

Package ‘didrooRFM’

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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

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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)
```

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