



CUSTOMER ANALYSIS



Customer City

4092



Total Customers

96.80K



Total Revenue

15.43M



Total Quantity

109K



Total Profit

2.18M



Total Discount

490K

Year

All



Month

All



Weekdays

All



Gender

All



Customer State

All

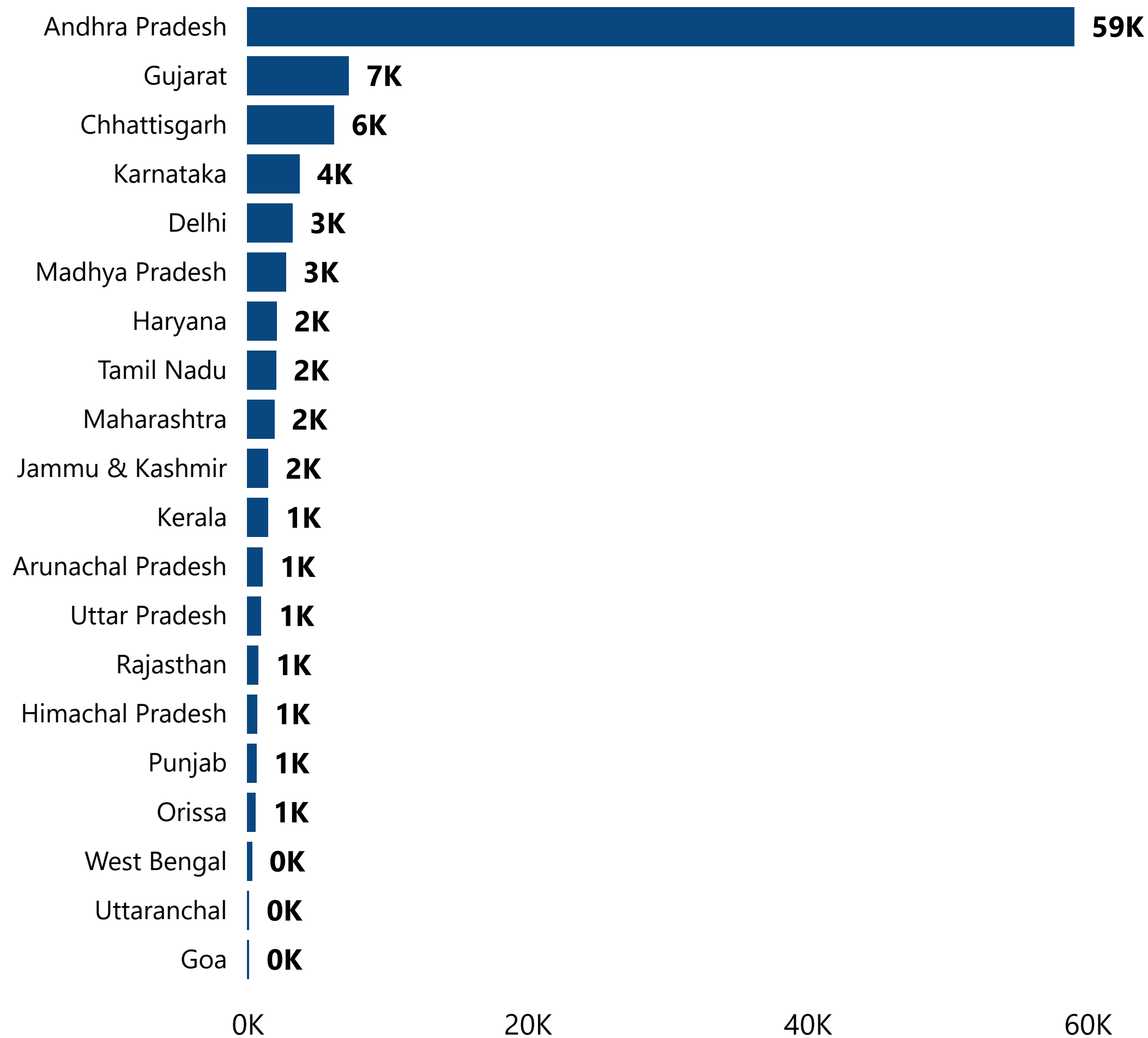


Customer City

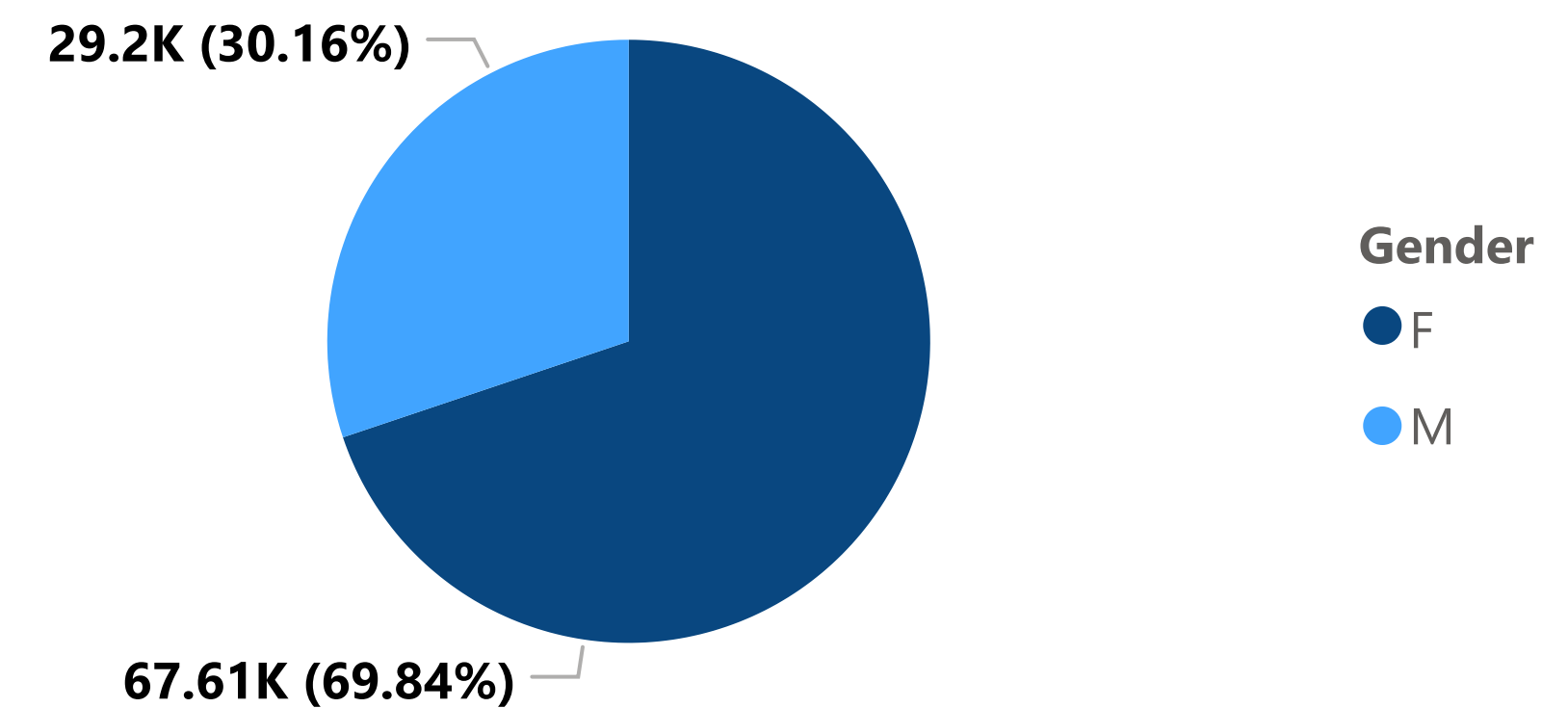
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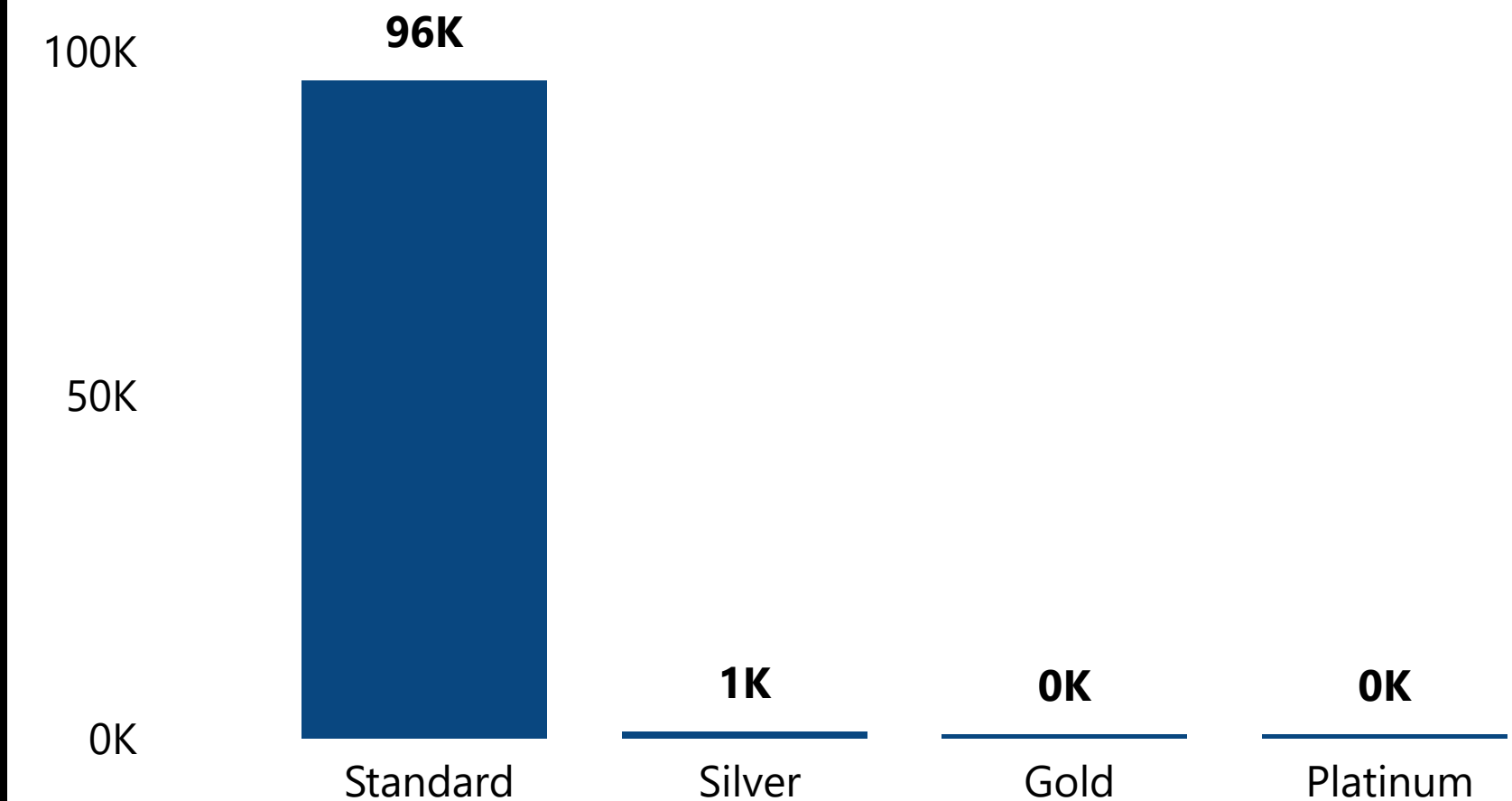
Customers by State



