

⚡ RFM Dashboard (Cloud Run Ready)

เชื่อมต่อข้อมูลผ่าน CSV หรือ Cloud Run API (Databricks/BigQuery)

Upload CSV

Connect API

ใส่ Cloud Run URL (ต้องลงก้ายด้วย /api/rfm-data)

<https://rfm-model-service-1084865209387.asia-southeast1.run.app/api/rfm-data>

⟳ ตั้งชื่อ URL API

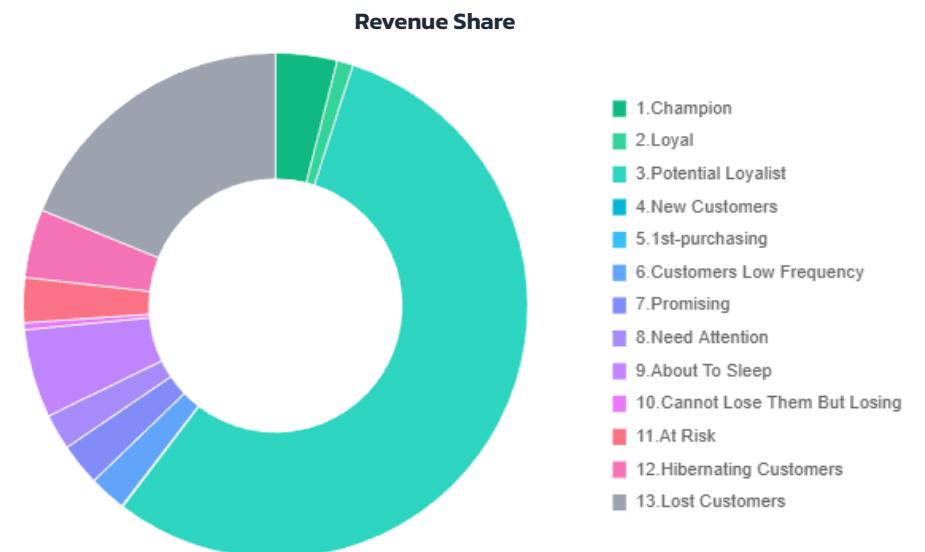
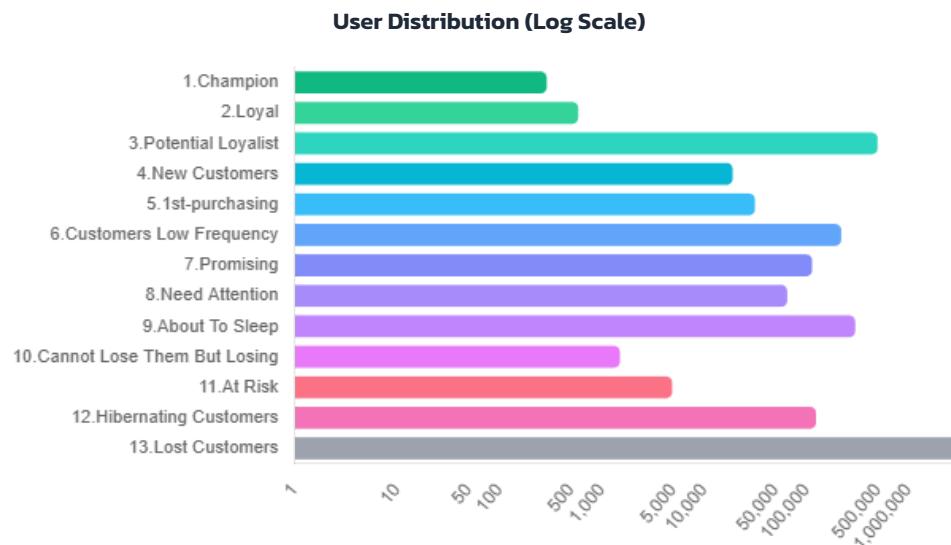
ดึง API สำเร็จ: 777 รายการ

งวดข้อมูล (Most_Round)

