
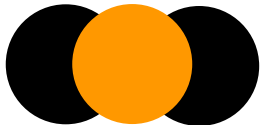




Customer Relationship Management (CRM) Analysis



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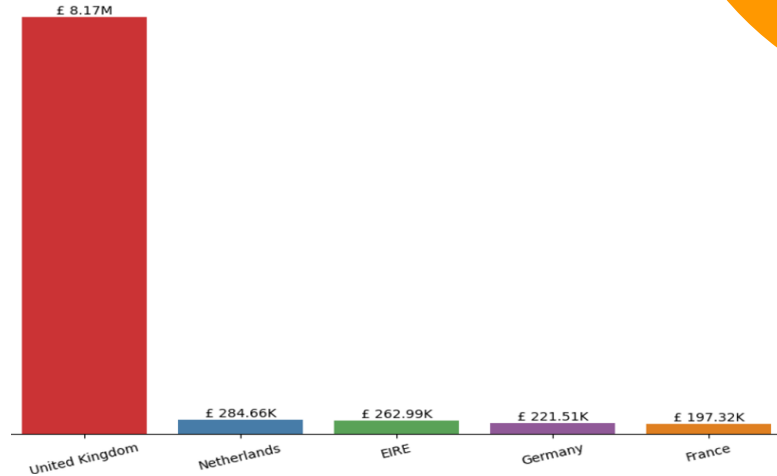
Use Case Overview

- **Purpose:** Segmentation of customers, derive insights to enhance customer retention.
- **Overview of the dataset:** Dataset span from December 2010 to December 2011.
- **Key metrics:** 4371 customers, 23,798 orders, £9.73M in sales across 38 countries.



Country Analysis

- UK leads with 90% of customers, contributing 84% of sales (£8.17M).
- The Netherlands is the second-highest contributor (£284.66K).



Product Analysis

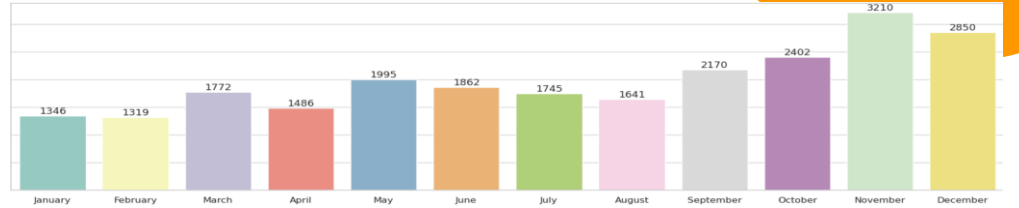
- **Best-selling:** WORLD WAR 2 GLIDERS, JUMBO BAG RED RETROSPOT.
- **Most canceled:** PAPER CRAFT, LITTLE BIRDIE (~80K units).

Description	Quantity	Description	Quantity
WORLD WAR 2 GLIDERS ASSTD DESIGNS	53751	PAPER CRAFT , LITTLE BIRDIE	-80995
JUMBO BAG RED RETROSPOT	47256	MEDIUM CERAMIC TOP STORAGE JAR	-74494
POPCORN HOLDER	36322	ROTATING SILVER ANGELS T-LIGHT HLDR	-9376
ASSORTED COLOUR BIRD ORNAMENT	36282	FAIRY CAKE FLANNEL ASSORTED COLOUR	-3150
PACK OF 72 RETROSPOT CAKE CASES	36016	WHITE HANGING HEART T-LIGHT HOLDER	-2578

Purchase Trends Overview

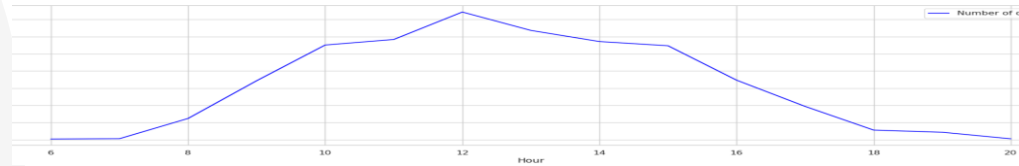
01

Highest sales in holiday season, steady rise from September and peaks in November, followed by December



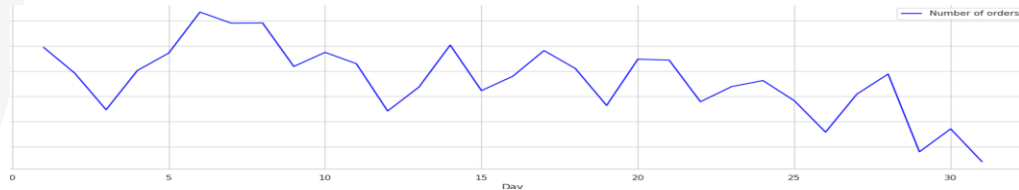
02

Peak sales hours are 9 AM to 4 PM, highest at 12 noon.



