Customer Insights Report

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Github: Click here

Purpose:

Provide a comprehensive, customer-level view of behavior and value in the Look e-commerce dataset.

This report helps answer key business questions around acquisition, retention, returns, and customer segmentation.

User Behaviour - Churn Analysis

- **High Churn Identified: 74.40% of users are churned** (no order in 6+ months), signaling a critical retention challenge.

- **Low Active Base:** Only **34.65% of users are active**, highlighting limited consistent engagement.

- **Urgent Retention Focus:**
    - Implement **re-engagement campaigns** for inactive users.
    - **Reinforce value proposition** to drive repeat orders.
    - **Enhance customer experience** to reduce inactivity.

- **Next Steps: Deep Dive Analysis:**
    - **Understand _why_ users churn** (behavioral patterns, segments, reasons for inactivity).

Churned Users Percentage

Active
34.65%

Churned
74.40%
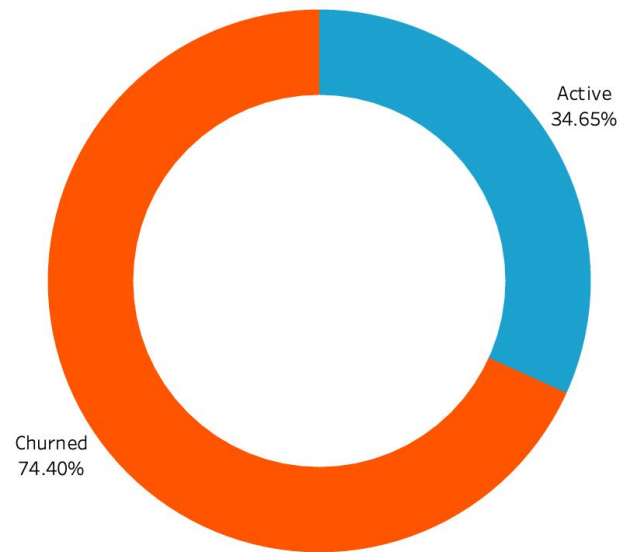
Customer Spending by Age Group

Above 50" Leads Revenue: This group drives the highest total sales and average monthly spend, making them our most valuable segment.

Spend Increases with Age: A clear trend shows average monthly spend rising significantly with customer age.

"20-35" - Strong Second: This group is a significant contributor to total sales and average spend.

"Below 20" - Lowest Impact: This segment shows the lowest sales and spend, requiring different engagement strategies or lower priority.

Action: Focus on Mature Segments: Optimize marketing and sales efforts towards customers in the "20-35," "35-50," and especially "Above 50" age brackets to maximize revenue.

Customers age groups : total & avg monthly spend
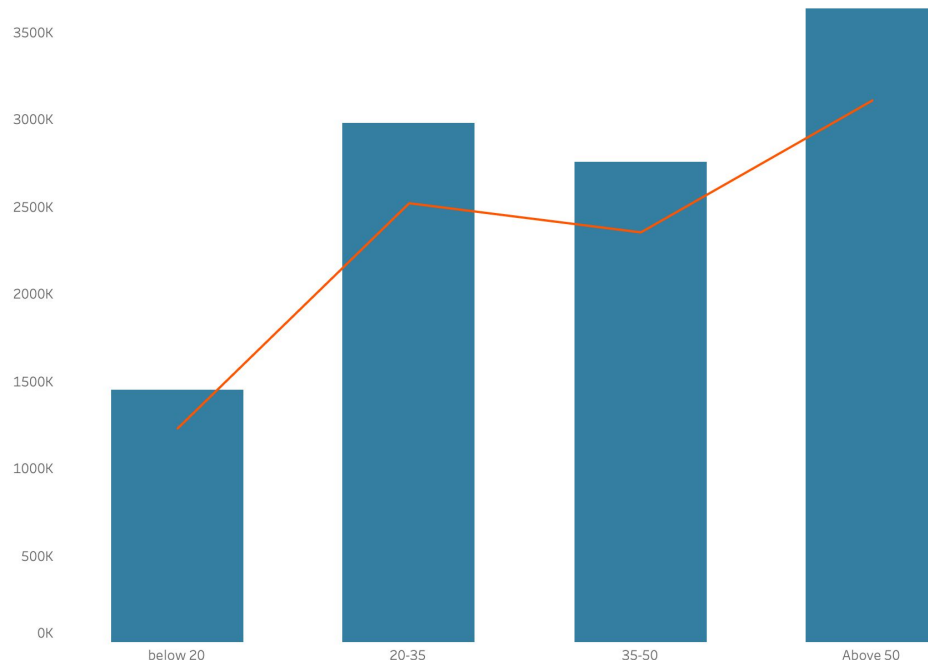
Order Completion and Return Overview

