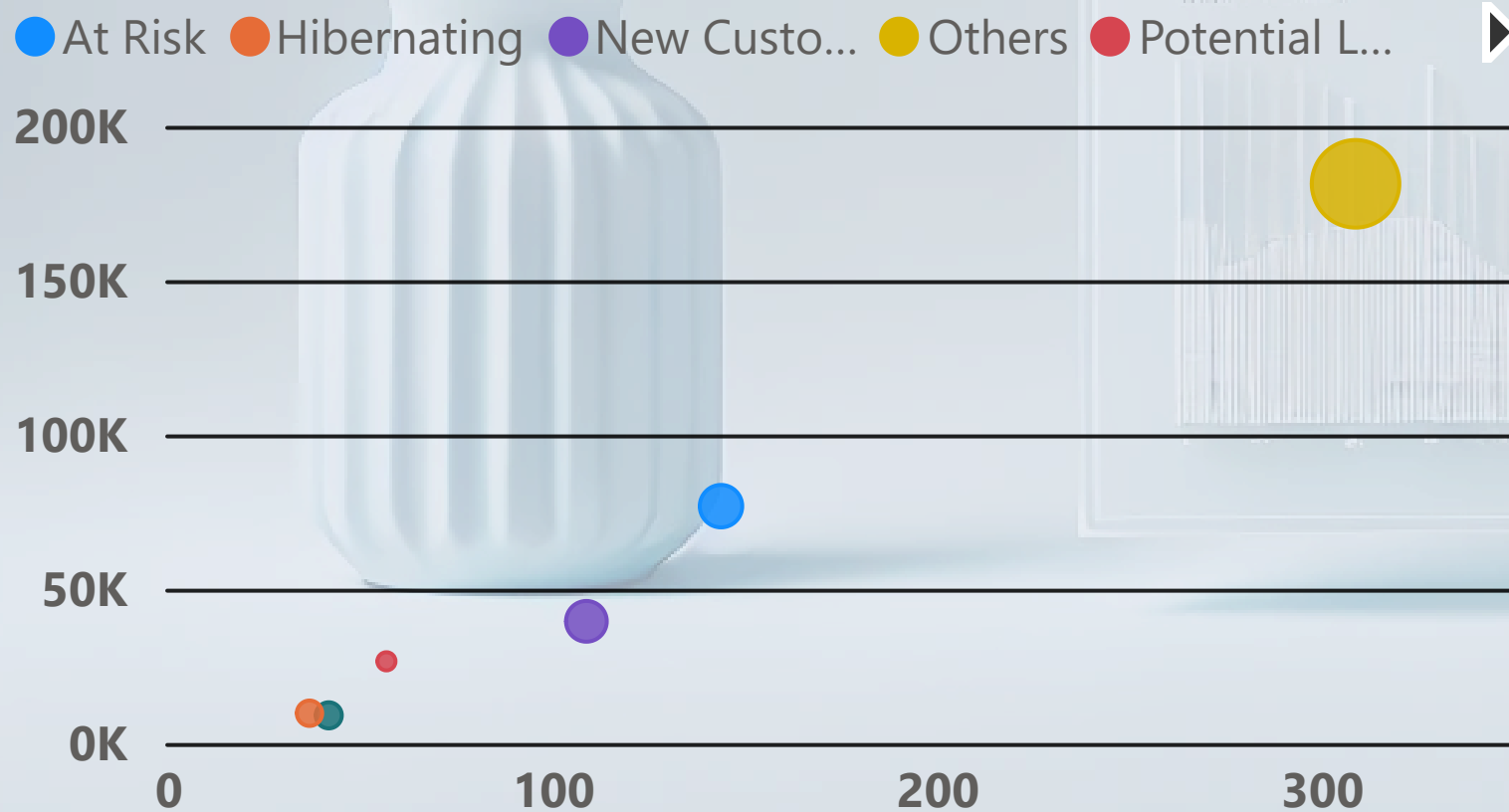
## CustomerID Recency Frequency Monetary Segment

