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

Author  Satish Hariharan [aut, cre]

Maintainer  Satish Hariharan <satish181990@gmail.com>

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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
```r
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