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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R topics documented:

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 follwing coloumns - 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 monetory factor

Value

A data frame summarized ar customer ID level with the folloiwng 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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