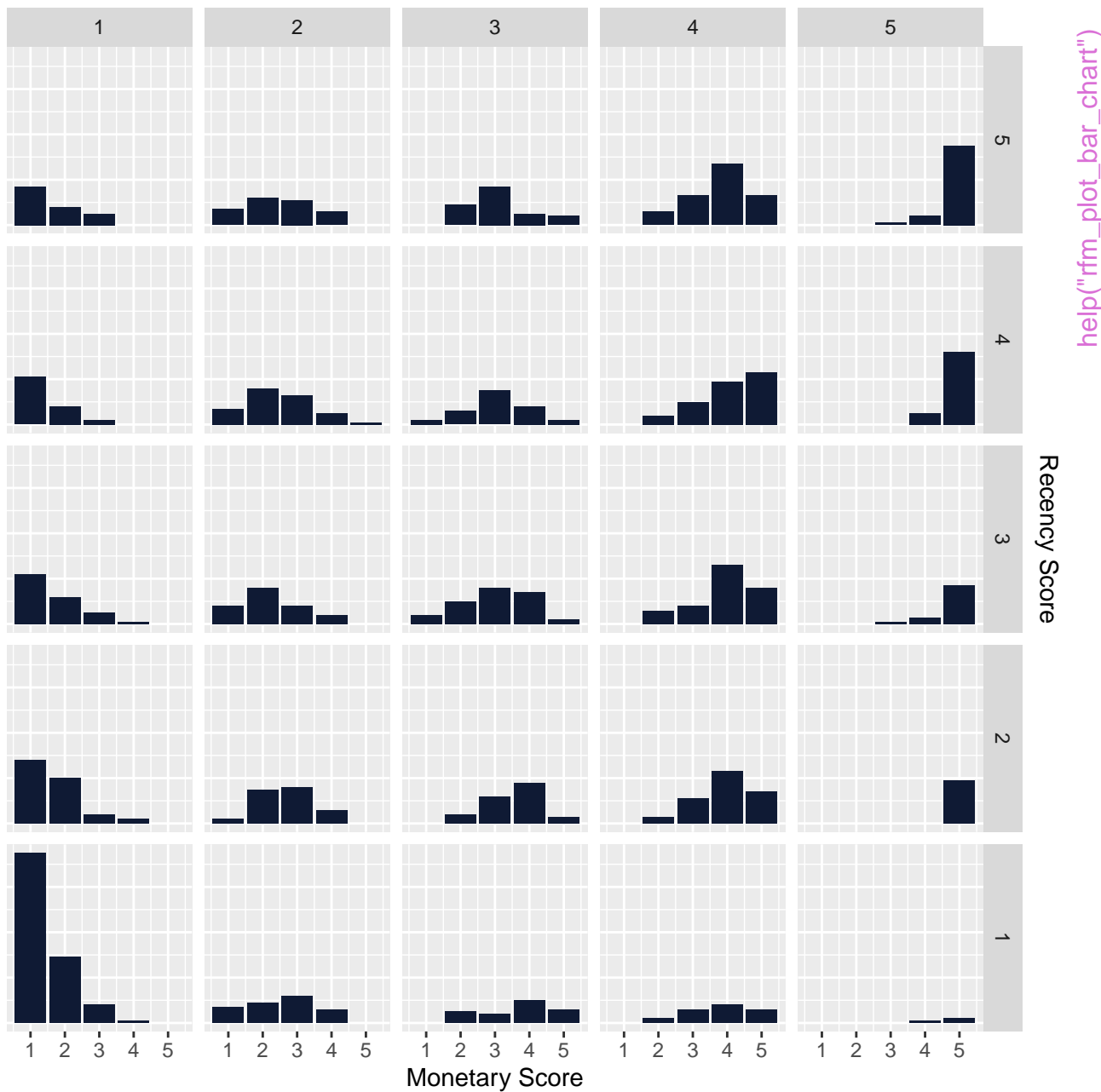
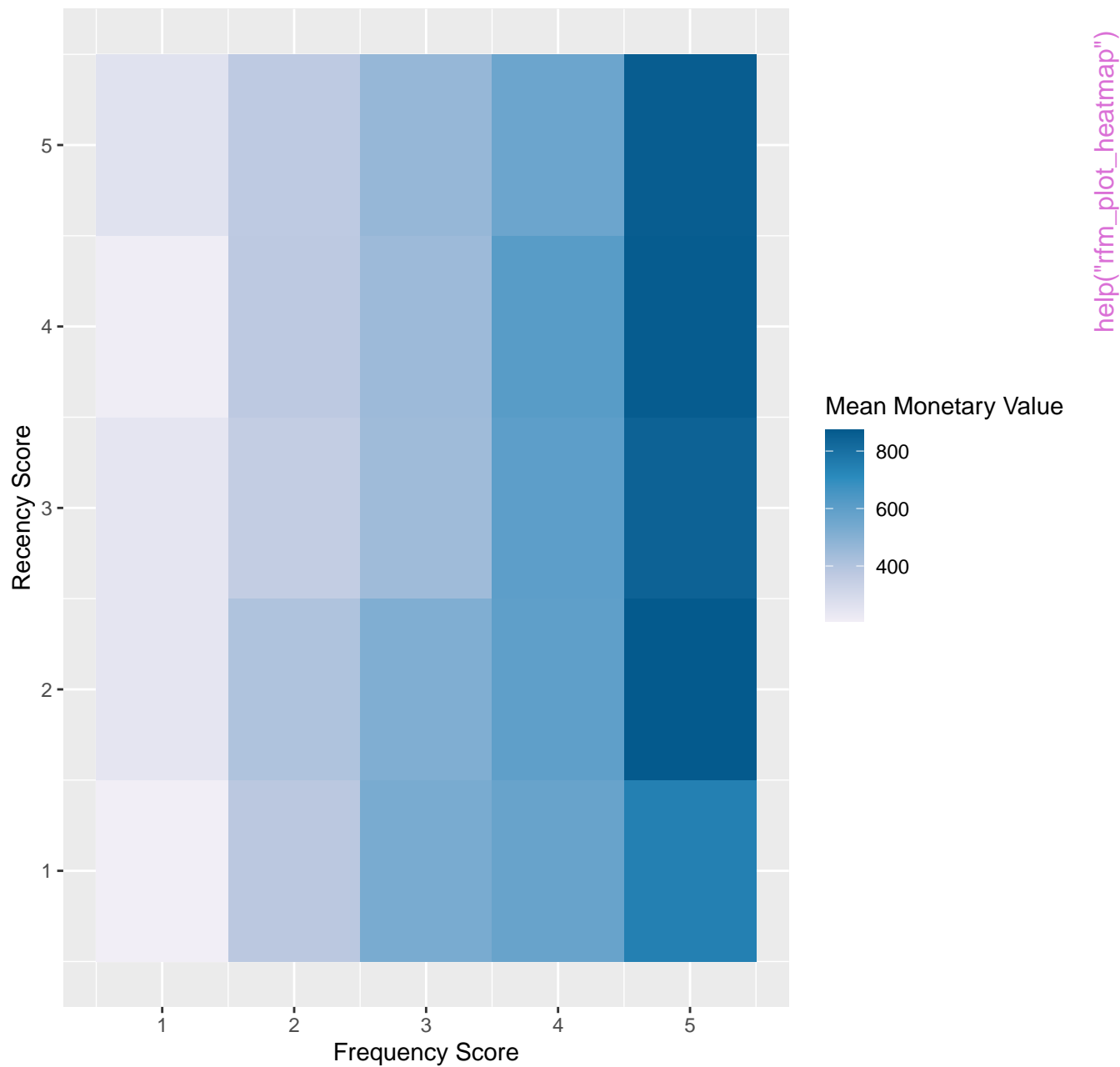


