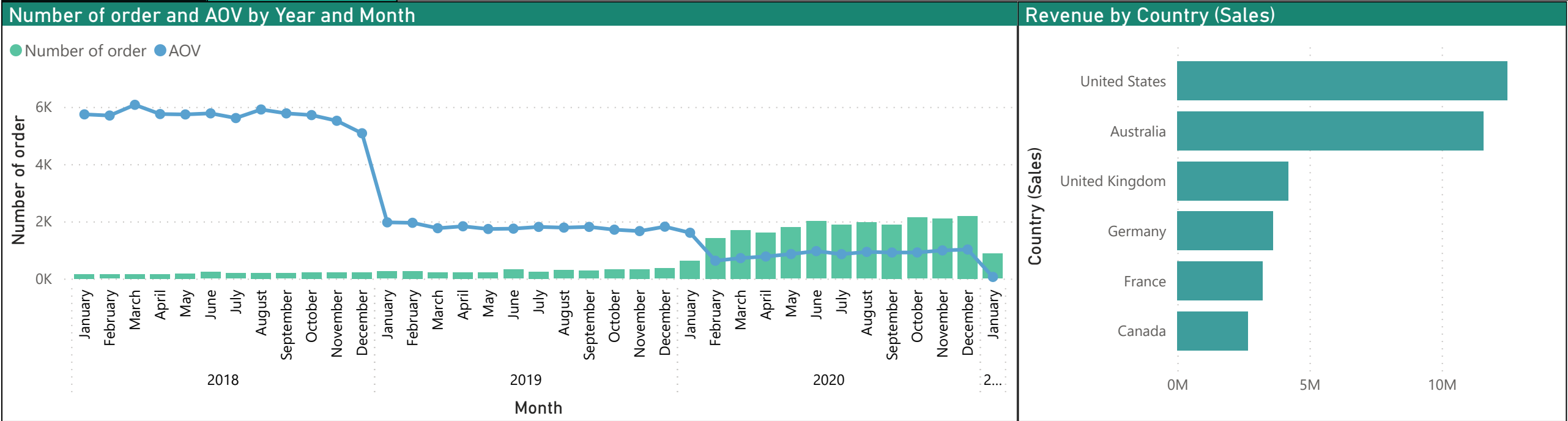
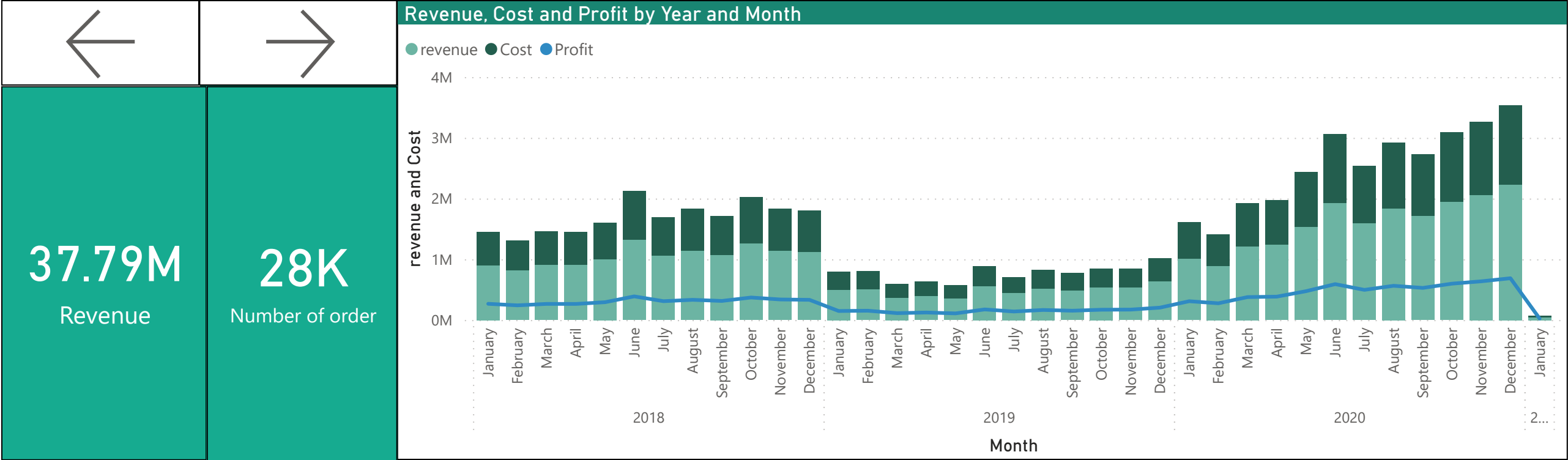


