Customer Segmentation Dashboard

Date Today was set at 31st January 2018

Customer Segment

At Risk	Champions	Loyal	Potential	Uncategorized

Region

All

Count Customer Last Month

Count Customer per Segment

- 298 (37.58%)
- 162 (20.43%)
- 147 (18.54%)
- 146 (5.04%)
- 40 (18.41%)

Customer Segment
- At Risk
- Champions
- Potential
- Uncategorized
- Loyal
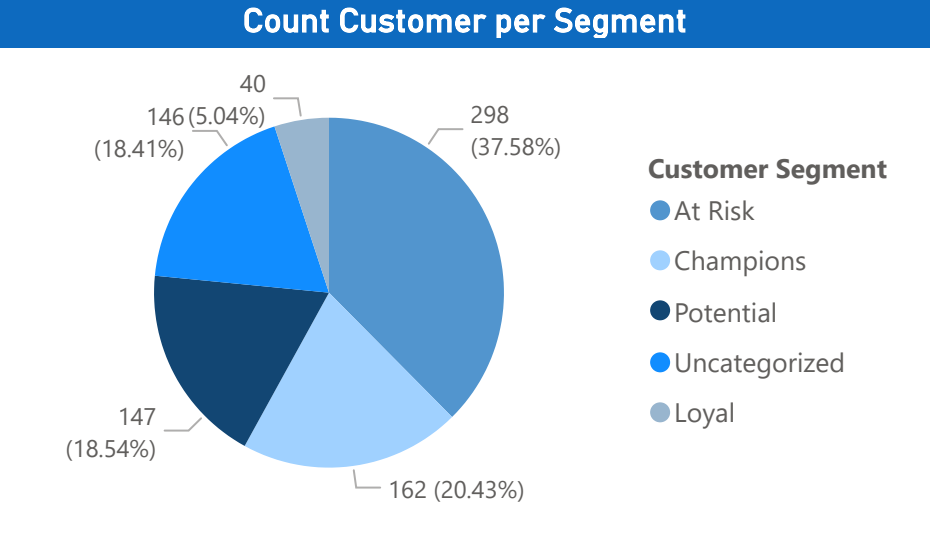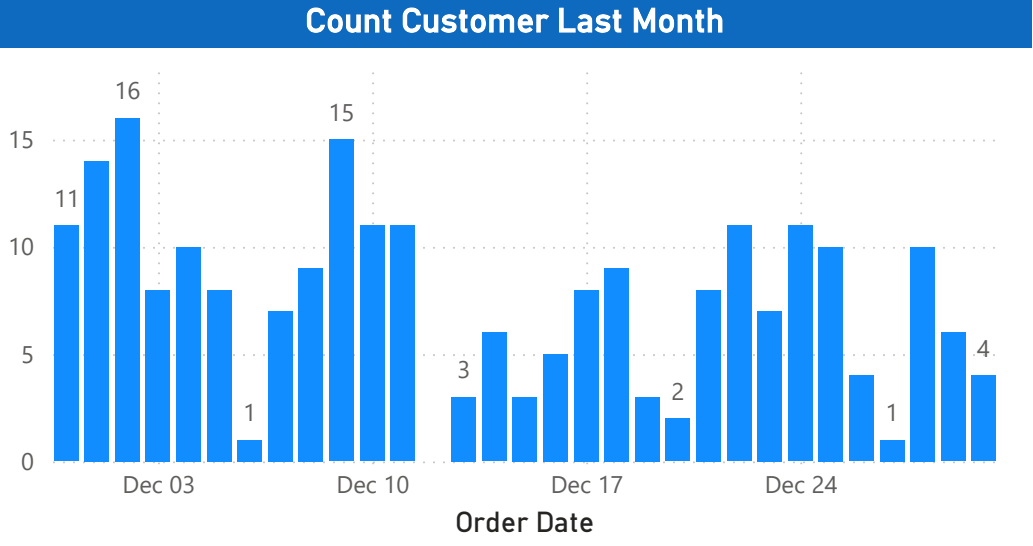
Recency Buck...
- ☐ 31-60 days
- ☐ 61-90 days
- ☐ 90+ days

793 Customers

5009 Orders

Sum of sales

2.30M

Profit

286.40K

Customer Details

Customer	Segment	RFM Score	Recency	Frequency	Monetary
Aaron Bergman	Uncategorized	111	447	3	886.16
Aaron Hawkins	Champions	543	44	7	1,744.70
Aaron Smayling	At Risk	344	120	7	3,050.69
Adam Bellavance	At Risk	345	86	8	7,755.62
Adam Hart	Loyal	454	66	10	3,250.34
Adam Shillingsburg	Loyal	454	60	9	3,255.31
Adrian Barton	Loyal	455	73	10	14,473.57
Adrian Hane	At Risk	342	92	7	1,735.51
Adrian Shami	Potential	411	73	2	58.82
Total					