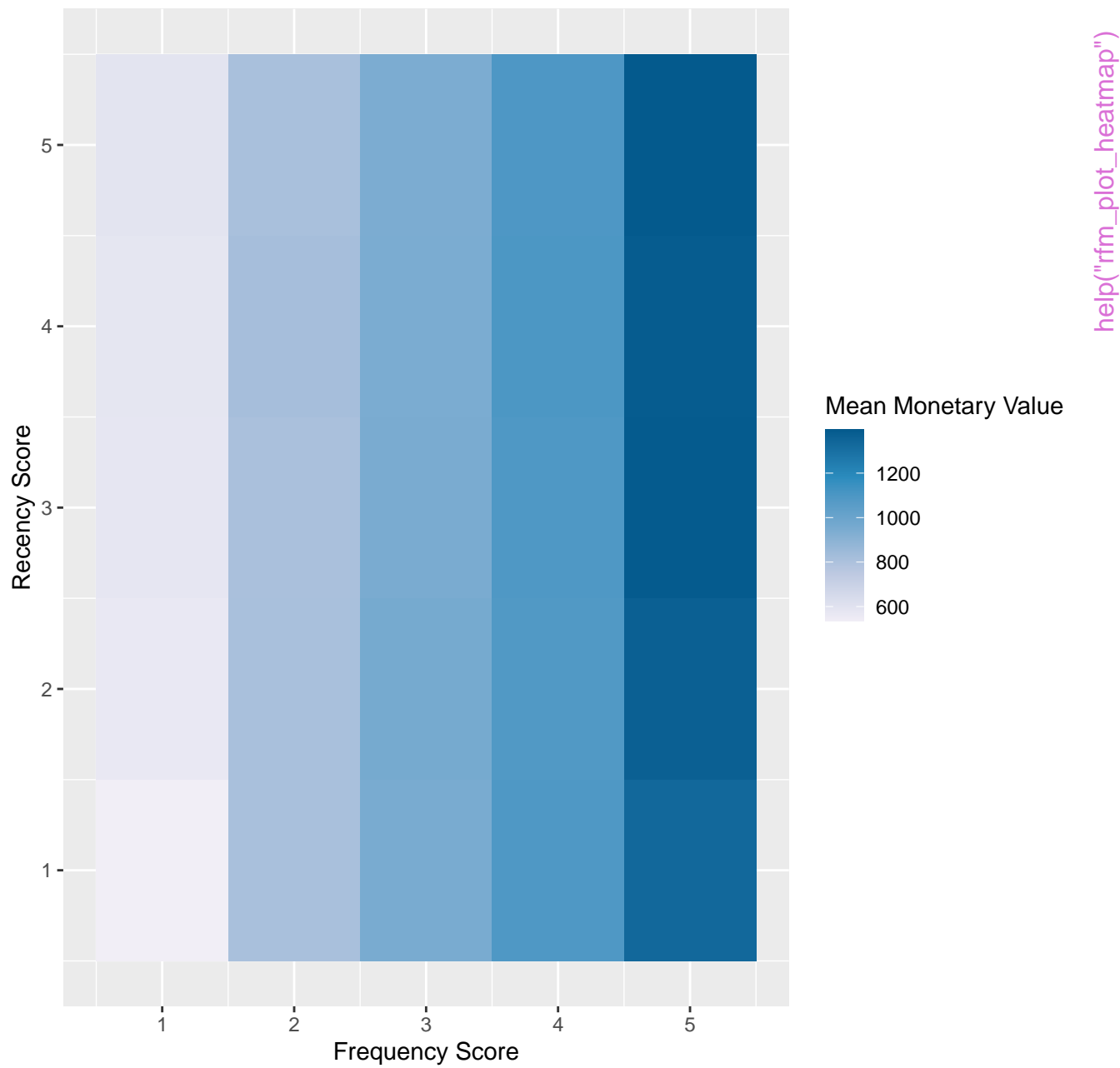
Frequency Score



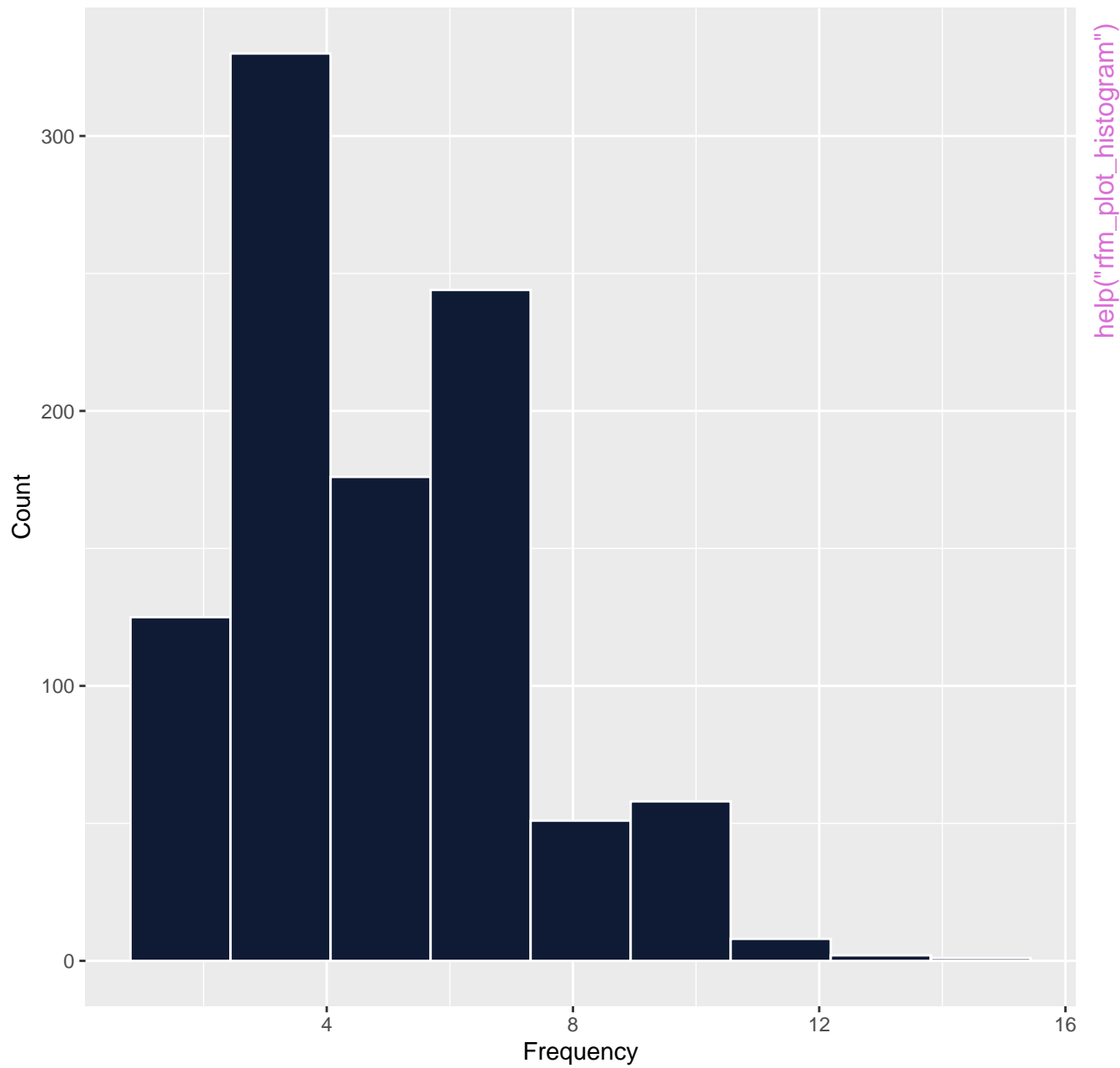
RFM Heat Map



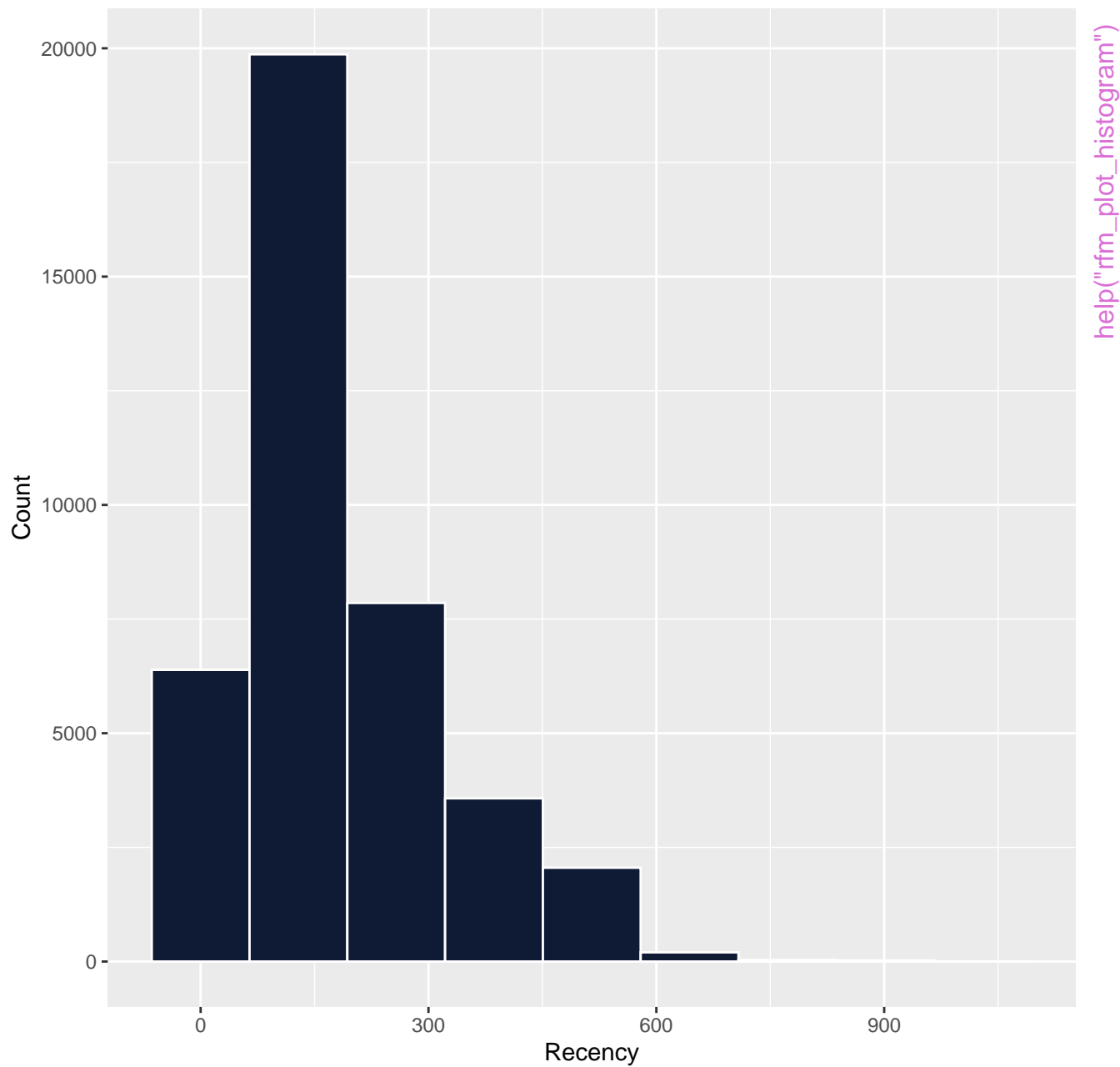
RFM Heat Map



