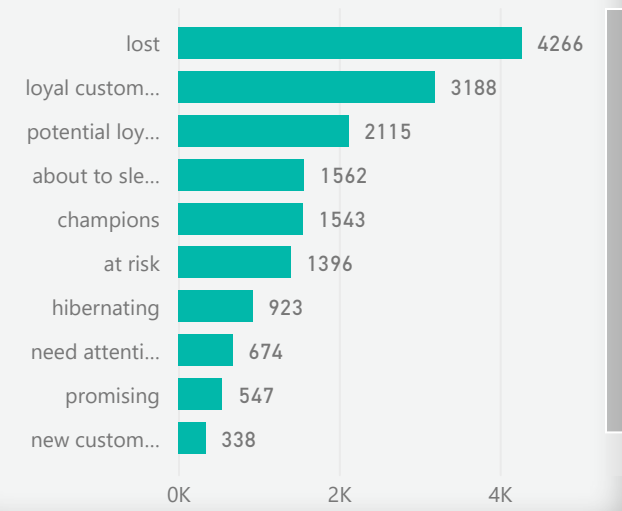


Customer Segmentation I

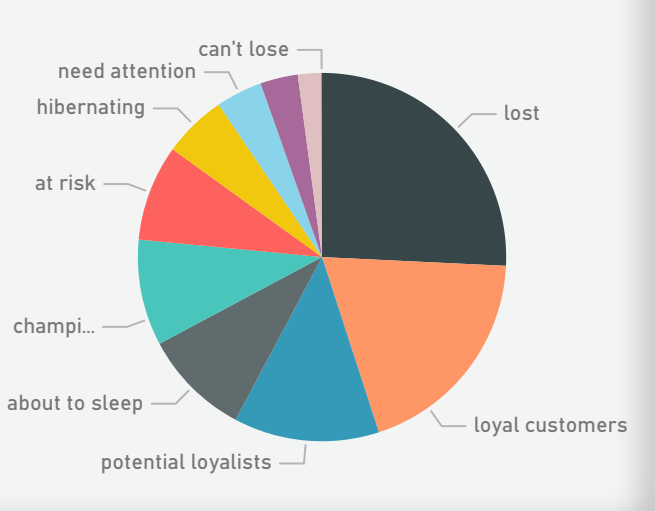
Select Country

All

No. of customers per segment



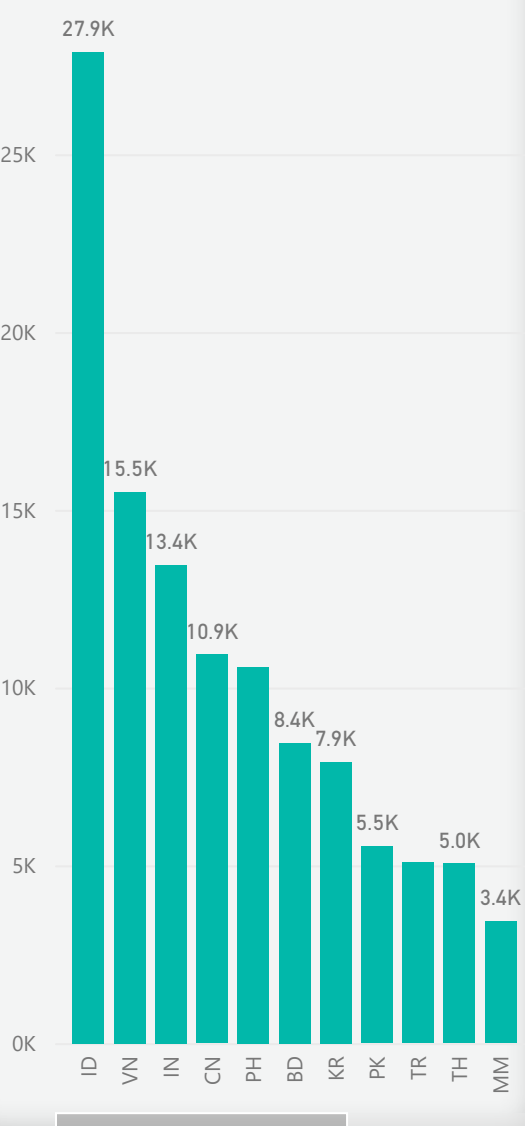
Percentage of customers per segment



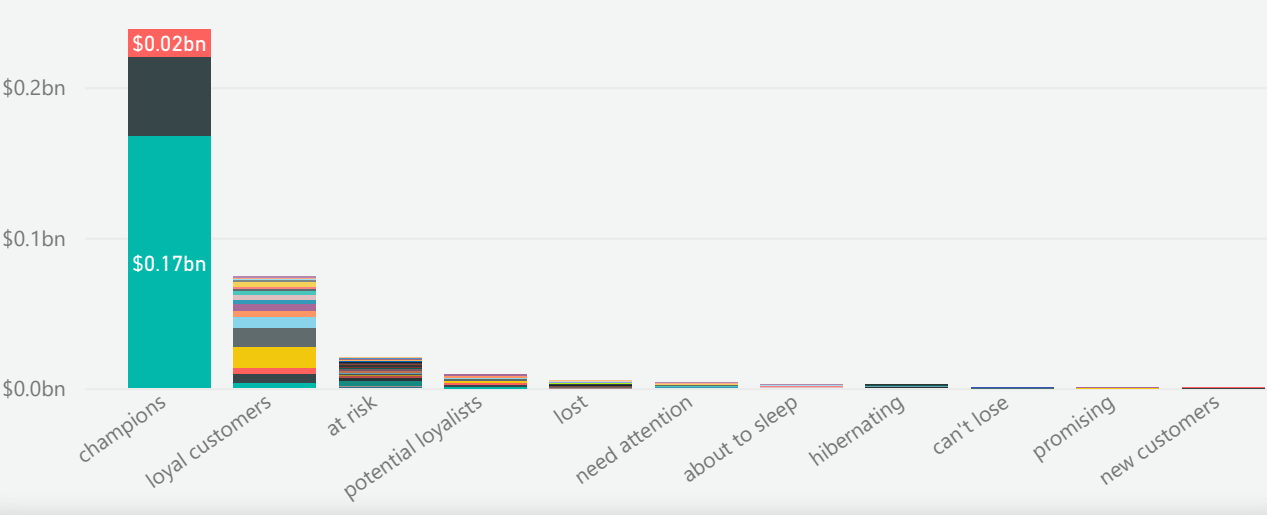
monetary by segment



frequency by country

