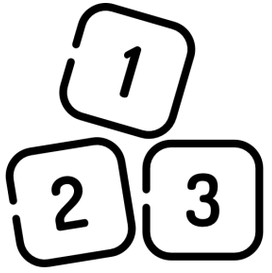
R

*When is the **latest** purchase date?*

F

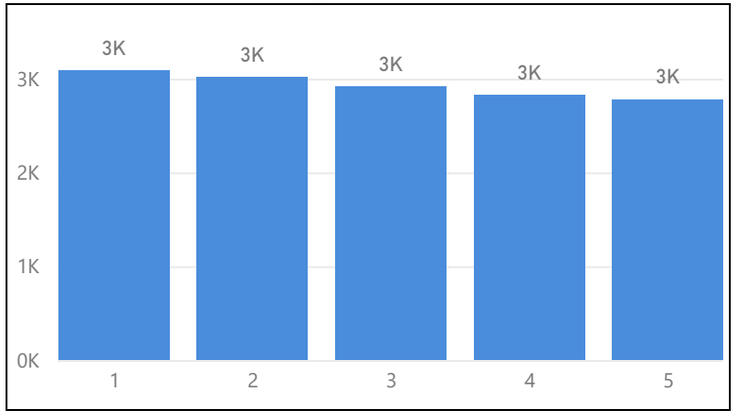
*How **frequently** do they make purchases?*