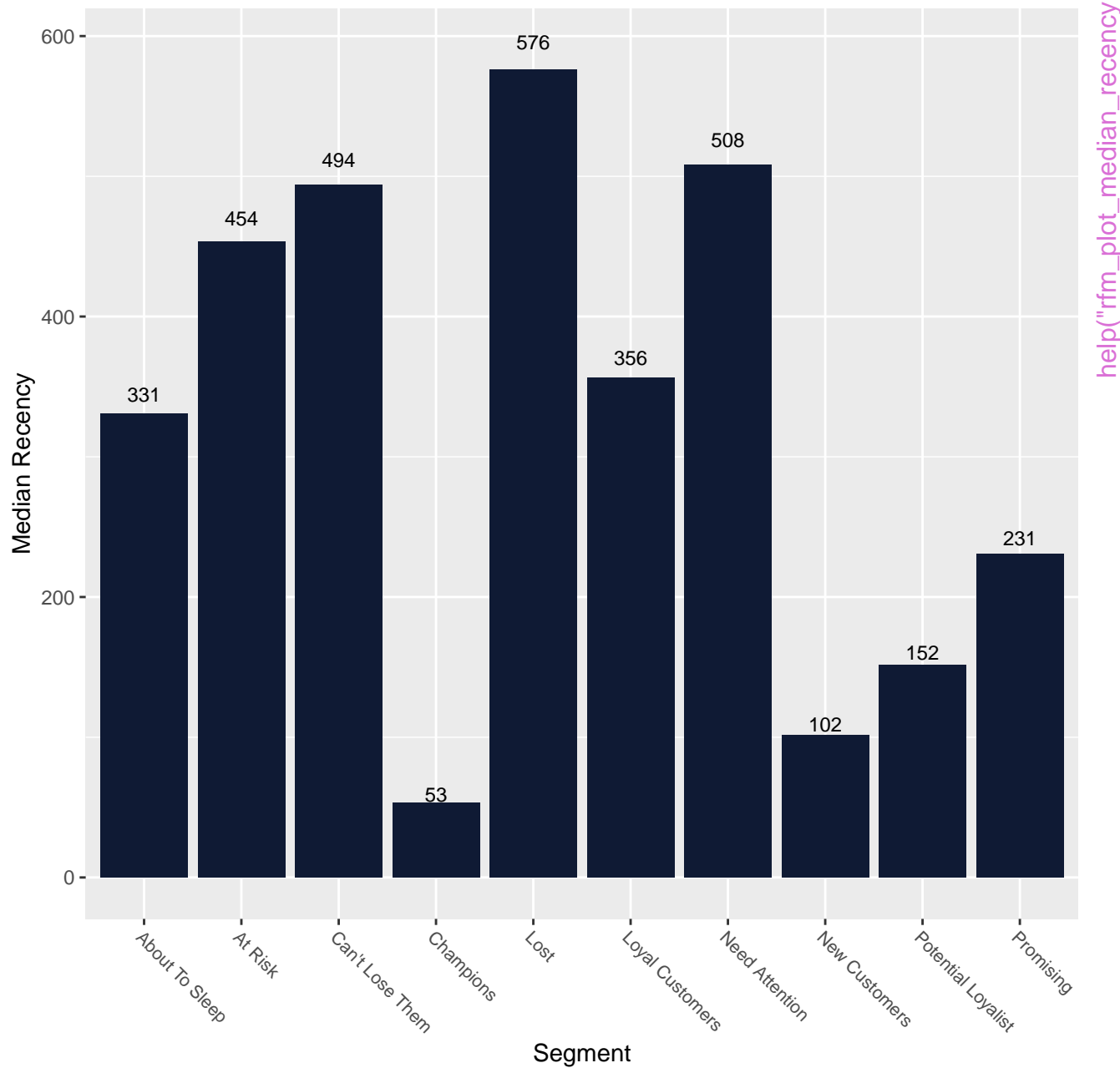
Frequency Distribution



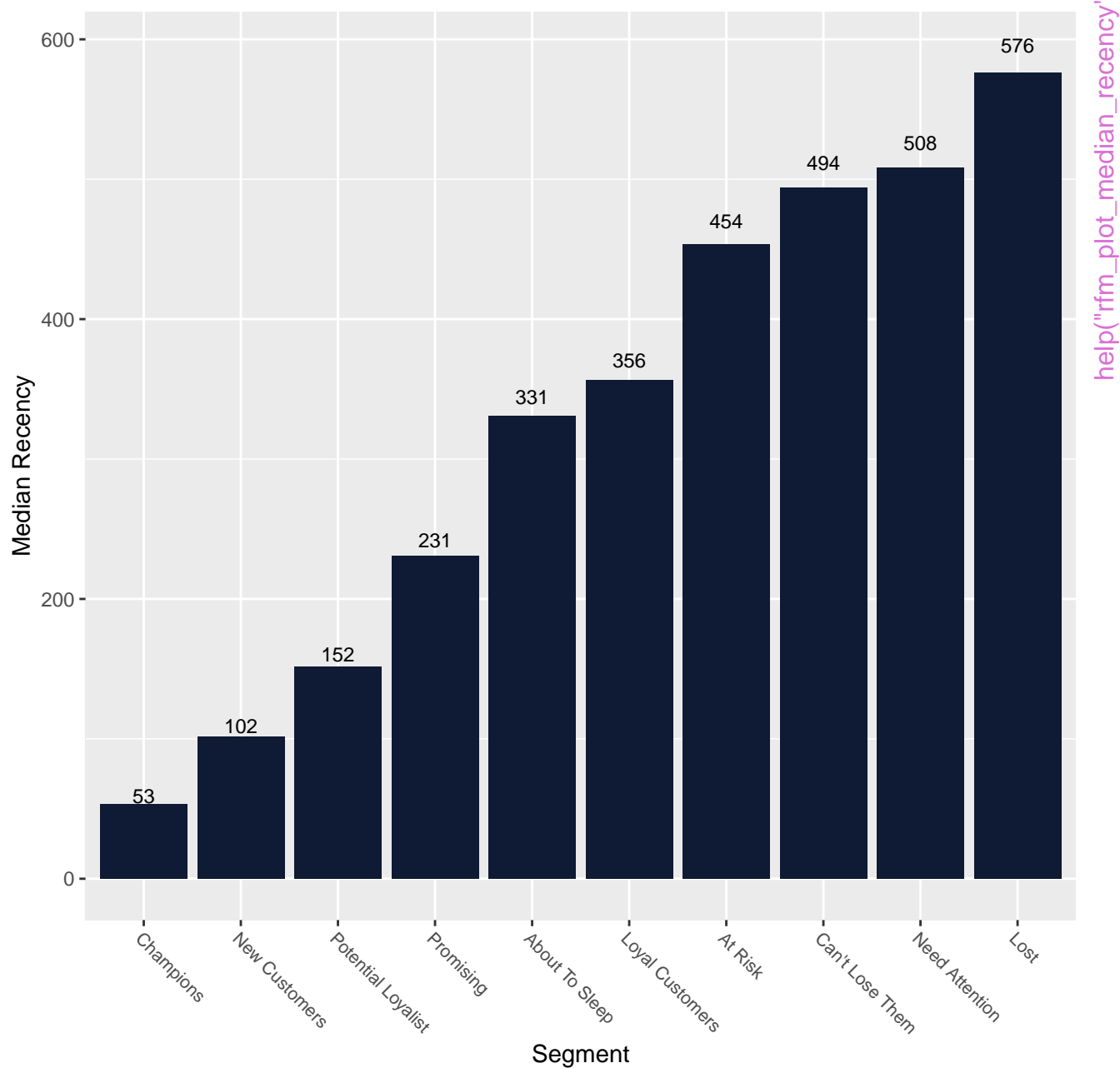
# Recency Distribution



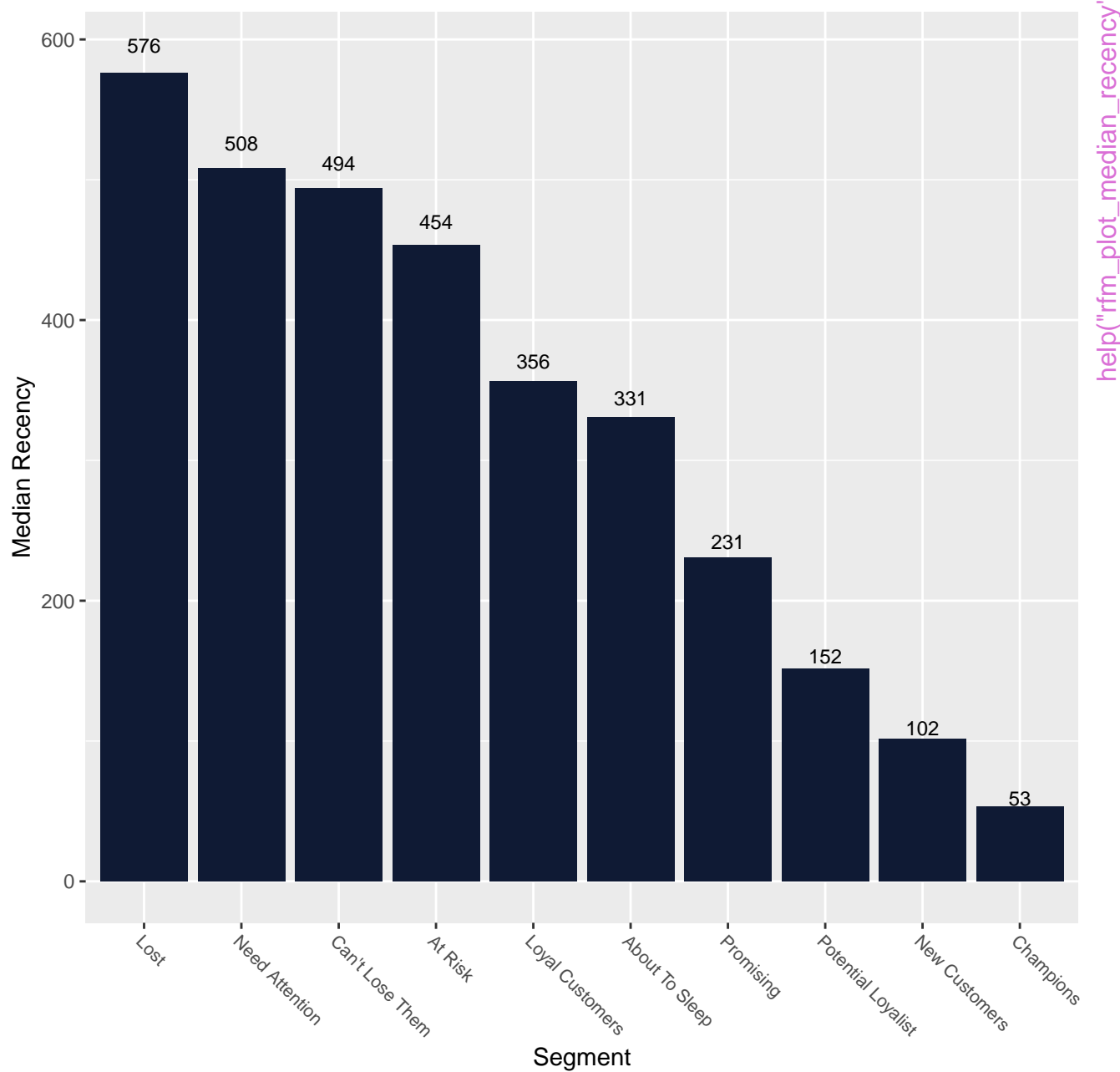
