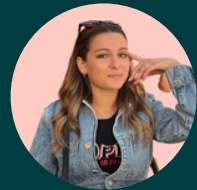


# Cosmétiques de la Mer

Le Wagon - Batch #1529  
03/15/2024



le wagon






# Context & scope

- **Inspired by the Ocean** : Mission to protect skin and marine life.
- **Innovative Biocosmetics** : Over 99% natural ingredients, certified organic, and eco-friendly.
- **Eco-Conscious** : Committed to non-toxicity and environmental preservation.
- **Over a Decade of Expertise** : A decade of research and innovation in marine biocosmetics.

## Assess the impact of the redesign on the evolution of purchasing behavior and customer value

- **Website Redesign** : A major overhaul was carried out in September 2023.
  - **Analysis Scope** : Comparison of the periods before and after the redesign, from September 2022 to February 2023 and from September 2023 to February 2024.
- 

# OVERVIEW VISITORS

Comparison period : From 01/09/23 to 28/02/24  
vs previous year

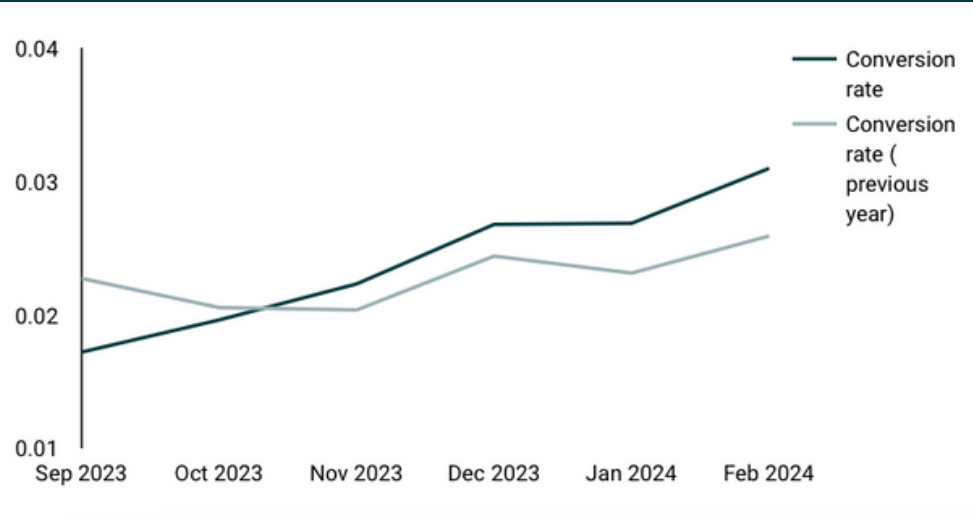
## KPI's

Visitors  