Profit by Customer Segment

Segment	Profit
At Risk	104K
Champions	65K
Potential	58K
Uncategorized	38K
Loyal	22K

%Profit by Category

Legend: At Risk, Champions, Loyal, Potential, Uncategorized

Technology: 16.89%, 9.84%, 2.13%, 12.95%, 8.98%
Office Supplies: 16.32%, 11.15%, 4.54%, 7.02%, 3.74%
Furniture: 2.93%, 1.14%, 0.41%
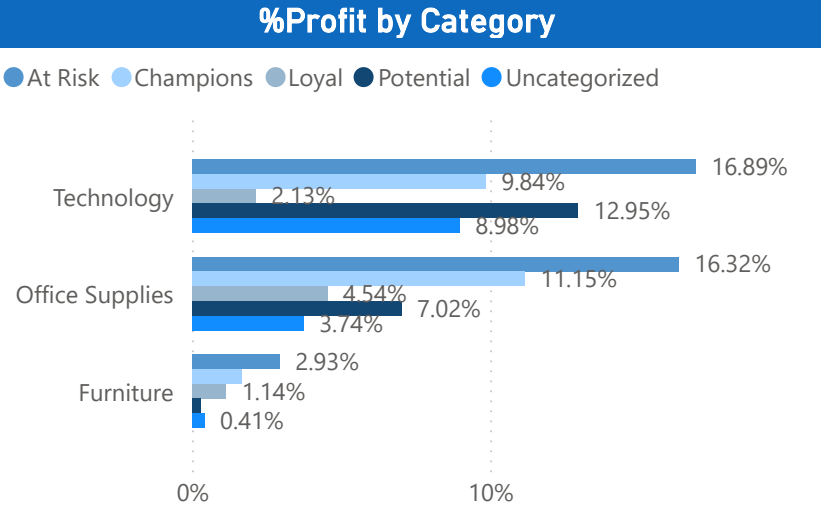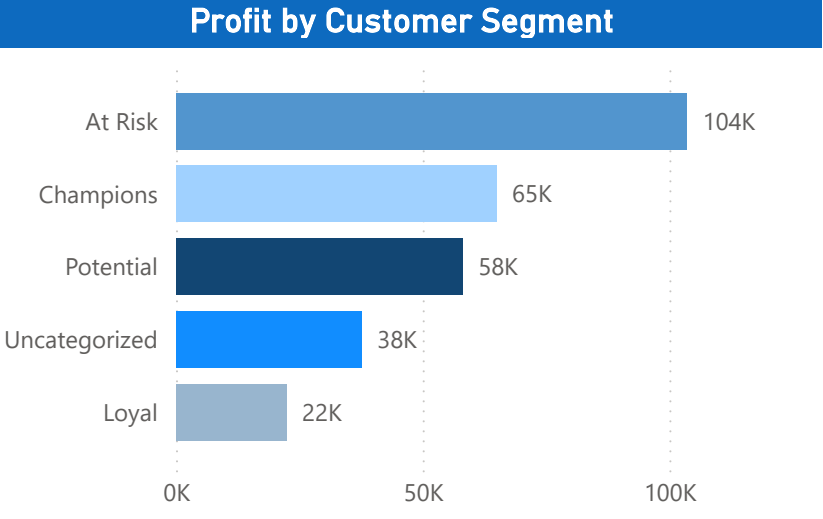
RFM matrix

R\F	1	2	3	4	5	Total
1	44,763.81	58,125.70	145,942.02	28,076.14	69,207.59	346,115.25
2	16,710.81	24,476.02	119,906.40	178,479.61	96,835.69	436,408.53
3	16,789.90	49,563.10	130,448.94	172,259.78	117,857.23	486,918.95
4	11,974.51	28,106.11	147,970.69	156,201.62	194,424.68	538,677.61
5	13,852.50	14,365.82	91,057.08	158,080.31	211,724.82	489,080.52
Total	**104,091.54**	**174,636.74**	**635,325.13**	**693,097.44**	**690,050.01**	**2,297,200.86**

Order Monthly Trend

- Total Orders
- Orders per Customer

RFM Score Distribution

RFM Scores: 111, 555, 344, 245, 233, 455, 133, 443, 132, 231, 433