Median Recency by Segment



Median Recency by Segment

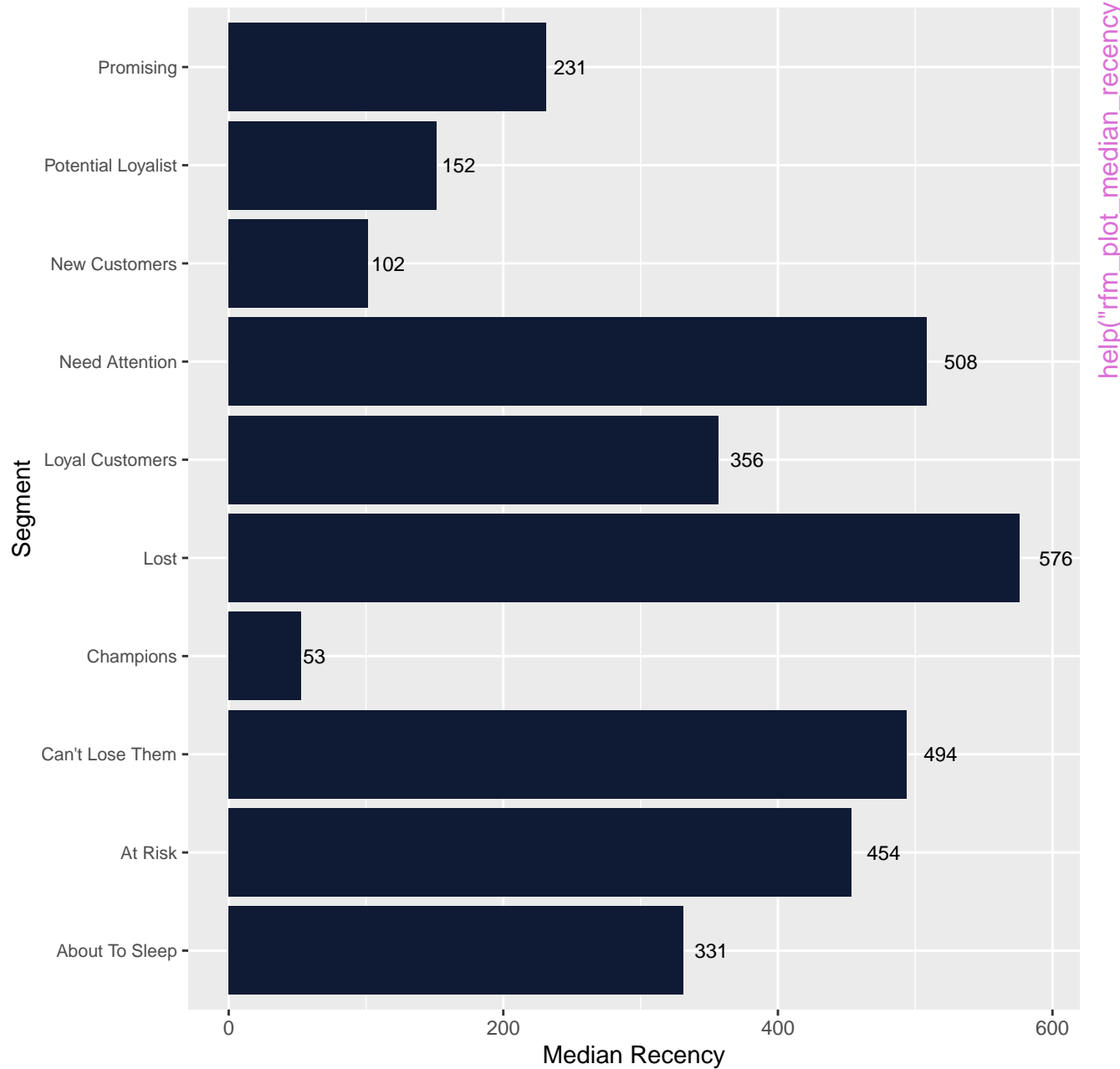


Median Recency by Segment





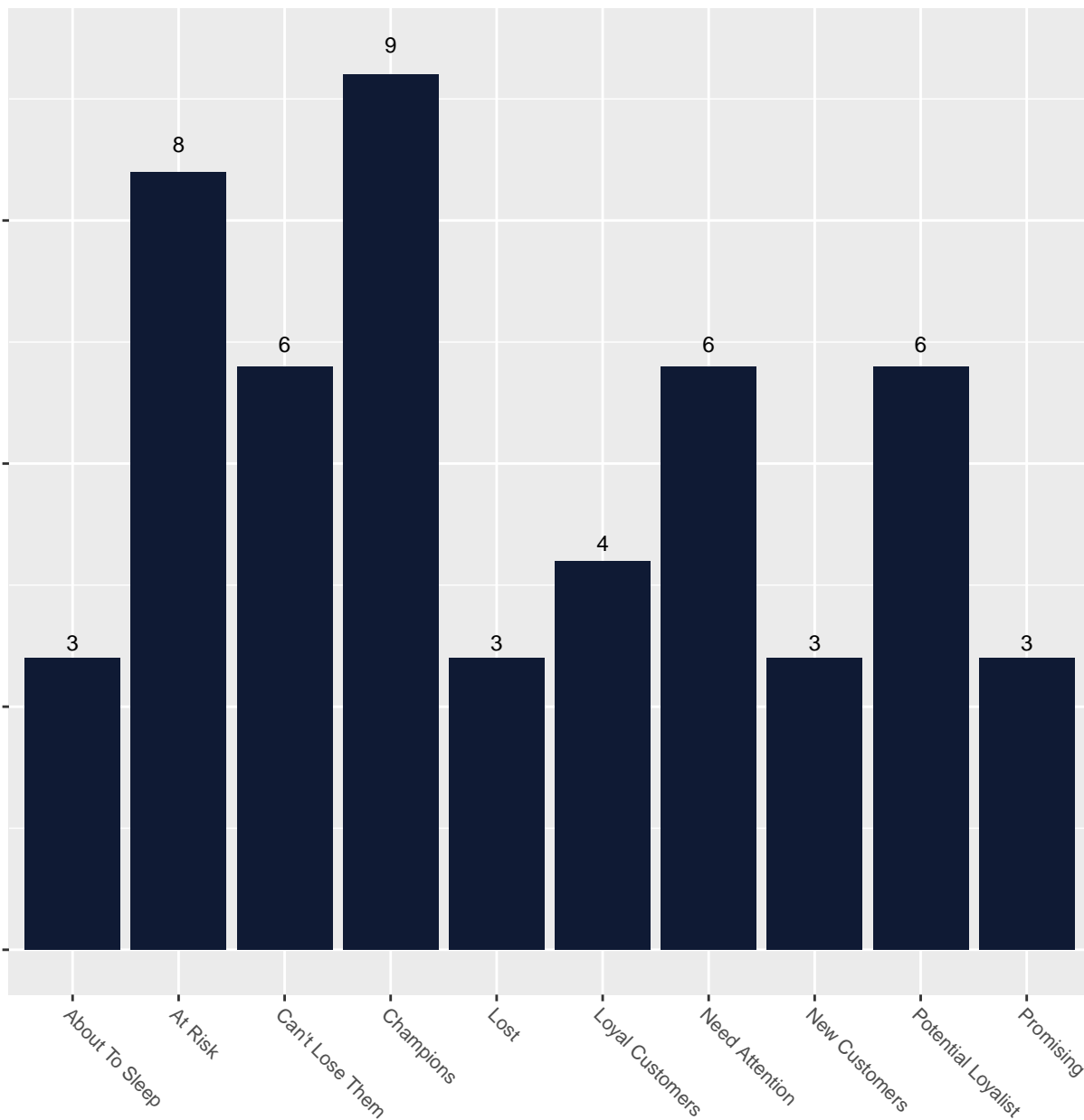
Median Recency by Segment



