

THELOOK E-COMMERCE

December 2025

Dataset: BigQuery TheLook E-Commerce (2019-2022)



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DEFINITIONS & METHODOLOGY

How we defined key metrics

Term	Definition
Completed Sale	status='Complete' AND returned_at IS NULL
Active Customer	≥ 1 completed order in the month
New Customer	First-ever completed order in that month
Returning Customer	Active in month M, first order in prior month
90-Day Churn	No completed order in 90 days after last order

Known Limitations

1. Dataset is synthetic, patterns may not reflect real e-commerce
2. No actual free shipping data, analysis is hypothetical
3. No cost data used, all revenue is gross

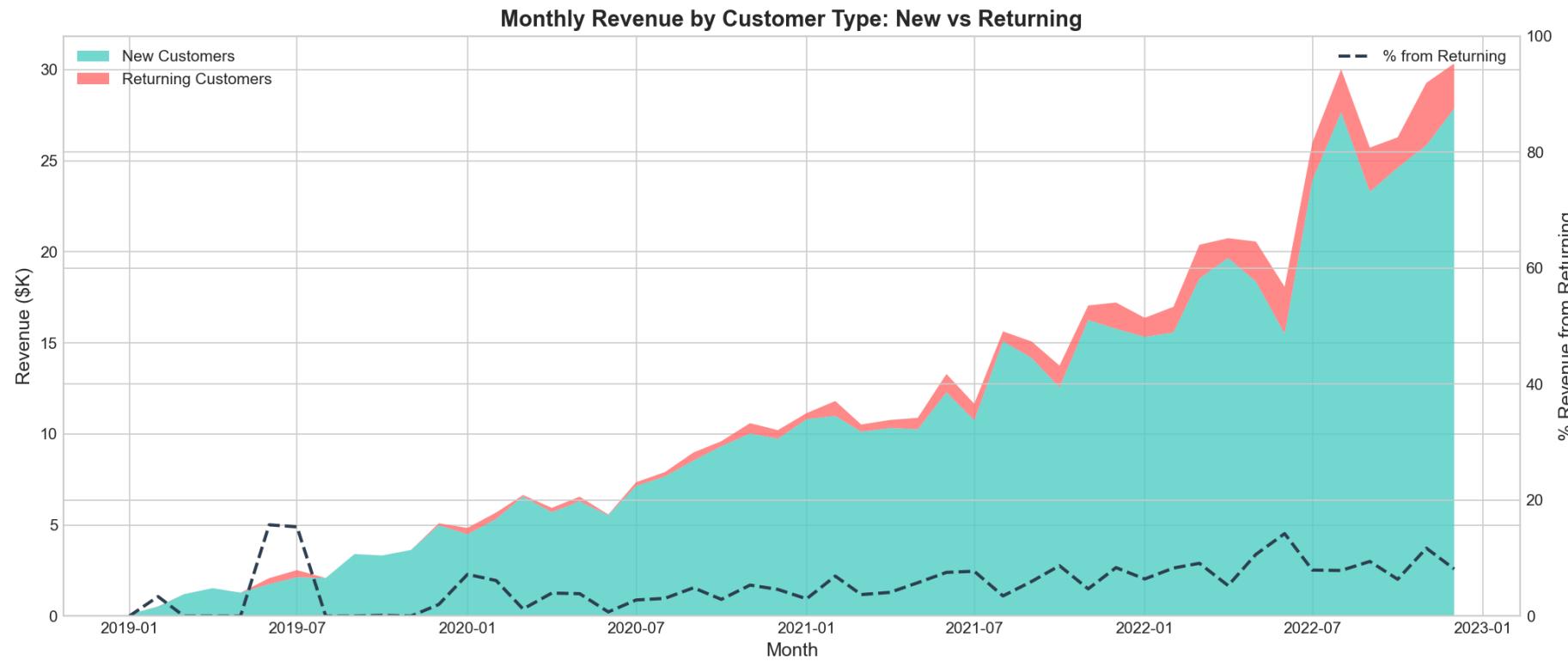
EXECUTIVE SUMMARY

KEY FINDINGS

Metric	Value	Trend
New Customer Revenue Share	~85-95%	Dominant
90-Day Churn Rate	~95-100%	Critical
High-Value Order AOV (Post-Launch)	+2.8% lift	Modest Lift

Business is heavily acquisition-dependent with a critical churn problem. Nearly all customers don't return within 90 days. Retention is the #1 opportunity.