Customers by Gender



Customer by Segment



Total Channels

3

Top Channel Used

Instore

Total Revenue

15.43M

Total Quantity

108.61K

Total Profit

2.18M

Total Discount

489.96K

Year

All

Month

All

Weekdays

All

Gender

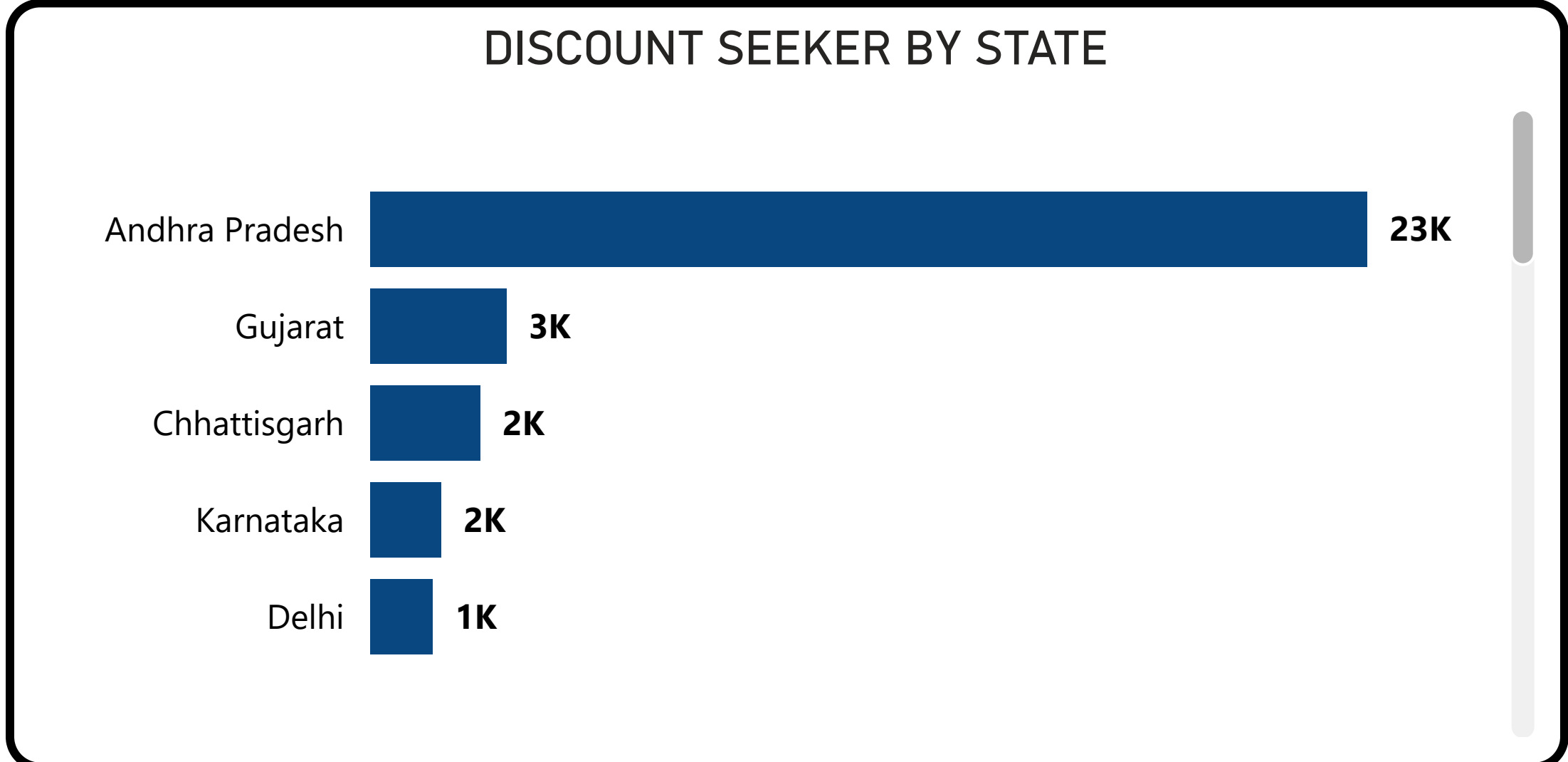
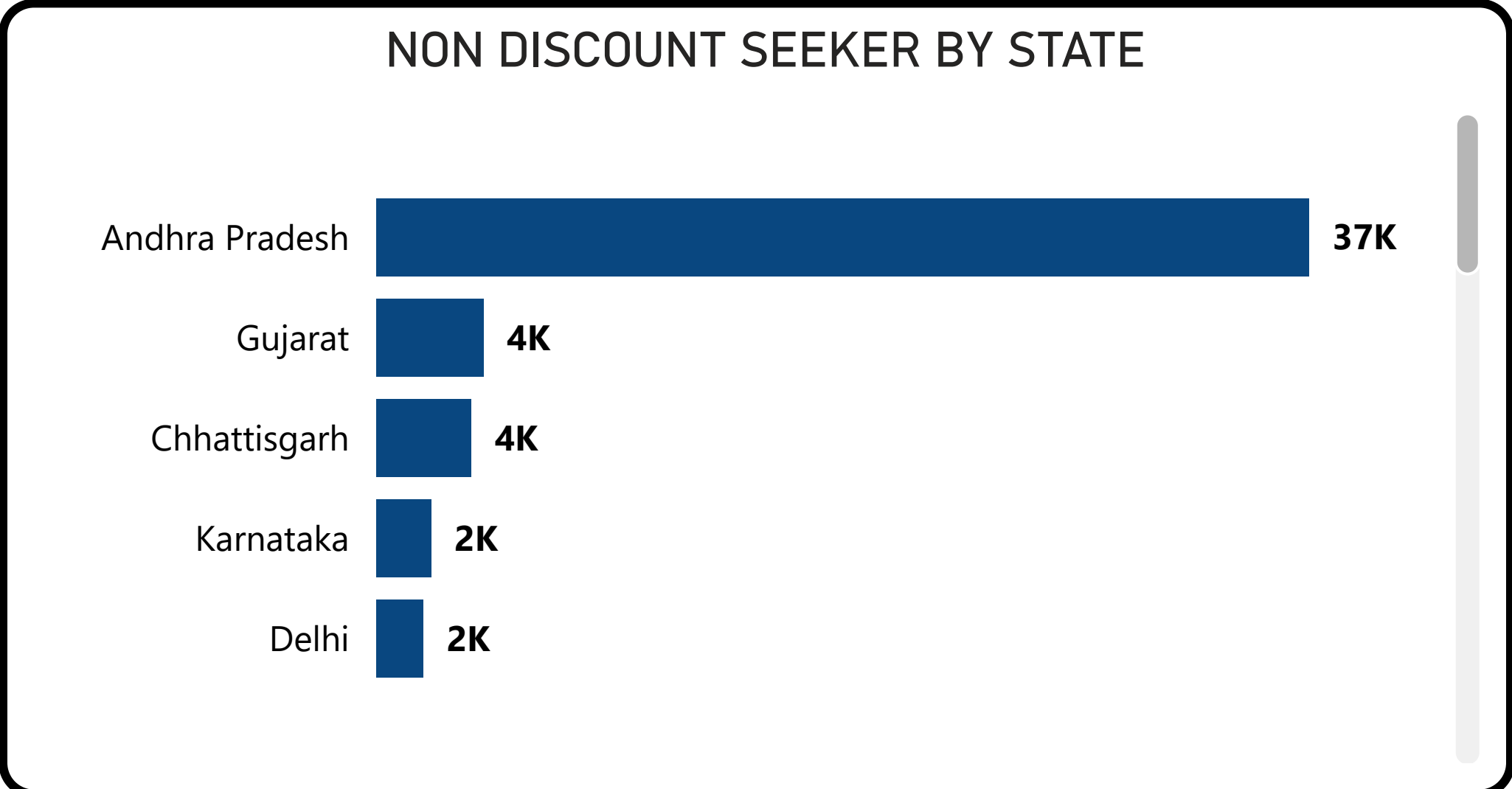
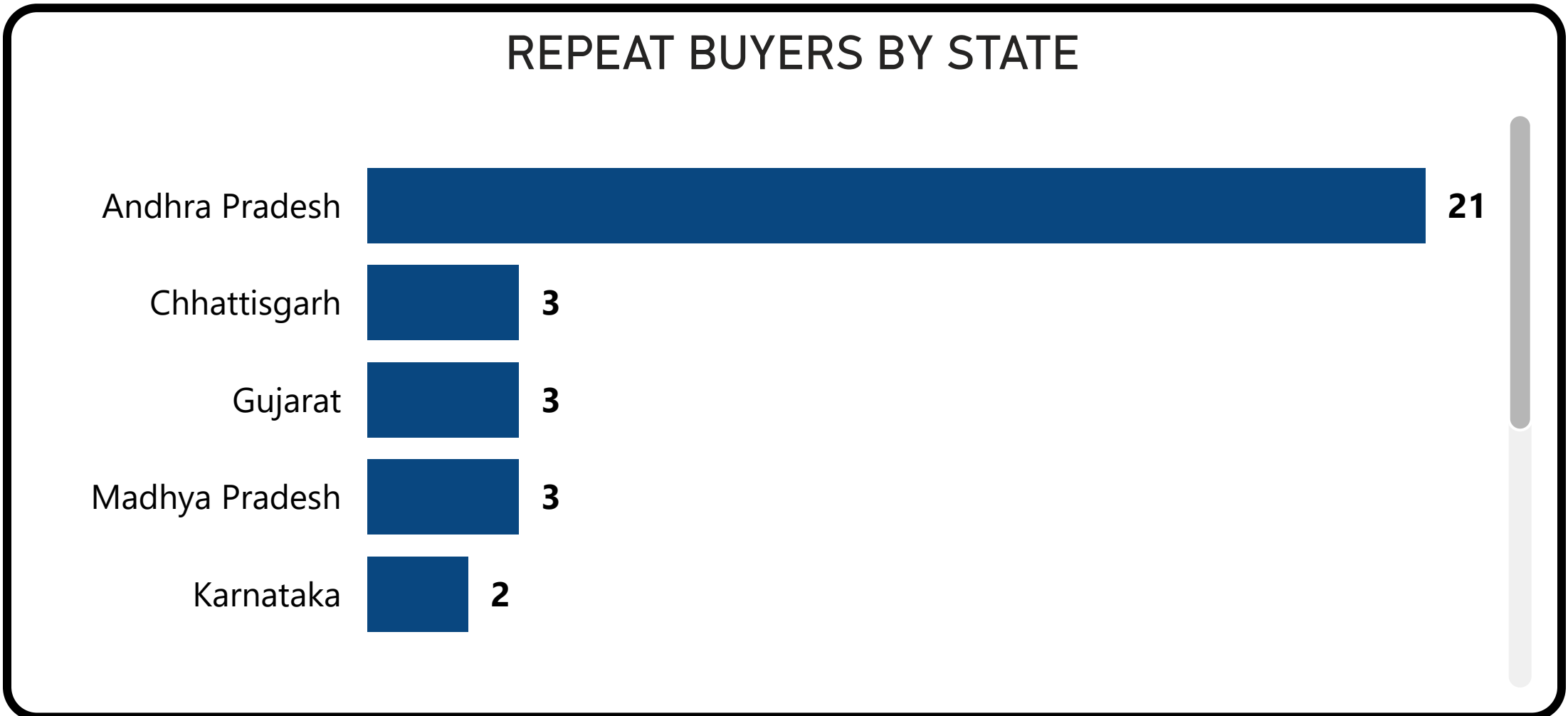
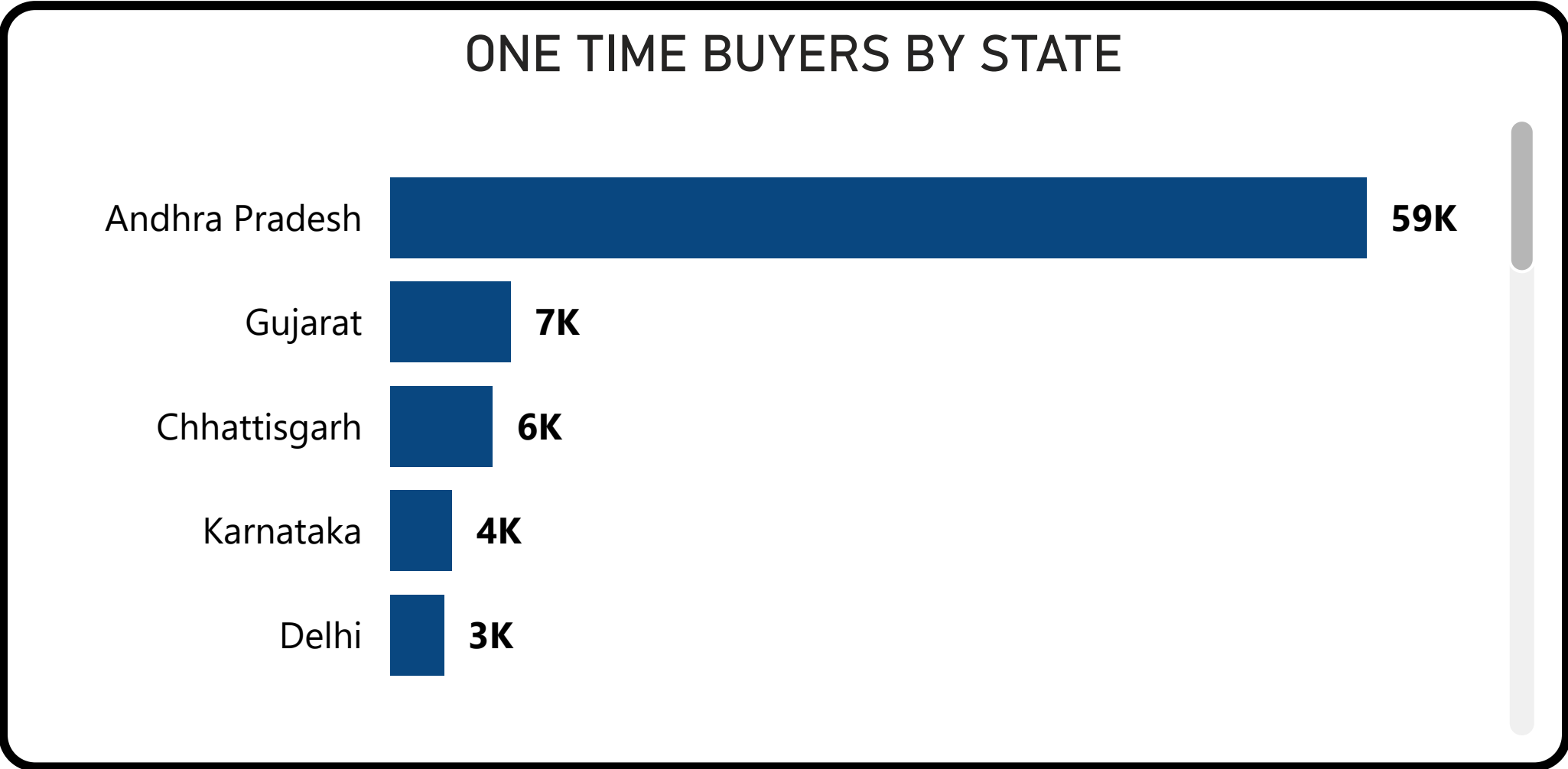
All

