



Compare the RFM values of the clusters

F	RFM_Se..	M	R	RFM_Level
1	111	1	1	Require Activation
	112	2	1	Needs Attention
	113	3	1	Promising
	114	4	1	Potential
	211	1	2	Needs Attention
	212	2	2	Promising
	213	3	2	Potential
	214	4	2	Loyal
	311	1	3	Promising
	312	2	3	Potential

Top 15 Product Desc..
No items highlighted

RFM_Level

- Can't Loose Them
- Champions
- Loyal
- Needs Attention
- Potential
- Promising
- Require Activati..

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DAY

- 1
- 2
- 3
- 4
- 5
- 6
- 7
- 8
- 9

MONTH

- January
- February
- March
- April
- May
- June
- July
- August
- September

YEAR

- 2010
- 2011

YEAR

- 2011

Cluster

- 0
- 1
- 2

MonetaryValue

8,278,519