Tổng quan

Khách hàng mục tiêu

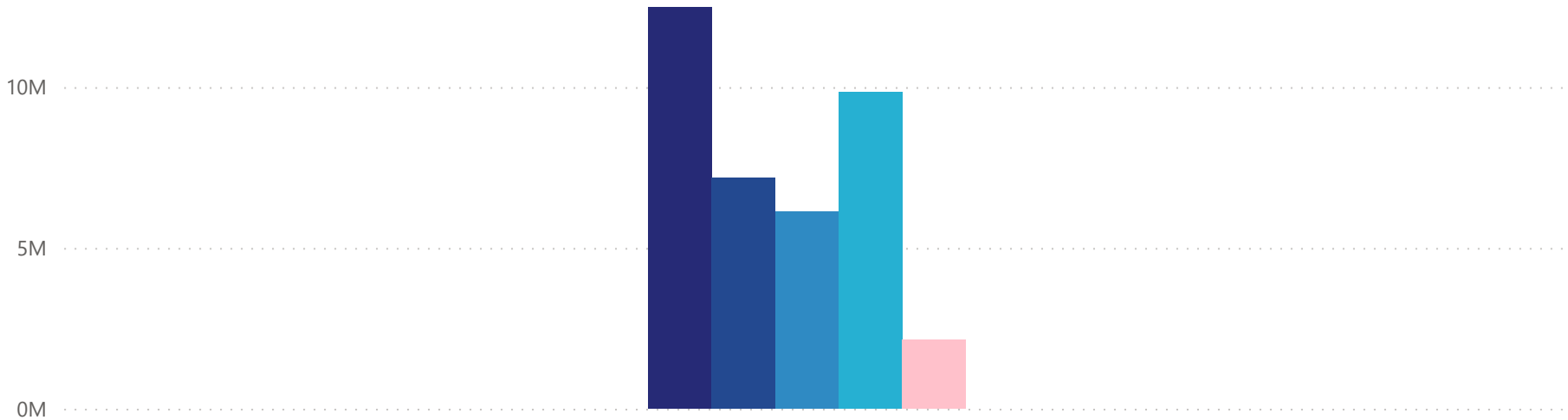
RFM model



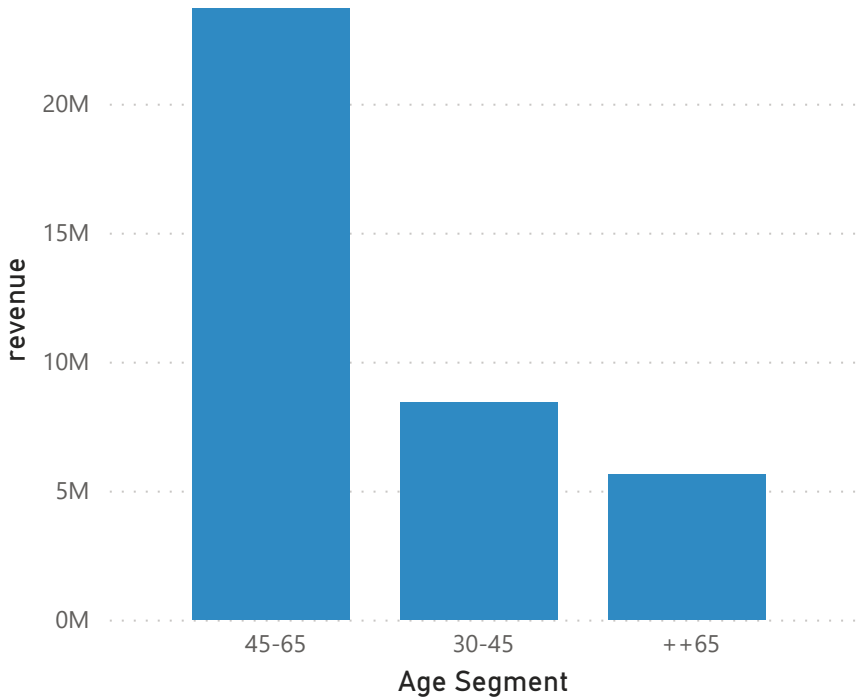


Revenue by EnglishEducation

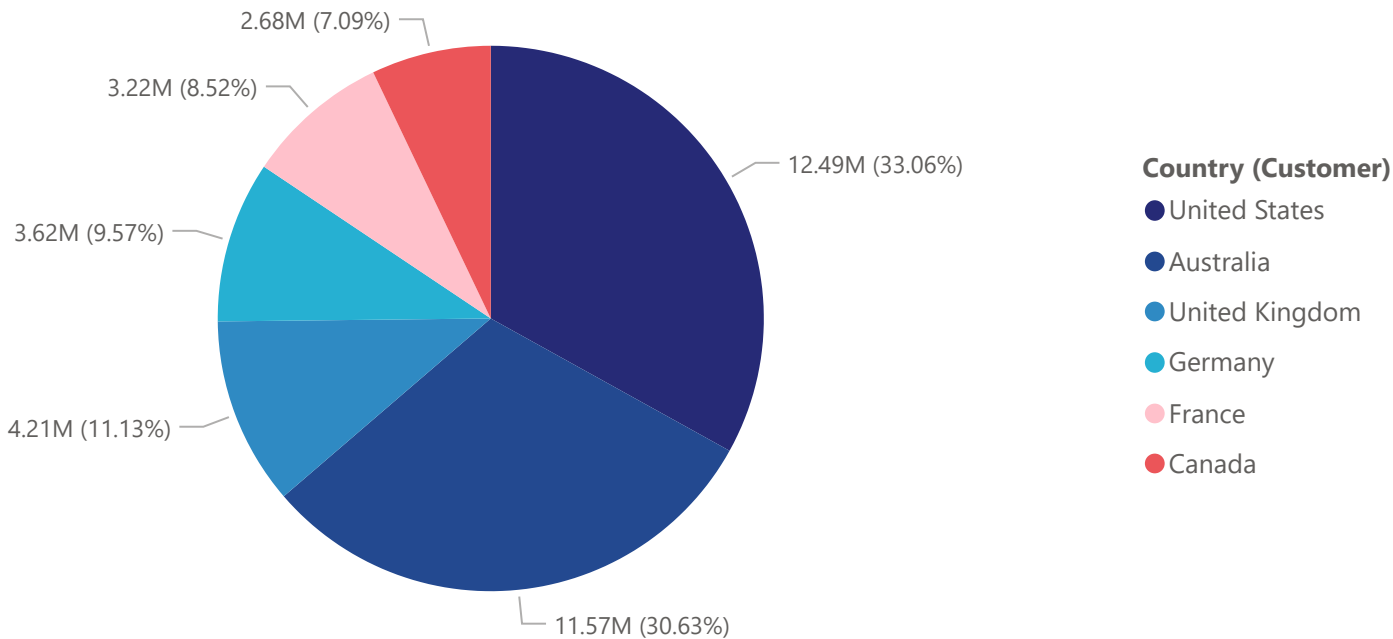
EnglishEducation ● Bachelors ● Graduate Degree ● High School ● Partial College ● Partial High School



revenue by Age Segment



revenue by Country (Customer)



