E-COMMERCE
SALES & RFM DASHBOARD
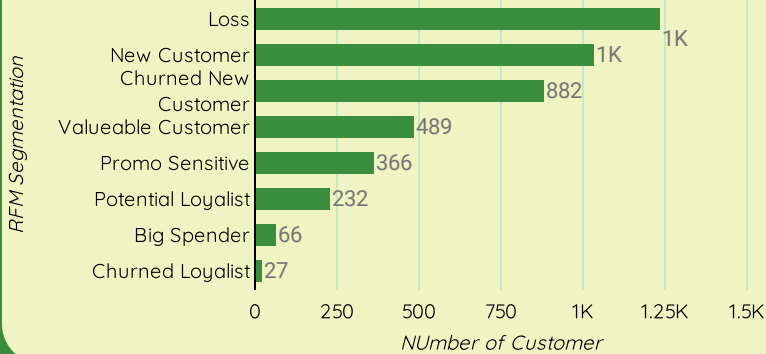
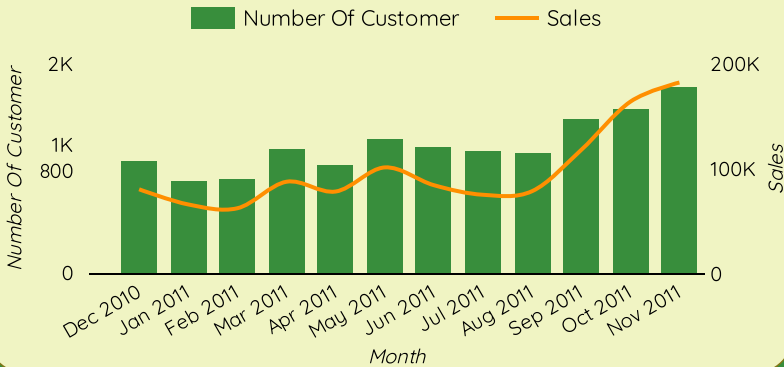| NUMBER OF ORDER	AVERAGE ORDER PER CUSTOMER
18,532	4.27

NUMBER OF CUSTOMER	AMOUNT SPENT PER CUSTOMER
4,338	$283

NUMBER OF CUSTOMER PER RFM SEGMENTATION

RFM Segmentation

- Loss: 1K
- New Customer: 1K
- Churned New Customer: 882
- Valueable Customer: 489
- Promo Sensitive: 366
- Potential Loyalist: 232
- Big Spender: 66
- Churned Loyalist: 27

NUmber of Customer (0, 250, 500, 750, 1K, 1.25K, 1.5K)

MONTHLY CUSTOMERS VS MONTHLY SALES

Legend: Number Of Customer, Sales

Number Of Customer (0, 800, 1K, 2K) — Sales (0, 100K, 200K)

Month: Dec 2010, Jan 2011, Feb 2011, Mar 2011, Apr 2011, May 2011, Jun 2011, Jul 2011, Aug 2011, Sep 2011, Oct 2011, Nov 2011