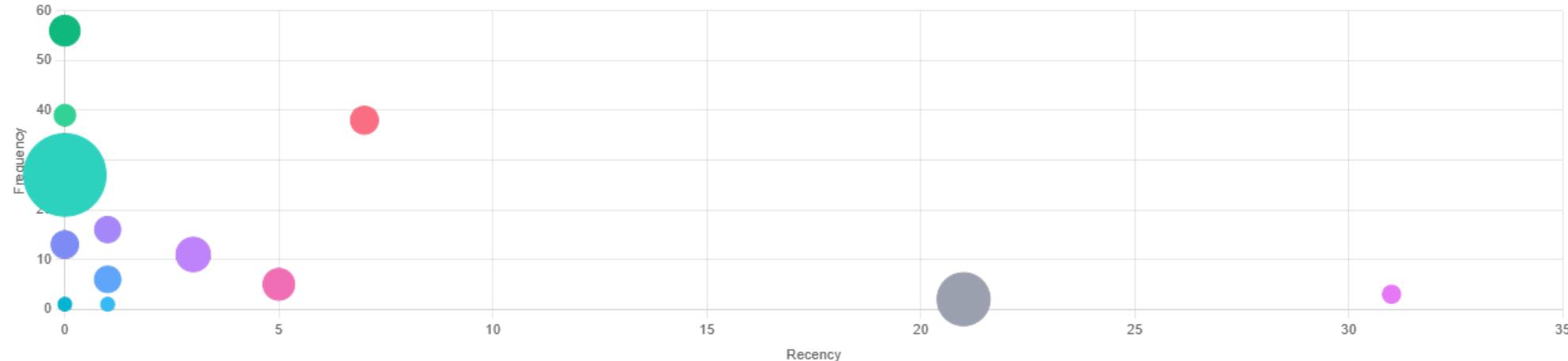
2026-01-17 (ล่าสุด)

กลุ่มลูกค้า (Segment)

ทั้งหมด



RFM Matrix



Segment	Date	Users	Revenue	
1.Champion	2026-01-17	290	\$1,449,366,135	Revenue ↑ 1.0%
R: 0 F: 56 M: 996				
2.Loyal	2026-01-17	590	\$383,891,445	Revenue ↑ 11.3%
R: 0 F: 39 M: 175				
3.Potential Loyalist	2026-01-17	499,329	\$20,432,121,360	Revenue ↓ 0.4%
R: 0 F: 27 M: 11				
4.New Customers	2026-01-17	19,103	\$11,968,320	Revenue ↑ 10.4%
R: 0 F: 1 M: 6				
5.1st-purchasing	2026-01-17	31,585	\$14,765,730	Revenue ↓ 9.9%
R: 1 F: 1 M: 4				
6.Customers Low Frequency	2026-01-17	220,079	\$877,082,850	Revenue ↓ 18.0%
R: 1 F: 6 M: 5				
7.Promising	2026-01-17	114,251	\$998,119,710	Revenue ↑ 14.1%
R: 0 F: 13 M: 6				
8.Need Attention	2026-01-17	65,221	\$847,209,405	Revenue ↓ 17.1%
R: 1 F: 16 M: 7				
9.About To Sleep	2026-01-17	Users	Revenue	
10.Cannot Lose Them But Losing	2026-01-17	Users	Revenue	
11.At Risk	2026-01-17	Users	Revenue	
12.Hibernating Customers	2026-01-17	Users	Revenue	

301,755**\$2,092,059,270**

↓ 9.6%

↓ 2.7%

R: 3

F: 11

M: 4

Users

1,509

↑ 2.8%

R: 31

Revenue

\$160,639,605

↑ 2.4%

F: 3

M: 240

4,890**\$1,061,360,475**

↑ 11.7%

↑ 10.7%

R: 7

F: 38

M: 65

125,047**\$1,616,158,635**

↑ 37.0%

↑ 3.8%

13.Lost Customers

2026-01-17

Users

3,164,321

↑ 2.8%

Revenue

\$6,950,504,715

↑ 5.9%

R: 21

F: 2

M: 4