

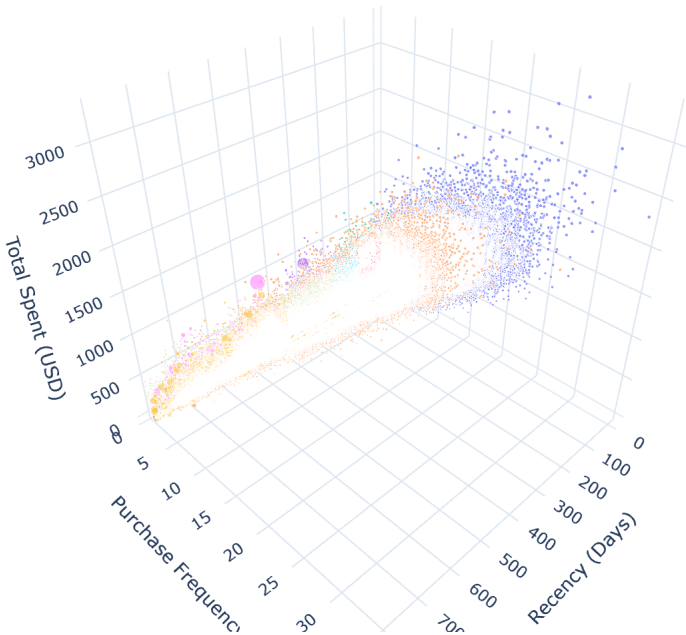
Advanced Customer Segmentation Analysis

- Customer Segmentation Insights:**
- **RFM Analysis:** Segments customers based on Recency, Frequency, and Monetary value
 - **Behavioral Segmentation:** Groups customers by shopping patterns and preferences
 - **Customer Lifetime Value:** Predicts future value and identifies high-value customers
 - **Cohort Analysis:** Tracks customer retention and revenue patterns over time
 - **Journey Analysis:** Maps customer evolution and purchase progression