FILTER

- Select date rang ▾
- Country ▾
- RFM Segmentation ▾

DISTRIBUTION OF CUSTOMERS' LOCATION

ASIA ASIA Atlantic Ocean AFRICA Pacific Ocean Indian Ocean Indian Ocean

Google

Keyboard shortcuts | Map data ©2025 | 2000 km | Terms

Number of Customer 1 — 4K
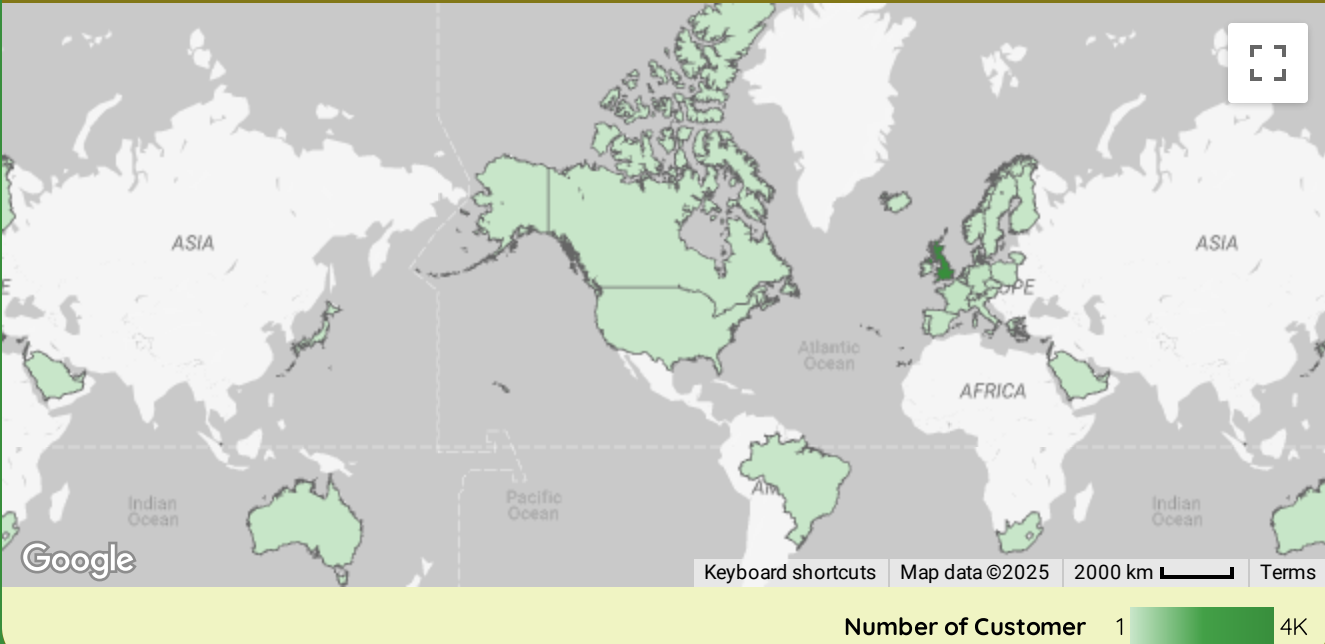
MOST DEMANDED ITEMS

| Name of Item	Quantity ▾
1. PAPER CRAFT , LITTLE BIRDIE	80,995
2. MEDIUM CERAMIC TOP STORAGE J...	77,916
3. WORLD WAR 2 GLIDERS ASSTD DE...	54,319
4. JUMBO BAG RED RETROSPOT	46,078
5. WHITE HANGING HEART T-LIGHT ...	36,706
6. ASSORTED COLOUR BIRD ORNAME...	35,263
7. PACK OF 72 RETROSPOT CAKE CAS...	33,670
8. POPCORN HOLDER	30,919
9. RABBIT NIGHT LIGHT	27,153
10. MINI PAINT SET VINTAGE	26,076

1 - 100 / 3876 ‹ ›

NUMBER OF CUSTOMER PER RECENCY SCORE

Recency Score	Number of Customer
1	1,365
2	1,065
3	1,908
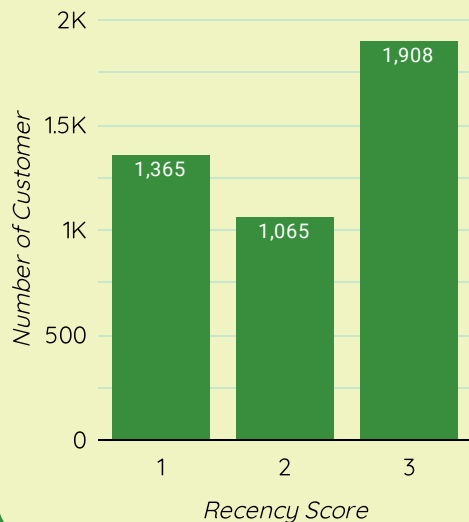
NUMBER OF CUSTOMER PER FREQUENCY SCORE