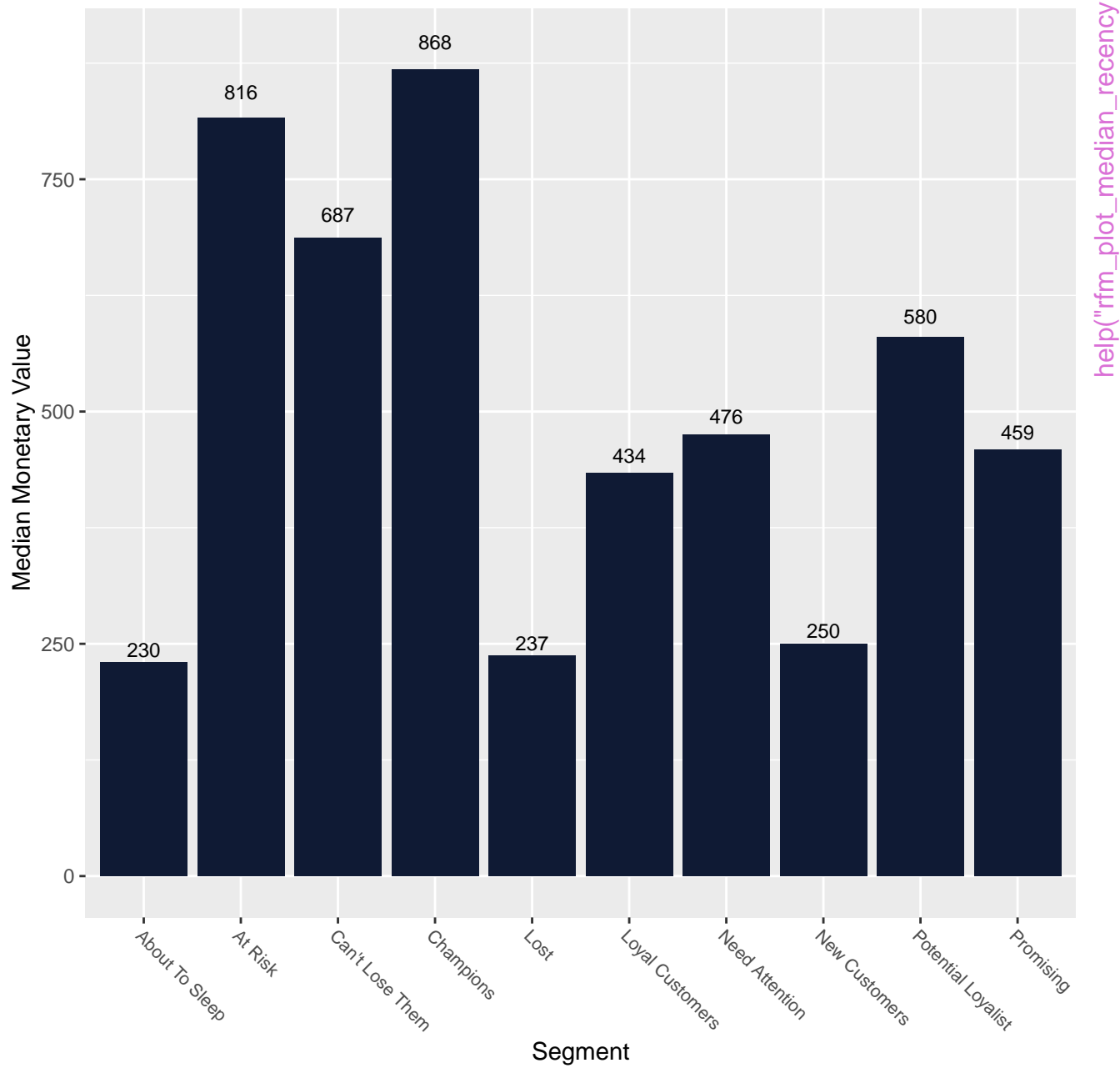
Median Frequency by Segment

Median Frequency

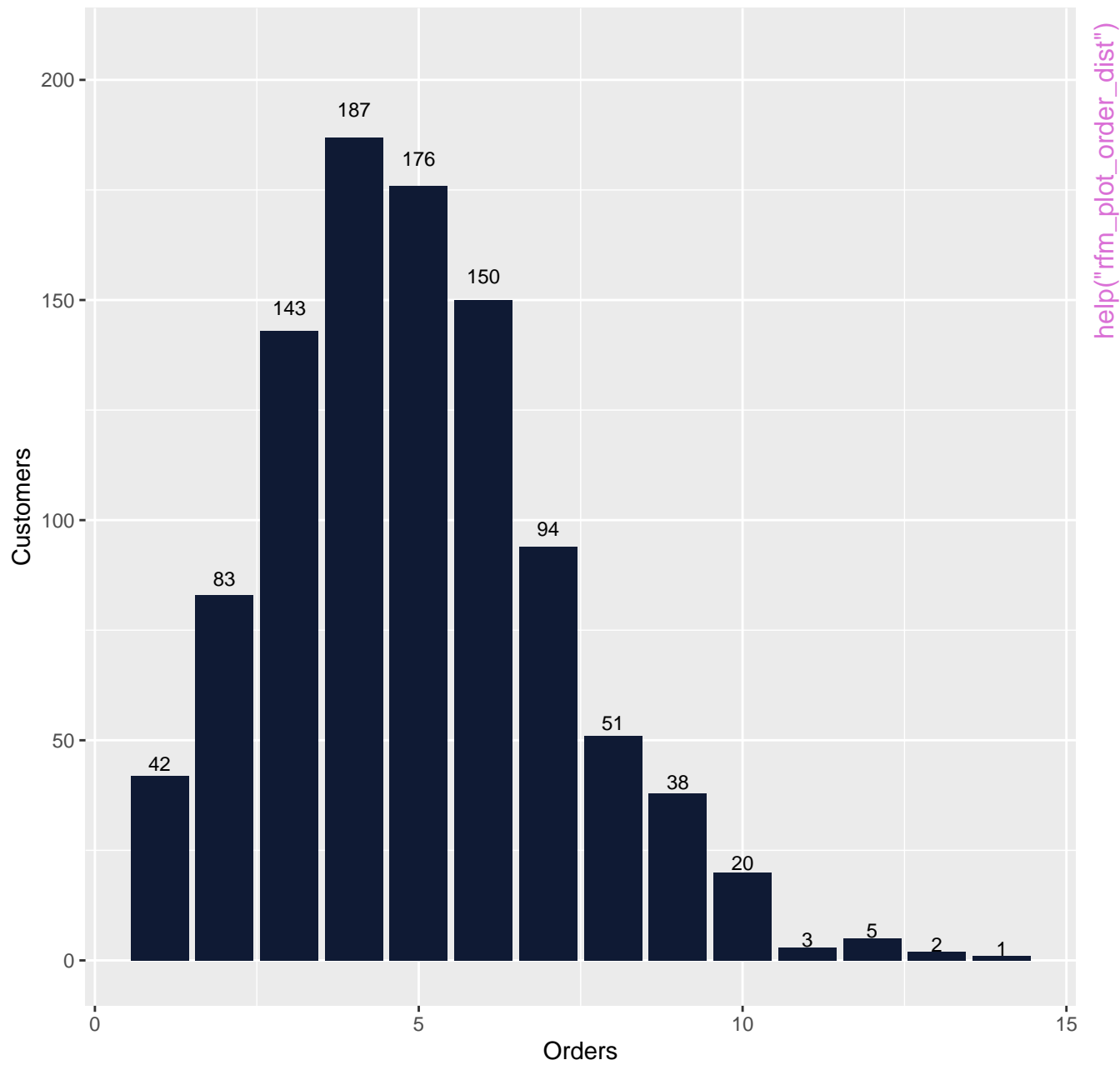
help("rfm\_plot\_median\_recency")