←

→

i

Find more RFM here

37.79M

Revenue

18K

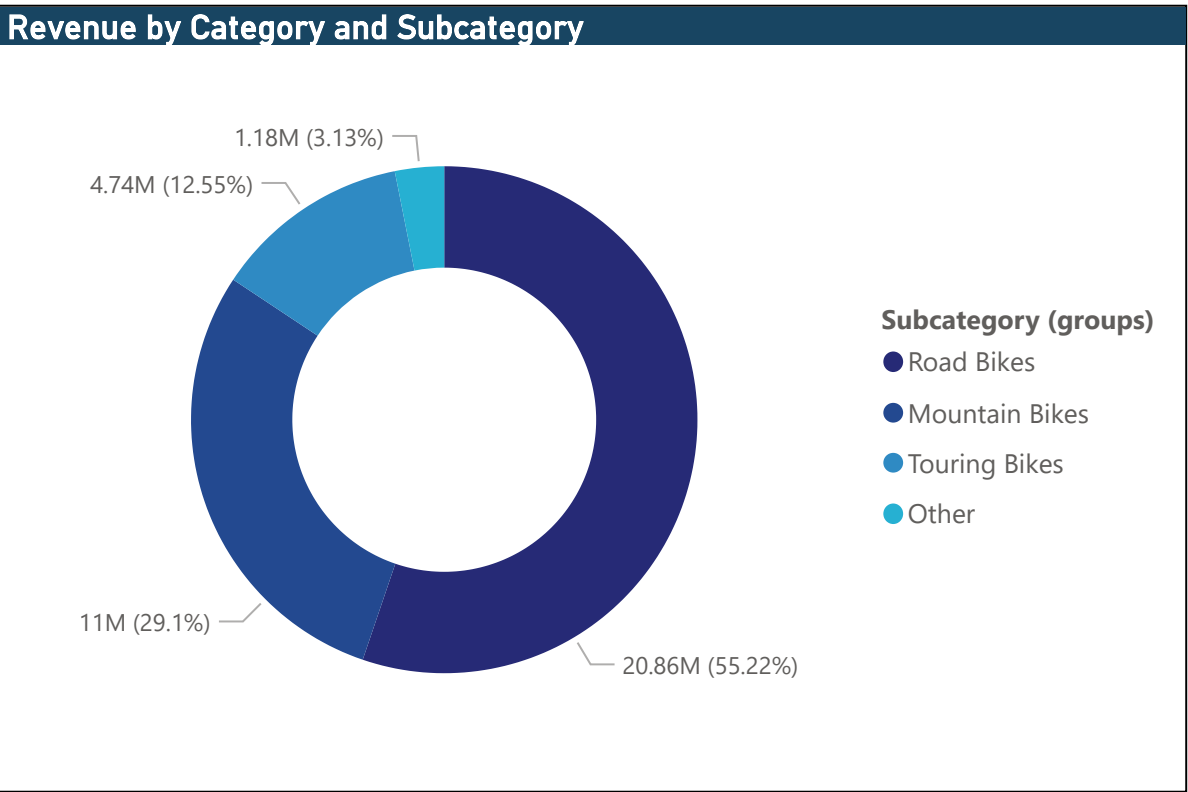
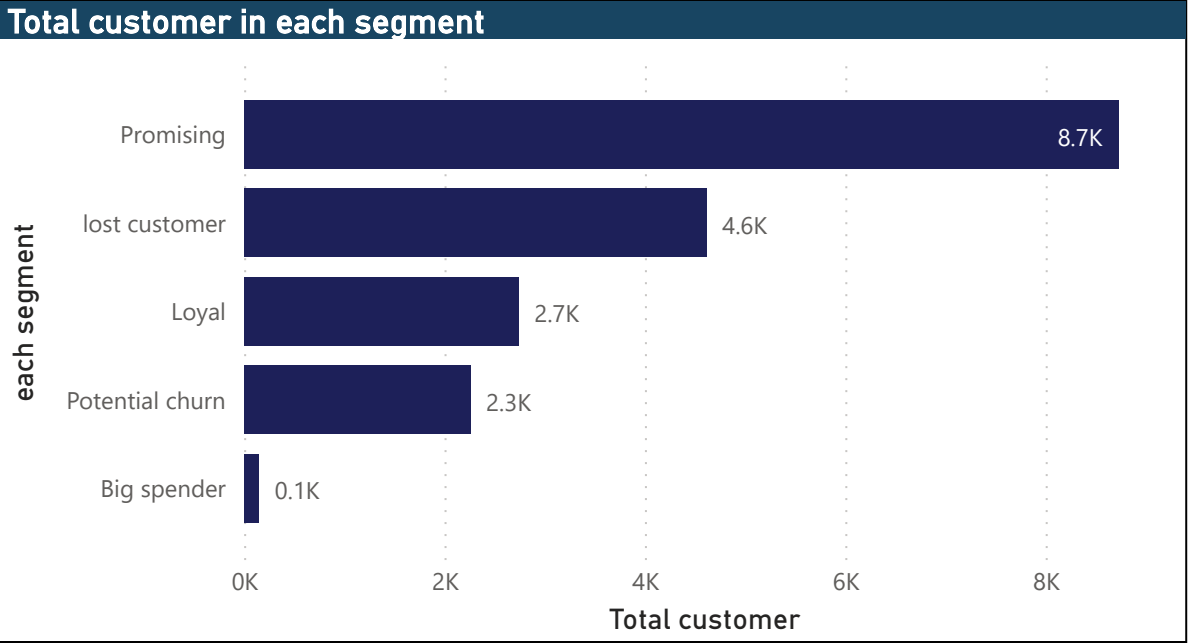
Total customer

