📈 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-1984865299387.asia-southeast1.run.app/api/rfm-data~~

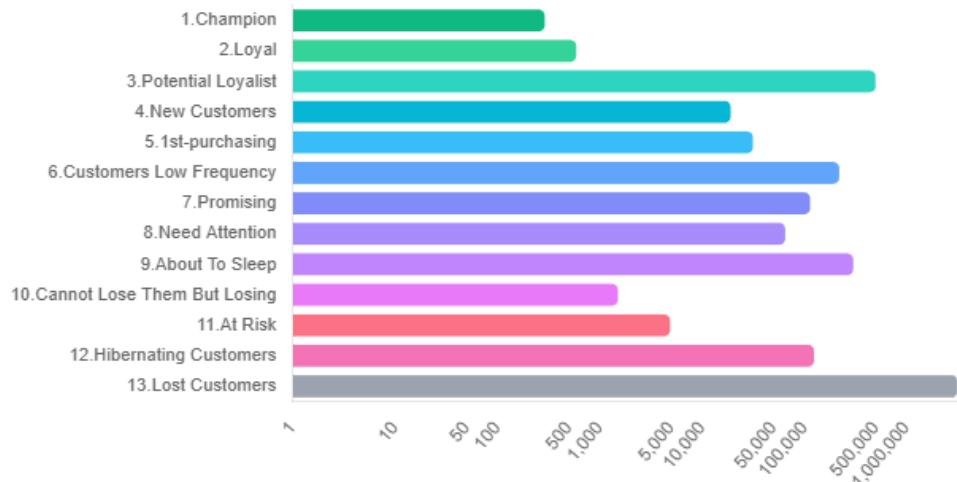🔄 ดึงข้อมูล API
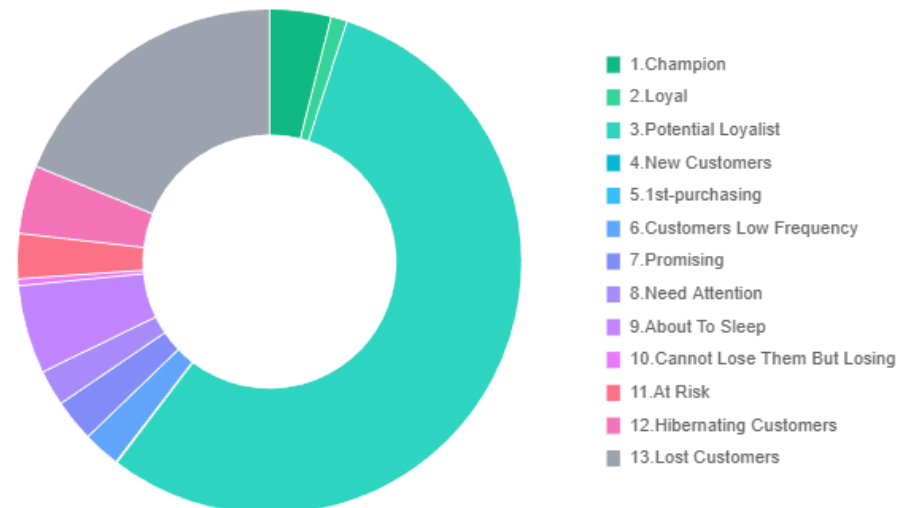
ดึง API สำเร็จ: 777 รายการ
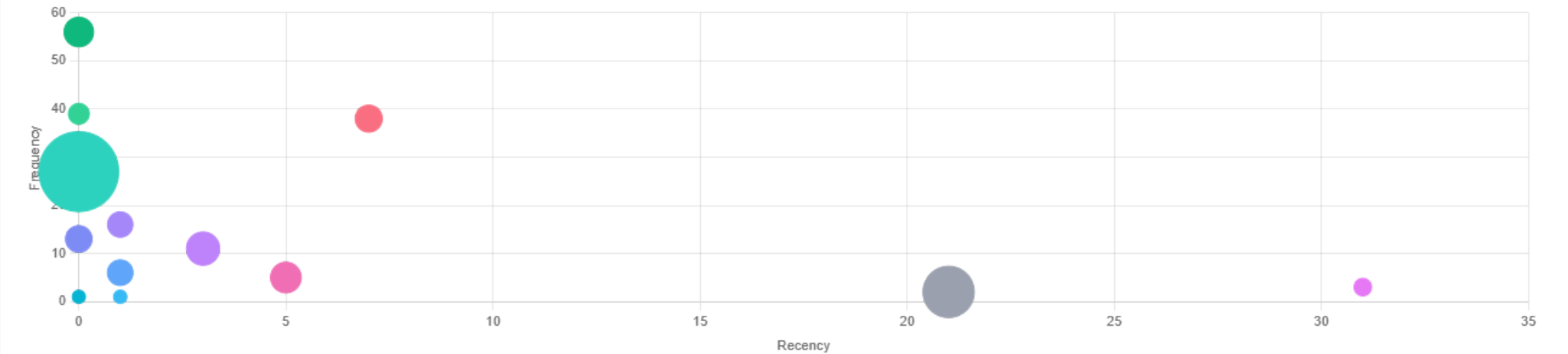
งวดข้อมูล (Most_Round)	กลุ่มลูกค้า (Segment)
2026-01-17 (ล่าสุด)	ทั้งหมด

User Distribution (Log Scale)

1.Champion
2.Loyal
3.Potential Loyalist
4.New Customers
5.1st-purchasing
6.Customers Low Frequency
7.Promising
8.Need Attention
9.About To Sleep
10.Cannot Lose Them But Losing
11.At Risk
12.Hibernating Customers
13.Lost Customers

1 10 50 100 500 1,000 5,000 10,000 50,000 100,000 500,000 1,000,000

Revenue Share

- 1.Champion
- 2.Loyal
- 3.Potential Loyalist
- 4.New Customers
- 5.1st-purchasing
- 6.Customers Low Frequency
- 7.Promising
- 8.Need Attention
- 9.About To Sleep
- 10.Cannot Lose Them But Losing
- 11.At Risk
- 12.Hibernating Customers
- 13.Lost Customers

RFM Matrix

1.Champion	2026-01-17
Users	Revenue

↑ 1.0%   ↑ 1.7%

| R: 0 | F: 56 | M: 996 |

2.Loyal	2026-01-17
Users	Revenue

↑ 11.3%   ↑ 9.8%

| R: 0 | F: 39 | M: 175 |

3.Potential Loyalist	2026-01-17
Users	Revenue

↓ 0.4%   ↑ 1.5%

| R: 0 | F: 27 | M: 11 |

4.New Customers	2026-01-17
Users	Revenue

↑ 10.4%   ↑ 1.6%

| R: 0 | F: 1 | M: 6 |

5.1st-purchasing	2026-01-17
Users	Revenue

↓ 9.9%   ↑ 8.2%

| R: 1 | F: 1 | M: 4 |

6.Customers Low Frequency	2026-01-17
Users	Revenue

↓ 18.0%   ↓ 9.7%

| R: 1 | F: 6 | M: 5 |

7.Promising	2026-01-17
Users	Revenue

↑ 14.1%   ↑ 15.4%

| R: 0 | F: 13 | M: 6 |

8.Need Attention	2026-01-17
Users	Revenue

↓ 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	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 Revenue

1,909 ฿100,000,000

↑ 2.8% ↑ 2.4%

R: 31	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%

R: 5	F: 5	M: 9

13.Lost Customers   2026-01-17

Users   Revenue

↑ 2.8%   ↑ 5.9%

R: 21	F: 2	M: 4