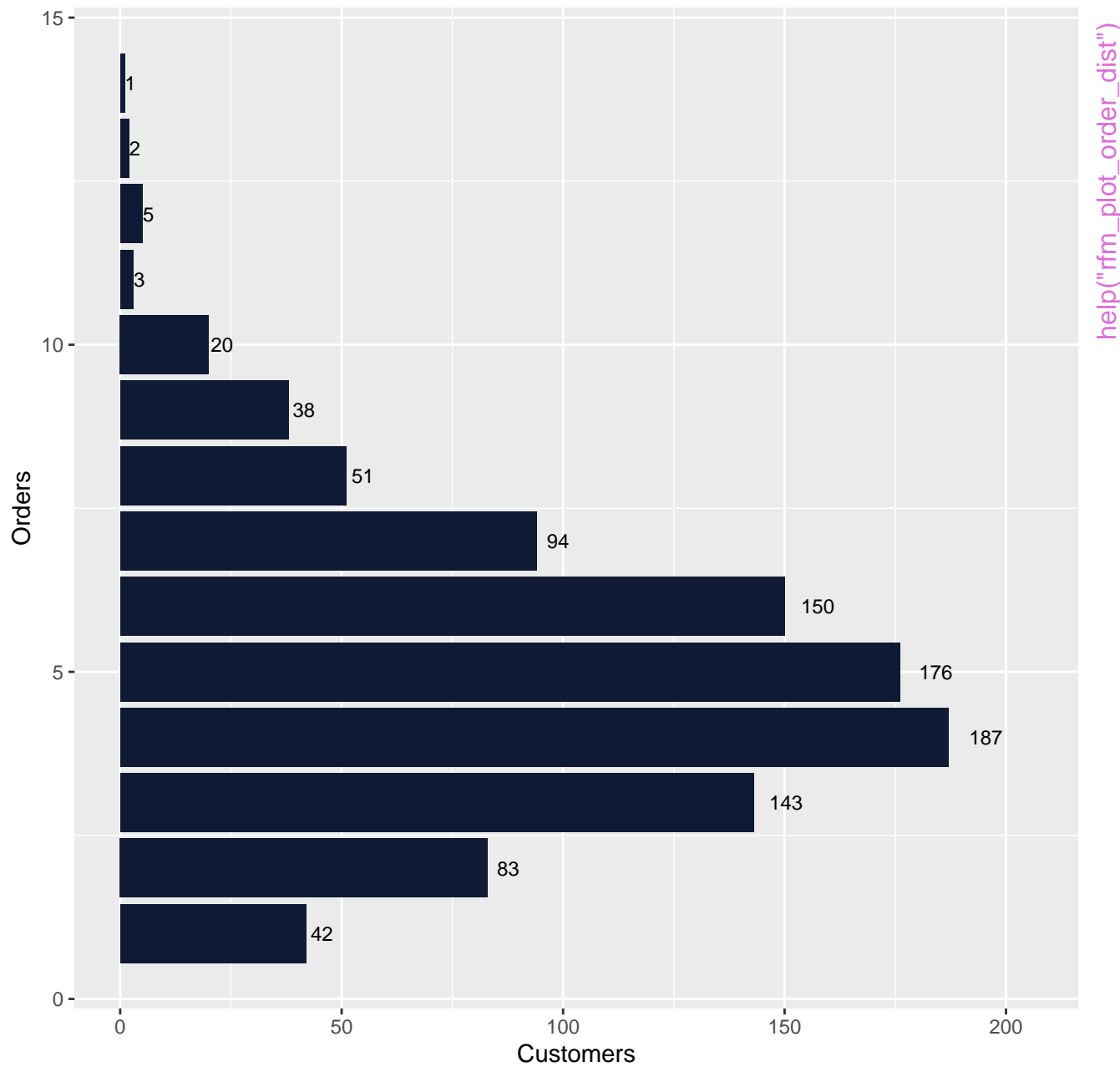
Median Monetary Value by Segment



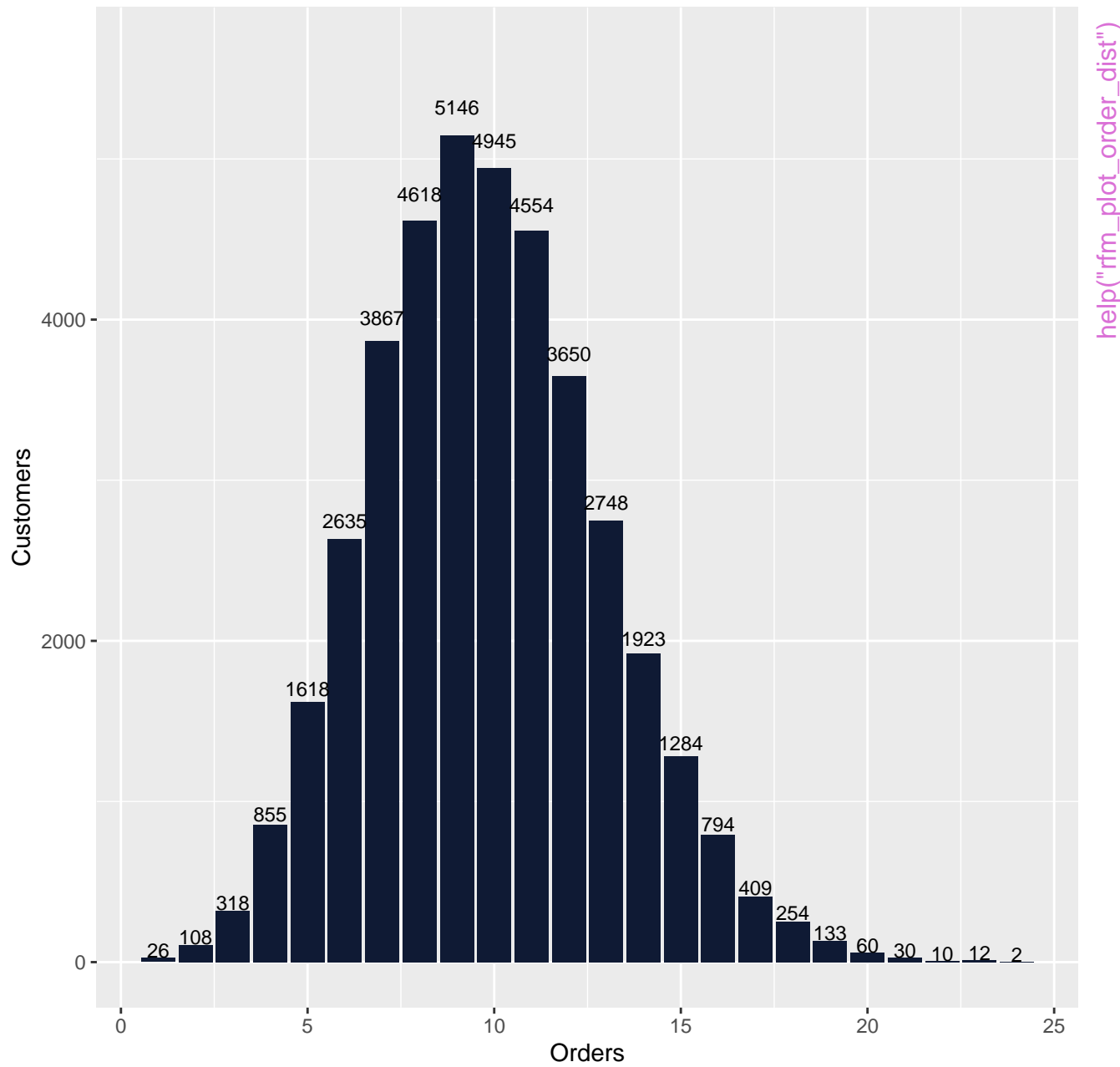
Customer Distribution by Orders



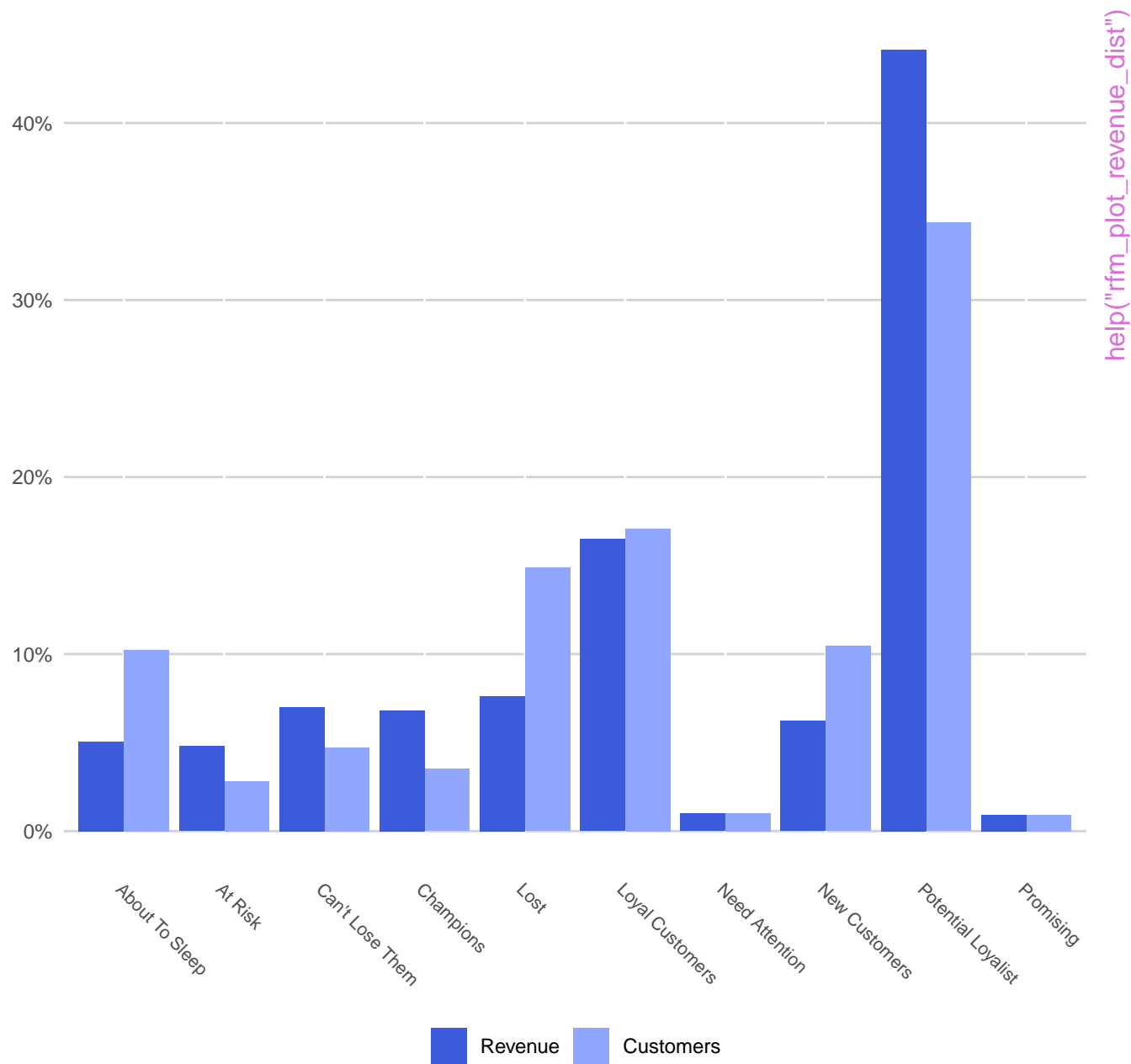
Customer Distribution by Orders



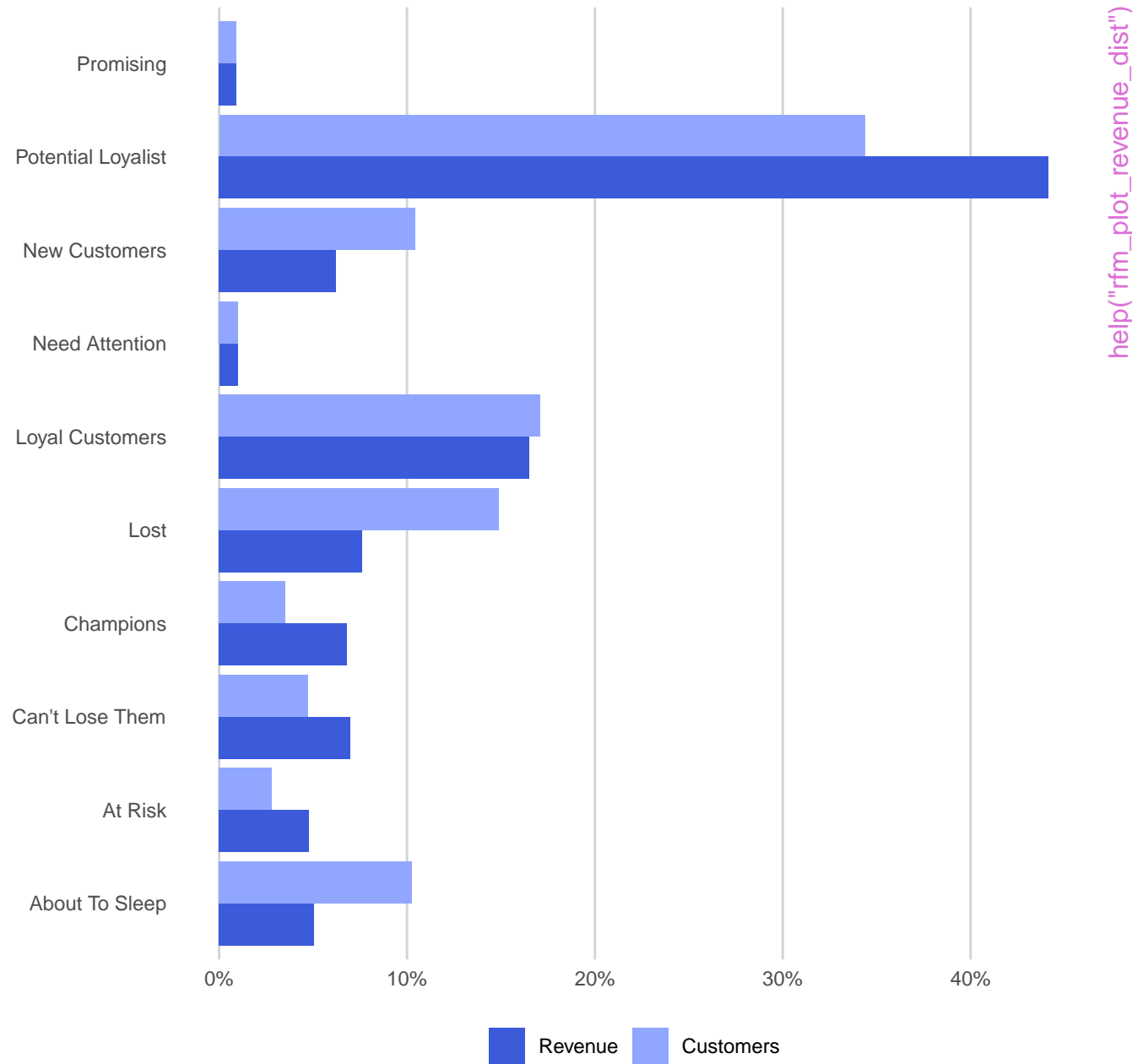
