

Customer Segmentation Dashboard

Generated Report using RFM Analysis

Customer Segmentation Report

1. Objective & Problem Statement

The primary goal of this dashboard is to segment customers using RFM methodology (Recency, Frequency, Monetary), enabling the business to better understand customer behavior, target marketing campaigns, and boost customer retention strategies. We also monitor revenue trends, customer growth, and top contributors.

2. Dataset Description

This dataset comes from an online retail store. It includes transactions such as InvoiceNo, StockCode, Description, Quantity, UnitPrice, InvoiceDate, CustomerID, Country, etc. Additional features such as Revenue, RFM Scores, and Clusters were engineered to support advanced analytics.

3. Methodology

We used RFM analysis to group customers into clusters like Champions, Loyal, At Risk, etc. Based on these, KPIs such as AOV (Average Order Value), Revenue by Region, and Customer Growth were derived. Dash visualizations were then built to make this data actionable.

4. Executive Summary (Insights)

Summary for Selected Period

A total of 4,338 customers generated \$8,911,407.90 in revenue.

The average revenue per customer is \$2,054.27.

Top country by revenue: UK

Most valuable customer ID: 14646

Best month: November 2011 (\$1,161,817.38)

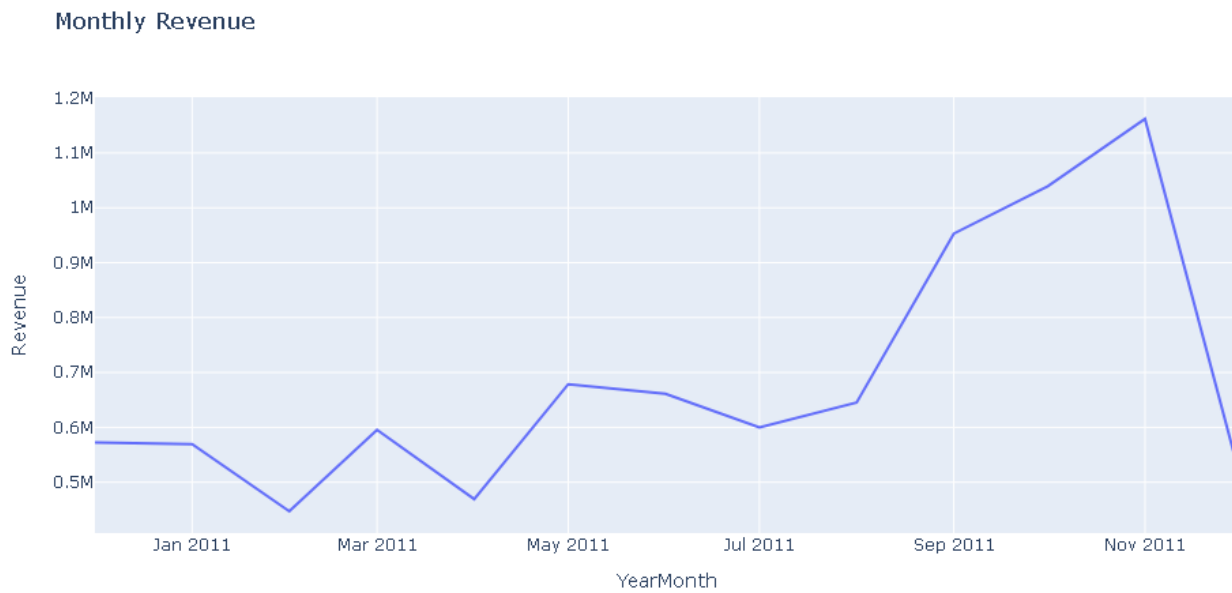
Lowest month: February 2011 (\$447,137.35)

Revenue Change Alerts

Sudden drop in Revenue in Dec 2011 (-55.4%)

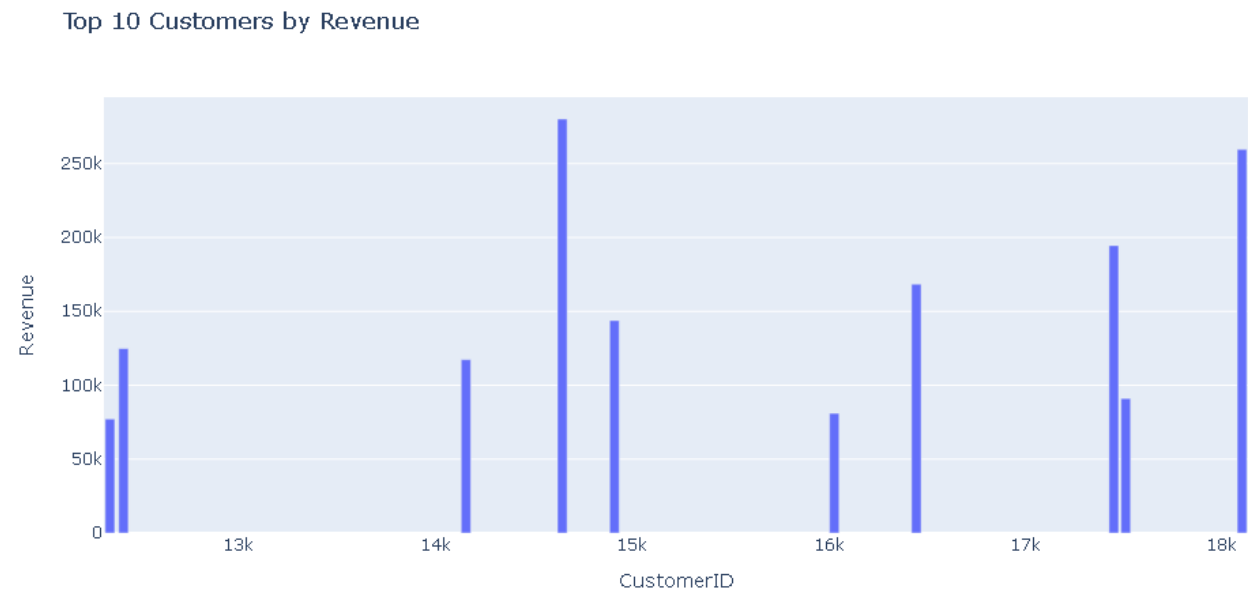
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Monthly Revenue Trend