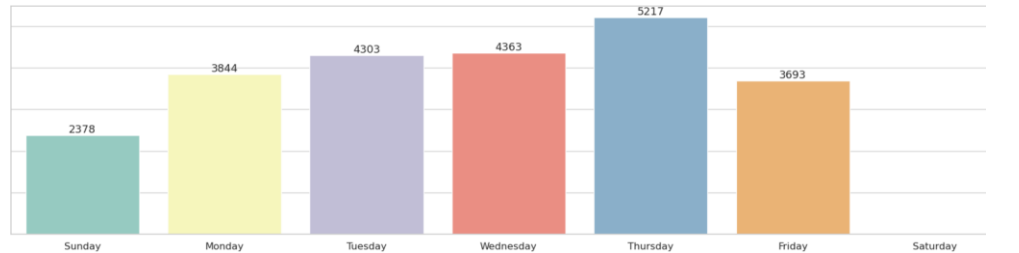
03

Sales are strongest in the first 8 days of the month.



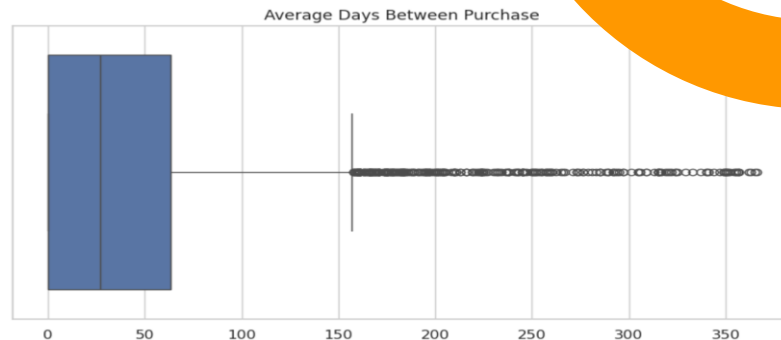
04

Thursday is the busiest sales day, no sales on Saturday.



Purchase Intervals

- 75% repurchase within 60 days; 50% within 30 days.
- **Outliers:** intervals exceeding 150 days, indicating inconsistent behavior.



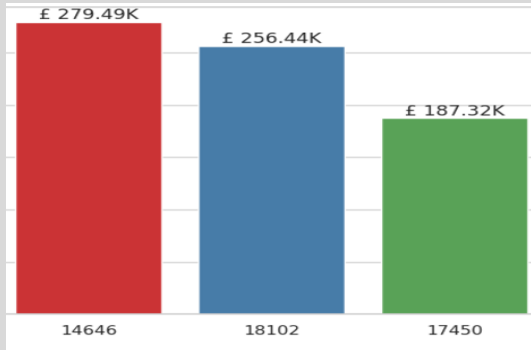
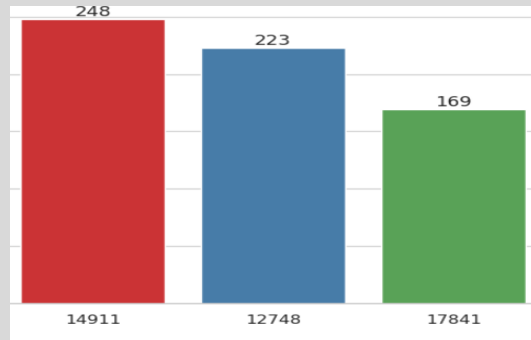
Cohort Analysis

- Early cohorts (Dec 2010, Jan 2011) retain better than newer ones (June 2011).
- Long-term retention (Dec 2010): ~33%-39%; spikes in Month 11 (~50%).
- Retention dips sharply between Month 0 and Month 1.