Customer Distribution by Orders



# Revenue & Customer Distribution



# Revenue & Customer Distribution





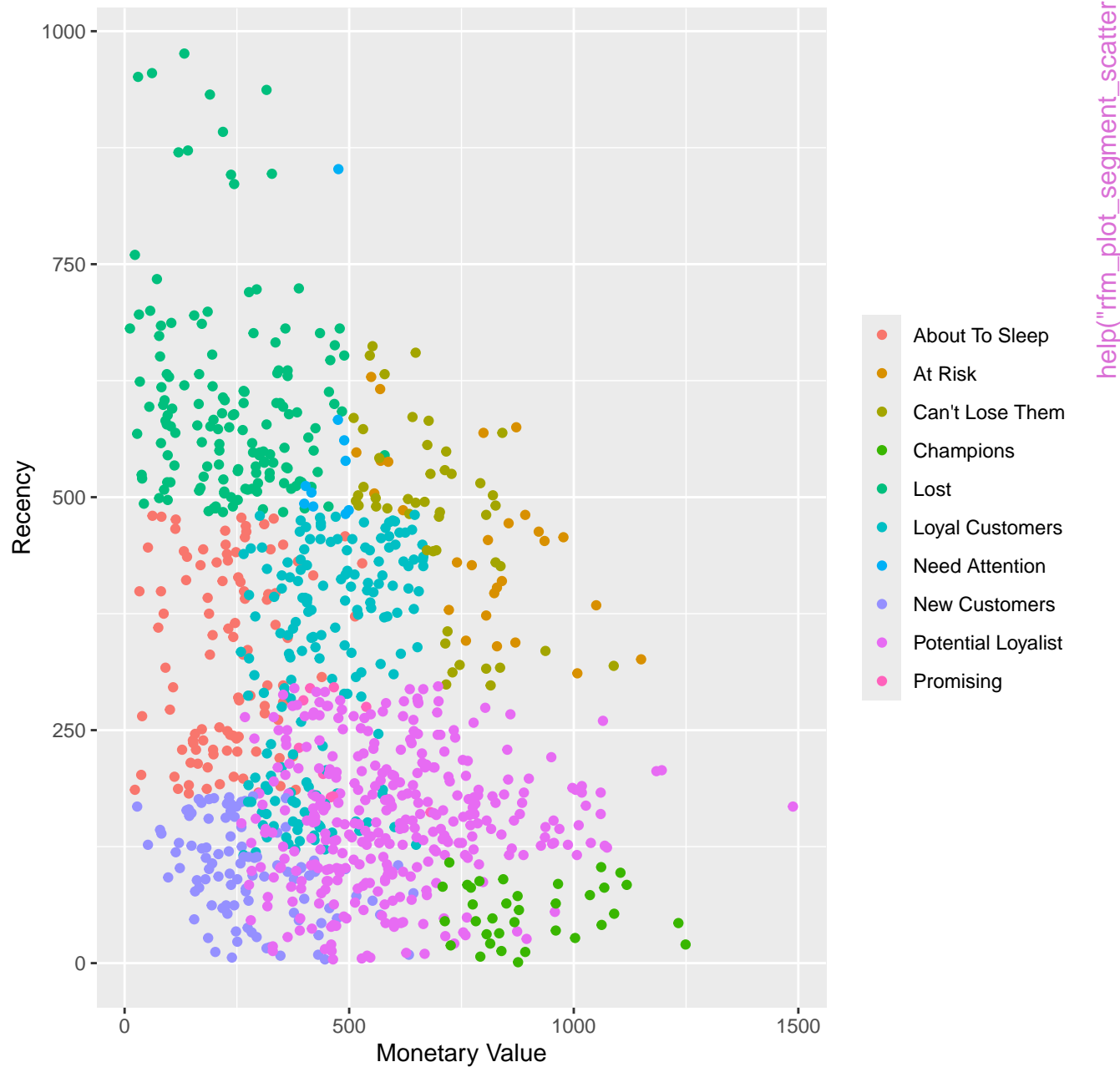


help("rfm\_plot\_segment")

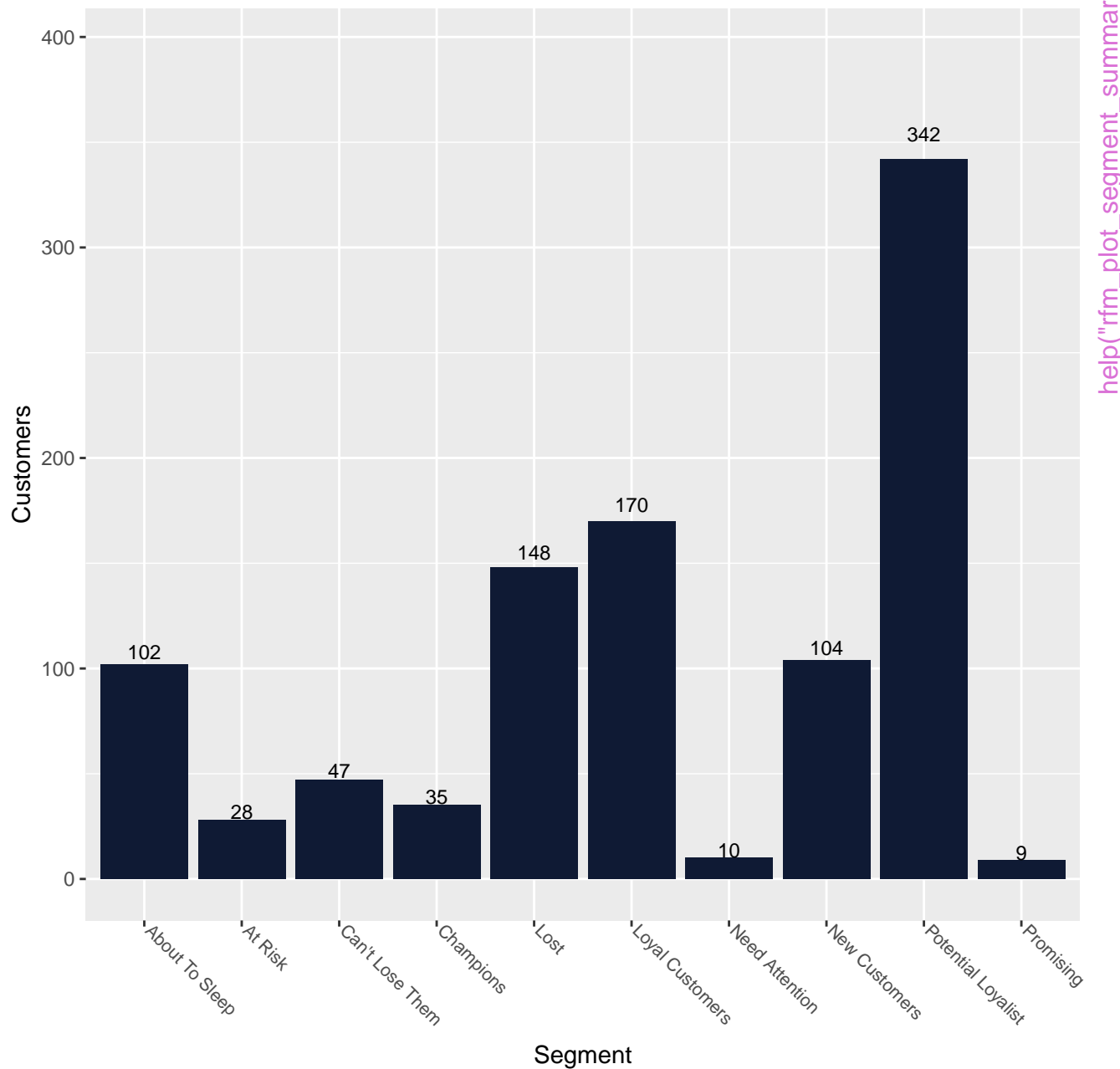


help("rfm\_plot\_segment")