Customer State

All

Customer City

All





CUSTOMER PREFERENCES ANALYSIS



Top Channel Used

Instore

Top Channel Used

credit card

Total Revenue

15.43M

Total Quantity

108.61K

Total Profit

2.18M

Total Discount

489.96K

Year

All



Month

All



Weekdays

All



Gender

All



Customer State

All

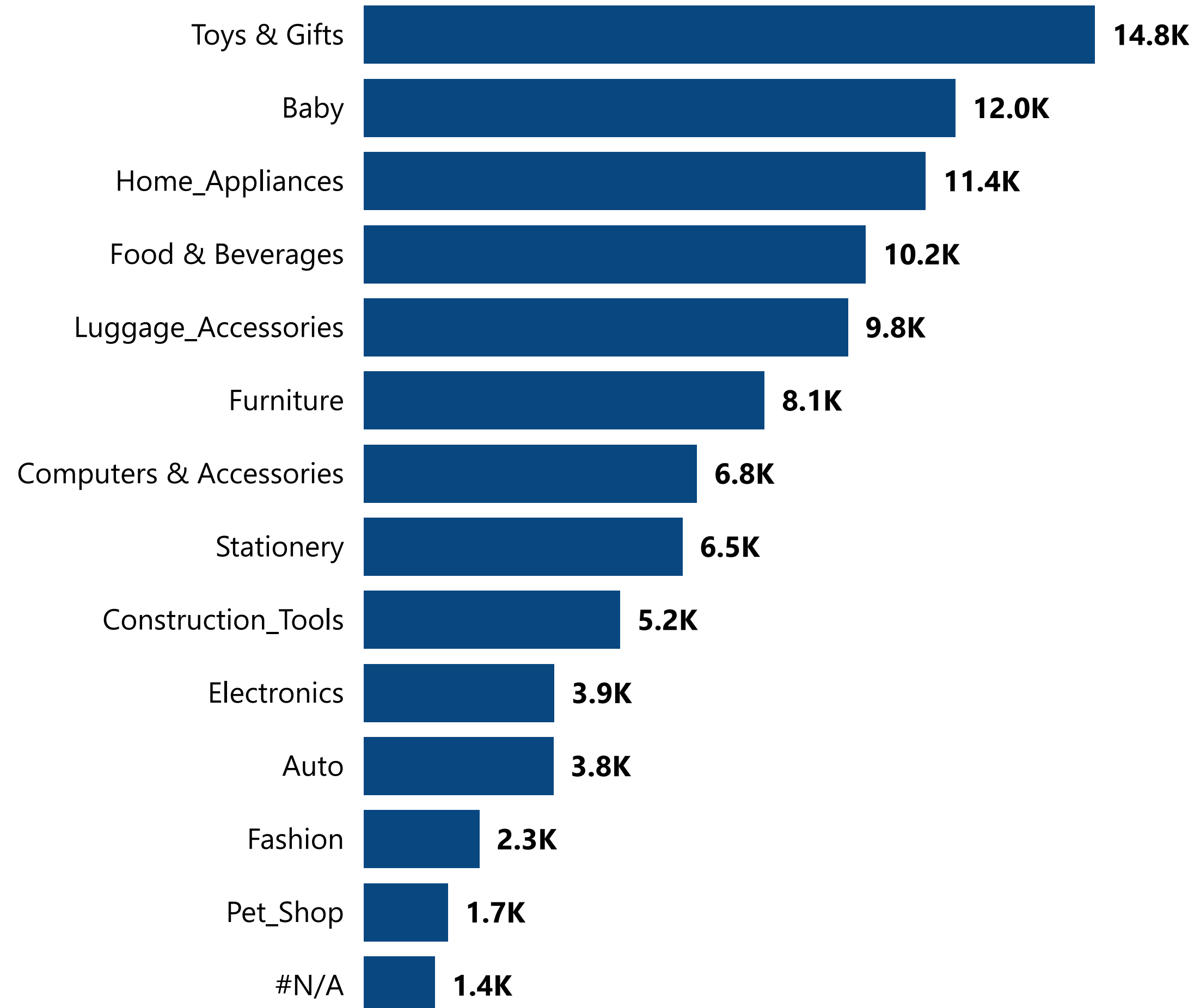


Customer City

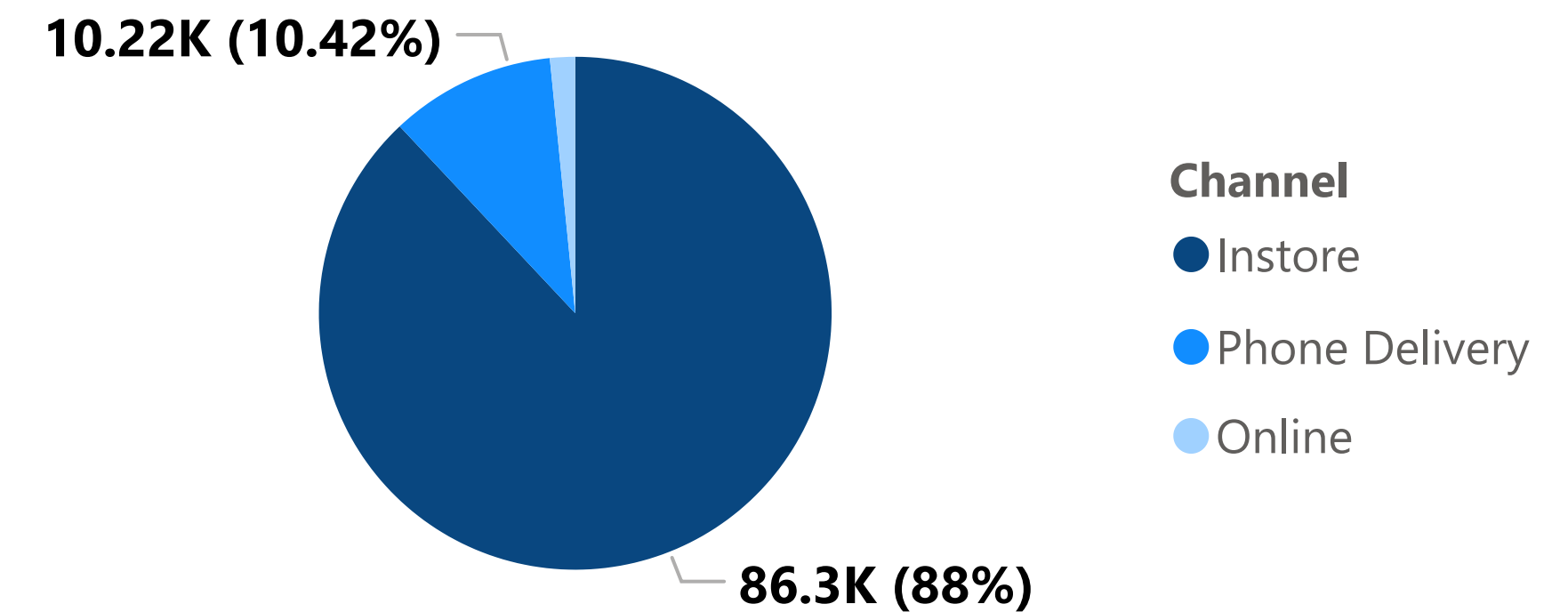
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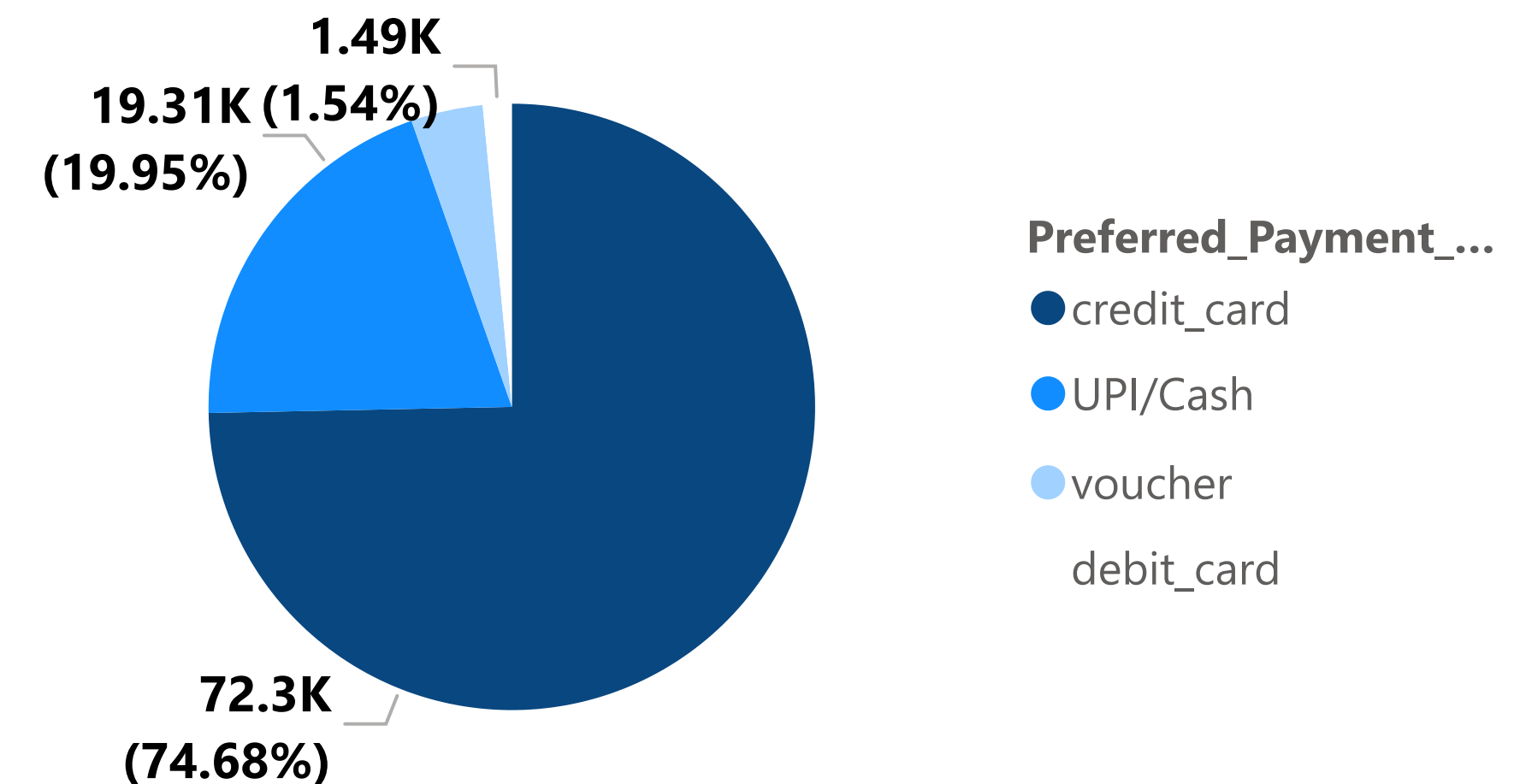
Customer by Category



