

1. RFM dashboard

Last Shipment Date

Product Name

Cluster

Funnel

Total Costumers

Total Monetary

Dashboard Details Customers bisa klik link berikut --->>>

2. Detail RFM Customers Dashboard

Total Customers by

Hot Warm Cold

count\_customers

cluster

Average Recency by

Hot Warm Cold

average\_recency

cluster

Average Frequency by

Hot Warm Cold

average\_frequency

cluster

Average Monetary by

Hot Warm Cold

average\_monetary

cluster

Total Repeat Order by

repeat orderchampion hotchampion warmchampion coldloyal hotloyal warmloyal coldpotential loyal hotpotential loyal warm

Describe Data

clusterfunnelmean recencymin recencymax recencymean frequencymin frequencymax frequencymean monetary