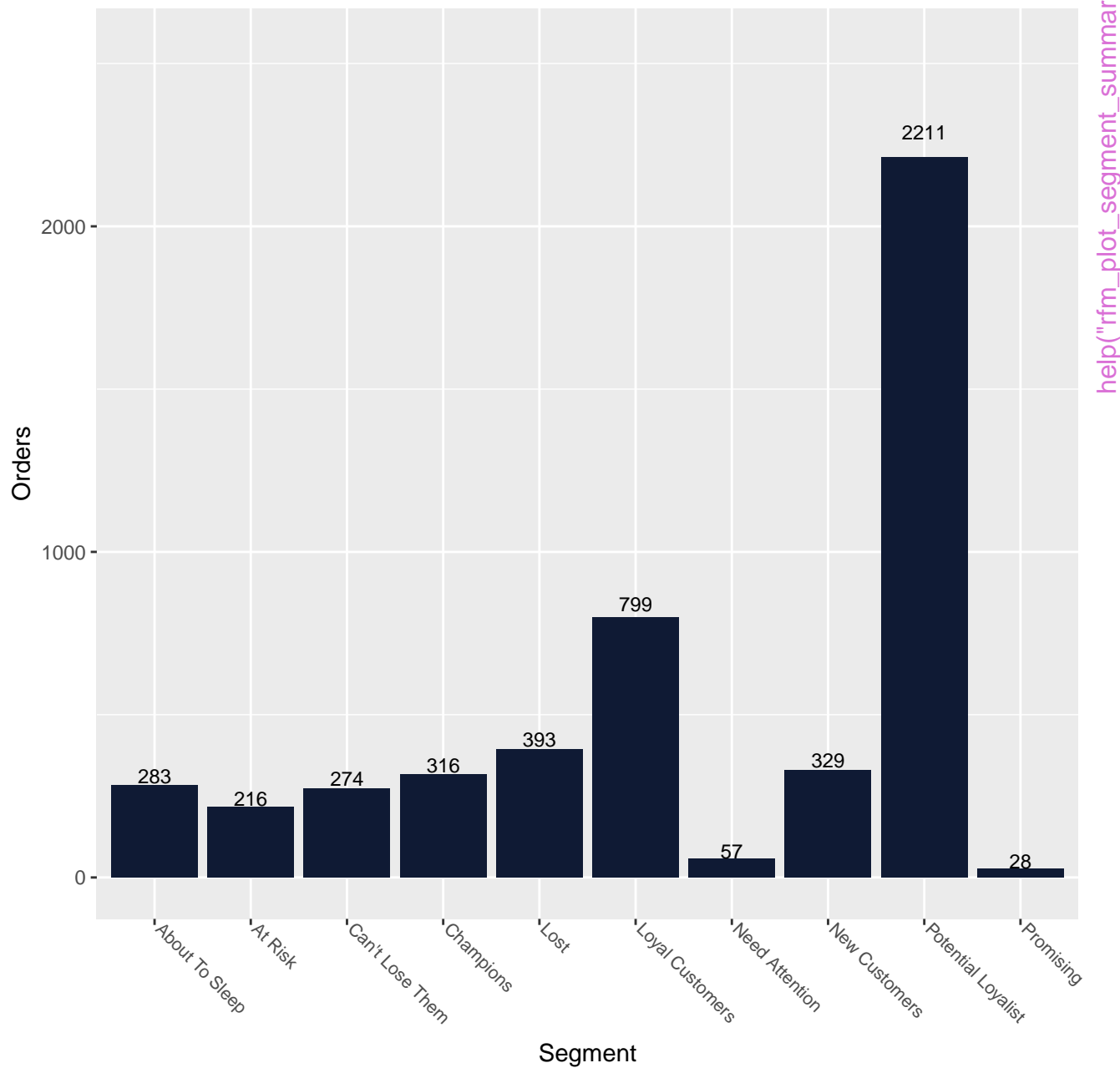
Recency vs Monetary Value



Customers Distribution by Segment



Orders Distribution by Segment



Orders Distribution by Segment

Orders

2000

1000

0

28

57

216

274

283

316

329

393

799

2211

Promising

Need Attention

At Risk

Can't Lose Them

About To Sleep

Champions

New Customers

Lost

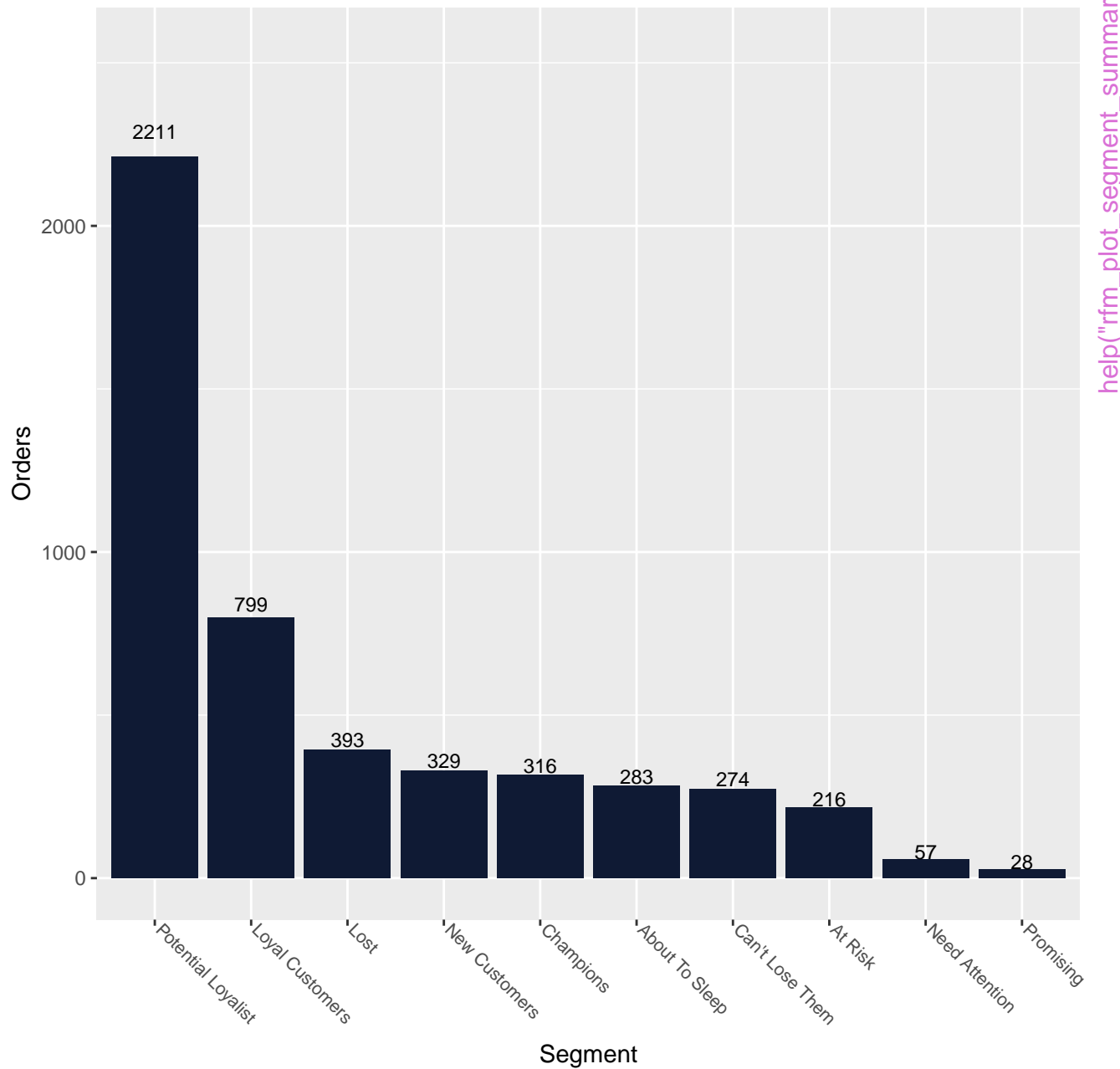
Loyal Customers

Potential Loyalist

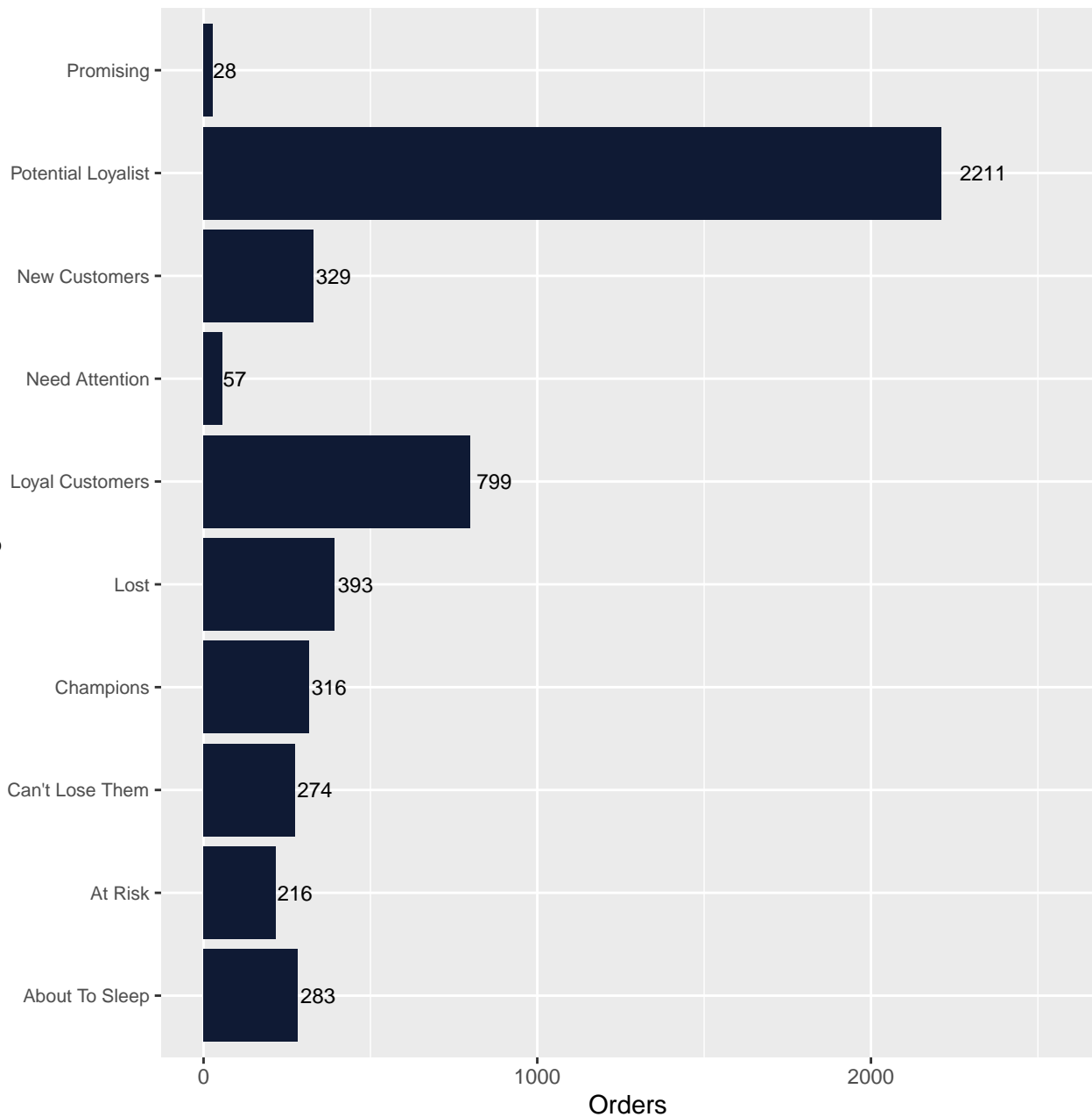
Segment

help("rfm\_plot\_segment\_summary")

Orders Distribution by Segment



# Orders Distribution by Segment



help("rfm\_plot\_segment\_summary")