**176,447**  
↓ -24.1%

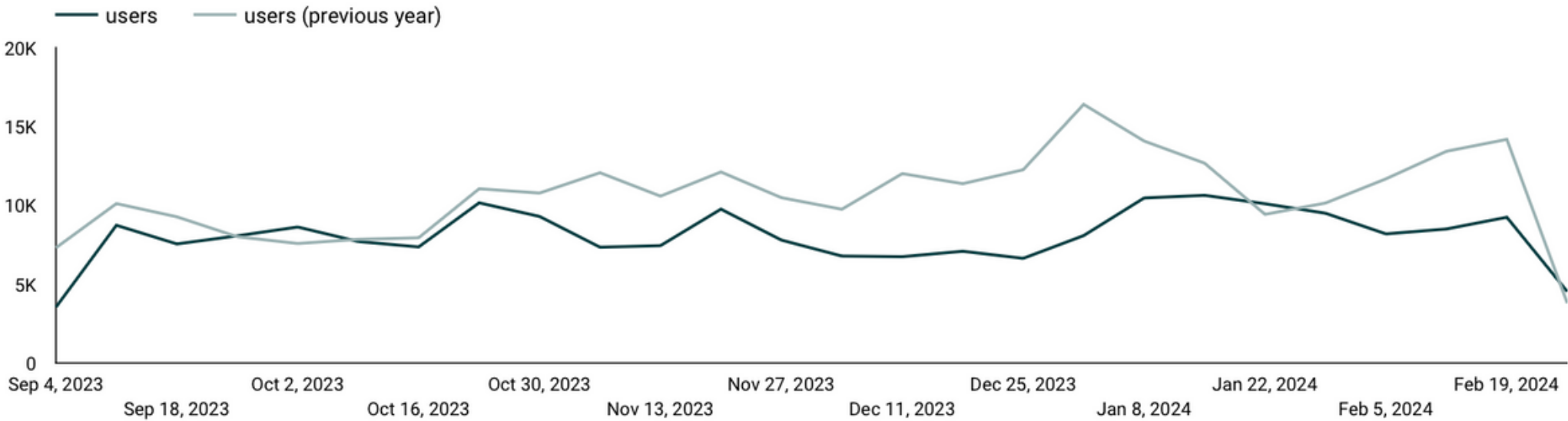
Conversion rate  
**2.9%**  
↑ 5.6%

Bounce rate  
**39%**  
↑ 305.3%

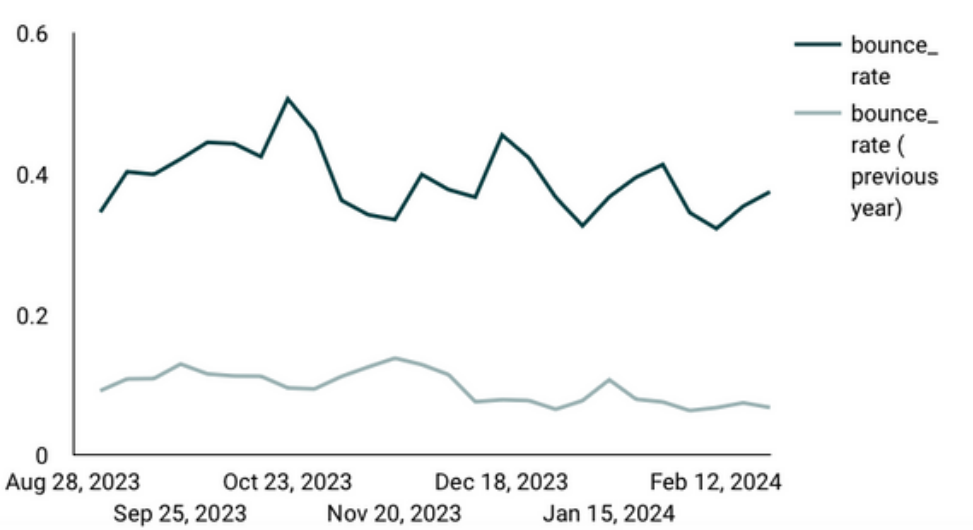
## Conversation rate VS previous year



## Visitors numbers VS previous year



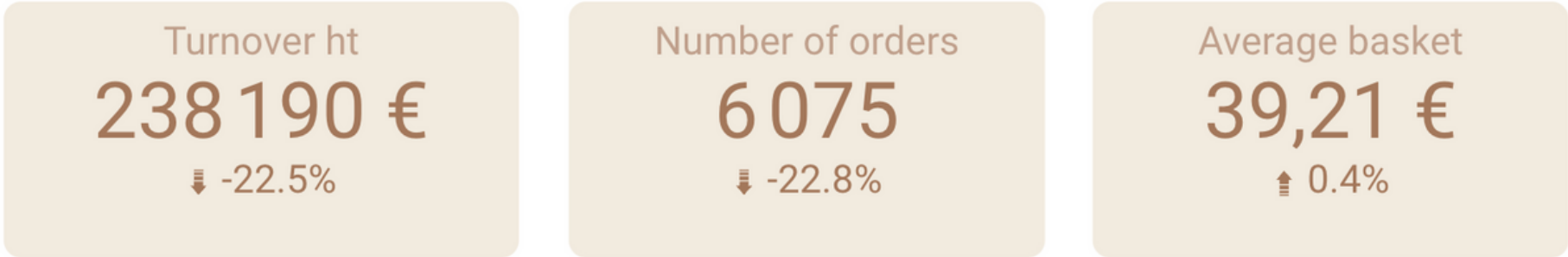
## Bounce rate VS previous year



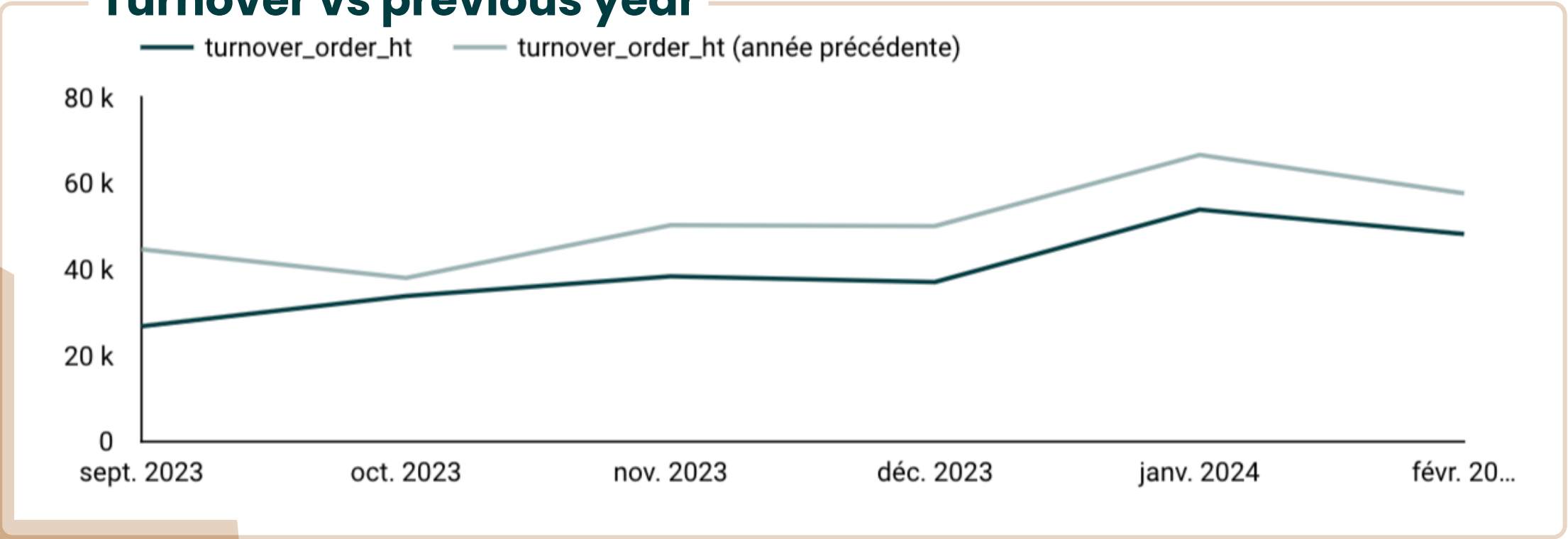
# OVERVIEW BUYERS

Comparaison period : From 01/09/23 to 28/02/24  
vs previous year

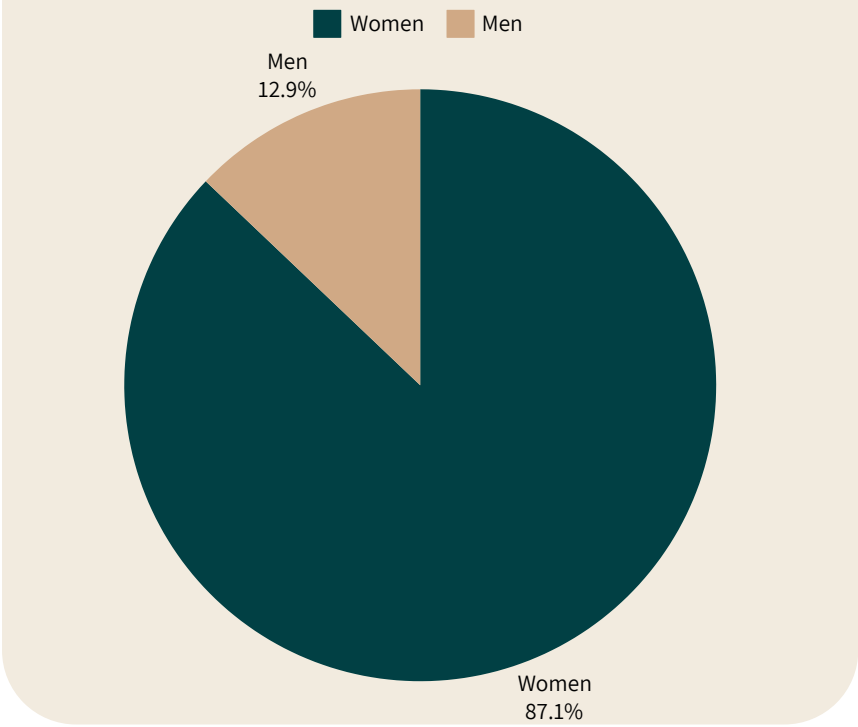