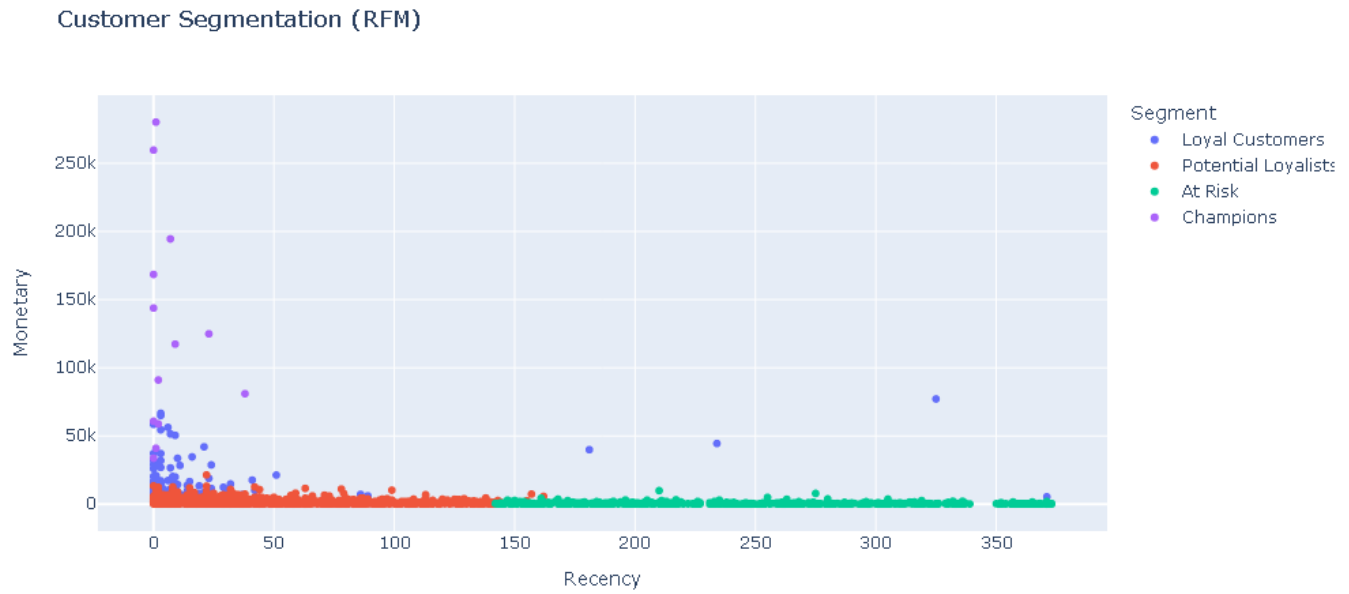
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Top 10 Customers by Revenue



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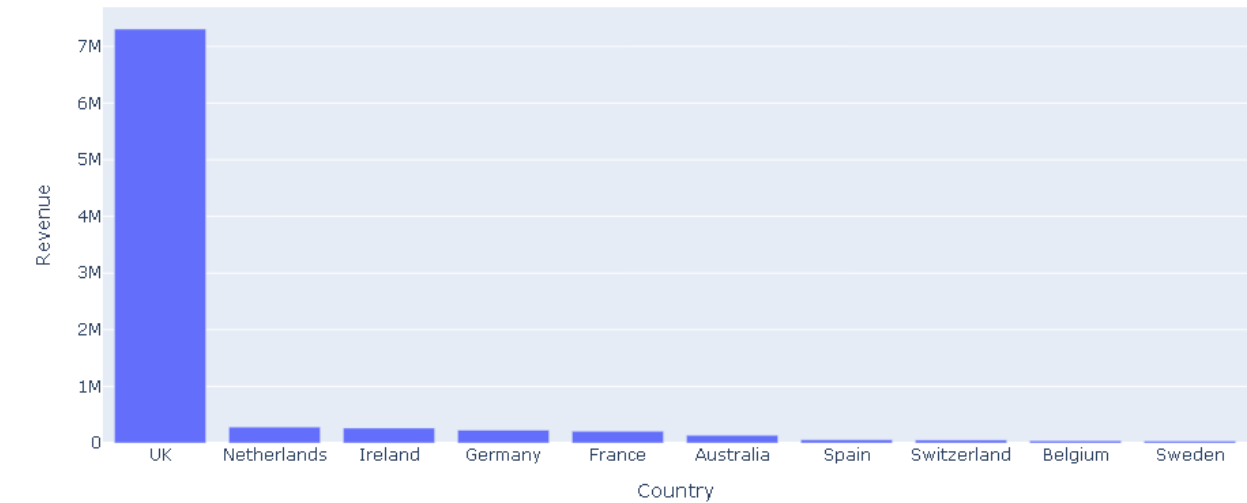
Customer Segments (RFM)



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Revenue by Country

Top Countries by Revenue



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Monthly Revenue Heatmap by Country

