Package ‘didrooRFM’

October 13, 2022

Title  Compute Recency Frequency Monetary Scores for your Customer Data

Version  1.0.0

Description  This hosts the findRFM function which generates RFM scores on a 1-5 point scale for customer transaction data. The function consumes a data frame with Transaction Number, Customer ID, Date of Purchase (in date format) and Amount of Purchase as the attributes. The function returns a data frame with RFM data for the sales information.

Depends  R (>= 3.3.3)

License  GPL-2

Encoding  UTF-8

LazyData  true

Imports  dplyr

BugReports  https://goo.gl/forms/BU7rb8HmgTSeWZE02

RoxygenNote  6.0.1

NeedsCompilation  no

Author  Satish Hariharan [aut, cre]

Maintainer  Satish Hariharan <satish181990@gmail.com>

Repository  CRAN

Date/Publication  2017-05-27 14:29:07 UTC

R topics documented:

  findRFM ................................................................. 2

Index
findRFM  Compute RFM for Transaction Data

Description

The function calculates the RFM value of a given customer data. The function consumes customer data in a fixed format and returns RFM values and scores for each customer. Click here for an overview document Click here for a VIDEO TUTORIAL.

Usage

findRFM(customerdata, recencyWeight = 4, frequencyWeight = 4, monetoryWeight = 4)

Arguments

customerdata  - A data frame of the following columns - TransactionID, Customer ID, Date of Transaction (in date format), Amount of purchase
recencyWeight  - Weight the model should assign to the recency factor
frequencyWeight  - Weight the model should assign to the frequency factor
monetoryWeight  - Weight the model should assign to the monetary factor

Value

A data frame summarized at customer ID level with the following data:
Individual Recency, Frequency and Monetary Scores for the data set
Weighted individual Recency, Frequency and Monetary scores for the data set
Final RFM and Weighted RFM scores for each customer
Customer class on a 5 point scale

Examples

TransNo <- c('0','1')
CustomerID <- c('Cust1','Cust2')
DateofPurch <- as.Date(c('2010-11-1','2008-3-25'))
Amount <- c(1000,500)
customerData <- data.frame(TransNo,CustomerID,DateofPurch,Amount)
findRFM(customerData)
Index

findRFM, 2