3D RFM Analysis: Customer Segmentation

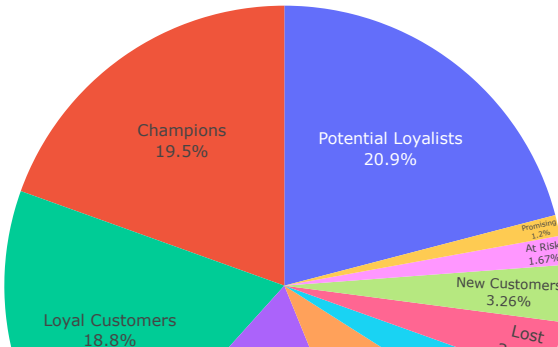


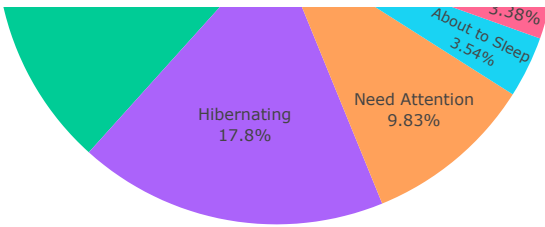
3D RFM Analysis: Customer Segmentation



Customer Segment Distribution

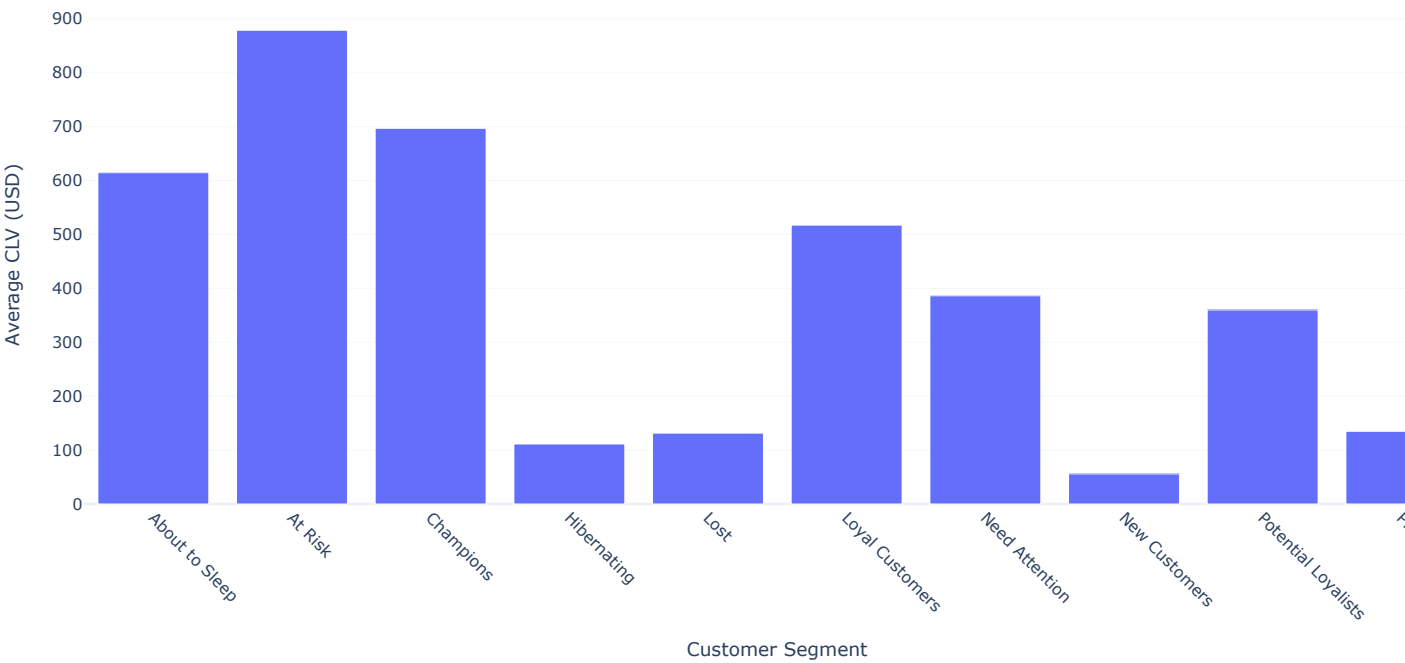
Customer Segment Distribution





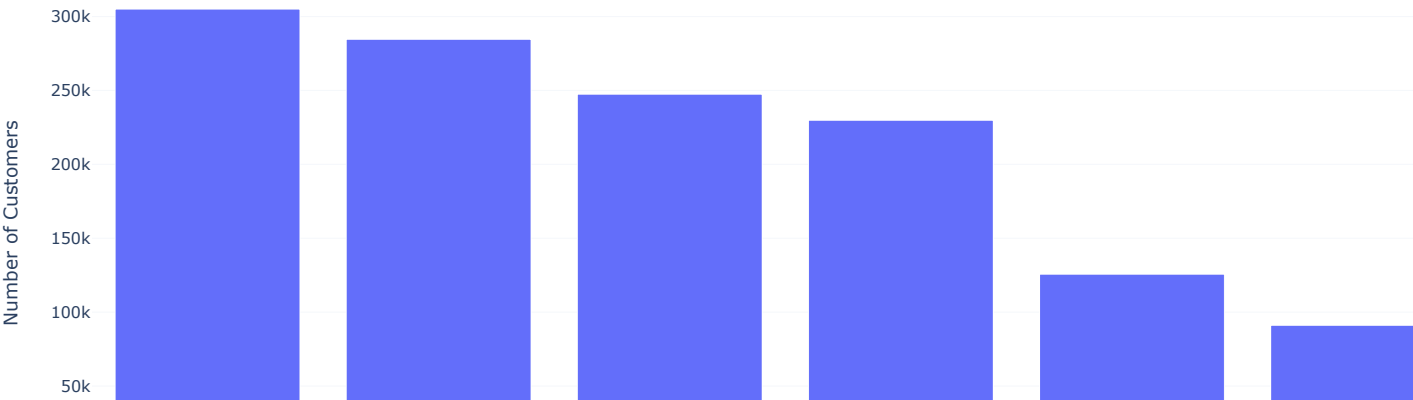
Average Customer Lifetime Value by Segment