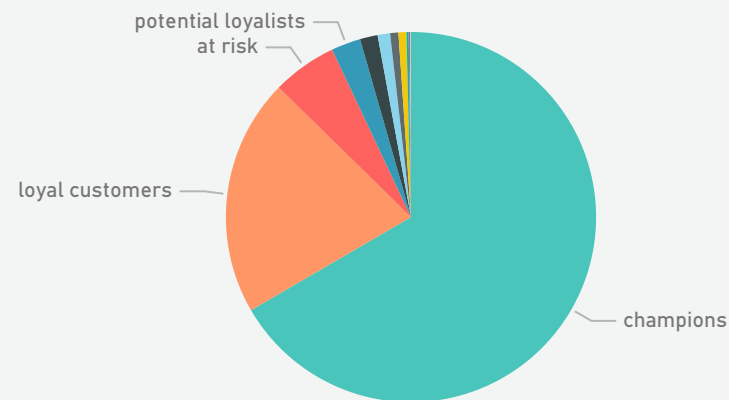


Revenue last 365 days per segment

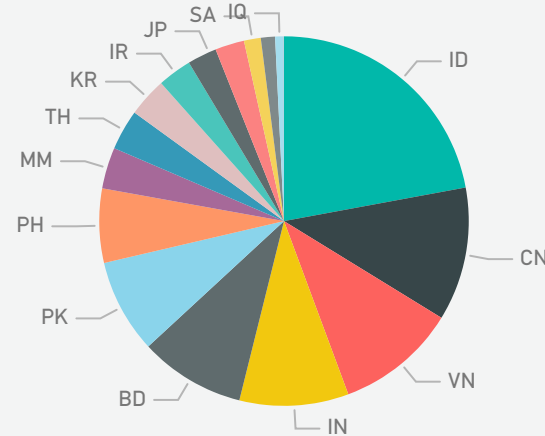


Customer Segmentation II

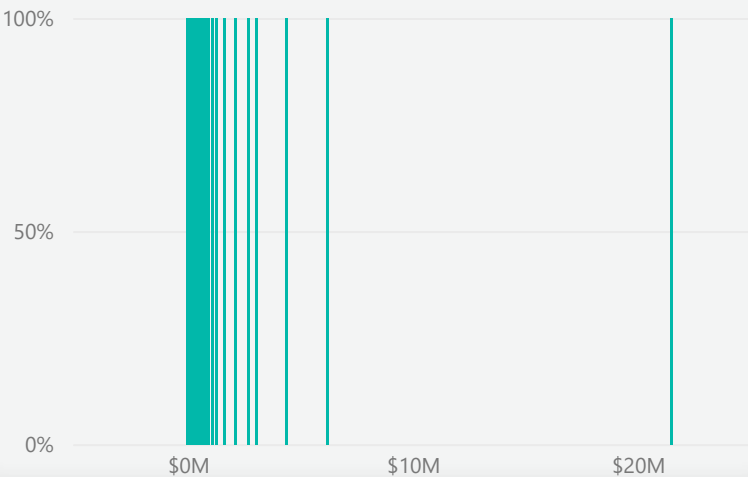
Monetary by Segment



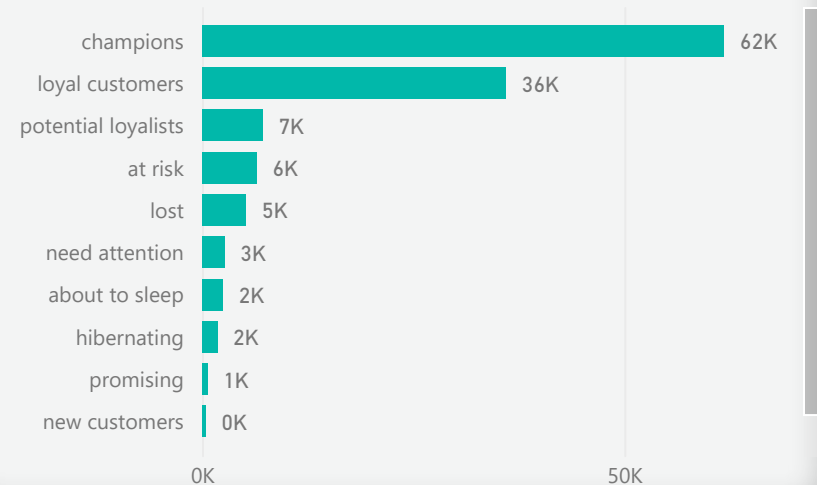
No. of customers per country



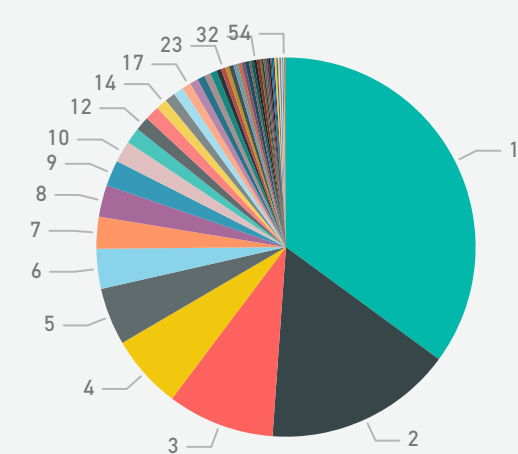
frequency by monetary



frequency by segment



No. of customers per frequency



No. of customers per frequency

\$171,881,300 monetary	1199 Count of id	1 recency
\$60,456,798 monetary	1465 Count of id	8 recency
\$23,838,214 monetary	1040 Count of id	15 recency
\$15,648,940 monetary	827 Count of id	22 recency
\$13,560,606 monetary	758 Count of id	29 recency