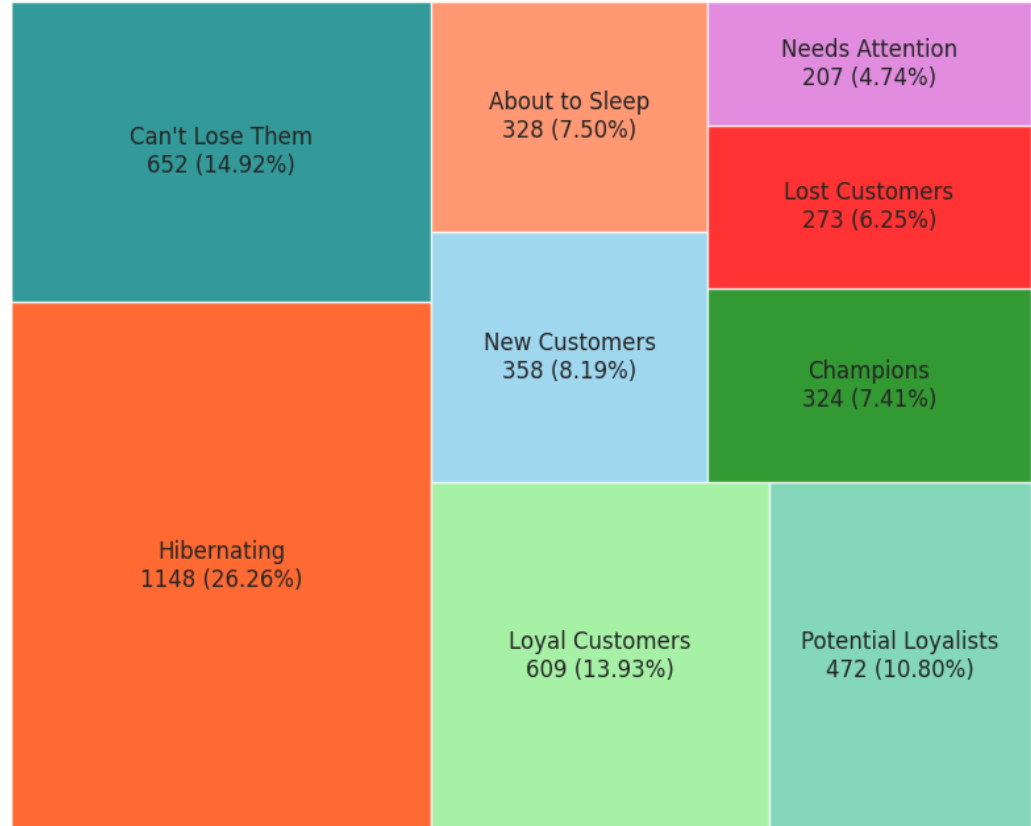
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Customer Analysis

- Most active: ID 14911
- Highest CLV: ID 14646 (£280K)

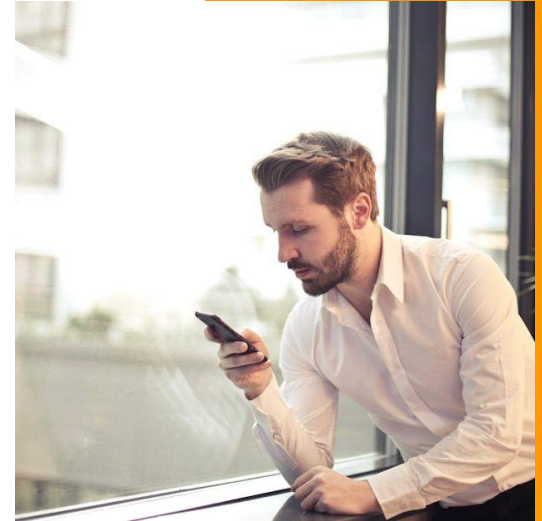


Customer Segmentation (RFM Analysis)



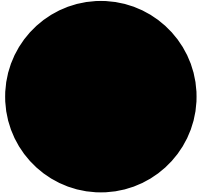
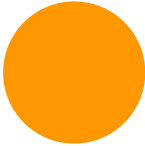
Recommendations for Business Stakeholders

- Leverage UK dominance: Target campaigns to sustain high sales.
- Address cancellation trends for key products (e.g., PAPER CRAFT, LITTLE BIRDIE).
- Optimize sales timing: Focus promotions midday and during high-sales months.
- Retention strategies for at-risk groups (Lost Customers, Needs Attention).
- Drive loyalty among high-value customers using personalized offers.





Conclusion

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- Insights reveal significant trends in country dominance, product performance, and customer behavior.
 - Prioritize customer segmentation and retention to enhance CLV and sales consistency.
 - Recommendations provide actionable paths for optimizing marketing and operational strategies.
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Thank You