Channels Used By Customers



Payment Method Used By Customers



Top-Selling Month

August

Top-Selling Day

Wednesday

Total Revenue

15.43M

Total Quantity

108.61K

Total Profit

2.18M

Total Discount

489.96K

Year

All

Month

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Weekdays

All

Gender

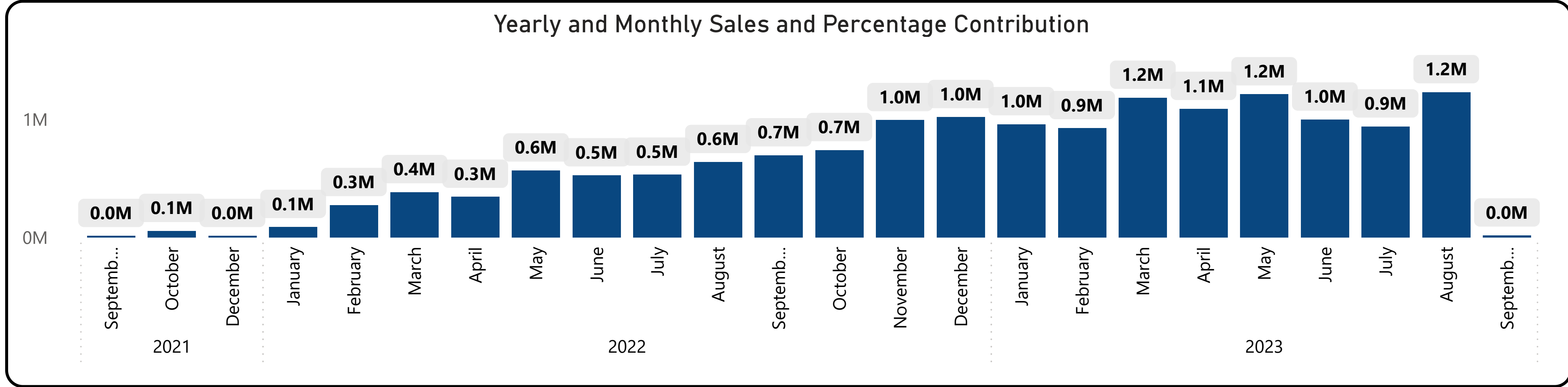
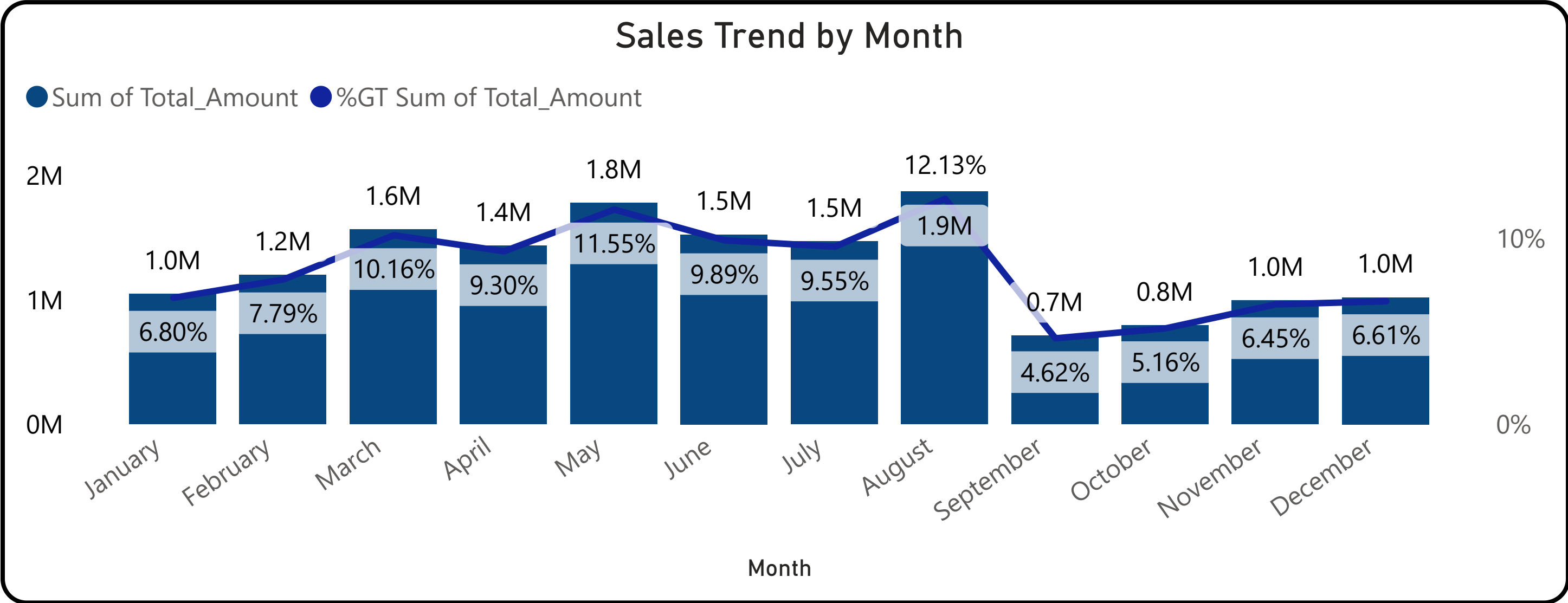
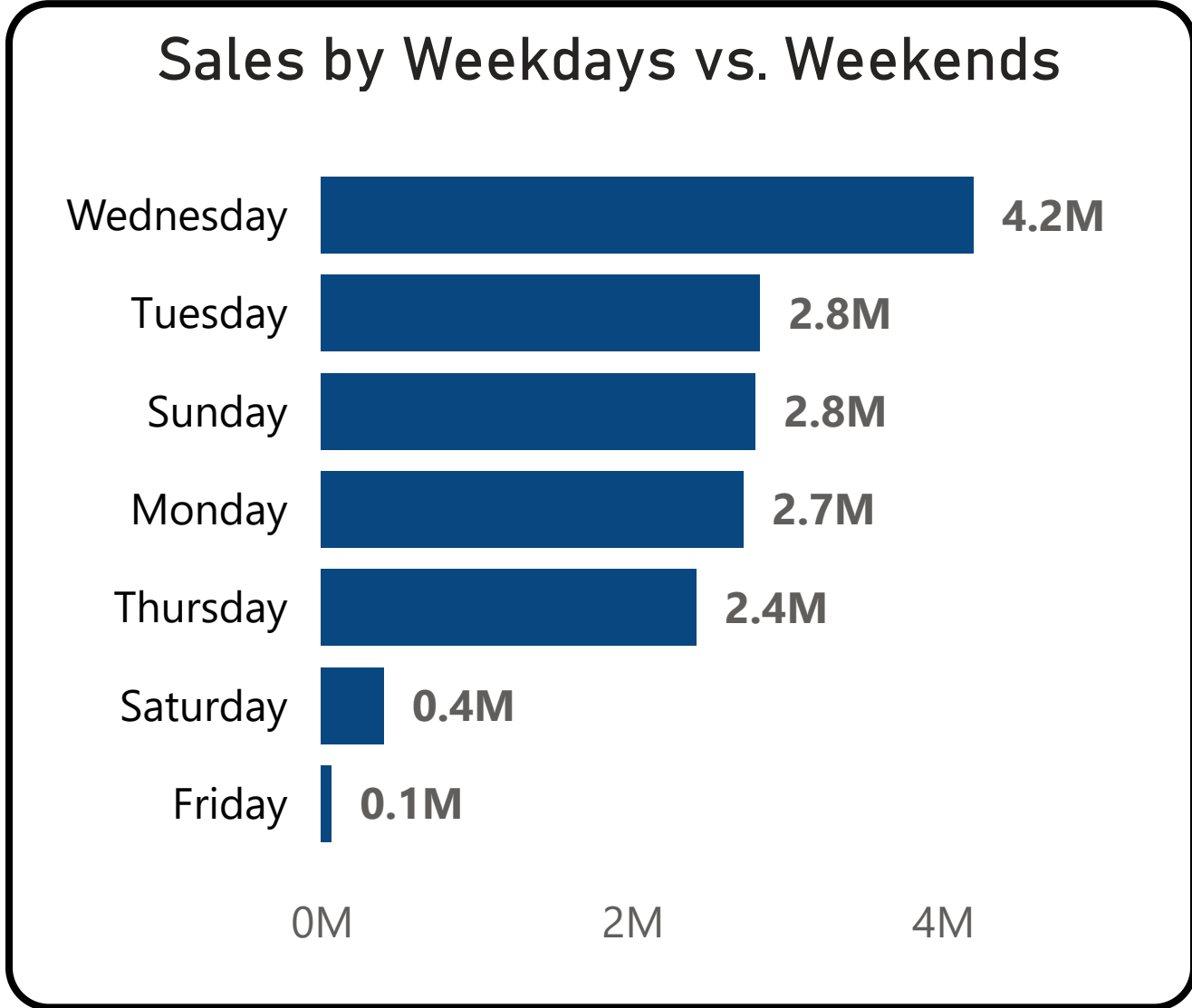
All