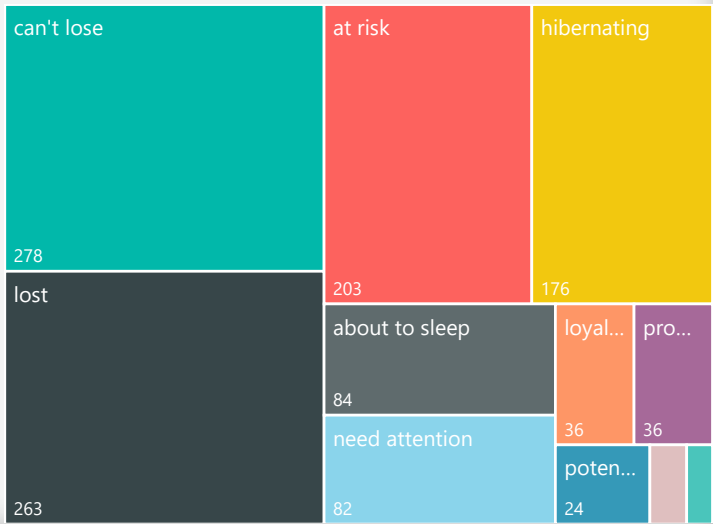


RFM Analysis

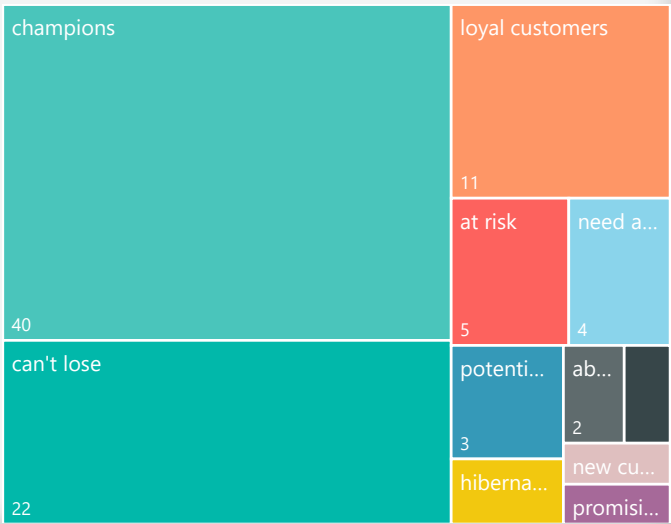
Select Country

All

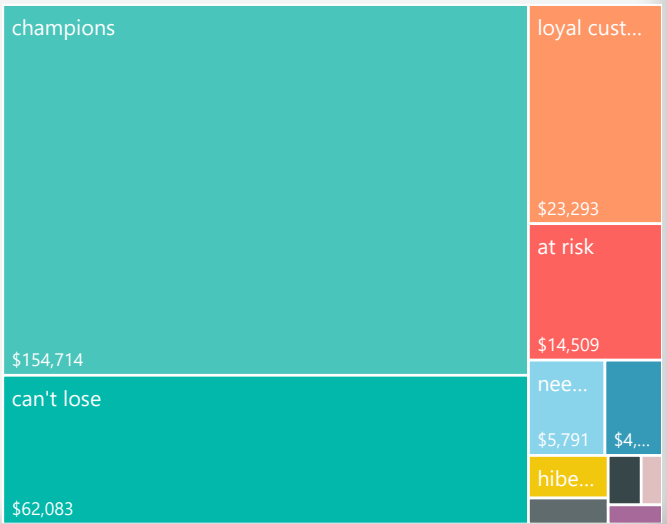
Days since last purchase (average per customer)



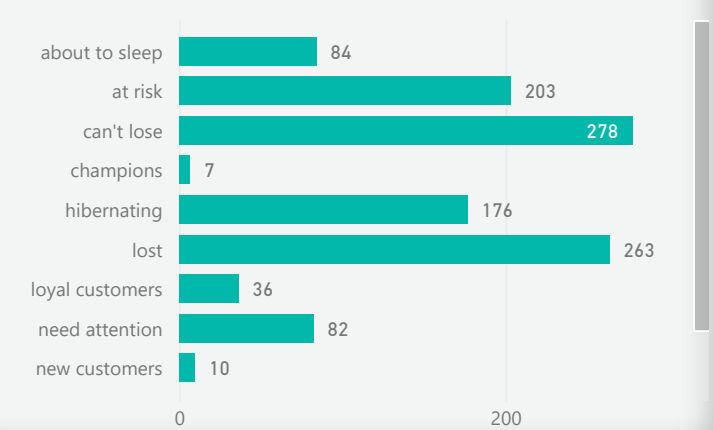
No. orders last 365 days (average per customer)



