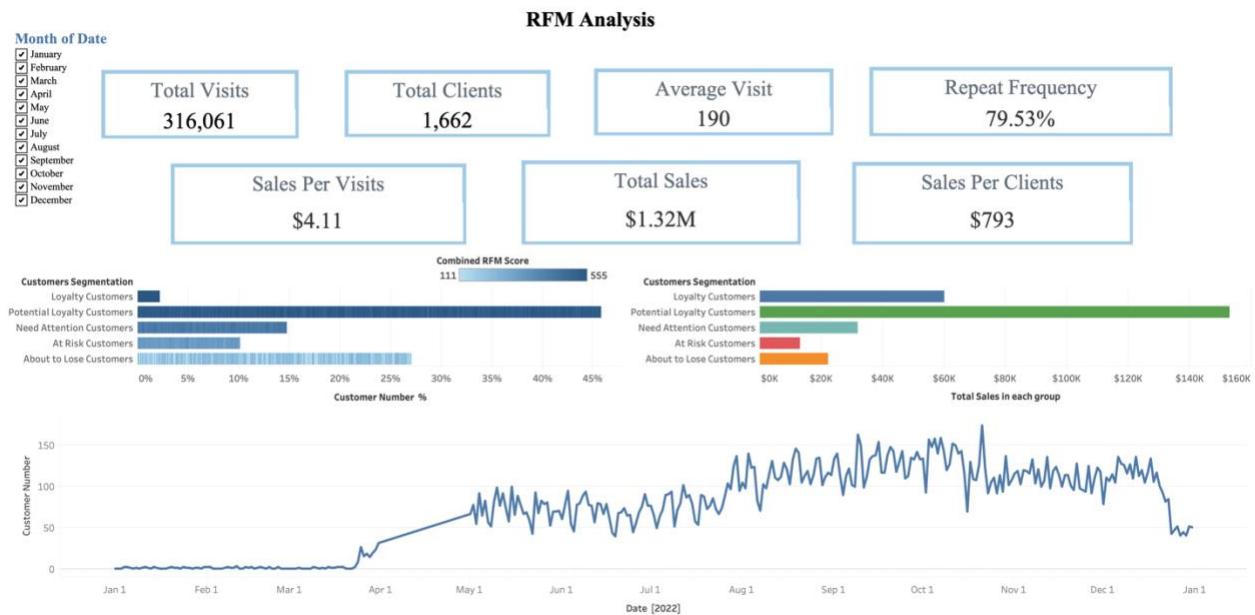


RFM Analysis



I recently conducted data analysis for a convenience store chain and decided to create an RFM analysis dashboard to further enhance their business success. By segmenting customers based on Recency, Frequency, and Monetary scores, I am able to develop targeted promotion strategies that improved customer retention and overall store sales performance. RFM analysis is a crucial tool for retailers to understand customer behavior and optimize marketing efforts. By leveraging this data, store owners can create personalized promotions to build loyalty and drive sales growth. In my work, I focused on developing RFM analysis dashboards that made it easy for store owners to access critical information and make informed decisions about customer consumption history.

The above dashboard contains some important indicators for the chain store. For example, Total clients refers to the number of customers in the loyalty program, and currently, 1662 customers have visited the store. Total visits refers to the number of visits made by these customers in the year, which is a total of 3160061 visits. Therefore, we can calculate that each customer on average visited the store 190 times. Repeat frequency refers to the proportion of customers who have visited the store more than once out of all customers, which is currently at 79.53%. This means that nearly 80% of customers have visited the store more than once. Total sales is 1.32M, which represents the total sales of the store. The average customer spent \$792, and the average

spend per visit was \$4.11. Based on this metric, we can see that there is a lot of room for improving the basket size.