NEW VS RETURNING REVENUE MIX



Insights

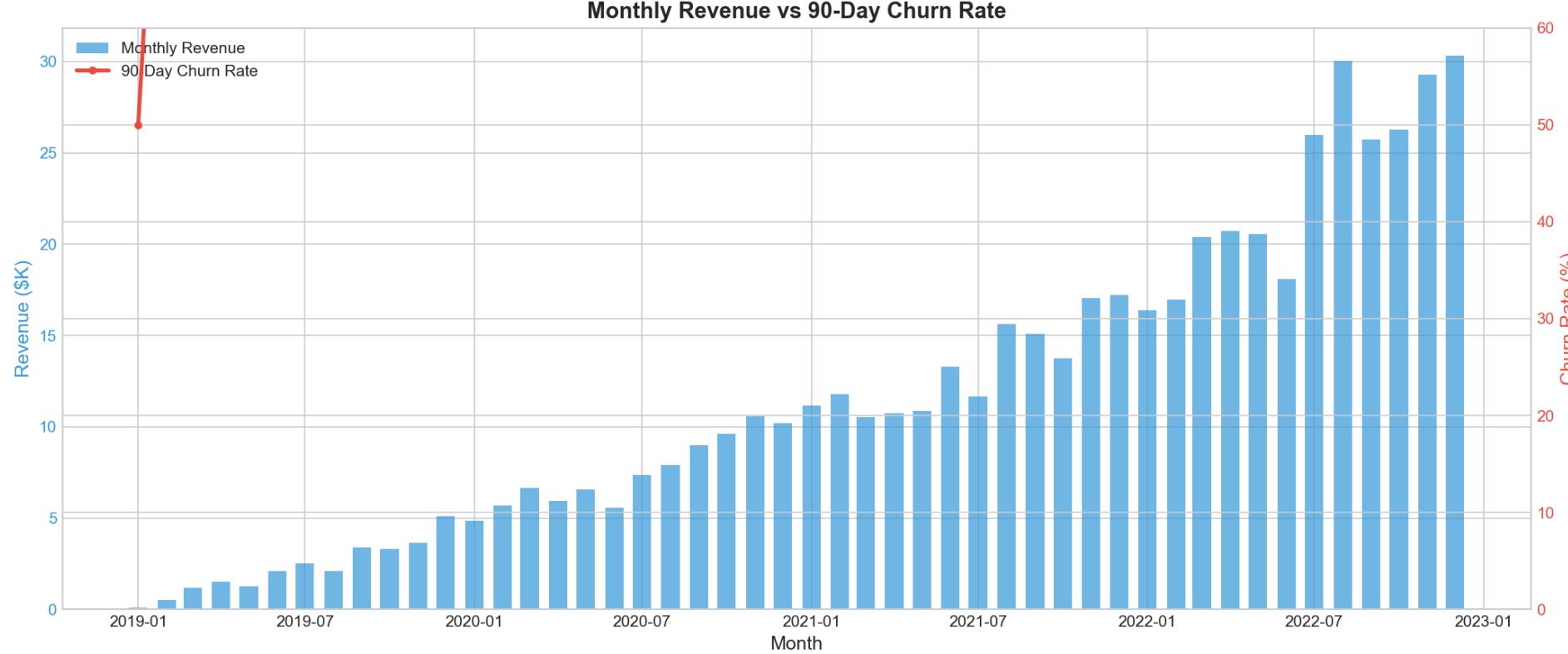
New customers drive 85-95% of monthly revenue, business is acquisition-dependent

