

Segments CSV path

customer_segments.csv

Load CSV

Loaded file successfully.

Filters

Select cluster(s)

0 x 1 x
2 x 3 x

Minimum Monetary Value

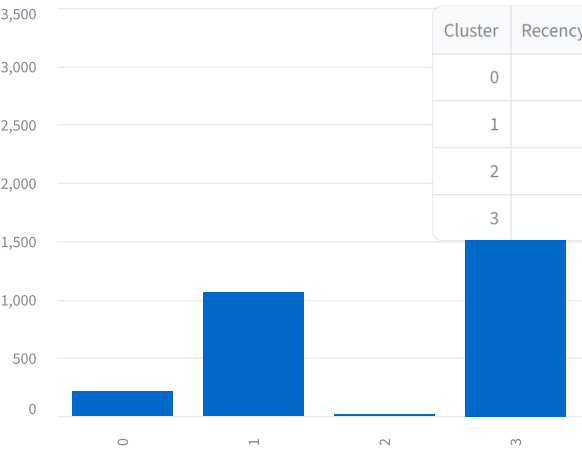
0 - +

E-Commerce Customer Value Dashboard

Clean RFM + KMeans segments — interactive dashboard for analysis.

Total Customers 4,339 Avg Recency (days) 92.5 Avg Frequency 4.27 Total Revenue (Monetary) ₹ 8,911,408

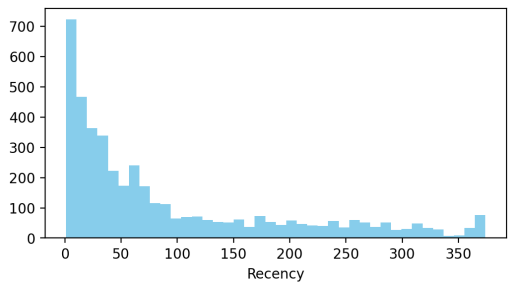
Cluster Counts



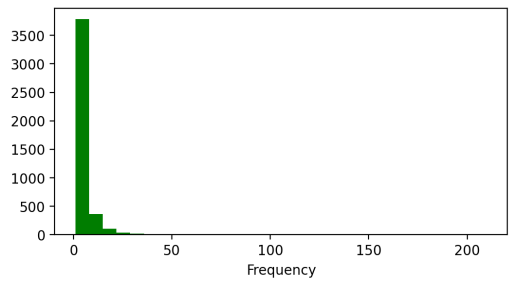
Cluster Summary

Cluster	Recency	Frequency	Monetary
0	15.7	22.0	1
1	248.6	1.6	
2	7.4	82.7	12
3	43.9	3.7	

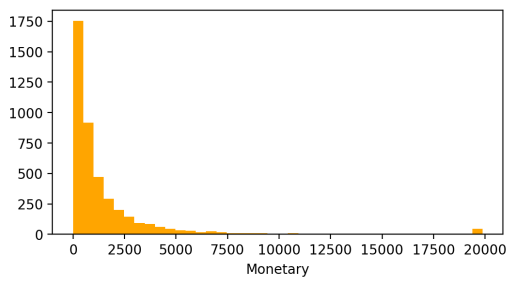
Recency Distribution



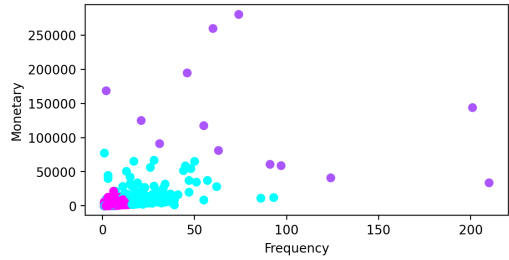
Frequency Distribution



Monetary Distribution (clipped top 1%)

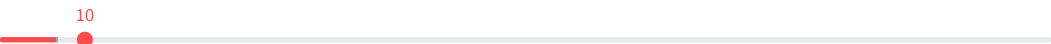


Frequency vs Monetary (Cluster)



Top Customers by Monetary

Show top N customers



	CustomerID	Cluster	Recency	Frequency	Monetary	RFM_Score
1690	14646	2	2	74	280,206.0200	555
4202	18102	2	1	60	259,657.3000	555
3729	17450	2	8	46	194,550.7900	555
3009	16446	2	1	2	168,472.5000	535
1880	14911	2	1	201	143,825.0600	555
55	12415	2	24	21	124,914.5300	455
1334	14156	2	10	55	117,379.6300	555
3772	17511	2	3	31	91,062.3800	555
2703	16029	2	39	63	81,024.8400	355
0	12346	0	326	1	77,183.6000	115

Download Filtered CSV

Dashboard ready. Export screenshots for LinkedIn or GitHub portfolio.