

Purchase period ▾

Store № ▾

3 240

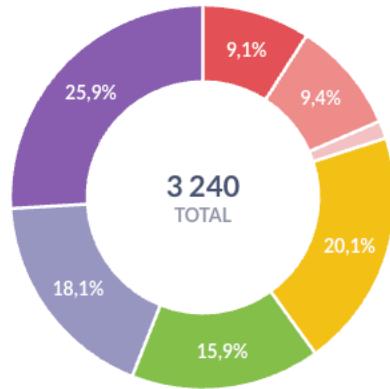
Customer count

19 196 840

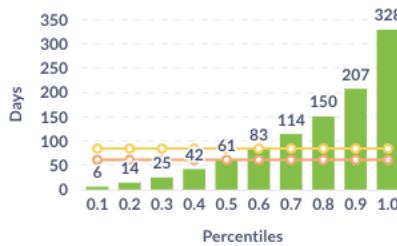
Purchase amount (in units)

Customer distribution by groups

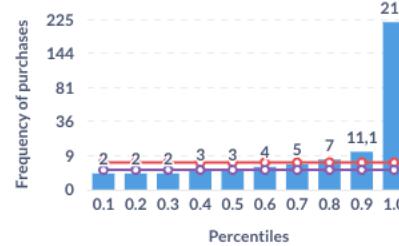
- VIP 9,07%
- Promising 9,44%
- Can't Lose Them 1,48%
- Loyal Customers 20,06%
- At Risk 15,93%
- About to Churn 18,09%
- Hibernating 25,93%



Recency

● Days since last purchase
 ● Avg value
 ● Median value


Frequency

● Number of purchase
 ● Avg value
 ● Median value


Monetary

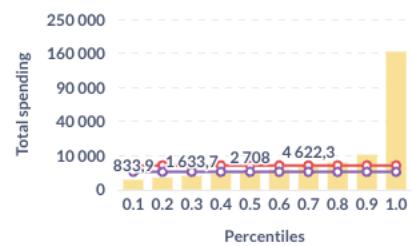
● Value
 ● Avg value
 ● Median value


Table with assignment of category and group to each customer

| Card | Days without purchase | r | Number of purchase | F | Purchase amount | M | RFM | Customer group |
|---------------|-----------------------|---|--------------------|---|-----------------|---|-----|-----------------|
| 2000200150053 | 84 | 1 | 2 | 1 | 713 | 1 | 111 | Hibernating |
| 2000200150091 | 4 | 3 | 5 | 2 | 3 549 | 2 | 322 | Loyal Customers |
| 2000200150107 | 7 | 3 | 3 | 2 | 1 735 | 2 | 322 | Loyal Customers |
| 2000200150145 | 21 | 3 | 14 | 3 | 12 426 | 3 | 333 | VIP |
| 2000200150237 | 45 | 2 | 3 | 2 | 2 772 | 2 | 222 | Loyal Customers |
| 2000200150367 | 30 | 2 | 16 | 3 | 11 064 | 3 | 233 | Promising |
| 2000200150381 | 39 | 2 | 8 | 3 | 3 803 | 3 | 233 | Promising |
| 2000200150398 | 7 | 3 | 5 | 2 | 4 118 | 3 | 323 | Promising |
| 2000200150411 | 6 | 3 | 29 | 3 | 90 386 | 3 | 333 | VIP |
| 2000200150428 | 36 | 2 | 7 | 2 | 13 419 | 3 | 223 | Loyal Customers |
| 2000200150442 | 65 | 2 | 2 | 1 | 667 | 1 | 211 | Hibernating |
| 2000200150459 | 318 | 1 | 2 | 1 | 2 152 | 2 | 112 | About to Churn |
| 2000200150466 | 46 | 2 | 2 | 1 | 937 | 1 | 211 | Hibernating |
| 2000200150480 | 7 | 3 | 2 | 1 | 3 639 | 3 | 313 | At Risk |
| 2000200150497 | 15 | 3 | 7 | 2 | 17 183 | 3 | 323 | Promising |
| 2000200150589 | 95 | 1 | 5 | 2 | 5 056 | 3 | 123 | About to Churn |