High Order Completion Rate: We're pleased to report a strong **90.01% of all orders are successfully completed**, reflecting a high rate of customer satisfaction and successful fulfillment.

Low Return Rate: Only **9.99% of orders are returned**. This indicates that the vast majority of products meet customer expectations and needs, minimizing inconvenience for our customers and operational overhead.

Focus on Quality & Accuracy: The low return rate suggests our products and order fulfillment processes are largely effective.

Continuous Improvement: While the return rate is low, we remain committed to continuous improvement. We will analyze the reasons behind the 9.99% of returns to further enhance product quality and customer satisfaction.

Total Returned Orders

Returned
9.99%

Completed
90.01%
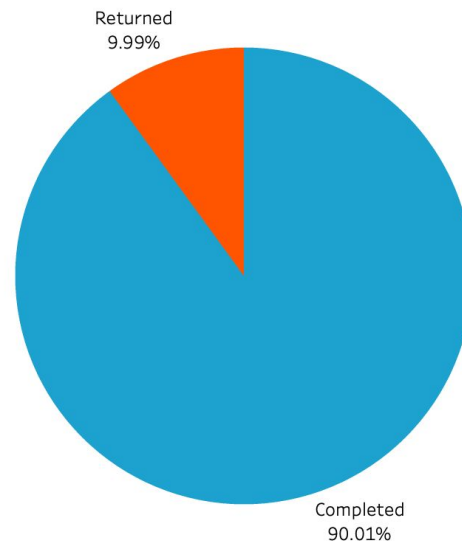
Sales Performance by Traffic Channel

Search Dominates: "Search" is the primary revenue driver, accounting for **$7.58M** in sales.

Organic is Key Secondary: "Organic" provides strong support with **$1.62M** in sales.

Social & Email Significant: "Facebook" (**$633K**) and "Email" (**$544K**) are valuable contributors.

Display's Role: "Display" contributes **$429K**, completing the diverse marketing mix.

Action: Diversify & Optimize: Continue leveraging "Search," while exploring growth in "Organic," "Facebook," and "Email" to reduce over-reliance and maximize overall revenue.

