



# Customer Segmentation analysis

Category

All

Month

All

5645

Customer Number

11K

Total order number

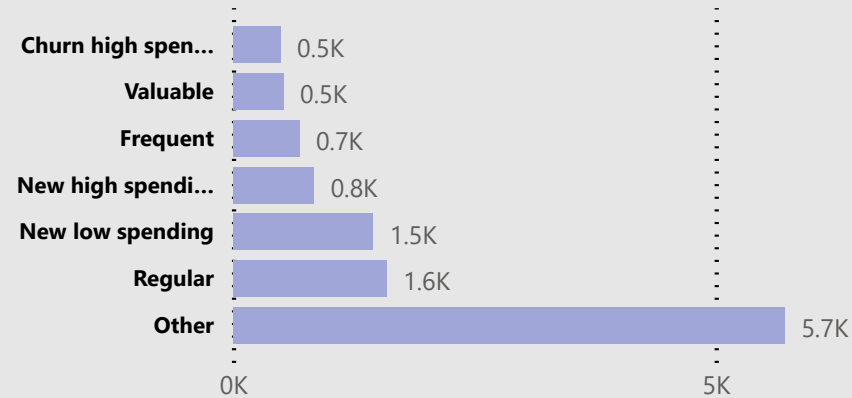
70.44M

Transaction Amount

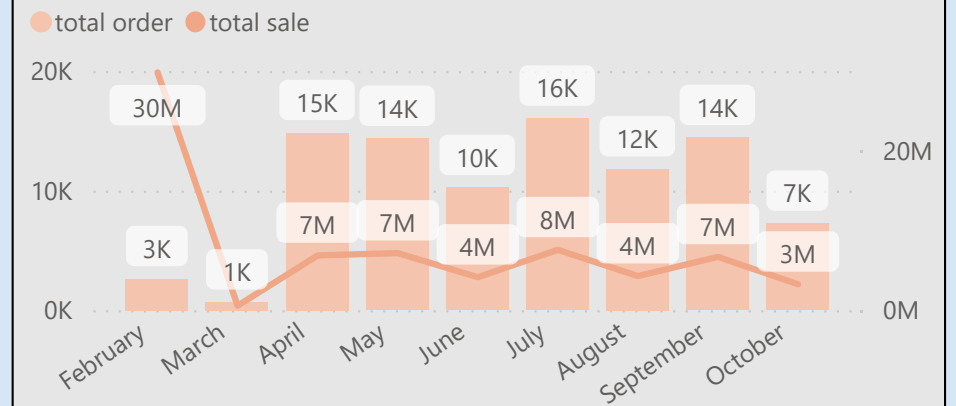
19/10/2018

latest order

Total Customer in each Segment



total order and total sale by Month



R-F-M Latest\_Purchase\_Date order\_number Sales\_amount

4-1-1	19/10/2018	890	448,577.12
1-1-1	29/09/2018	644	586,406.54
2-3-4	08/10/2018	574	10,156,412.10
2-1-2	08/10/2018	570	1,908,325.72
4-1-3	18/10/2018	568	3,429,137.52
4-1-2	19/10/2018	560	1,820,007.69
2-1-3	08/10/2018	554	3,366,338.02
4-3-4	18/10/2018	522	8,037,934.24
3-1-1	16/10/2018	504	443,771.49
2-1-1	08/10/2018	488	562,117.59
1-1-2	27/09/2018	480	1,531,505.67
3-1-2	16/10/2018	450	1,475,147.88
3-1-3	16/10/2018	388	2,367,744.01
Total	19/10/2018	11290	70,436,122.68

Total sale by Category

