

1. RFM dashboard

The dashboard consists of several cards:

- Last Shipment Date**: Shows a dropdown menu.
- Product Name**: Shows a dropdown menu.
- Cluster**: Shows a dropdown menu.
- Funnel**: Shows a dropdown menu.
- Total Costumers**: A large card with a black background.
- Total Monetary**: A large card with a black background.
- Dashboard Details**: A card containing the text "Customers bisa klik link berikut --->>>" followed by a redacted URL.
- 2. Detail RFM Customers Dashboard**: A card with a blue icon and the text "2. Detail RFM Customers Dashboard".
- Total Customers by [REDACTED]**: A chart showing customer count by cluster. The y-axis is labeled "count_customers". Legend: Hot (orange), Warm (teal), Cold (yellow). Data table:

cluster	Hot	Warm	Cold
1	100	200	300
2	200	100	300
3	300	200	100
4	400	100	200
5	500	100	200
6	600	100	200
7	700	100	200
8	800	100	200
9	900	100	200
10	1000	100	200
- Average Recency by [REDACTED]**: A chart showing average recency by cluster. The y-axis is labeled "average_recency". Legend: Hot (orange), Warm (teal), Cold (yellow). Data table:

cluster	Hot	Warm	Cold
1	100	200	300
2	200	100	300
3	300	200	100
4	400	100	200
5	500	100	200
6	600	100	200
7	700	100	200
8	800	100	200
9	900	100	200
10	1000	100	200
- Average Frequency by [REDACTED]**: A chart showing average frequency by cluster. The y-axis is labeled "average_frequency". Legend: Hot (orange), Warm (teal), Cold (yellow). Data table:

cluster	Hot	Warm	Cold
1	100	200	300
2	200	100	300
3	300	200	100
4	400	100	200
5	500	100	200
6	600	100	200
7	700	100	200
8	800	100	200
9	900	100	200
10	1000	100	200
- Average Monetary by [REDACTED]**: A chart showing average monetary by cluster. The y-axis is labeled "average_monetary". Legend: Hot (orange), Warm (teal), Cold (yellow). Data table:

cluster	Hot	Warm	Cold
1	100	200	300
2	200	100	300
3	300	200	100
4	400	100	200
5	500	100	200
6	600	100	200
7	700	100	200
8	800	100	200
9	900	100	200
10	1000	100	200
- Total Repeat Order by [REDACTED]**: A chart showing total repeat order by cluster. The y-axis is labeled "repeat_order". Legend: champion hot (light orange), champion warm (light teal), champion cold (light yellow), loyal hot (light orange), loyal warm (light teal), loyal cold (light yellow), potential loyal hot (light orange), potential loyal warm (light teal). Data table:

cluster	champion hot	champion warm	champion cold	loyal hot	loyal warm	loyal cold	potential loyal hot	potential loyal warm
1	100	200	300	400	500	600	700	800
2	200	100	300	400	500	600	700	800
3	300	200	100	400	500	600	700	800
4	400	100	200	500	600	700	800	900
5	500	100	200	600	700	800	900	1000
6	600	100	200	700	800	900	1000	1100
7	700	100	200	800	900	1000	1100	1200
8	800	100	200	900	1000	1100	1200	1300
9	900	100	200	1000	1100	1200	1300	1400
10	1000	100	200	1100	1200	1300	1400	1500
- Describe Data**: A card with a table showing descriptive statistics for each cluster across RFM dimensions.

cluster	funnel	mean recency	min recency	max recency	mean frequency	min frequency	max frequency	mean monetary
1	100	200	300	400	500	600	700	800
2	200	100	300	400	500	600	700	800
3	300	200	100	400	500	600	700	800
4	400	100	200	500	600	700	800	900
5	500	100	200	600	700	800	900	1000
6	600	100	200	700	800	900	1000	1100
7	700	100	200	800	900	1000	1100	1200
8	800	100	200	900	1000	1100	1200	1300
9	900	100	200	1000	1100	1200	1300	1400
10	1000	100	200	1100	1200	1300	1400	1500