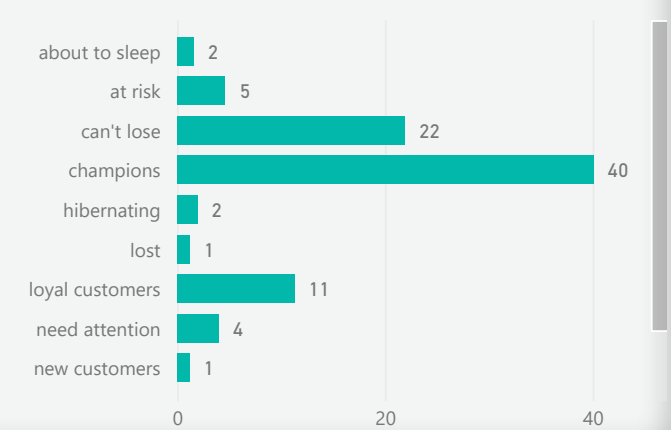
Revenue last 365 days (average per customer)



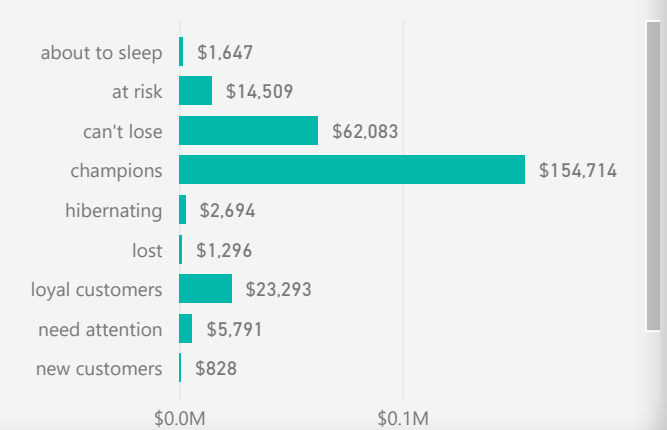
Days since last purchase (average per customer)



No. orders last 365 days (average per customer)

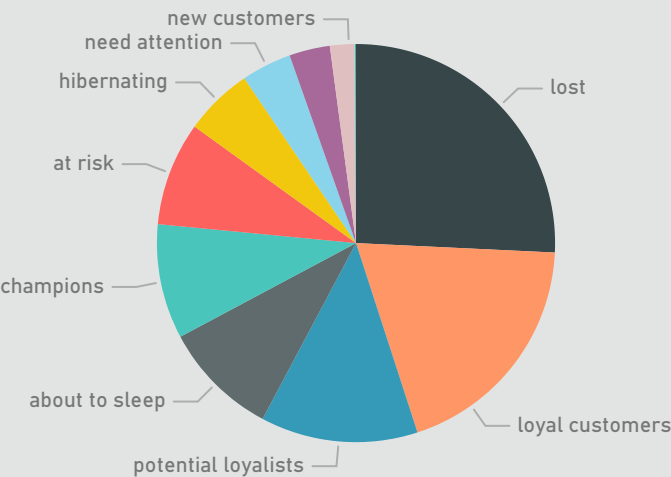


Revenue last 365 days (average per customer)



Reference

Percentage of customers per segment



Customer Segment	Activity	Actionable Tip
ABOUT TO SLEEP	Below average recency, frequency and monetary values. Will lose them if not reactivated.	Share valuable resources, recommend popular products / renewals at discount, reconnect with them.
AT RISK	Spent big money and purchased often. But long time ago. Need to bring them back!	Send personalized emails to reconnect, offer renewals, provide helpful resources.
CAN'T LOSE	Made biggest purchases, and often. But haven't returned for a long time.	Win them back via renewals or newer products, don't lose them to competition, talk to them.
CHAMPIONS	Bought recently, buy often and spend the most!	Reward them. Can be early adopters for new products. Will promote your brand.
HIBERNATING	Last purchase was long back, low spenders and low number of orders.	Offer other relevant products and special discounts. Recreate brand value.
LOST	Lowest recency, frequency and monetary scores.	Revive interest with reach out campaign, ignore otherwise.
LOYAL CUSTOMERS	Spend good money with us often. Responsive to promotions.	Upsell higher value products. Ask for reviews. Engage them.
NEED ATTENTION	Above average recency, frequency and monetary values. May not have bought very recently though.	Make limited time offers. Recommend based on past purchases. Reactivate them.
NEW CUSTOMERS	Bought most recently, but not often.	Provide on-boarding support, give them early success, start building relationship.
POTENTIAL LOYALISTS	Recent customers, but spent a good amount and bought more than once.	Offer membership / loyalty program, recommend other products.
PROMISING	Recent shoppers, but haven't spent much.	Create brand awareness, offer free trials.

