

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>

ตั้งชื่อ URL API

ดึง API สำเร็จ: 777 รายการ

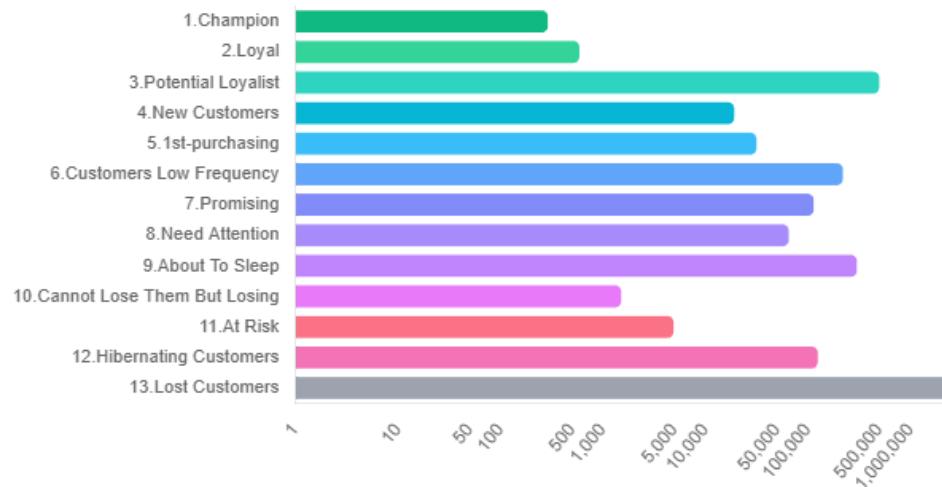
งวดข้อมูล (Most_Round)

2026-01-17 (ล่าสุด)

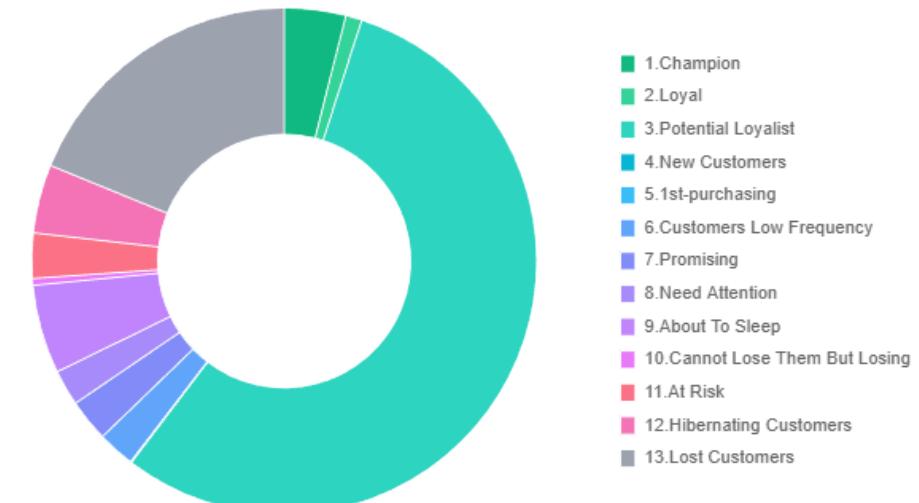
กลุ่มลูกค้า (Segment)

กั้งหมด

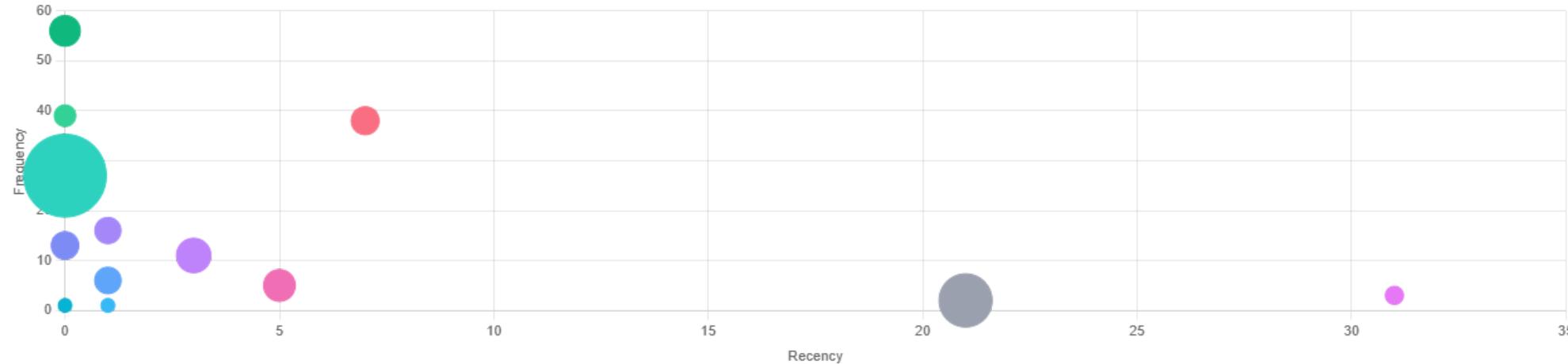
User Distribution (Log Scale)



Revenue Share



RFM Matrix



1.Champion 2026-01-17

Users **290** Revenue **\$1,449,366,135**

↑ 1.0% ↑ 1.7%

R: 0 F: 56 M: 996

2.Loyal 2026-01-17

Users **590** Revenue **\$383,891,445**

↑ 11.3% ↑ 9.8%

R: 0 F: 39 M: 175

3.Potential Loyalist 2026-01-17

Users **499,329** Revenue **\$20,432,121,360**

↓ 0.4% ↑ 1.5%

R: 0 F: 27 M: 11

4.New Customers 2026-01-17

Users **19,103** Revenue **\$11,968,320**

↑ 10.4% ↑ 1.6%

R: 0 F: 1 M: 6

5.1st-purchasing 2026-01-17

Users **31,585** Revenue **\$14,765,730**

↓ 9.9% ↑ 8.2%

R: 1 F: 1 M: 4

6.Customers Low Frequency 2026-01-17

Users **220,079** Revenue **\$877,082,850**

↓ 18.0% ↓ 9.7%

R: 1 F: 6 M: 5

7.Promising 2026-01-17

Users **114,251** Revenue **\$998,119,710**

↑ 14.1% ↑ 15.4%

R: 0 F: 13 M: 6

8.Need Attention 2026-01-17

Users **65,221** Revenue **\$847,209,405**

↓ 17.1% ↓ 19.2%

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 **17** 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