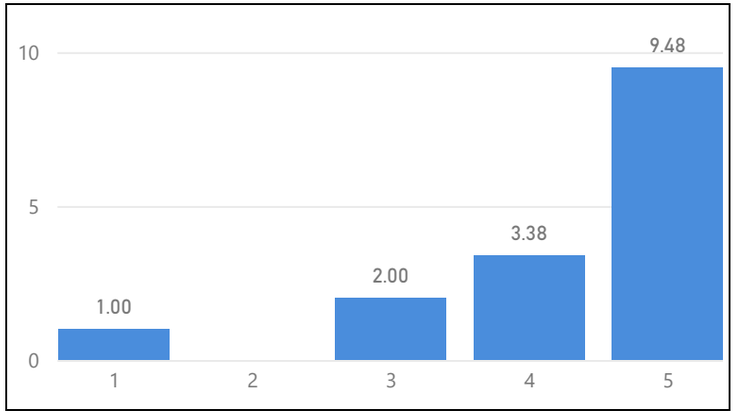
M

*How **large** their average ticket size is made?*

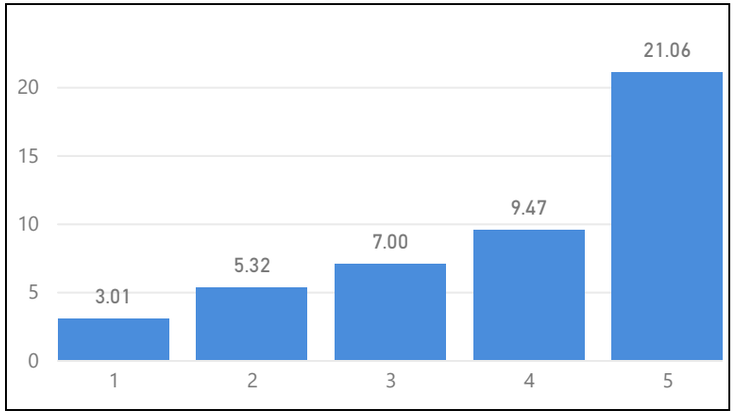
R score and average R value



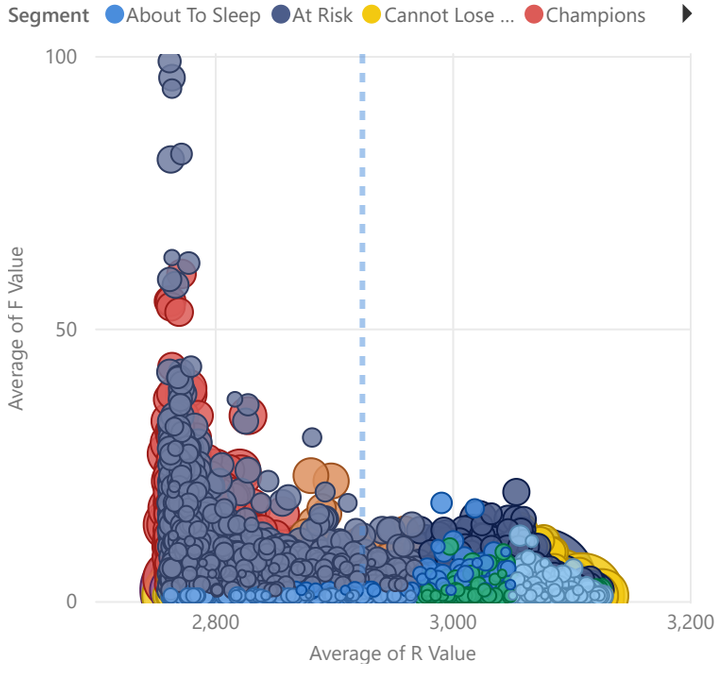
F score and average F value



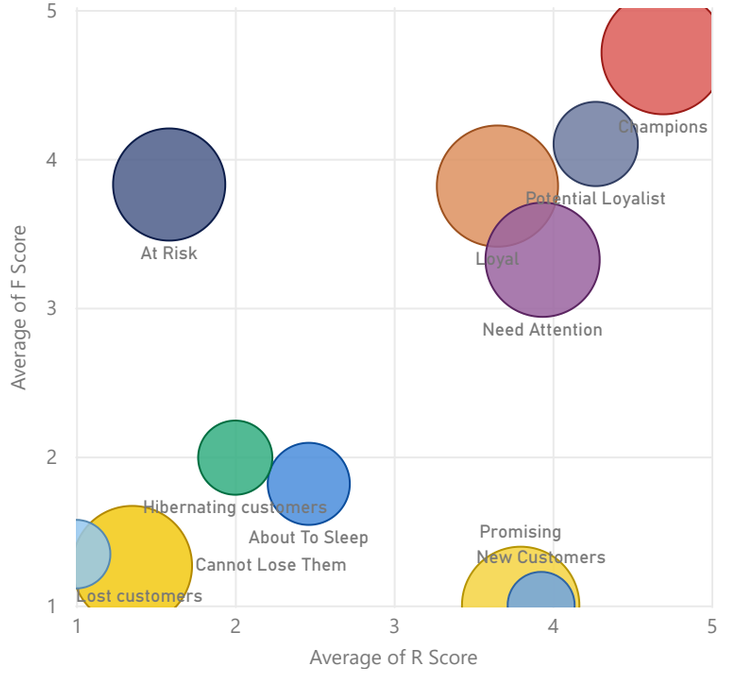
M score and average M value



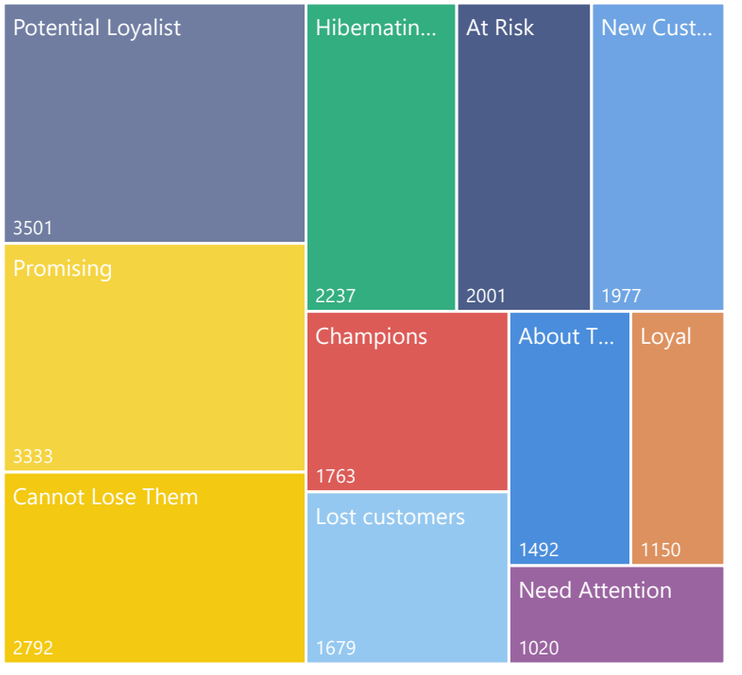