Frequency Score	Number of Customer
1	3,224
2	655
3	459
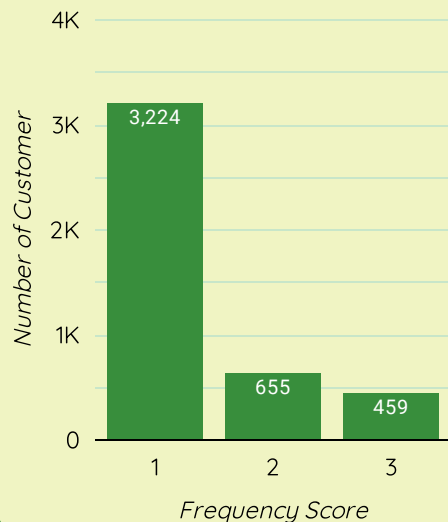
NUMBER OF CUSTOMER PER MONETARY SCORE

Monetary Score	Number of Customer
1	3,293
2	582
3	463
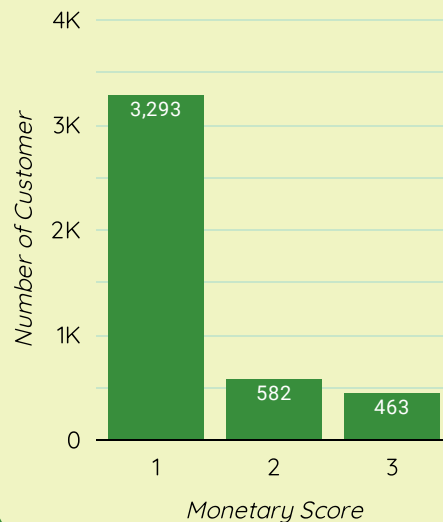
FILTER

- RFM Segmentation ▾
- RFM Score ▾
- Recency Score ▾
- Frequency Score ▾
- Monetary Score ▾

NUMBER OF CUSTOMER PER RFM SCORE

	RFM Score	Number of Customer ▾
1.	111	1,240
2.	311	885
3.	211	802
4.	333	257
5.	321	216
6.	322	139
7.	312	128

1 - 27 / 27 ‹ ›

NUMBER OF CUSTOMER PER RFM SEGMENTATION

RFM Segmentation	Number of Customer
Loss	1,240
New Customer	1,036
Churned New Customer	882
Valueable Customer	489
Promo Sensitive	366
Potential Loyalist	232
Big Spender	66
Churned Loyalist	27
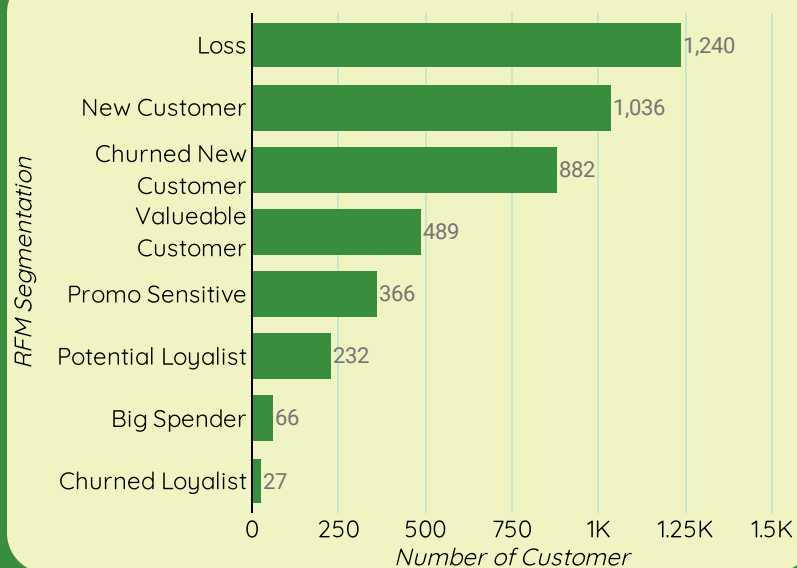
E-COMMERCE
RFM DASHBOARD