

Package ‘didrooRFM’

May 27, 2017

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	3

 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,
        monetaryWeight = 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

monetaryWeight - 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