R and F Value of each segment



R and F Score of each segment

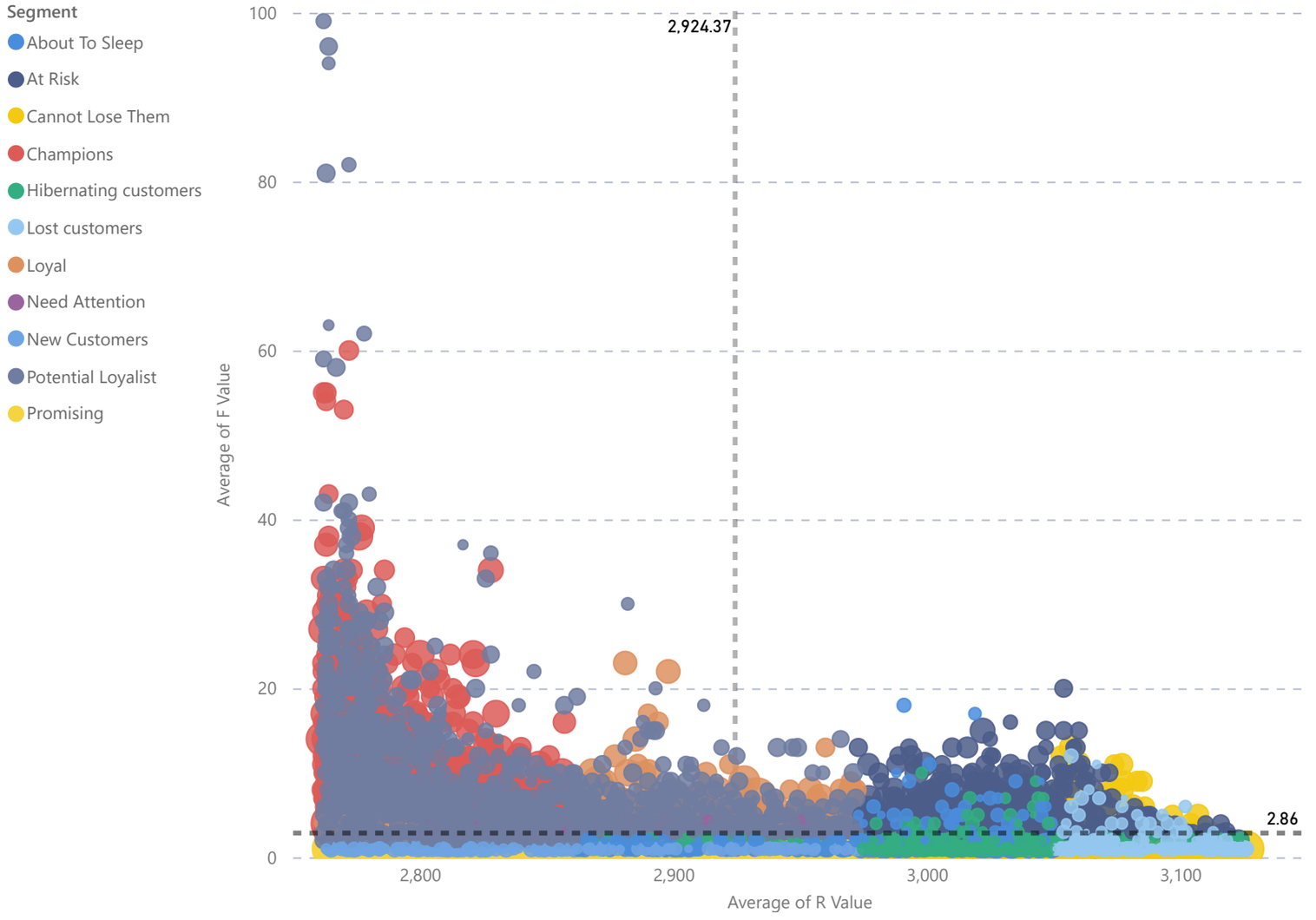


Number of the customers in each segment



Choose Segmentation

About To Sleep	At Risk	Cannot Lose Them	Champions	Hibernating customers	Lost customers	Loyal	Need Attention	New Customers	Potential Loyalist	Promising