## KPI's



## Turnover vs previous year

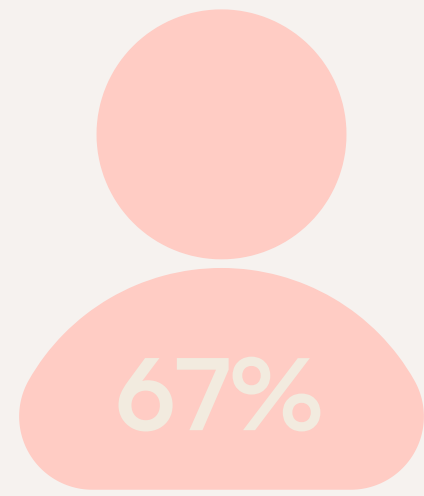


## Women & men ratio

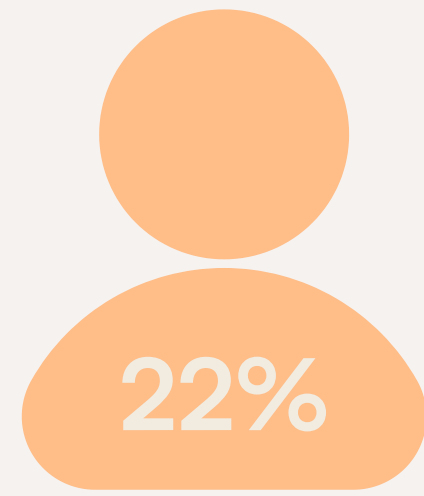


# RFM

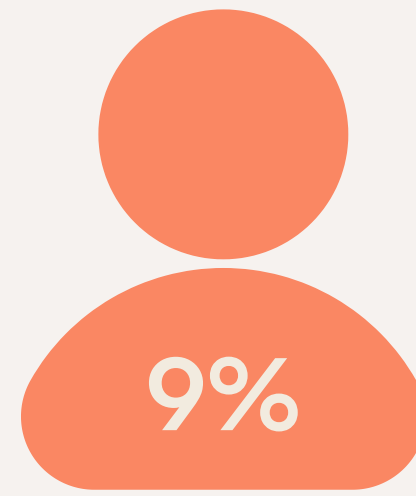
## Recency Frequency Monetary



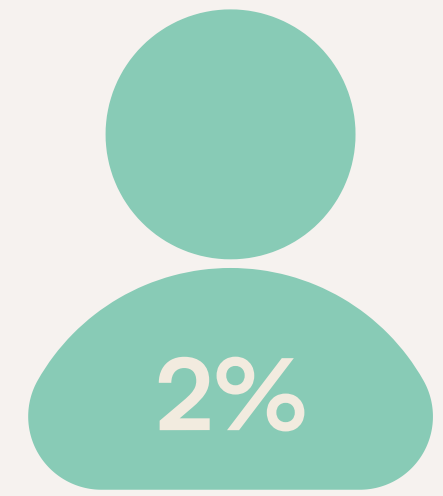
Occasional  
customers



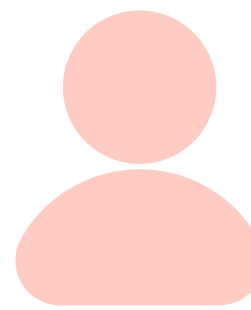
Good  
customers



Very good  
customers



Very important  
people



# OCCASIONAL CUSTOMERS

Comparison period : From 01/09/23 to 28/02/24 vs previous year

