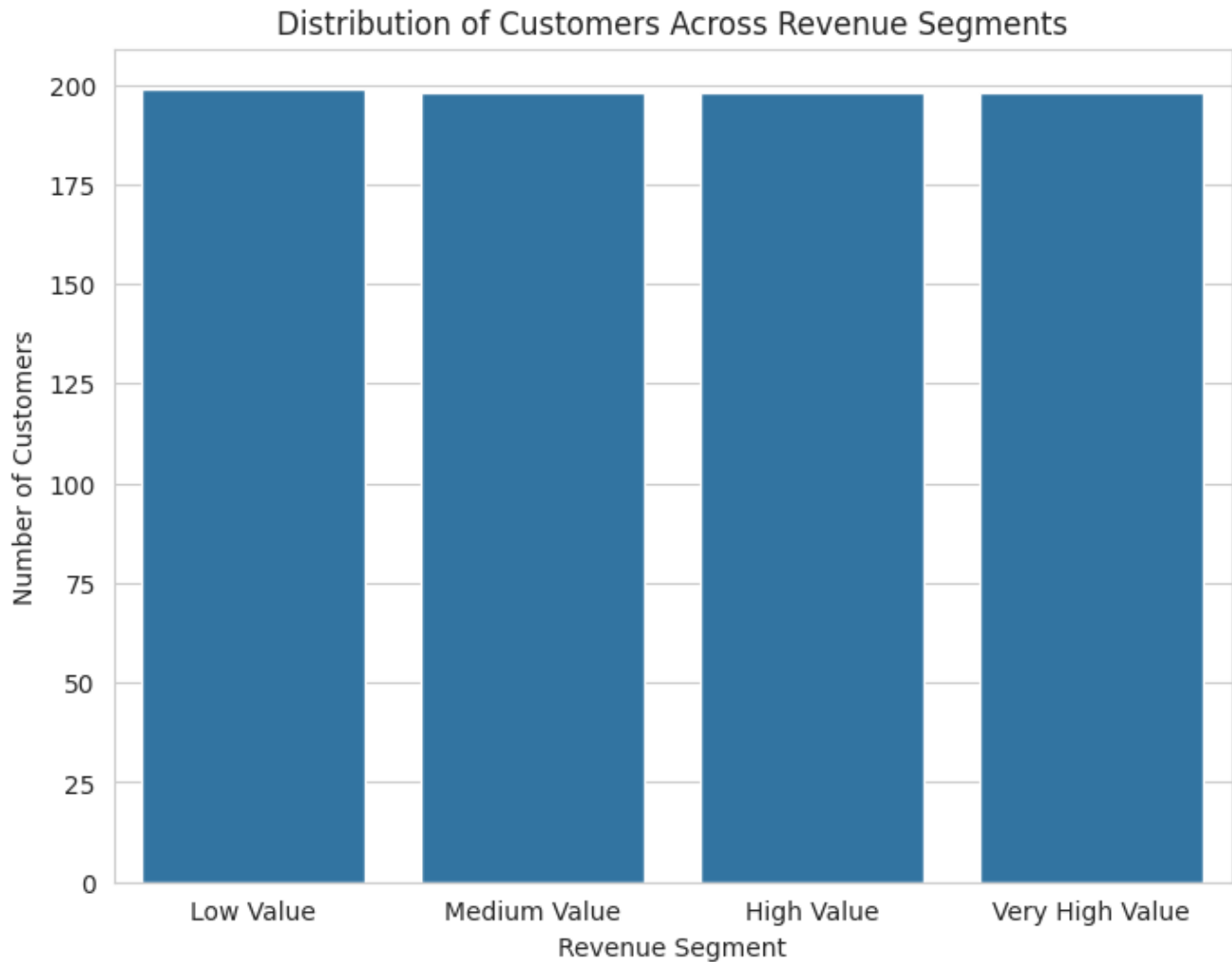