R

2,923.10

Average of R Value

F

2.86

Average of F Value

M

9.17

Average Ticket Size

RECENCY

3,051 3,126 **R1**

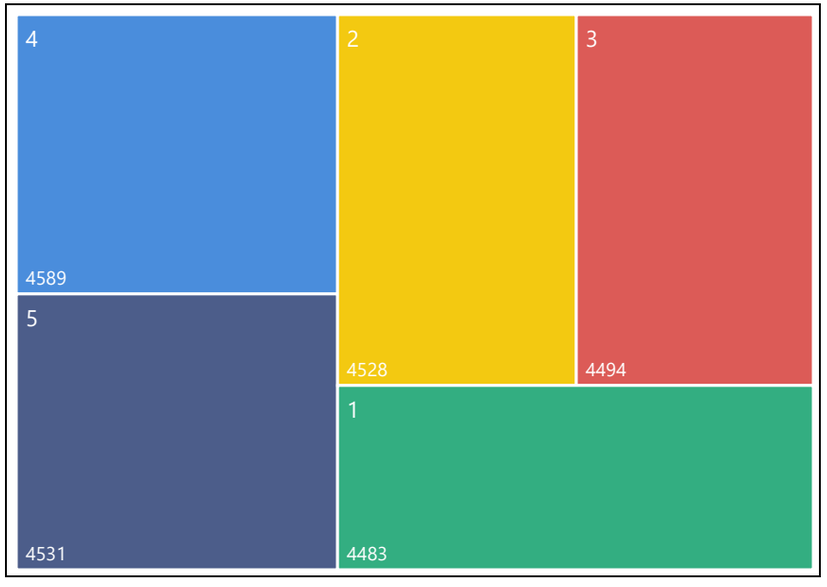
2,973 3,050 **R2**

2,863 2,972 **R3**

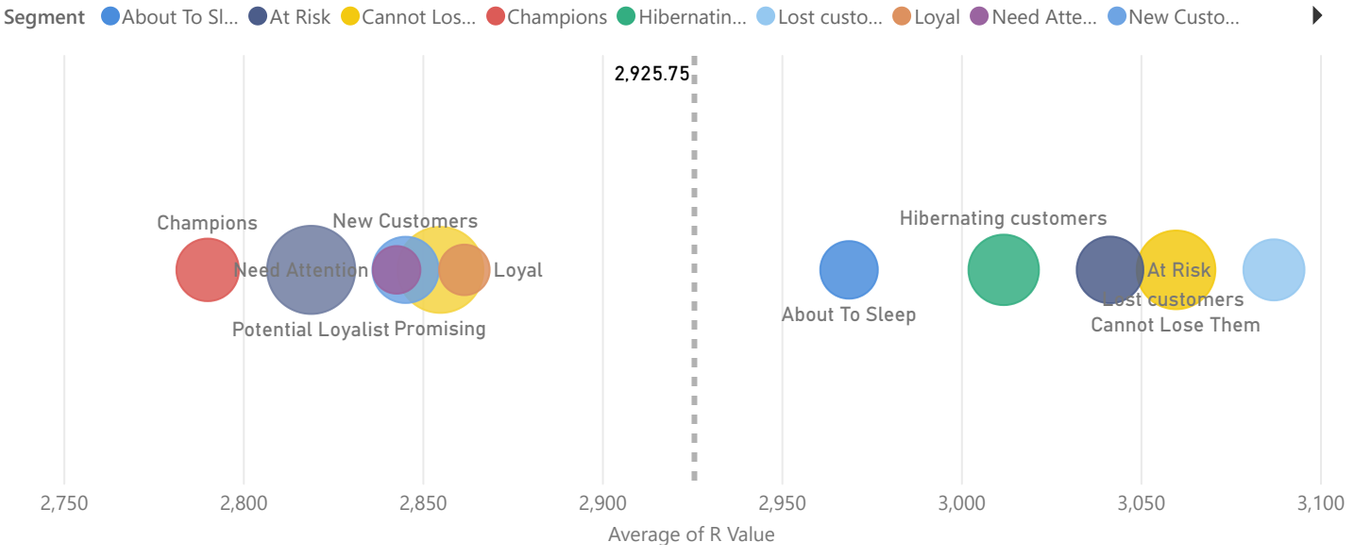
2,797 2,862 R4

2,762 2,796 **R5**