Customer State

All

Customer City


All




Top-Selling Category

Toys & Gifts


Total Products

31.75K


Total Categories

14


Total Quantity

108.61K

Total Profit

2.18M

Total Discount

489.96K

Year

All

Month

All

Weekdays

All

Gender

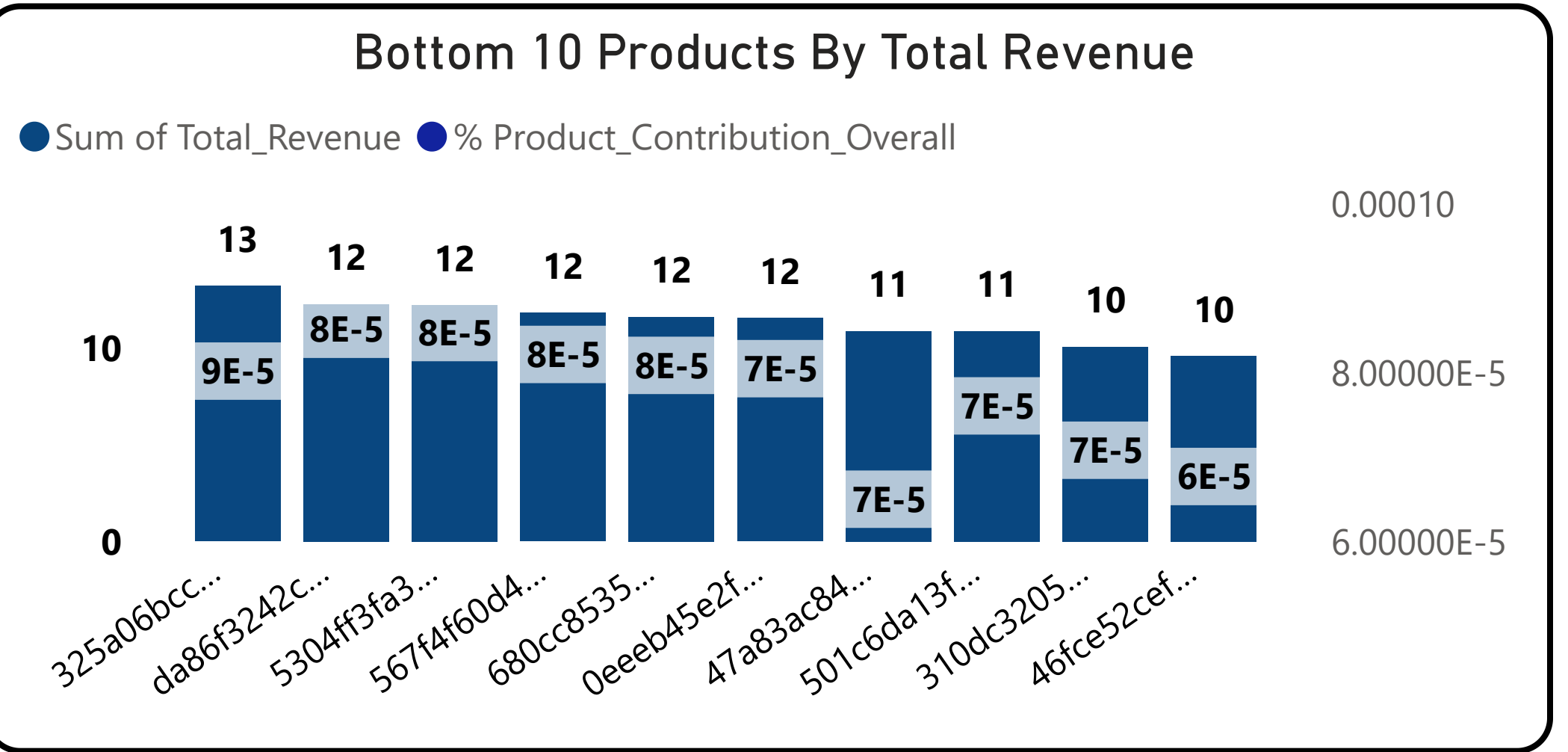
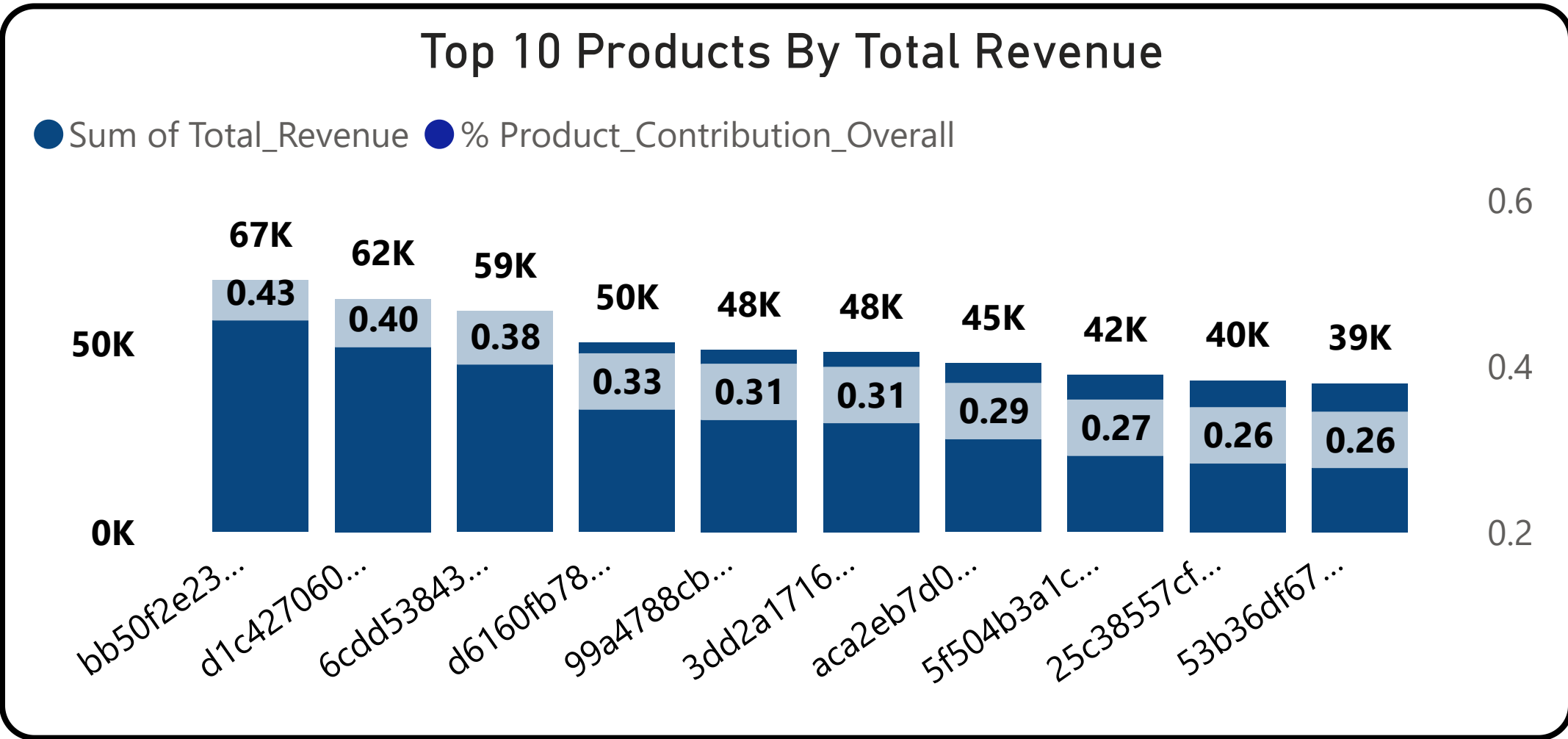
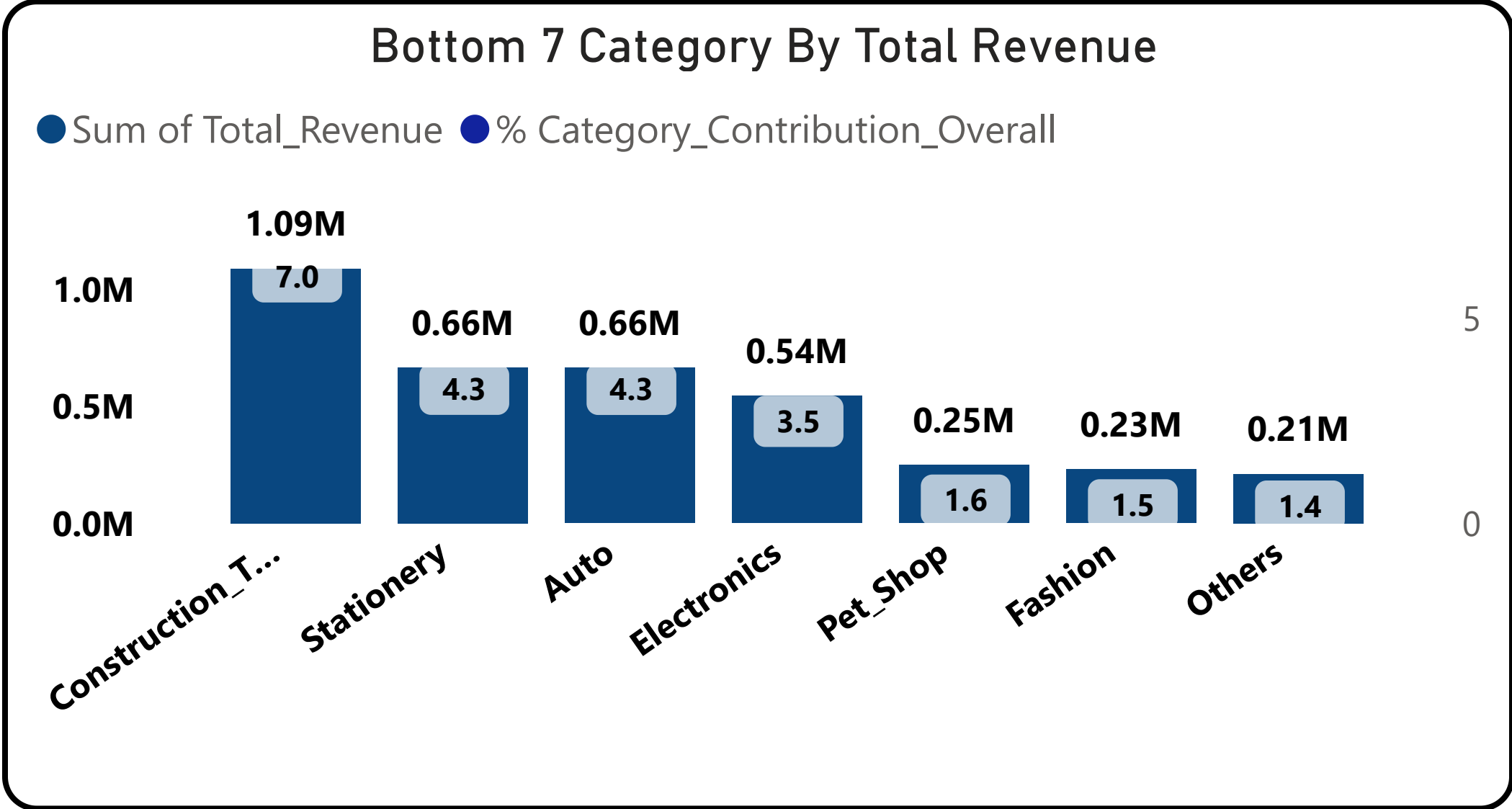
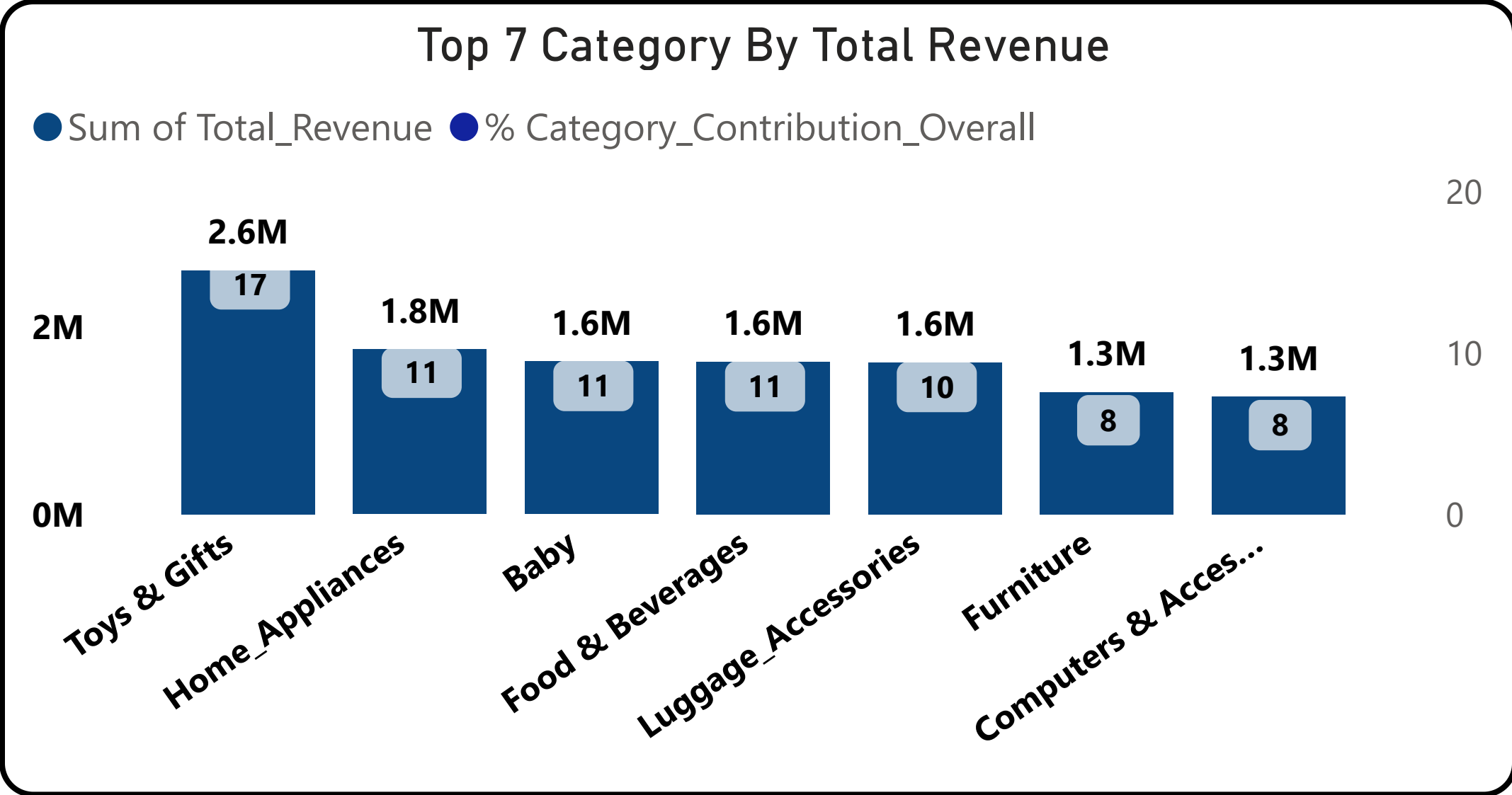
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Customer State