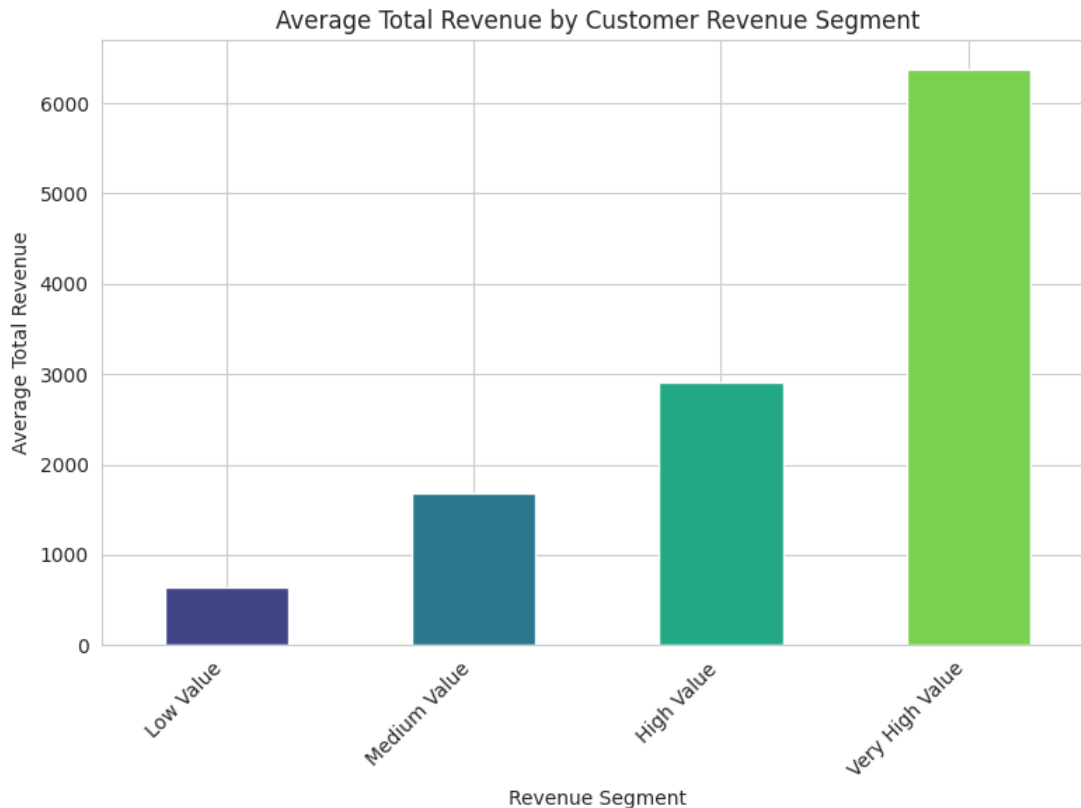