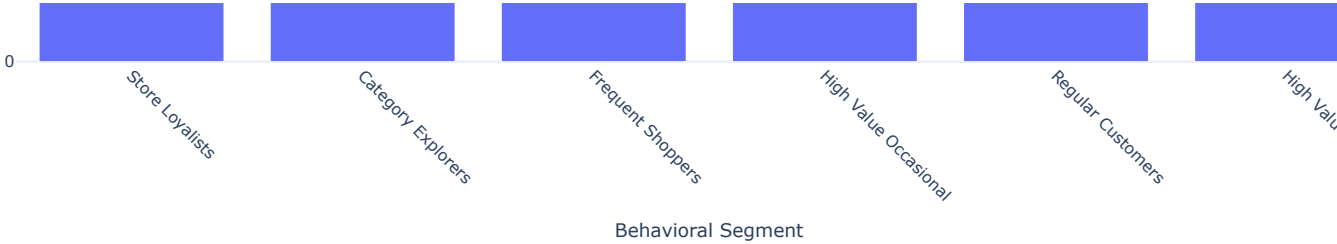
Average Customer Lifetime Value by Segment



Behavioral Segmentation Distribution

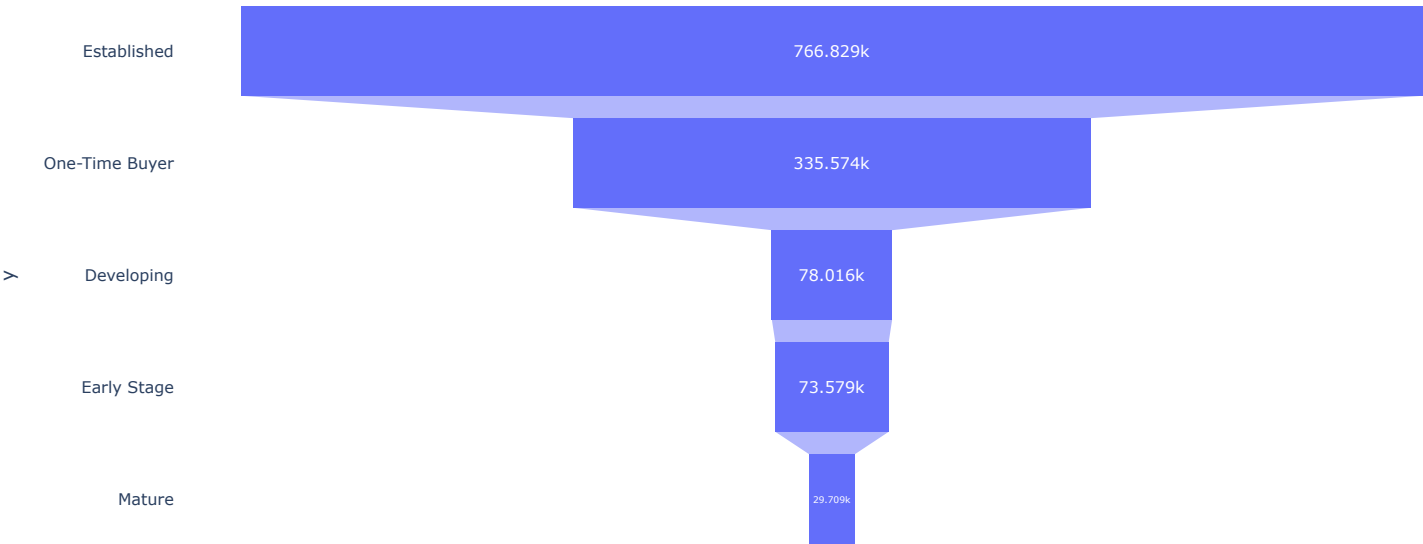
Behavioral Segmentation Distribution





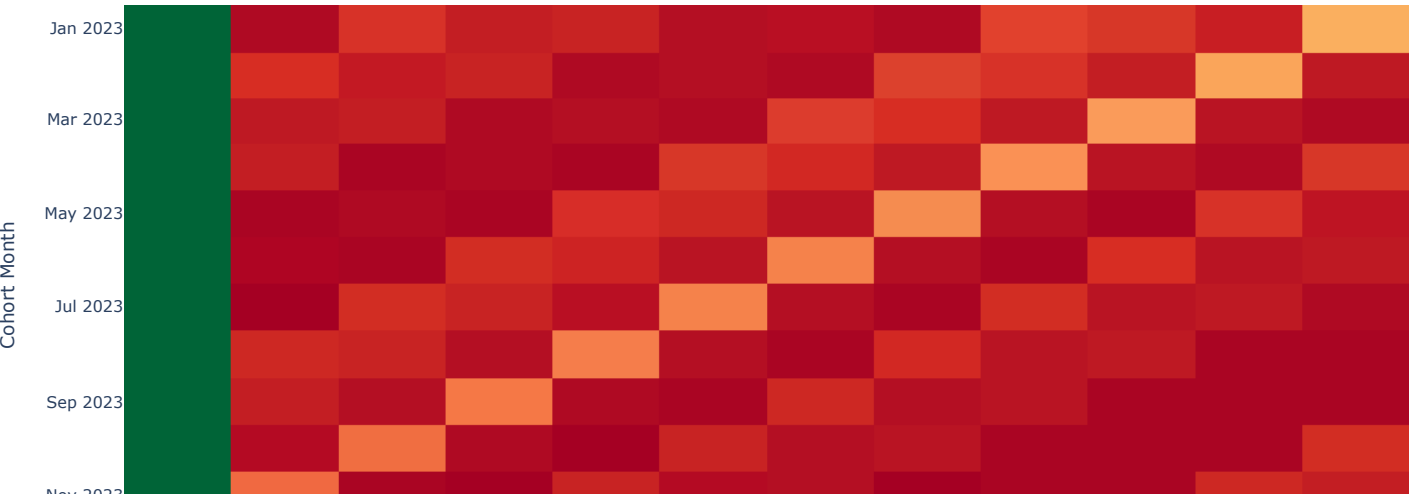
Customer Journey Stage Distribution

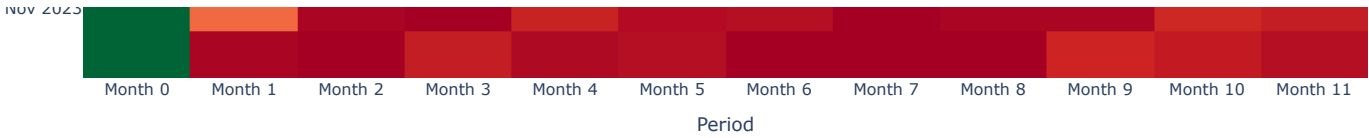
Customer Journey Stage Distribution



Customer Retention Cohort Analysis

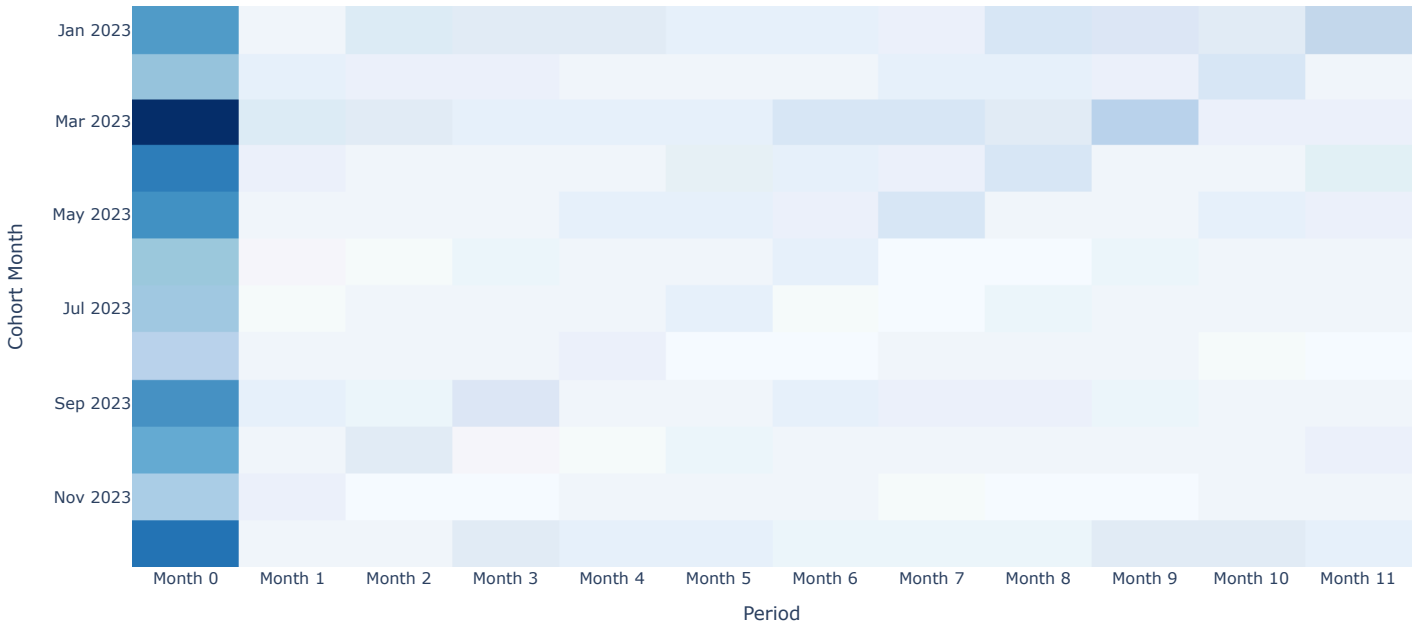
Customer Retention Cohort Analysis