Number of the customers in each R score



Number of the customers and average R value in each segment



FREQUENCY

1
1
F1

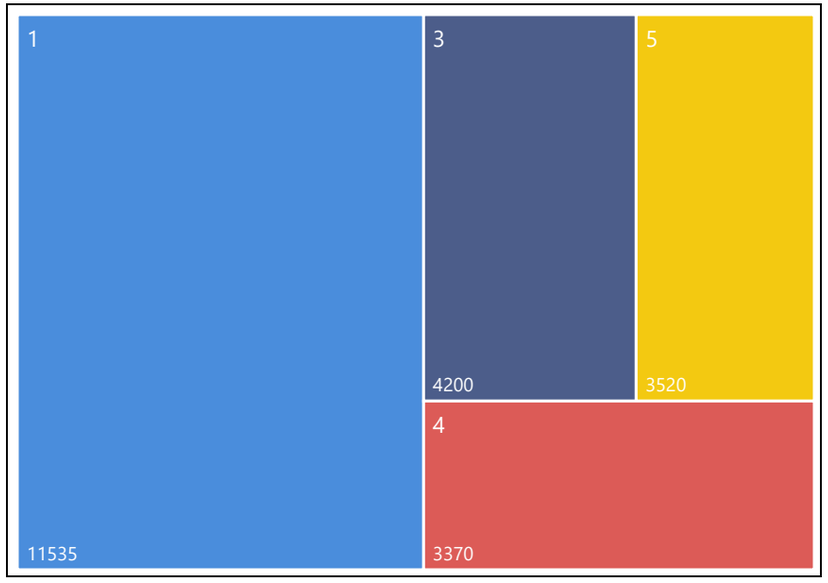
F2

2
2
F3

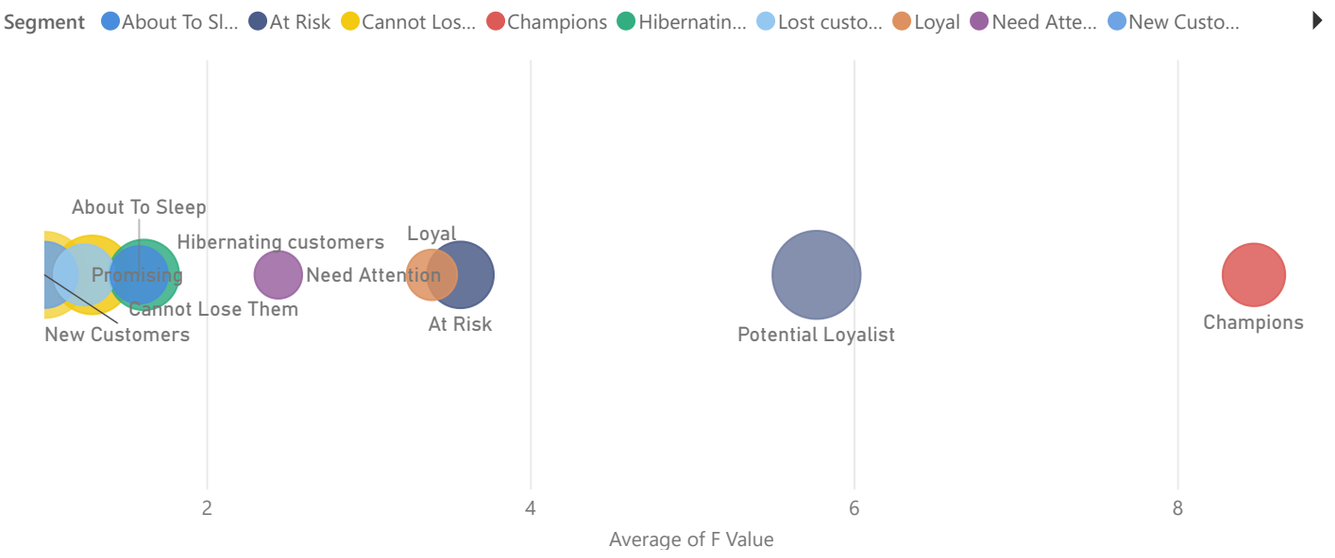
3
4
F4

5
99
F5

Number of the customers in each F score



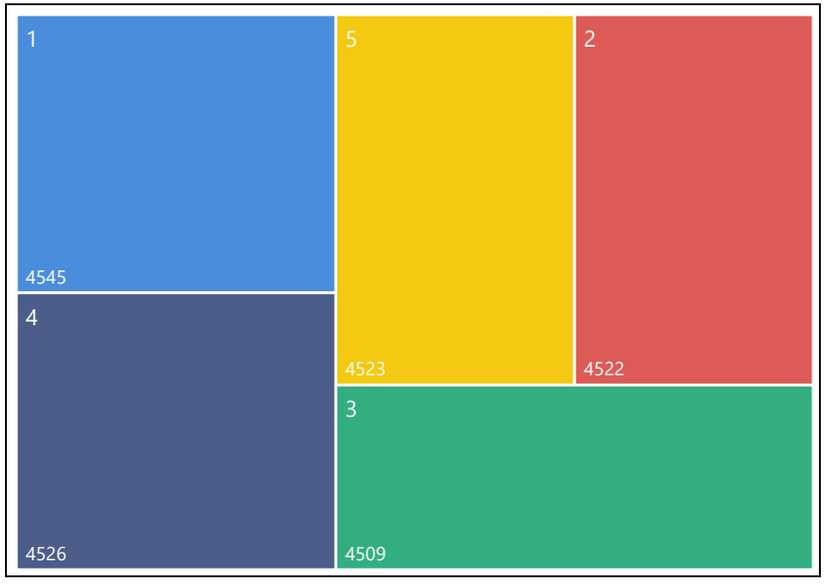