Total Sales by Traffic Source

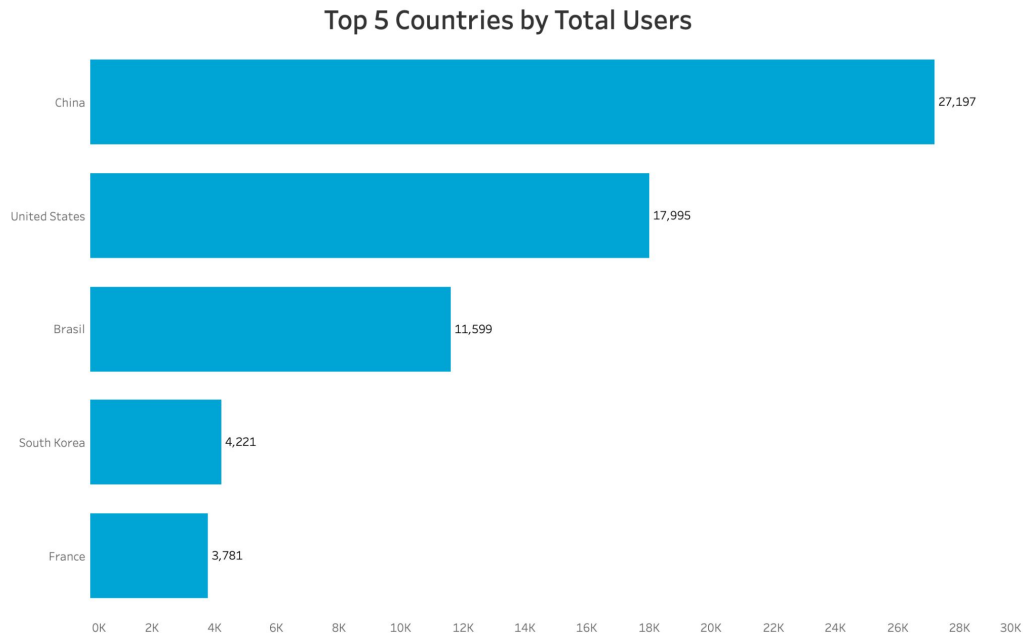|	
Search 7,575,966	Organic 1,624,053
	Facebook 633,394 / Email 543,630
	Display 428,763
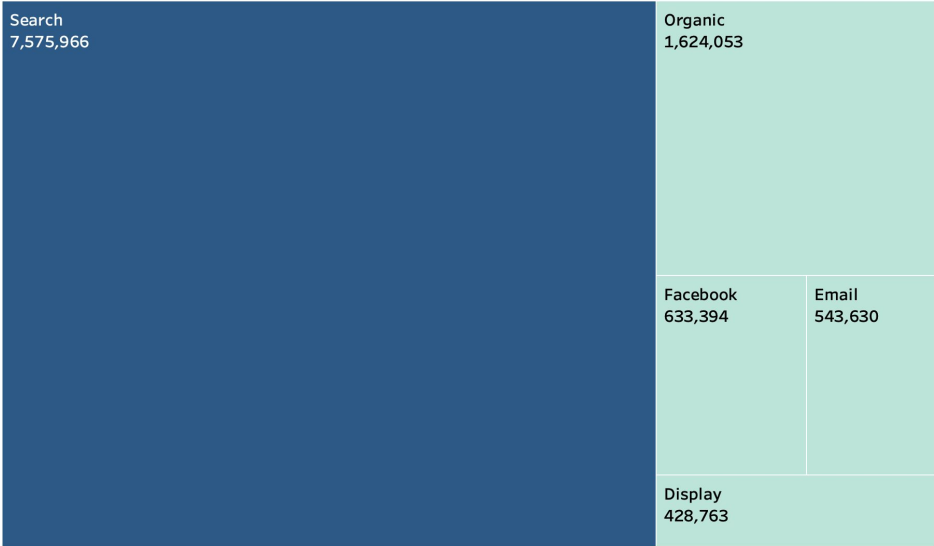
User Distribution by Country

China Dominates: Our largest user base by far, with **27,197 users**, highlighting its critical importance.

US is Strong Second: The United States is our second largest market at **17,995 users**.

Brazil a Key Market: Significant presence with **11,599 users**.

Emerging in Asia & Europe: South Korea (**4,221**) and France (**3,781**) round out the top 5.

Action: Leverage Key Markets: Focus efforts on China, US, and Brazil while exploring growth strategies for other regions.

Top 5 Countries by Total Users

China — 27,197
United States — 17,995
Brasil — 11,599
South Korea — 4,221
France — 3,781

0K 2K 4K 6K 8K 10K 12K 14K 16K 18K 20K 22K 24K 26K 28K 30K

Strategic Imperatives: Driving Growth & Retention

Key Takeaways:

- **Urgent Churn Challenge:** Over 74% user churn demands immediate, targeted retention efforts.
- **High-Value Segments Clear:** "Above 50" and "20-35" age groups are our top revenue drivers; optimize engagement here.
- **Sales Channel Pillars:** "Search" is critical, while "Organic" and direct channels (Email, Facebook) offer strong growth potential.
- **Global User Hubs:** China, US, and Brazil are our primary user markets requiring focused strategies.
- **Strong Order Fulfillment:** ~90% order completion rate is a solid foundation.

Path Forward:

1. **Prioritize User Retention:** Implement comprehensive campaigns to re-engage inactive users and improve the new user journey.
2. **Optimize Value Delivery:** Tailor product and marketing to our highest-spending age groups.
3. **Diversify & Invest in Channels:** Strategically allocate resources to strengthen "Search" while accelerating growth in "Organic" and direct channels.
4. **Deep Dive on Key Markets:** Understand user behavior in top countries to replicate success and explore expansion.