## KPI's

Average basket

**33.25 €**

↑ 5.6%

Average turnover

**43 €**

↑ 7.3%

Repurchase rate

**26.3%**

↑ 7.2%

Average delay

**354**

↑ 24.5%

Frequency of purchase

**1.30**

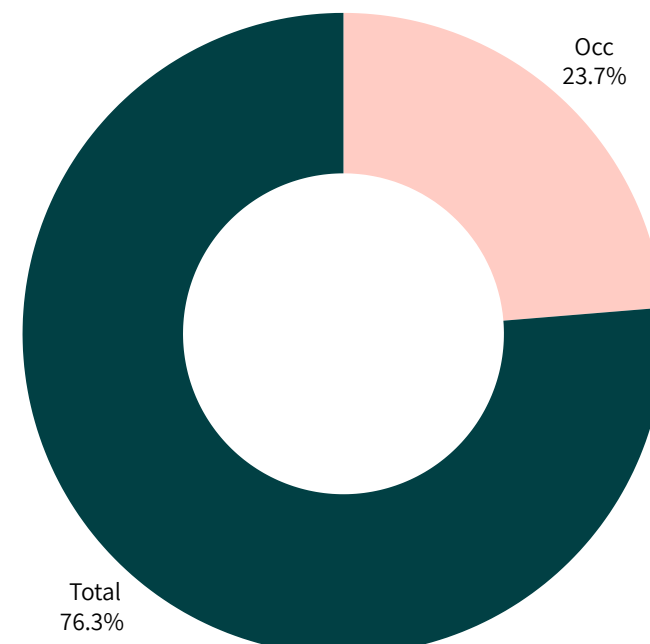
↑ 1.6%

Average age

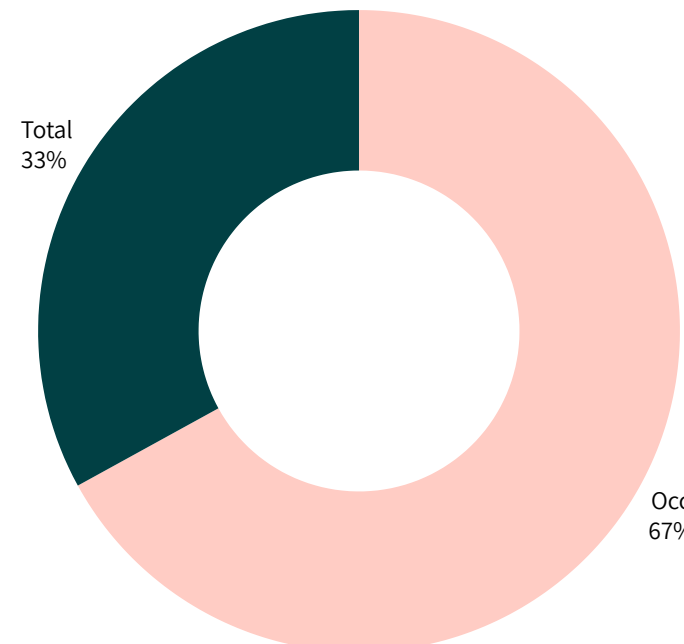
**41**

↓ -2.0%

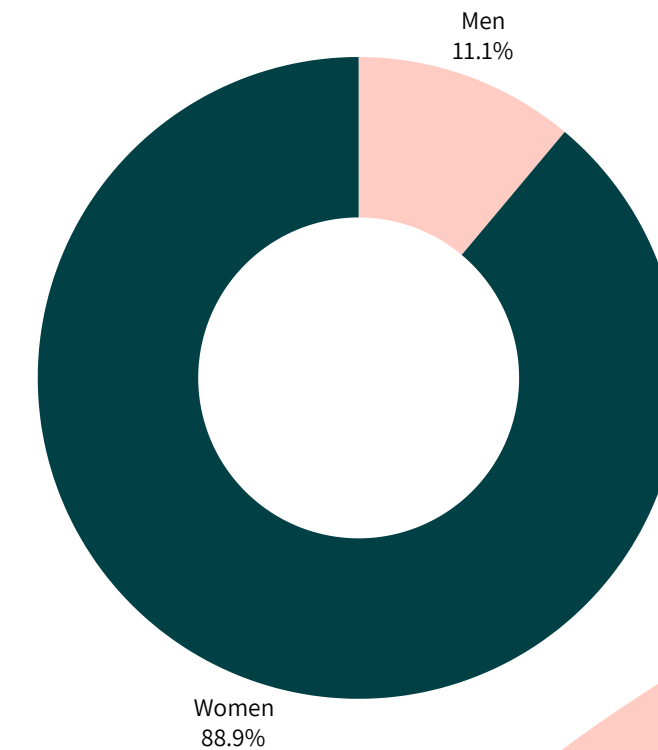
Occ customer turnover VS total



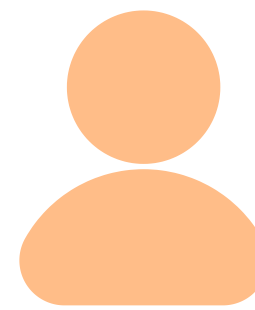
Occ customer VS total



Women VS Men







