





The screenshot shows a Jupyter Notebook interface with a dark theme. The left sidebar contains icons for File, Edit, Selection, View, and various project-related options like EXPLORER, RETAIL\_ANALYSIS\_PROJECT, and OUTLINE. The main area displays a notebook cell titled "analysis.ipynb". The cell content includes Python code for merging RFM scores with monetary data and displaying the top 10 results. Below the code, the resulting DataFrame is shown:

```
# Merge RFM back with monetary
segment_revenue = rfm.groupby("RFM_Score")["Monetary"].sum()

segment_revenue.head(10)

... RFM_Score
555    3905165.91
455    1087837.30
355    423612.53
535    186132.62
444    170442.59
445    165910.09
545    133338.84
554    128104.86
345    126134.32
544    124380.56
Name: Monetary, dtype: float64
```

The status bar at the bottom indicates "Ln 14, Col 1" and "Cell 45 of 45". A tooltip in the bottom right corner says "Describe what to build next".

The screenshot shows a Jupyter Notebook interface with the following details:

- File Bar:** File, Edit, Selection, View, ...
- Search Bar:** retail\_analysis\_project
- Left Sidebar (EXPLORER):** Shows the project structure under RETAIL\_ANALYSIS\_PROJECT:
  - analysis.ipynb (selected)
  - clean\_transactions.csv
  - online\_retail.csv
  - output.png
  - output1.png
  - output2.png
  - project.pbix
  - rfm\_full.csv
  - segment\_summary.csv
- Code Cell:** Displays Python code and its output.

```
df_clean["InvoiceDate"] = pd.to_datetime(df_clean["InvoiceDate"])
df_clean.info()
```

[11] Python

```
<class 'pandas.DataFrame'>
Index: 397924 entries, 0 to 541908
Data columns (total 9 columns):
 #   Column      Non-Null Count  Dtype  
--- 
 0   InvoiceNo   397924 non-null   str    
 1   StockCode    397924 non-null   str    
 2   Description  397924 non-null   str    
 3   Quantity     397924 non-null   int64  
 4   InvoiceDate  397924 non-null   datetime64[us]
 5   UnitPrice    397924 non-null   float64 
 6   CustomerID   397924 non-null   float64 
 7   Country      397924 non-null   str    
 8   Revenue      397924 non-null   float64 
dtypes: datetime64[us](1), float64(3), int64(1), str(4)
memory usage: 30.4 MB
```
- Bottom Status Bar:** Ln 4, Col 1, Spaces: 4, Cell 45 of 45

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Executive Revenue Overview RFM-Based Customer Segmentation Analysis

8.91M Total Revenue

4339 Total Customers

3.91M Champions Re

510 / 1K

Monthly Revenue by Month

May ● Monthly Revenue 678,594.56

Drill down

Total Revenue by Segment

Others 4.1M

Champions 3.8M

At Risk 0.3M

Loyal Customers 0.2M

Total Customers by Segment

OK (0.02%)

1K (24.54%)

3K (60.87%)

Segment

- Others
- At Risk
- Champions
- Loyal Customers

Executive Overview Customer Intelligence +

Visualizations

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52%

The dashboard displays the following data points:

- Monthly Revenue by Month:** January (~0.5M), February (~0.45M), March (~0.6M), April (~0.5M), May (~0.65M).
- Total Revenue by Segment:**
  - Others: 4.1M
  - Champions: 3.8M
  - At Risk: 0.3M
  - Loyal Customers: 0.2M
- Total Customers by Segment:**
  - OK: 0.02%
  - 1K: 24.54%
  - 3K: 60.87%

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**Customer Intelligence Dashboard RFM-Based Revenue Analysis**

CustomerID Segment Monetary Frequency Recency CLV\_Proxy

CustomerID	Segment	Monetary	Frequency	Recency	CLV_Proxy
14911	Champions	143,825.06	201	1	28,908,837.06
18102	Champions	259,657.30	60	1	15,579,438.00
14646	Champions	280,206.02	74	2	10,367,622.74
12748	Champions	33,719.73	210	1	7,081,143.30
15311	Champions	60,767.90	91	1	5,529,878.90
17949	Champions	58,510.48	45	1	2,632,971.60
17841	Champions	40,991.57	124	2	2,541,477.34
13798	Champions	37,153.85	57	1	2,117,769.45
13089	Champions	58,825.83	97	3	1,902,035.17
14606	Champions	12,156.65	93	1	1,130,568.45
17450	Champions	194,550.79	46	8	1,118,667.04
17389	Champions	31,833.68	34	1	1,082,345.12
17544	Champions	21,022.20	74	2	912,077.27

Filter by Segment

Segment

All

At Risk

Champions

Loyal Customers

Others

Top 20 Customers by CLV

CustomerID

Sum of CLV\_Proxy

Executive Overview Customer Intelligence +

Visualizations

Data

Filters

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52%