

RFM Dashboard (Cloud Run Ready)

เชื่อมต่อข้อมูลผ่าน CSV หรือ Cloud Run API (Databricks/BigQuery)

 Upload CSV

 Connect API

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

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

 ดึงข้อมูล API

ดึง API สำเร็จ: 777 รายการ

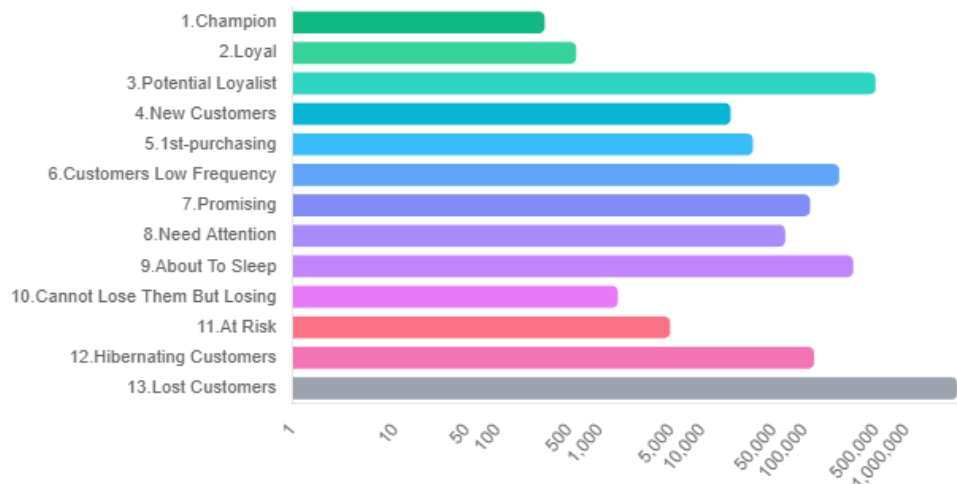
งวดข้อมูล (Most_Round)

2026-01-17 (ล่าสุด)

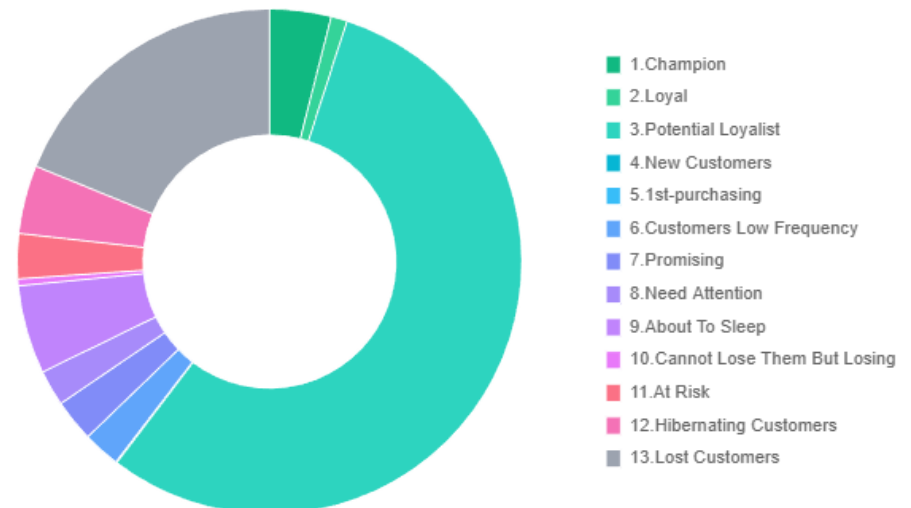
กลุ่มลูกค้า (Segment)