Customer Behavior Analysis Visualizations



This bar chart shows how your customer base is distributed across four revenue segments: Low Value, Medium Value, High Value, and Very High Value.

- The majority of customers fall into the 'Low Value' and 'Medium Value' segments.
- A smaller, but significant, portion of customers are in the 'High Value' and 'Very High Value' segments. This highlights that while a large number of customers contribute smaller amounts, a valuable segment contributes significantly more



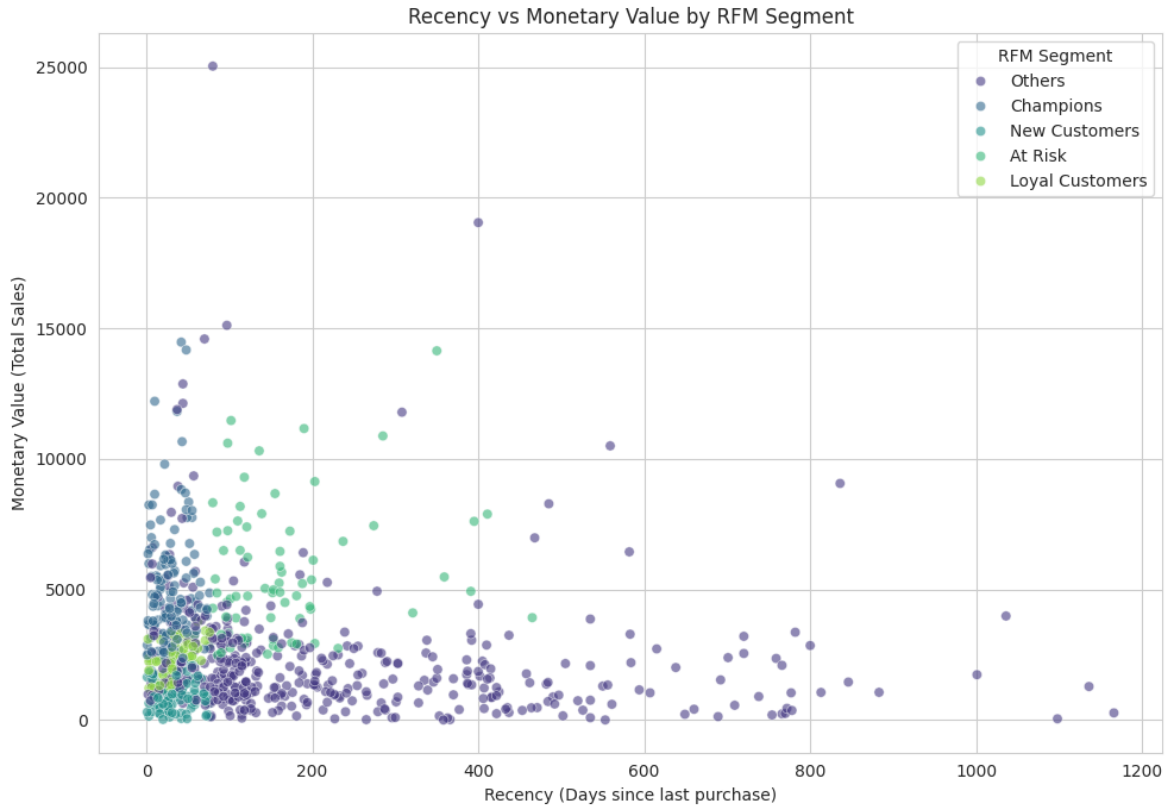
This bar chart illustrates the average total revenue generated by customers within each revenue segment.

- As expected, there's a clear upward trend: the 'Very High Value' segment has the highest average total revenue, followed by 'High Value', 'Medium Value', and 'Low Value'.
- The significant difference in average revenue between the segments underscores the importance of the high-value customer groups, even though they are fewer in number.