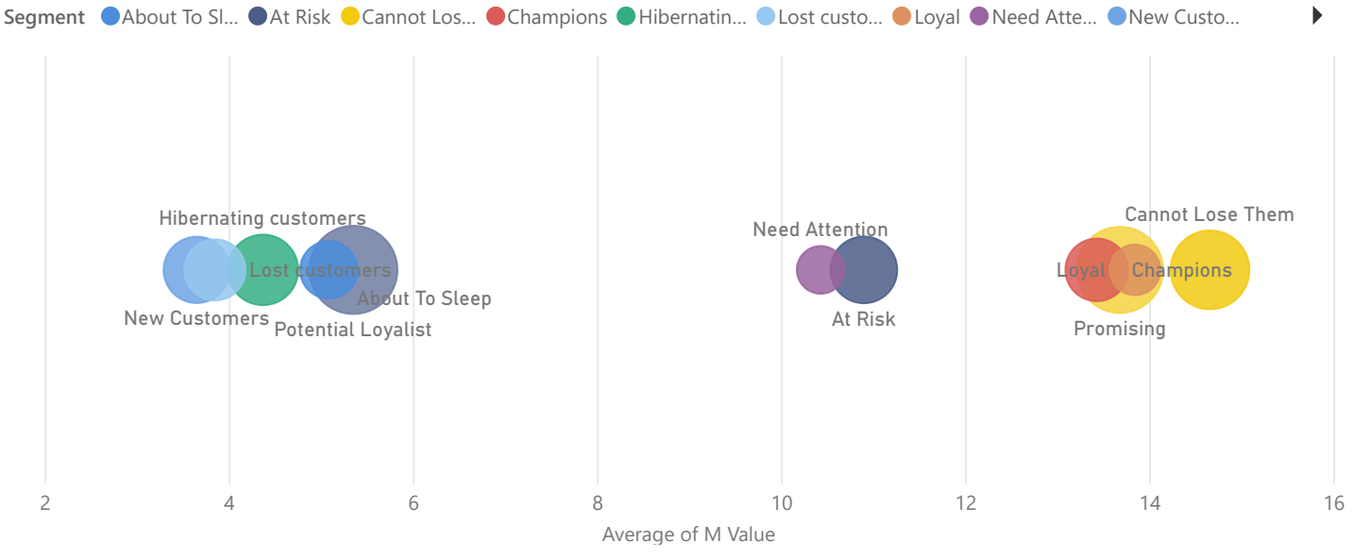
Number of the customers and average F value in each segment



MONETARY

0.04 – 4.43	M1	
4.43 – 6.13	M2	
6.13 – 7.98	M3	
7.99 – 11.50	M4	
11.50 – 242.75	M5	

Number of the customers in each M score



Number of the customers and average M value in each segment