Customer Segmentation Dashboard

Date Today was set at 1st January 2018

Customer Segment

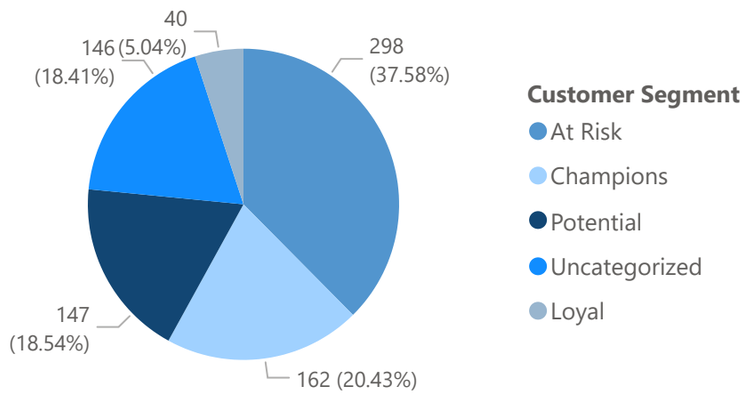
At Risk | Champions | Loyal | Potential | Uncategorized

Region: All

Market Segment

Consumer | Corporate | Home Office

Count Customer per Segment



Recency Buck...
- 0-30 days
- 31-60 days
- 61-90 days
- 90+ days

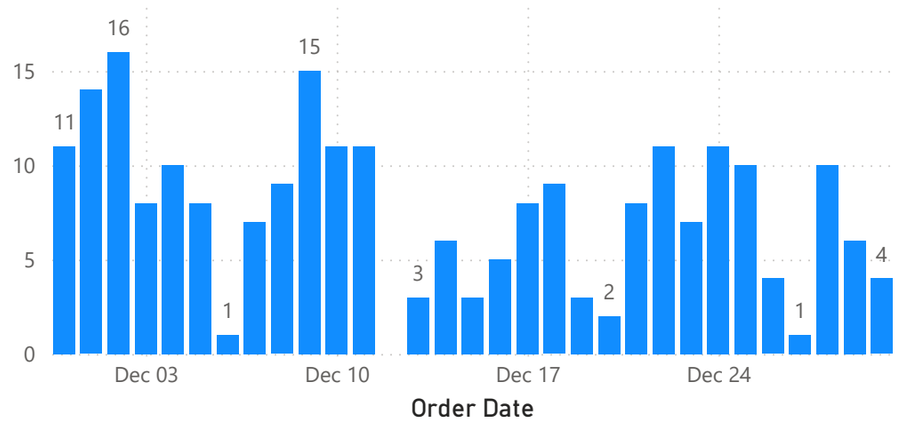
793 Customers

5009 Orders

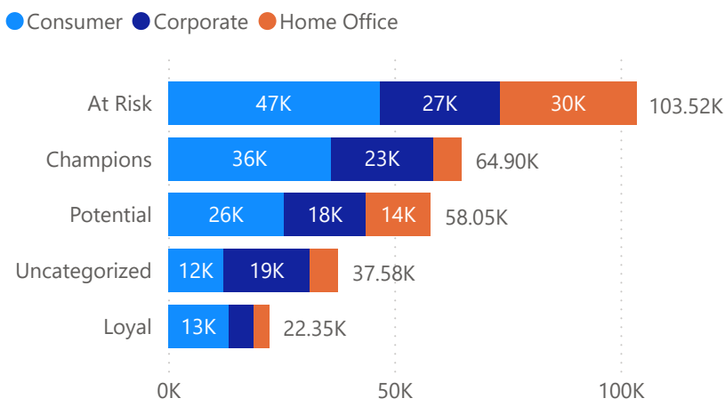
Sum of sales: 2.30M

Profit: 286.40K

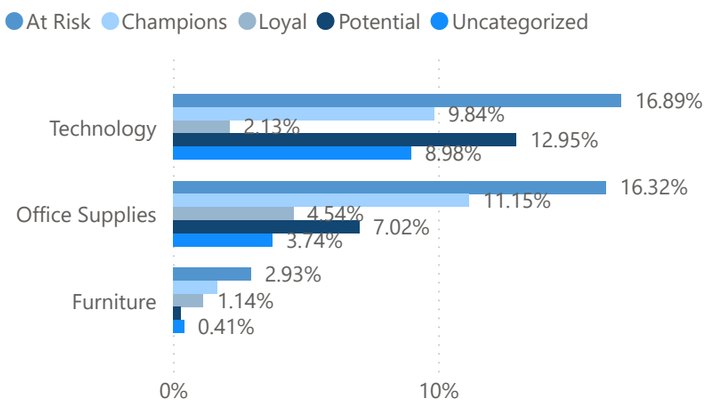
Count Customer Last Month



Profit by Customer Segment



%Profit by Category



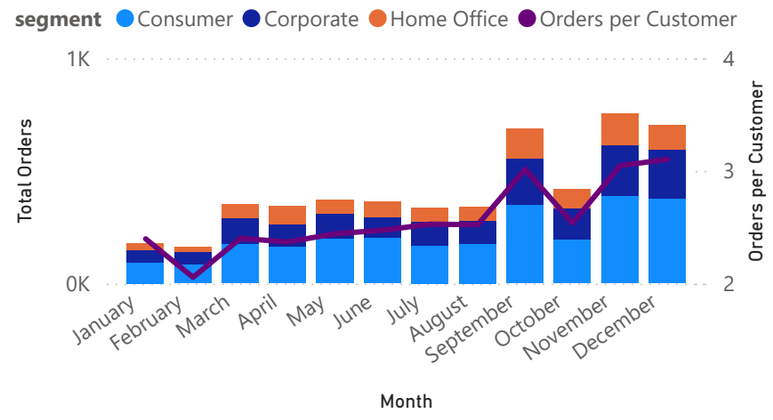
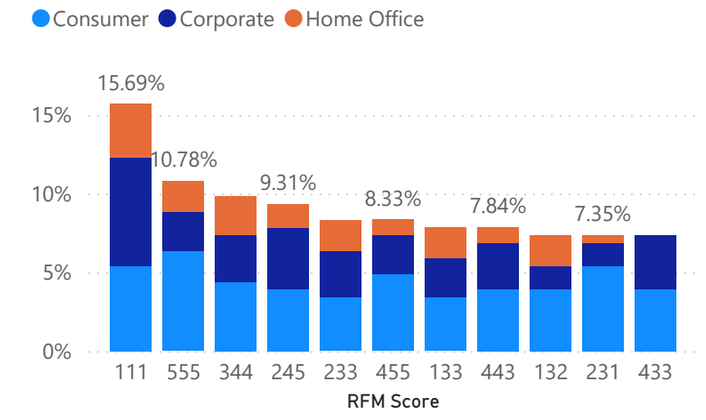
Customer Details

Customer	Segment	RFM Score	Recency	Frequency	Monetary
Aaron Bergman	Uncategorized	111	417	3	886.16
Aaron Hawkins	Champions	543	14	7	1,744.70
Aaron Smayling	At Risk	344	90	7	3,050.69
Adam Bellavance	At Risk	345	56	8	7,755.62
Adam Hart	Loyal	454	36	10	3,250.34
Adam Shillingsburg	Loyal	454	30	9	3,255.31
Adrian Barton	Loyal	455	43	10	14,473.57
Adrian Hane	At Risk	342	62	7	1,735.51
Adrian Shami	Potential	411	43	2	58.82
Total					

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



RFM Score Distribution