Dashboard

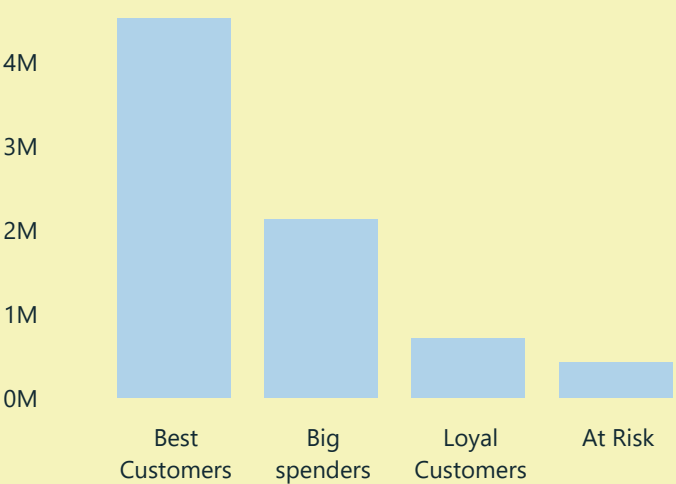|		
8.39M Total Revenue	**1.95K** Average Price per purchase	**4.12** Average Frequency

Customers per Segment

rfm_segment	Total Customers	Sum of Purchases	Average Frequency	Average Recency
Best Customers	835	4,528,449.03	8258	6630
Big spenders	599	2,123,411.10	4383	27899
Loyal Customers	784	704,108.21	2094	38747
At Risk	201	422,005.15	673	42911
At Risk Low Spenders	594	281,879.15	886	37613
Customers Needing Attention	868	259,624.22	1036	218513
Promising	340	58,552.49	340	21492
Recent Customers	84	15,185.76	84	769
Total	**4305**	**8,393,215.11**	**17754**	**394574**

Revenue per Segment

Customers per Country

90.27%

% of Total Customers