# GOOD CUSTOMERS

Comparison period : From 01/09/23 to 28/02/24 vs previous year

## KPI's

Average basket

45,50 €

↓ -0.3%

Average turnover

172 €

↓ -1.9%

Repurchase rate

99,7%

↑ 0.3%

Average delay

236

↑ 14.9%

Frequency of purchase

3,78

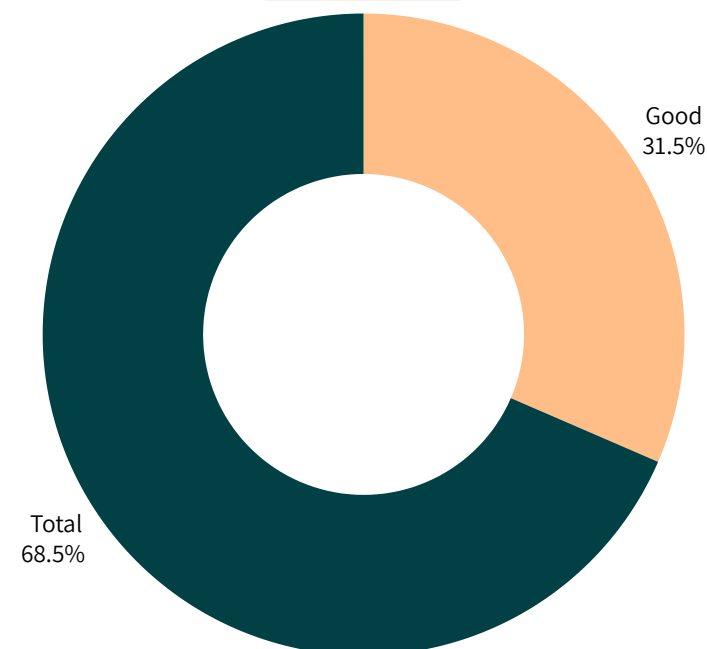
↓ -1.6%

Average age

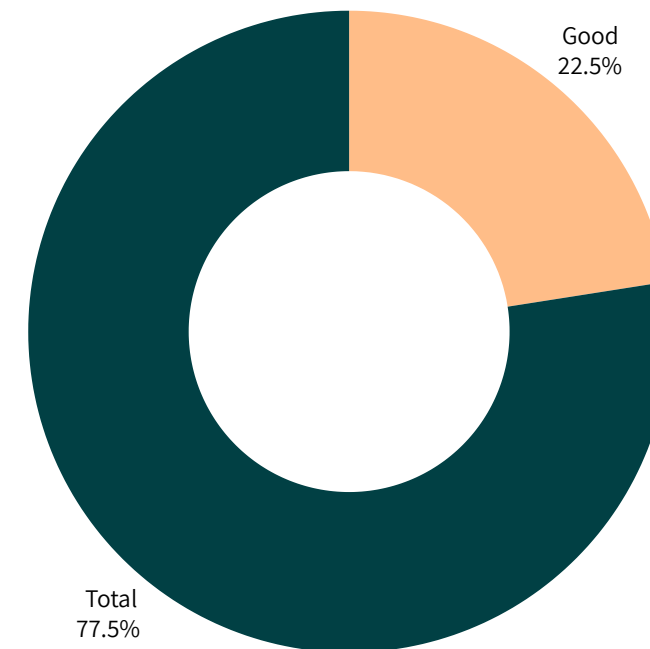
45

↓ -1.0%

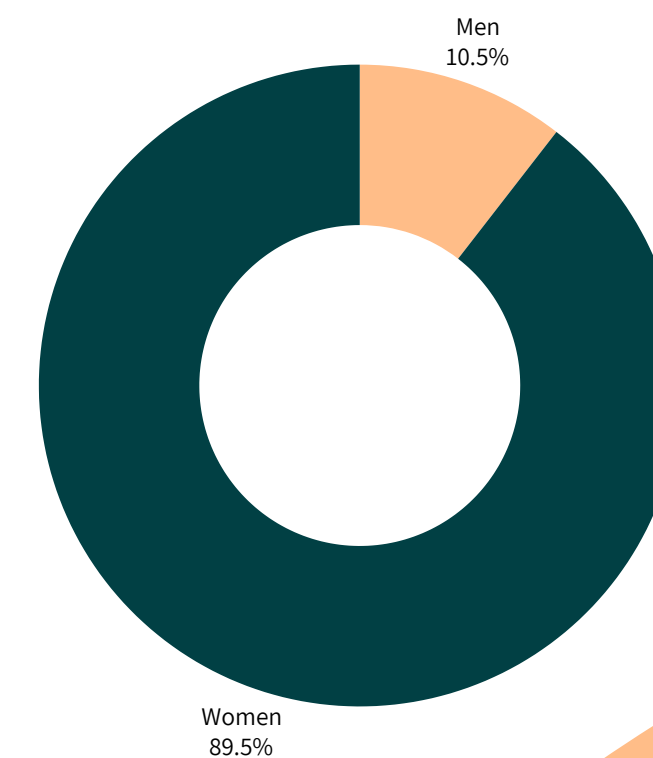
Good customer turnover  
VS total

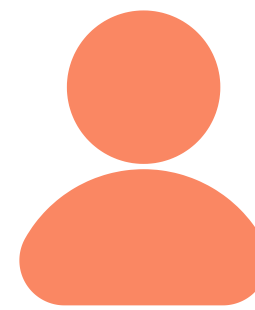


