ONLINE RETAIL REPORT

Segmentation Overview

Cluster Analysis

$8.30M
Total Revenue

407K
Number of Transactions

20.40
Average Order Value

4372
Unique Customers

Top 5 Sales by Country

Country	Sales
United Kingdom	$6,767,873.39
Netherlands	$284,661.54
EIRE	$250,285.22
Germany	$221,698.21
France	$196,712.84

Sum Of Sales by Product

Product	Sales
REGENCY CAKESTAND 3 TIER	$133K
WHITE HANGING HEART T-LI…	$94K
JUMBO BAG RED RETROSPOT	$83K
PARTY BUNTING	$68K
POSTAGE	$67K

Top 5 Most Cancelled Product

Product	Count
REGENCY CAKESTAND 3 TIER	181
Manual	175
POSTAGE	97
JAM MAKING SET WITH JARS	86
Discount	77

It's interesting that despite the fact that **Regency cake stand** recorded the most returned product, it still turns out to be the most valuable product. This implies that its high return rate is due to fragility during delivery. To maintain its value, the delivery team should handle with extra care to prevent damage.

92.63
Average Recency

3.92
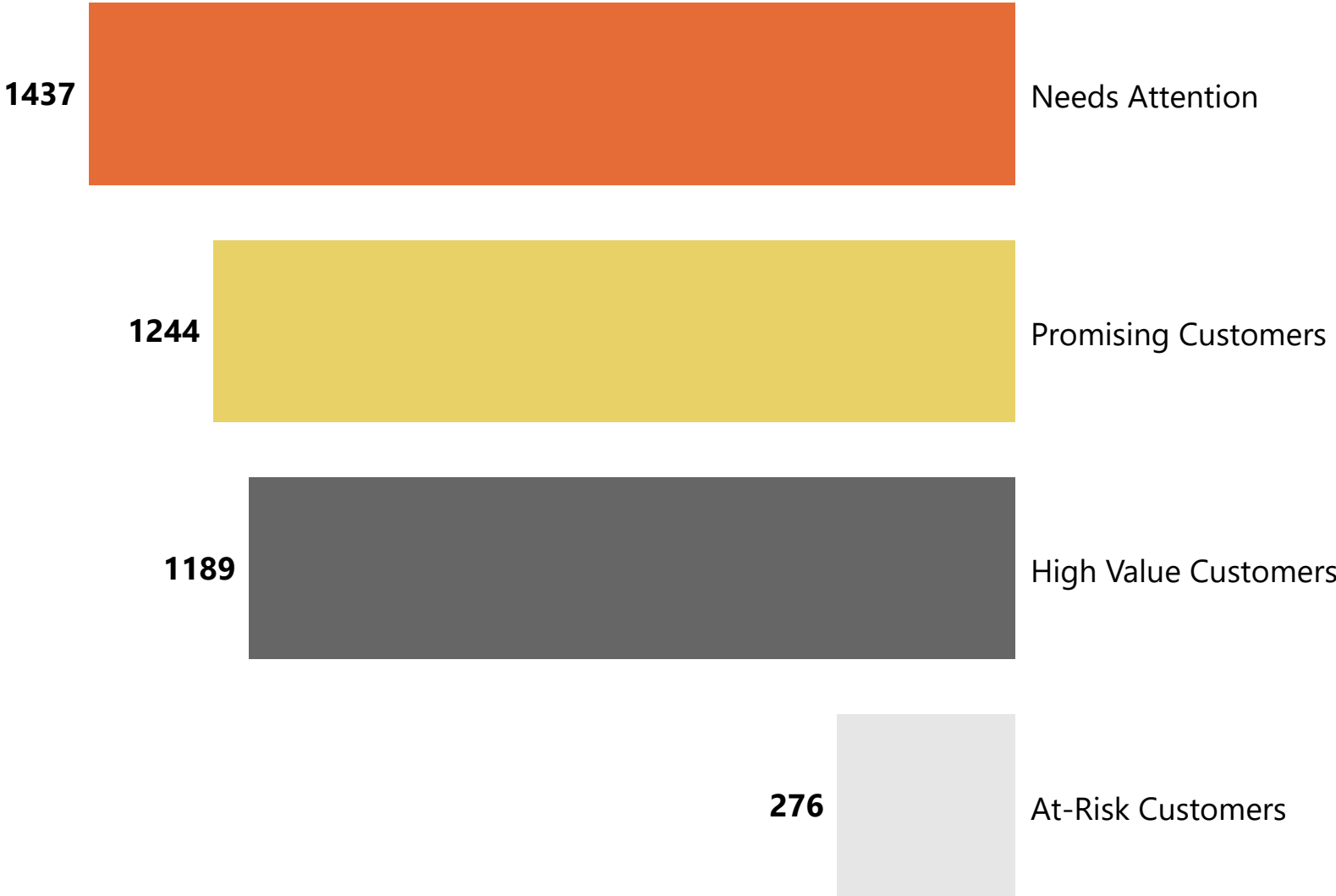Average Frequency

$848.69
Average Monetary Value

Total Number of **Customers** in each Segment

1437 — Needs Attention

1244 — Promising Customers

1189 — High Value Customers

276 — At-Risk Customers

The **Need Attention** segment has the highest number of customers, totaling 1,437 and accounted for 34.66% of all customers

Recency, Frequency & Monetary Value ($) By Cluster

	At-Risk Customers	Need Attention	Promising Customers	High-Value Customers
Recency	247.76	44.94	13.76	1.5
Frequency	1.49	3.2	16.14	145.25
Monetary Value	262.35	679.02	3761.24	35961.32

1.49	11987.99	23974.50	35961.32
1.49	11,988.10	23,974.71	35,961.32

High Value and **Promising Customers** are the top segment, contributing significantly to revenue. **Need Attention** and **Potential Customers** are potential churn risks. Focus marketing efforts on retaining these groups to maximize company's value.

The law of pareto is also applicable. The **High Value Customers** accounted for about 20% range of the total customers and yet contributed to about 80% range of the company's value.