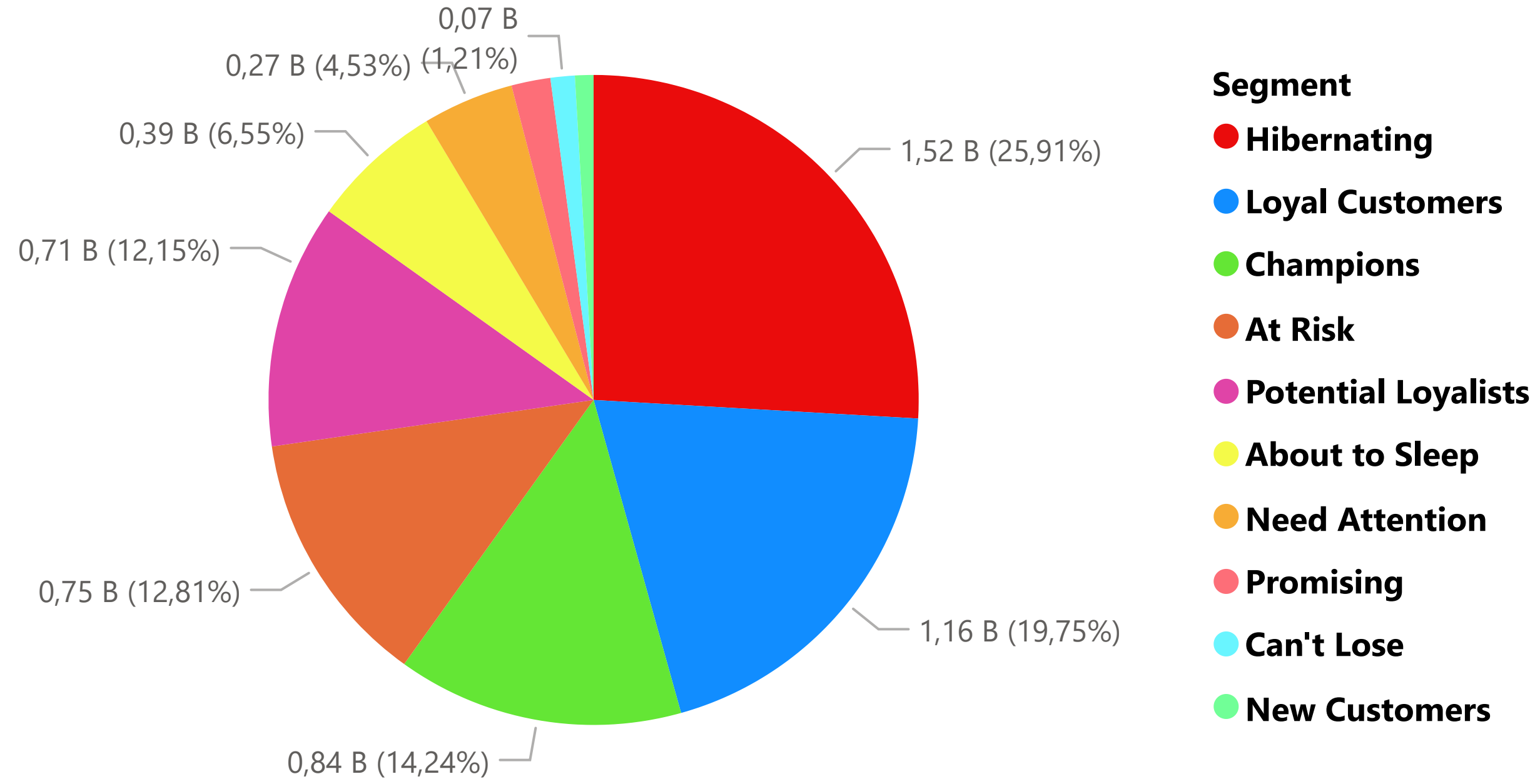




Segment Dağılımı



5878

Customer ID Sayısı

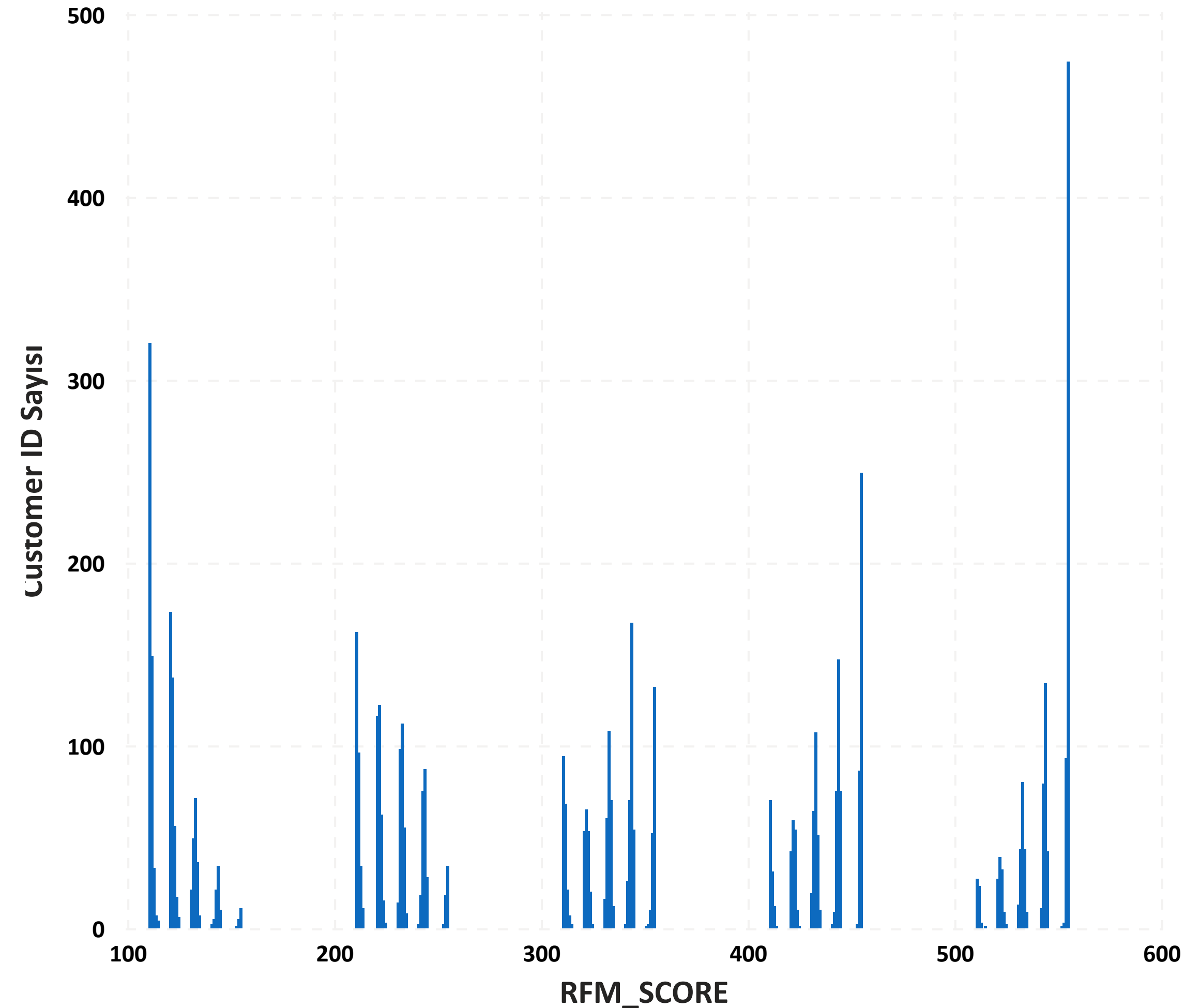
37 B

Toplam Frequency

1 M

Toplam Recency

RFM Skoruna Göre Müşteri Sayısı



Segment

- ☐ About to Sleep
- ☐ At Risk
- ☐ Can't Lose
- ☐ Champions
- ☐ Hibernating
- ☐ Loyal Customers
- ☐ Need Attention
- ☐ New Customers
- ☐ Potential Loyalists
- ☐ Promising

Segment	Toplam Recency	Toplam Frequency	Toplam Monetary
About to Sleep	41236	524	1098996910021317000
At Risk	280622	2940	1539390040077249000
Can't Lose	23517	1131	213797460067391500
Champions	7165	16187	1653127500898570000
Hibernating	699485	1908	4657179100049735000
Loyal Customers	77867	11422	2951200560422193000
Need Attention	30153	839	602438200024421800
New Customers	567	54	65048000001203420
Potential Loyalists	18390	1850	1278534030054767000
Promising	4427	114	487985400002405400
Toplam	1183429	36969	-3899046872090299000