28K

Total number of oder

1/28/2021
12:00:00 AM

Last order date



| CustomerKey | R-F-M | Last order date | Revenue |
|-------------|-------|------------------------|---------------|
| 12131 | 444 | 10/10/2020 12:00:00 AM | 19,313.31 |
| 12300 | 444 | 10/17/2020 12:00:00 AM | 19,214.03 |
| 12296 | 444 | 10/25/2020 12:00:00 AM | 19,149.95 |
| 13263 | 244 | 7/6/2020 12:00:00 AM | 16,933.36 |
| 12323 | 244 | 5/15/2020 12:00:00 AM | 16,916.48 |
| 12301 | 444 | 11/20/2020 12:00:00 AM | 16,873.65 |
| 12132 | 444 | 10/17/2020 12:00:00 AM | 16,872.54 |
| 12308 | 444 | 11/19/2020 12:00:00 AM | 16,847.54 |
| 12333 | 244 | 6/5/2020 12:00:00 AM | 16,800.55 |
| 12321 | 444 | 11/21/2020 12:00:00 AM | 16,793.92 |
| 12124 | 444 | 10/7/2020 12:00:00 AM | 16,773.91 |
| 12307 | 444 | 11/17/2020 12:00:00 AM | 16,751.46 |
| 13583 | 244 | 6/6/2020 12:00:00 AM | 16,750.58 |
| 13581 | 244 | 6/9/2020 12:00:00 AM | 16,749.58 |
| 11241 | 444 | 10/29/2020 12:00:00 AM | 15,873.90 |
| 11245 | 444 | 12/11/2020 12:00:00 AM | 15,333.37 |
| 11417 | 444 | 12/15/2020 12:00:00 AM | 15,060.72 |
| 13257 | 444 | 12/6/2020 12:00:00 AM | 14,923.51 |
| 11423 | 444 | 10/20/2020 12:00:00 AM | 14,615.00 |
| 12655 | 244 | 6/17/2020 12:00:00 AM | 14,477.89 |
| 15097 | 244 | 8/3/2020 12:00:00 AM | 14,416.91 |
| 12650 | 244 | 6/25/2020 12:00:00 AM | 14,391.90 |
| 14775 | 244 | 6/5/2020 12:00:00 AM | 14,389.50 |
| 12631 | 244 | 6/7/2020 12:00:00 AM | 14,377.79 |
| 12632 | 244 | 6/16/2020 12:00:00 AM | 14,371.54 |
| 12332 | 244 | 6/24/2020 12:00:00 AM | 14,367.80 |
| 13405 | 244 | 7/24/2020 12:00:00 AM | 14,356.88 |
| 13585 | 244 | 7/19/2020 12:00:00 AM | 14,317.52 |
| 14207 | 244 | 6/17/2020 12:00:00 AM | 14,303.54 |
| 14183 | 244 | 7/27/2020 12:00:00 AM | 14,292.64 |
| 15080 | 244 | 7/9/2020 12:00:00 AM | 14,290.61 |
| 14105 | 244 | 8/14/2020 12:00:00 AM | 14,287.69 |
| Total | | 1/28/2021 12:00:00 AM | 37,785,077.84 |