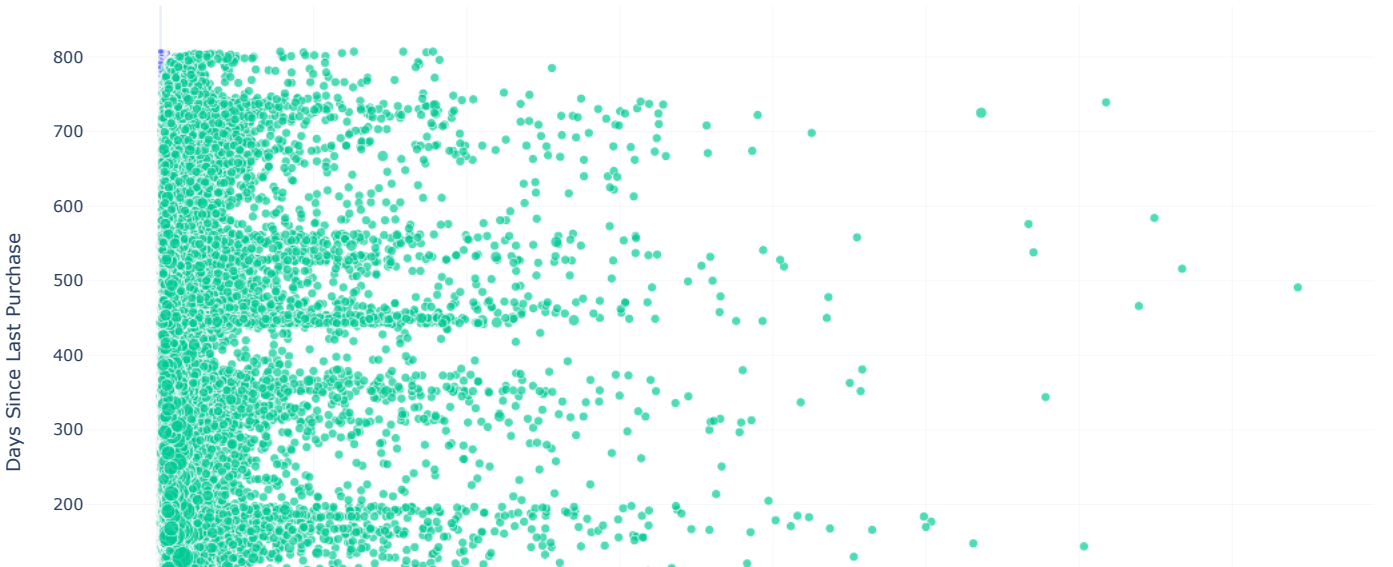
Revenue Cohort Analysis

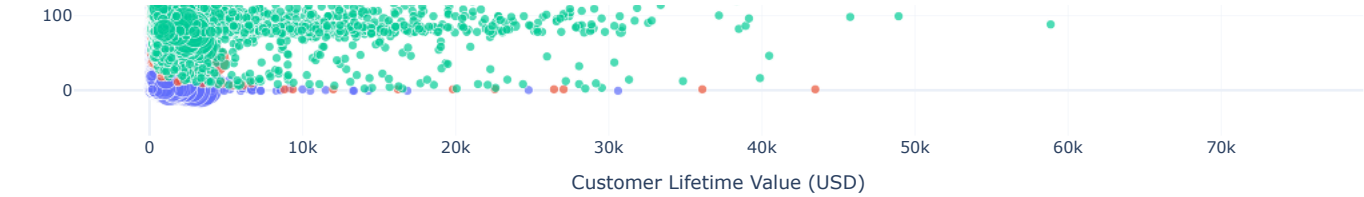
Revenue Cohort Analysis



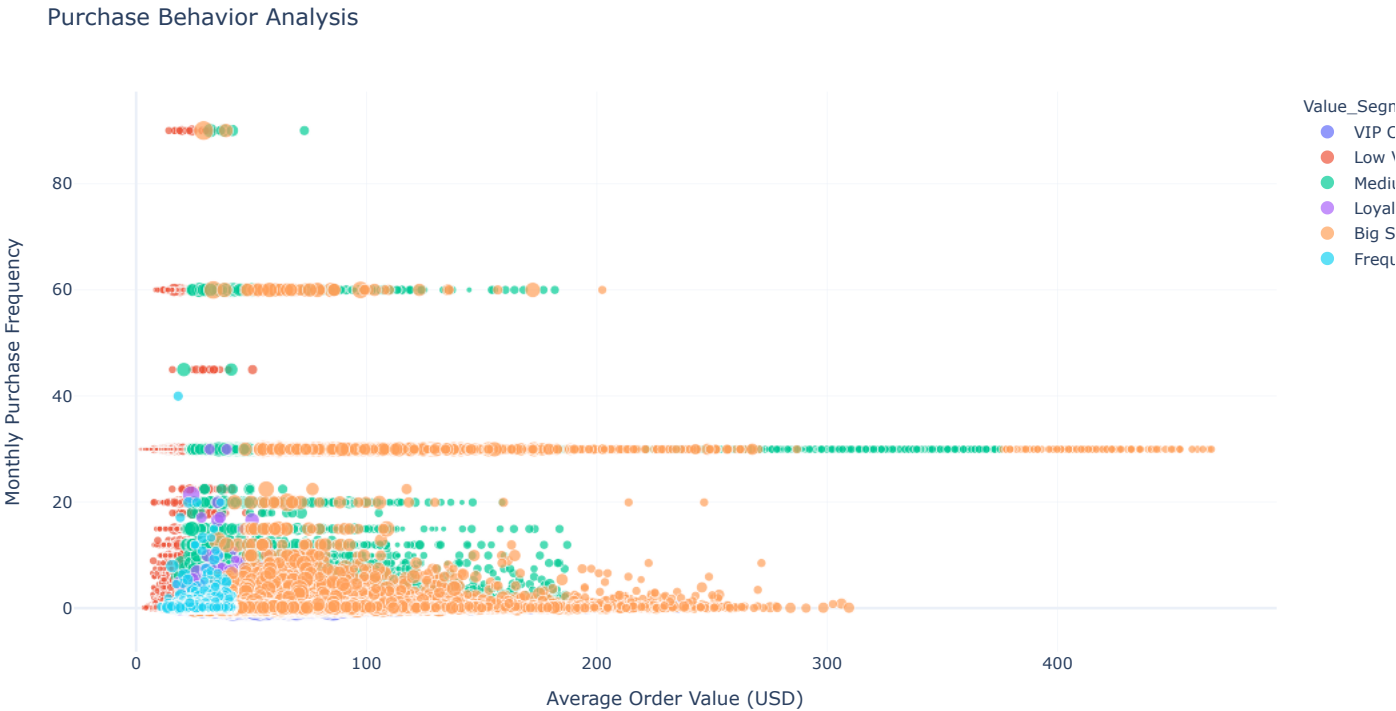
Customer Value vs Churn Risk Matrix

Customer Value vs Churn Risk Matrix

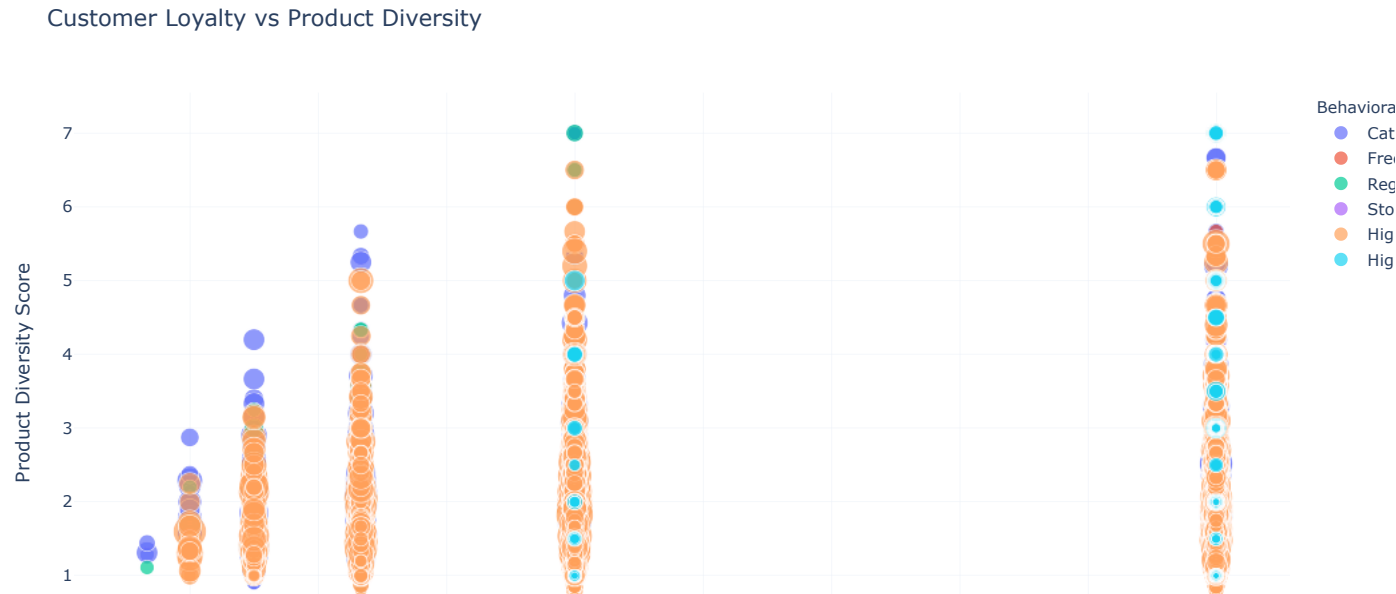


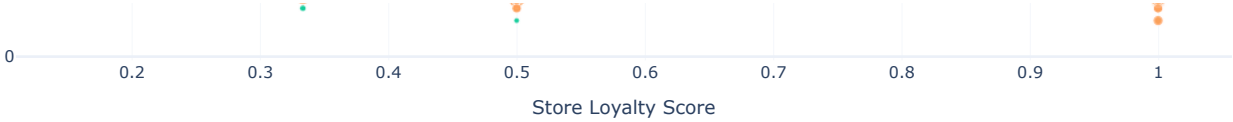


Purchase Behavior Analysis



Customer Loyalty vs Product Diversity





Customer Segment Summary

About to Sleep

Customers: 45,484.0