Good customer VS total



Women VS Men





# VERY GOOD CUSTOMERS

Comparison period : From 01/09/23 to 28/02/24 vs previous year

## KPI's

Average basket

51.71 €

⬆ 0.2%

Average turnover

429 €

⬆ 0.2%

Repurchase rate

100.0%

0.0%

Average delay

151

⬆ 6.4%

Frequency of purchase

8.29

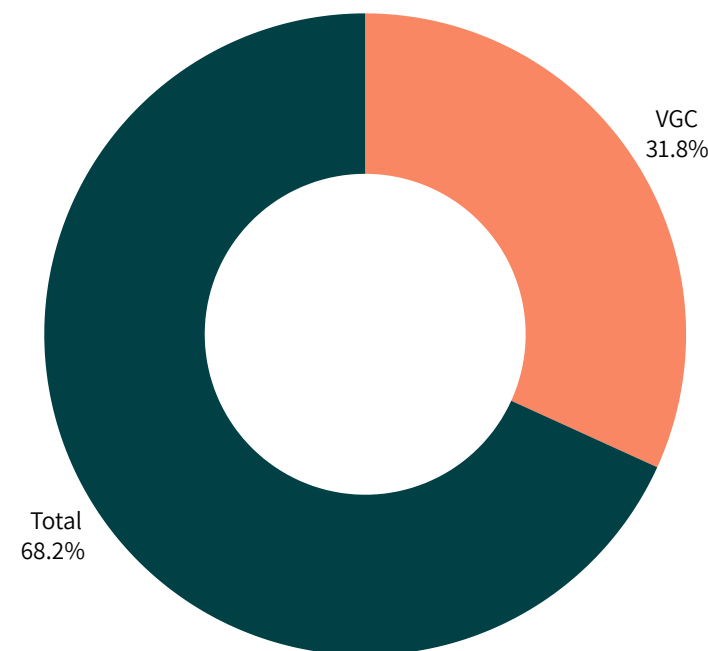
⬇ -0.1%

Average age

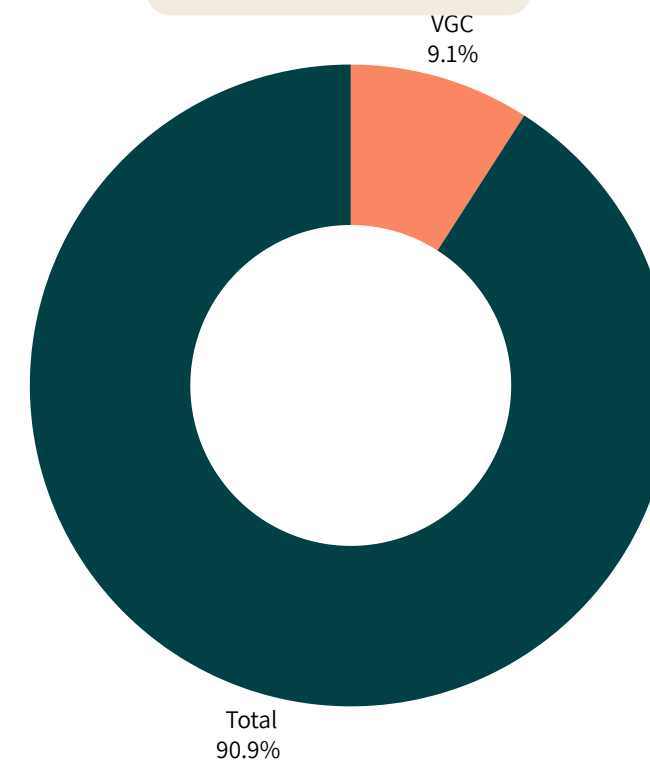
47

⬆ 0.2%

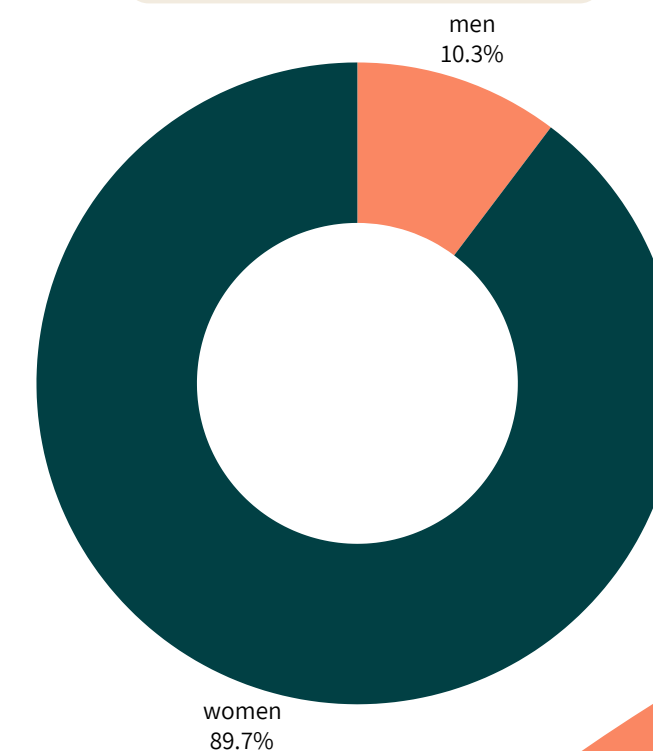
VGC turnover VS total



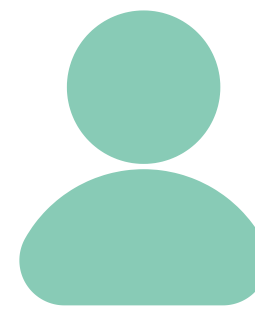