ทั้งหมด

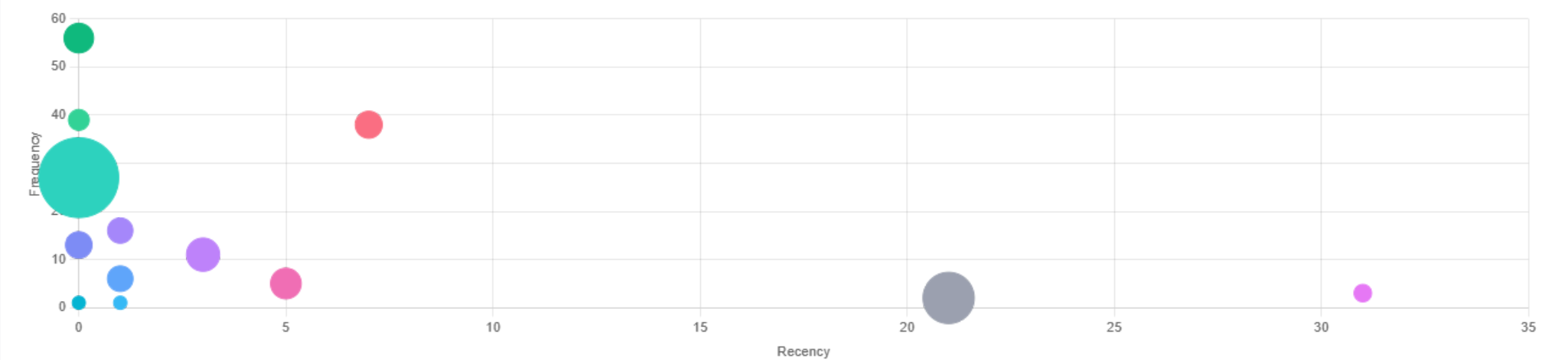
User Distribution (Log Scale)



Revenue Share



RFM Matrix



1.Champion2026-01-17

Users

290

↑ 1.0%

Revenue

฿1,449,366,135

↑ 1.7%

R: 0

F: 56

M: 996

2.Loyal2026-01-17

Users

590

↑ 11.3%

Revenue

฿383,891,445

↑ 9.8%

R: 0

F: 39

M: 175

3.Potential Loyalist2026-01-17

Users

499,329

↓ 0.4%

Revenue

฿20,432,121,360

↑ 1.5%

R: 0

F: 27

M: 11

4.New Customers2026-01-17

Users

19,103

↑ 10.4%

Revenue

฿11,968,320

↑ 1.6%

R: 0

F: 1

M: 6

5.1st-purchasing2026-01-17

Users

31,585

↓ 9.9%

Revenue

฿14,765,730

↑ 8.2%

R: 1

F: 1

M: 4

6.Customers Low Frequency2026-01-17

Users

220,079

↓ 18.0%

Revenue

฿877,082,850

↓ 9.7%

R: 1

F: 6

M: 5

7.Promising2026-01-17

Users

114,251

↑ 14.1%

Revenue

฿998,119,710

↑ 15.4%

R: 0

F: 13

M: 6

8.Need Attention2026-01-17

Users

65,221

↓ 17.1%

Revenue

฿847,209,405

↓ 19.2%

R: 1

F: 16

M: 7

9.About To Sleep2026-01-17

Users

Revenue

R: 1

F: 1

M: 4

10.Cannot Lose Them But Losing2026-01-17

Users

Revenue

R: 1

F: 1

M: 4

11.At Risk2026-01-17

Users

Revenue

R: 1

F: 1

M: 4

12.Hibernating Customers2026-01-17

Users

Revenue

R: 1

F: 1

M: 4

301,755

↓ 9.6%

฿2,092,059,270

↓ 2.7%

R: 3

F: 11

M: 4

Users

1,509

↑ 2.8%

Revenue

฿160,639,605

↑ 2.4%

R: 31

F: 3

M: 240

4,890

↑ 11.7%

฿1,061,360,475

↑ 10.7%

R: 7

F: 38

M: 65

125,047

↑ 37.0%

฿1,616,158,635

↑ 3.8%

R: 5

F: 5

M: 9

13.Lost Customers2026-01-17

Users

3,164,321

↑ 2.8%

Revenue

฿6,950,504,715

↑ 5.9%

R: 21

F: 2

M: 4