CUST001		1200		At Risk
CUST001		1200		Champion
CUST001		1200		Hibernating
CUST001		1200		Loyal Customers

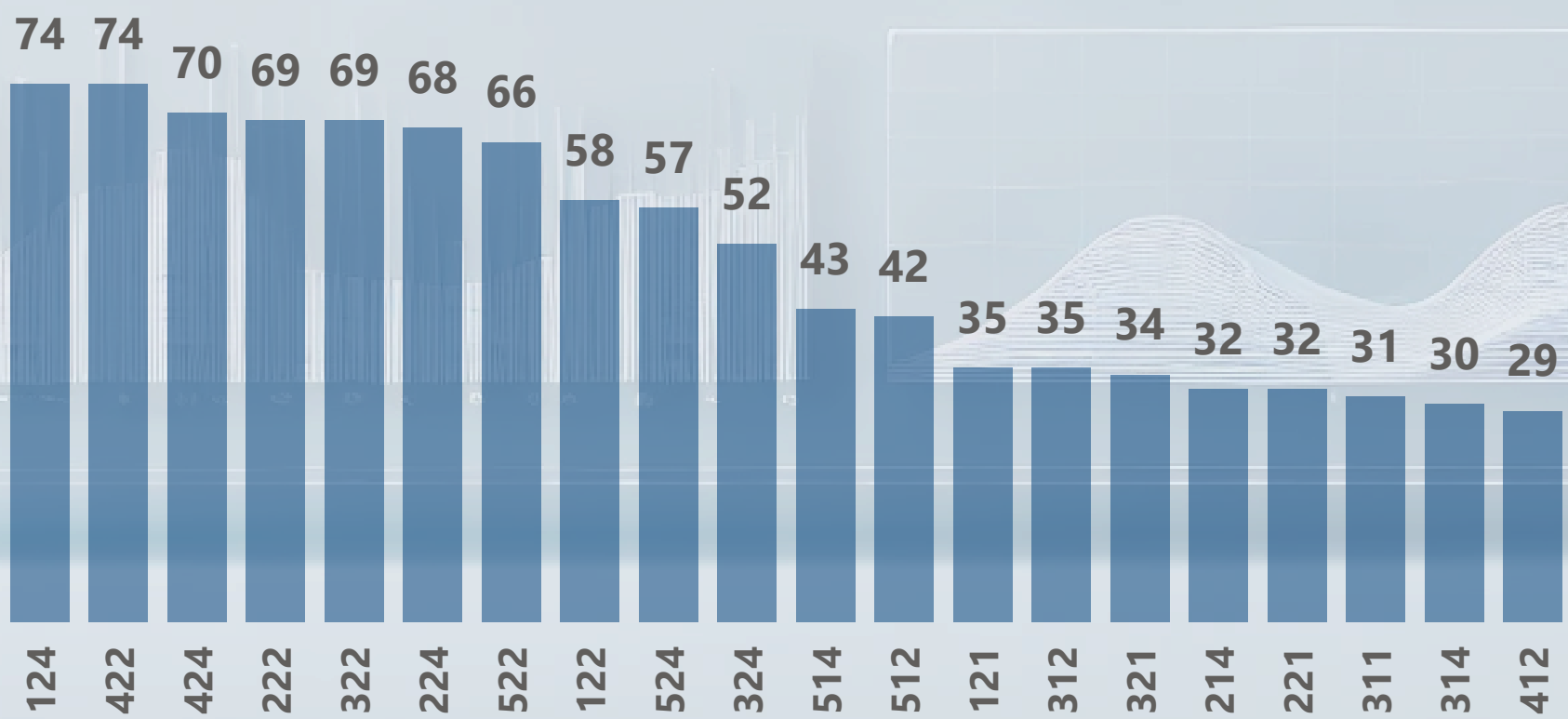
## Customers Segment Distribution



## RFM Quadriant Plot



## RFM Score Distribution



## Sales by Segment