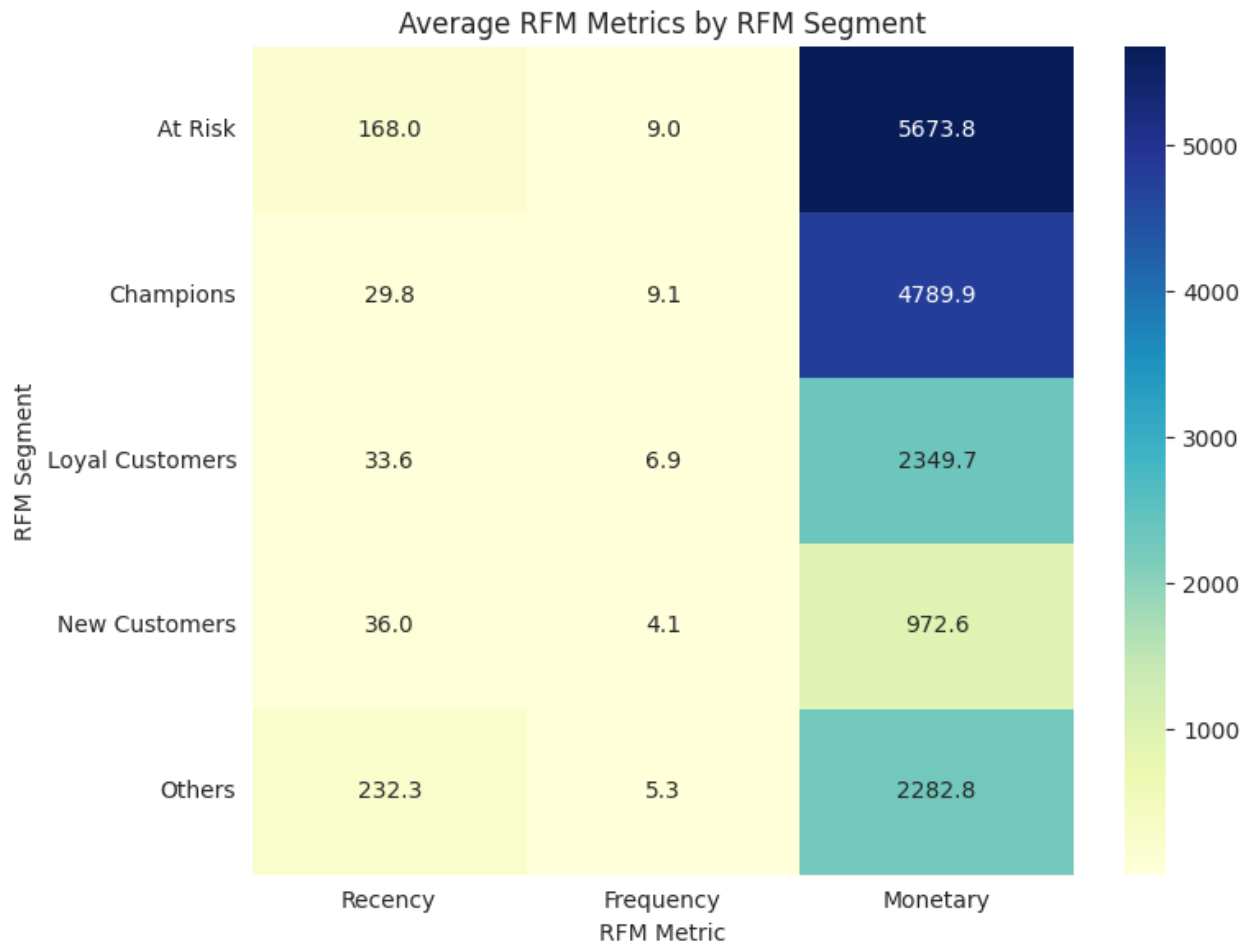
This bar chart displays the count of customers in each calculated RFM segment (Champions, Loyal Customers, New Customers, At Risk, Others).

- The 'Champions' segment, representing your most recently active, frequent, and high-spending customers, is a crucial group to nurture.
- The presence of 'Loyal Customers' indicates a solid base of repeat buyers.
- 'New Customers' highlight recent acquisition efforts.
- The 'At Risk' segment is particularly important as these customers were previously valuable but have not purchased recently, suggesting a need for re-engagement strategies.
- The 'Others' category might represent customers who don't fit neatly into the primary segments and may require further investigation.



This scatter plot visualizes the relationship between how recently a customer purchased (Recency) and their total spending (Monetary Value), with points colored by their RFM segment.

- 'Champions' tend to be clustered in the low-Recency (bought recently) and high-Monetary areas.
- 'At Risk' customers are likely found in the high-Recency (haven't bought recently) and potentially high-Monetary areas.
- 'New Customers' will be in the low-Recency and lower-Monetary areas.
- This plot helps visually confirm the characteristics of each RFM segment and identify outliers or customers who might be transitioning between segments.



This heatmap provides a numerical summary of the average Recency, Frequency, and Monetary values for each RFM segment.

- It reinforces the definitions of the segments (e.g., 'Champions' have low average Recency, high average Frequency, and high average Monetary value).
- It allows for quick comparison of the average behavior of customers in different segments across the RFM dimensions. For instance, you can see how the average Recency differs significantly between 'Champions' and 'At Risk' customers.

Summary of Visualizations

- Customer value is not uniform; a smaller group of customers (`High Value` and `Very High Value` segments, and `Champions` RFM segment) contributes disproportionately to total revenue.

- The RFM analysis effectively segments customers based on their recent purchasing behavior, frequency, and spending, providing actionable groups for targeted marketing and retention efforts.
- Visualizing Recency vs Monetary helps in understanding the distribution of customers and the defining characteristics of the RFM segments.
- The heatmap provides a clear, consolidated view of how the average RFM metrics vary across the defined customer segments.