Both new and returning revenue are growing in absolute terms

Returning customer share is small (5-12%) but slowly increasing over time

90-DAY CHURN RATE VS MONTHLY REVENUE

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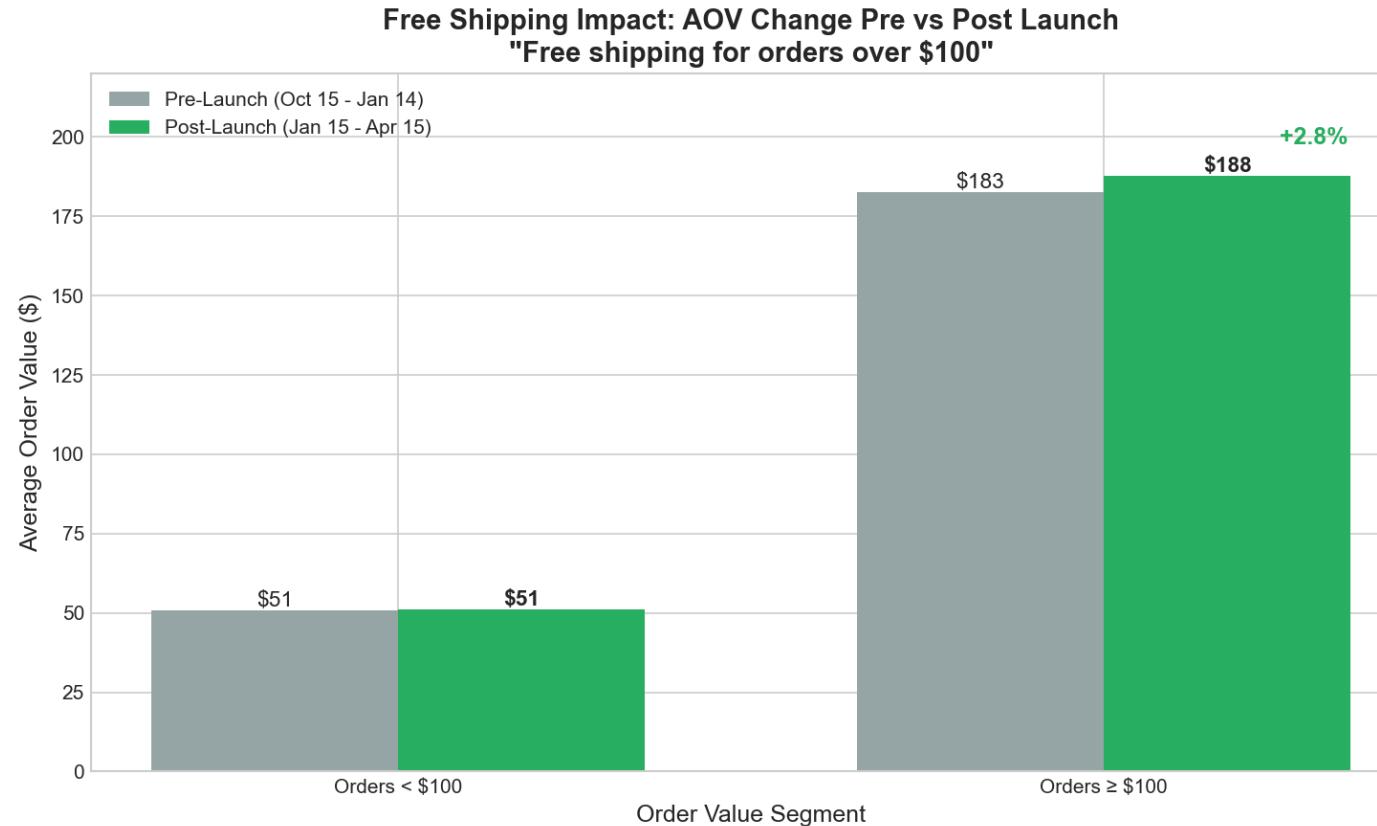
Insights

Churn is extremely high at 95-100%, almost all customers don't return within 90 days

Revenue still grows because new customer acquisition is strong

Classic "leaky bucket" problem - acquiring customers but failing to retain them

HYPOTHETICAL: "FREE SHIPPING > \$100" IMPACT



Segment	Pre AOV	Post AOV
Orders < \$100 \$50.83	\$51.24	+0.8%
Orders ≥ \$100 \$182.63	\$187.73	+2.8%

Insights

High-value orders saw modest AOV lift of ~\$5 post-launch

Sub-\$100 orders essentially unchanged

Suggests potential threshold effect, but would need A/B test to prove causation

RECOMMENDATIONS

Retention Program Win-Back Campaign

Target: Customers at risk
(no order in 60-75 days)

Action: Automated
email/SMS with
personalized discount

Expected Impact: Reduce
90-day churn by XX%

Experiment Cart Threshold Nudge

Hypothesis: Users with \$80-99
carts can be nudged to \$100+
for free shipping

Design:

- Control: Standard checkout
- Treatment: Banner showing
"Add \$X for free shipping"

Metrics:

- Primary: Conversion rate of
\$80-99 carts → \$100+
- Secondary: Overall AOV,
Revenue per session

Investigate Root Cause of Churn

Observation: 95%+ churn
is abnormally high -
something is wrong

Action: Customer surveys/
exit interviews, Net
Promoter Score tracking to
understand why

Goal: Identify top 3
reasons customers don't
return and address them

PRODUCT HEALTH DASHBOARD PROPOSAL

Recommended KPIs (5-7 Metrics)

Category	Metric	Why it matters
Acquisition	New Customers per Month	Growth Indicator
Acquisition	Customer Acquisition Cost by Channel	Efficiency of spend
Acquisition	Days to First Purchase	Onboarding health
Retention	90-Day Churn Rate	Customer loss rate
Retention	Month-3 Cohort Retention	Early loyalty signal
Monetization	Revenue (New vs Returning)	Revenue composition
Monetization	Average Order Value	Basket size health

THANK YOU



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