

Casino Player Segmentation Dashboard

Total Players

4222

Total Revenue

114.72M

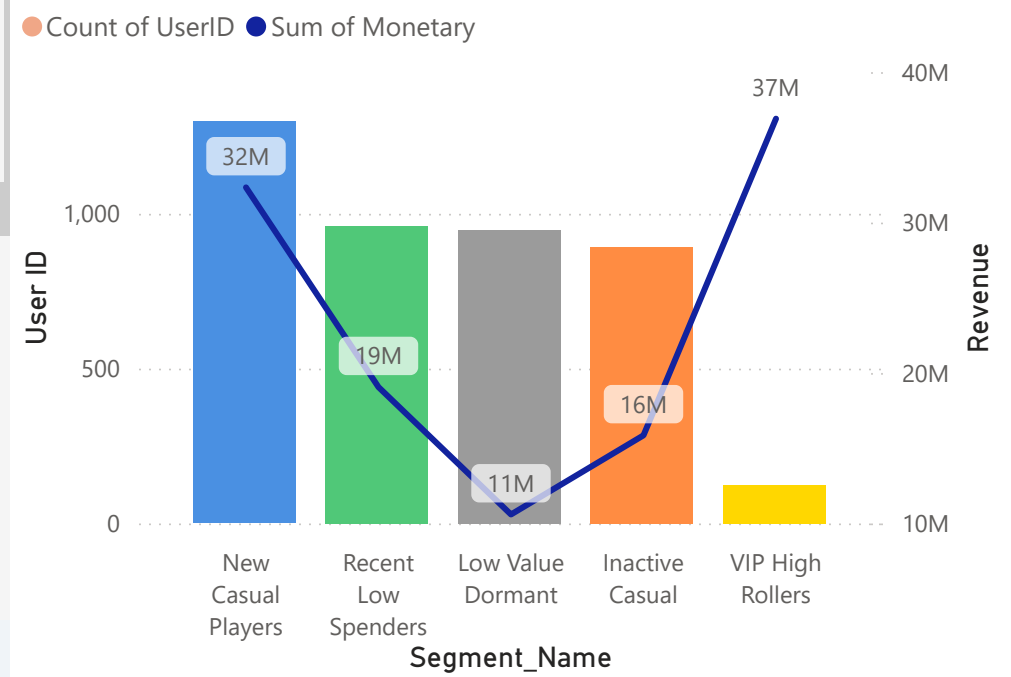
Average

27.17K

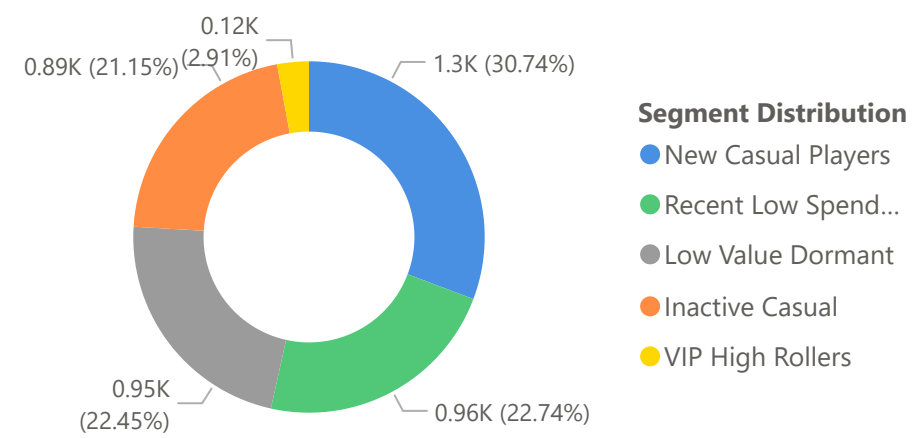
RFM scores table

Segment_Name	R Score	F Score	M Score
VIP High Rollers	94.50	36.29	8.72
New Casual Players	92.70	4.98	0.72
Recent Low Spenders	68.05	3.71	0.58
Inactive Casual	39.61	2.94	0.52
Low Value Dormant	9.76	1.86	0.32

Player Count VS Revenue



Player Distribution By Segment



Total Revenue By Segment