Avg CLV: \$614.54
Avg Order Value: \$46.47
Monthly Frequency: 1.56
Avg Recency: 479 days

At Risk

Customers: 21,456.0
Avg CLV: \$878.76
Avg Order Value: \$71.04
Monthly Frequency: 8.16
Avg Recency: 533 days

Champions

Customers: 250,529.0
Avg CLV: \$696.86
Avg Order Value: \$52.07
Monthly Frequency: 0.36
Avg Recency: 55 days

Hibernating

Customers: 229,119.0
Avg CLV: \$111.31
Avg Order Value: \$43.25
Monthly Frequency: 26.44
Avg Recency: 487 days

Lost

Customers: 43,378.0
Avg CLV: \$131.42
Avg Order Value: \$64.92
Monthly Frequency: 29.73
Avg Recency: 324 days

Loyal Customers

Customers: 241,444.0
Avg CLV: \$517.32
Avg Order Value: \$50.41
Monthly Frequency: 0.37
Avg Recency: 180 days

Need Attention

Customers: 126,175.0
Avg CLV: \$386.26
Avg Order Value: \$52.18
Monthly Frequency: 2.33
Avg Recency: 264 days

New Customers

Customers: 41,808.0
Avg CLV: \$55.81
Avg Order Value: \$39.89
Monthly Frequency: 30.00
Avg Recency: 63 days

Potential Loyalists

Customers: 268,853.0
Avg CLV: \$359.92
Avg Order Value: \$49.33
Monthly Frequency: 3.34
Avg Recency: 94 days

Promising

Customers: 15,461.0
Avg CLV: \$134.82
Avg Order Value: \$83.69
Monthly Frequency: 30.00
Avg Recency: 142 days

Key Customer Insights:

Total Customers Analyzed: 1,283,707

Total Customer Lifetime Value: \$527,418,224

Average CLV per Customer: \$410.86

Champion Customers: 250,529 (19.5%)

At-Risk Customers: 21,456 (1.7%)