All

Customer City

All

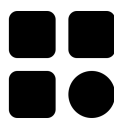




RFM SEGMENT ANALYSIS



Total Categories



14

Total Products



31.75K

Total Revenue



15.43M

Total Quantity



108.61K

Total Profit



2.18M

Total Discount



489.96K

Year

All



Month

All



Weekdays

All



Gender

All



Customer State

All



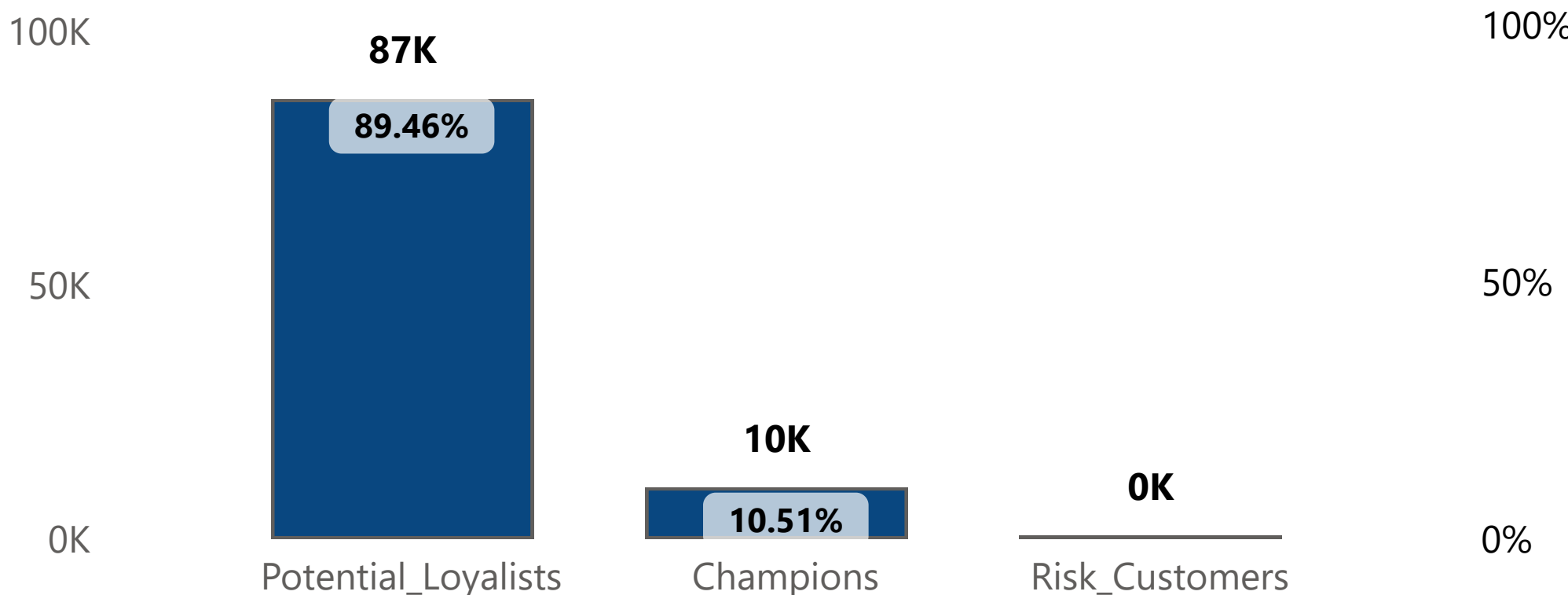
Customer City

All



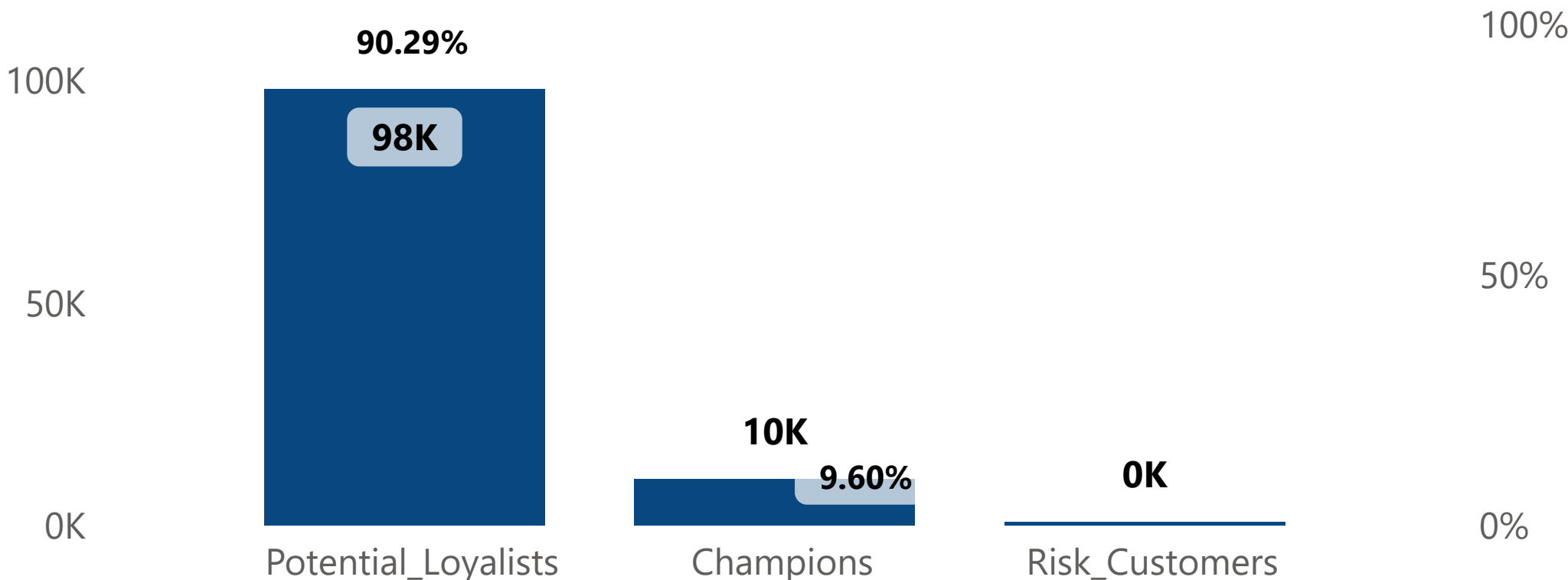
Total Customer by RMF Segment

● Count of Customer_id ● %GT Count of Customer_id



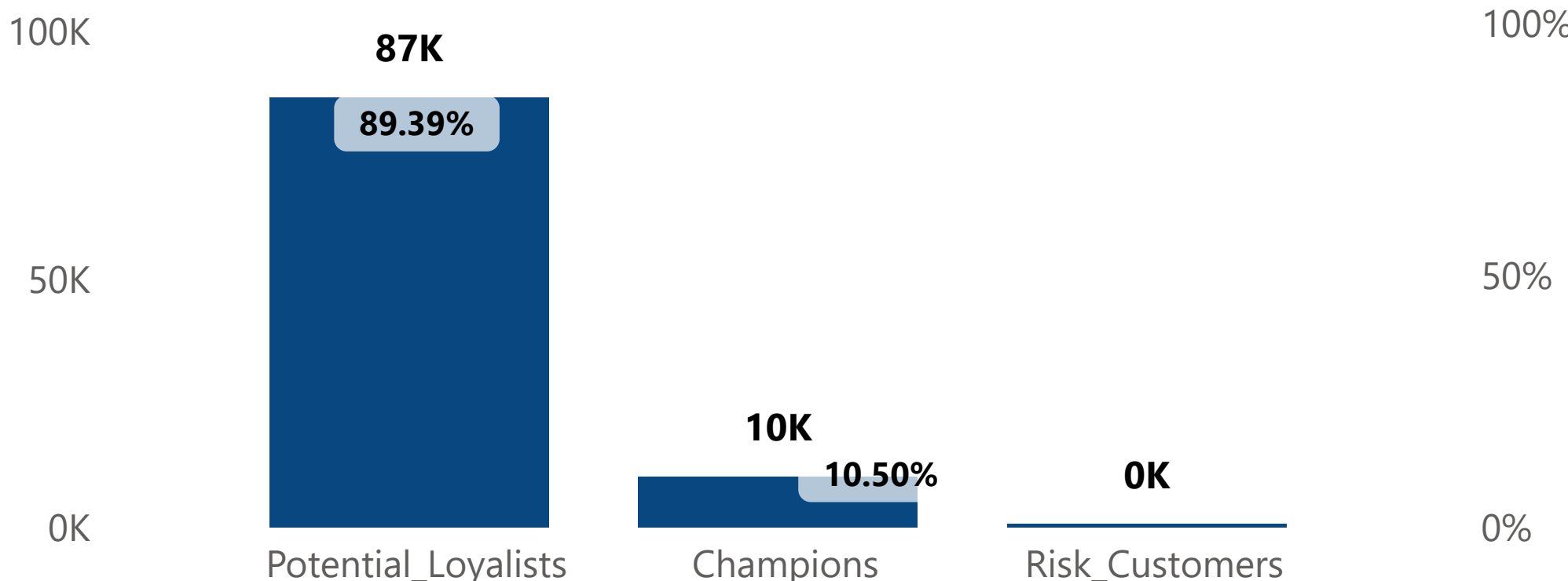
Total Quantity by RMF Segment

● Sum of Total_Quantity ● %GT Sum of Total_Quantity



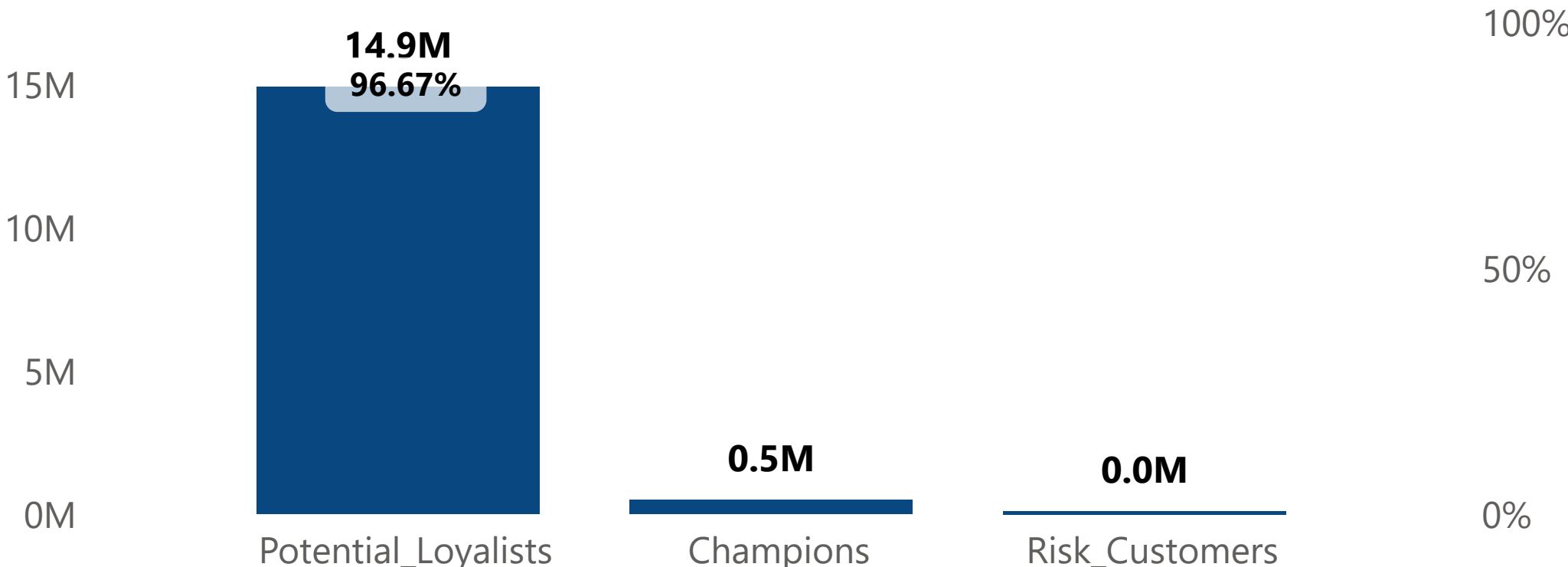
Total Orders by RMF Segment

● Sum of Total_Ordres ● %GT Sum of Total_Ordres



Total Amount by RMF Segment

● Sum of Total_Amount ● %GT Sum of Total_Amount



RFM SEGMENTATION INSIGHT

- Recency (R):** How recently a customer made a purchase.
- Frequency (F):** How often a customer makes a purchase over a certain period.
- Monetary (M):** How much money a customer spends on purchases over a certain period. RFM SEGMENTATION
- Each customer is assigned a score for Recency, Frequency, and Monetary using the NTILE(3) function, which divides the customers into quartiles (groups of 3).
- R Score:** A score for recency, where the most recent buyers get higher scores.
- F Score:** A score for frequency, where customers who have made more purchases get higher scores.
- M Score:** A score for monetary value, where customers who have spent more money get higher scores.

Total Scoring:

- This step combines the R, F, and M scores into a Total Score by R Score, F Score and M Score.
- A customer with the lowest scores for recency, frequency, and monetary will have a total score of 3 (1 + 1 + 1), while a customer with the highest scores in all three categories will have a total score of 9 (3 + 3 + 3).

•Customers Needing Attention

- **86,599 customers** with **₹14,913,325** in total spend.
- *These customers have moderate engagement and spending levels. They need targeted efforts to increase frequency and spend.*

•Loyal Customers

- **10,176 customers** with **₹499,601** in total spend.
- *They purchase frequently but don't contribute as much in total spend. Opportunity to boost order value.*

•Risk Customers

- **28 customers** with **₹14,121** in total spend.
- *These customers are inactive or disengaged, requiring re-engagement strategies to prevent churn.*