VGC VS total



Women VS Men







# VERY IMPORTANT CUSTOMERS

Comparaison period : From 01/09/23 to 28/02/24 vs previous year

## KPI's

Average basket

61,59 €

↓ -0.1%

Average turnover

1 115 €

↑ 4.1%

Repurchase rate

100,0%

0.0%

Average delay

93

↑ 2.1%

Frequency of purchase

18,10

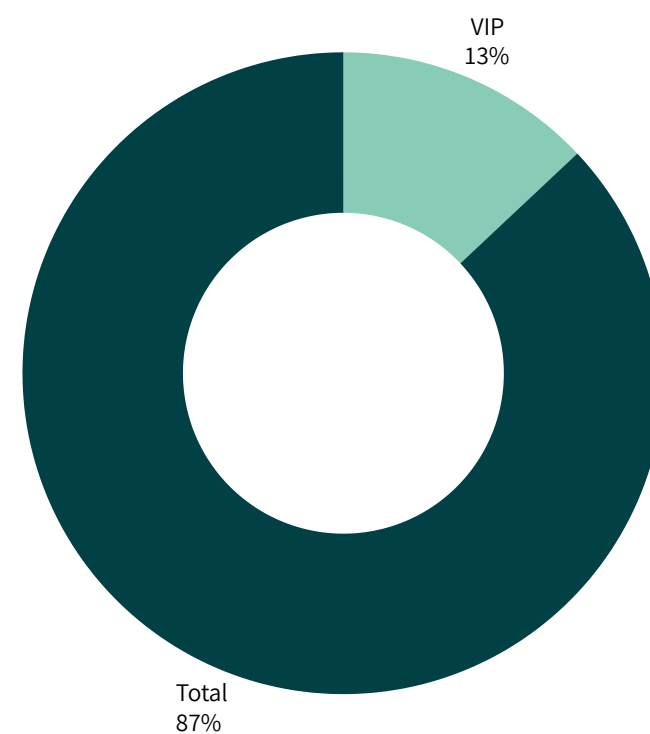
↑ 4.2%

Average age

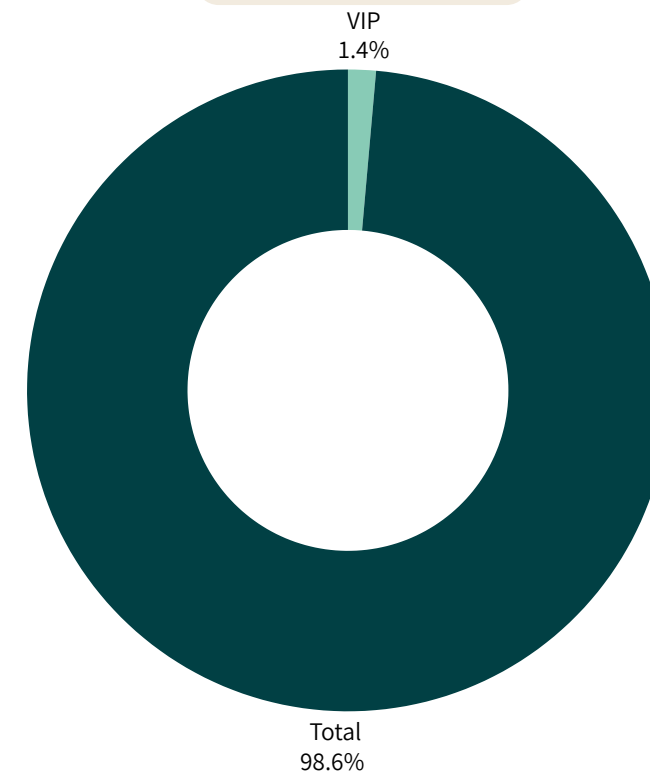
47

↑ 1.5%

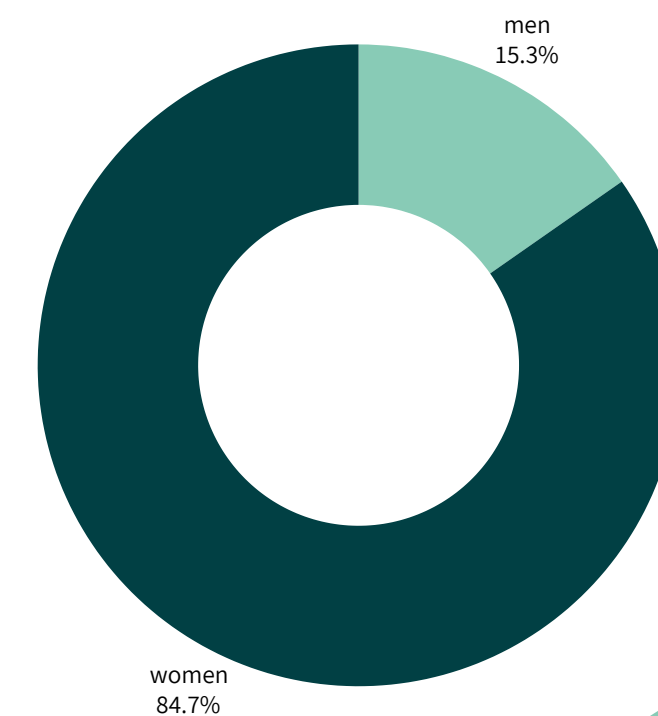
VIP turnover VS total

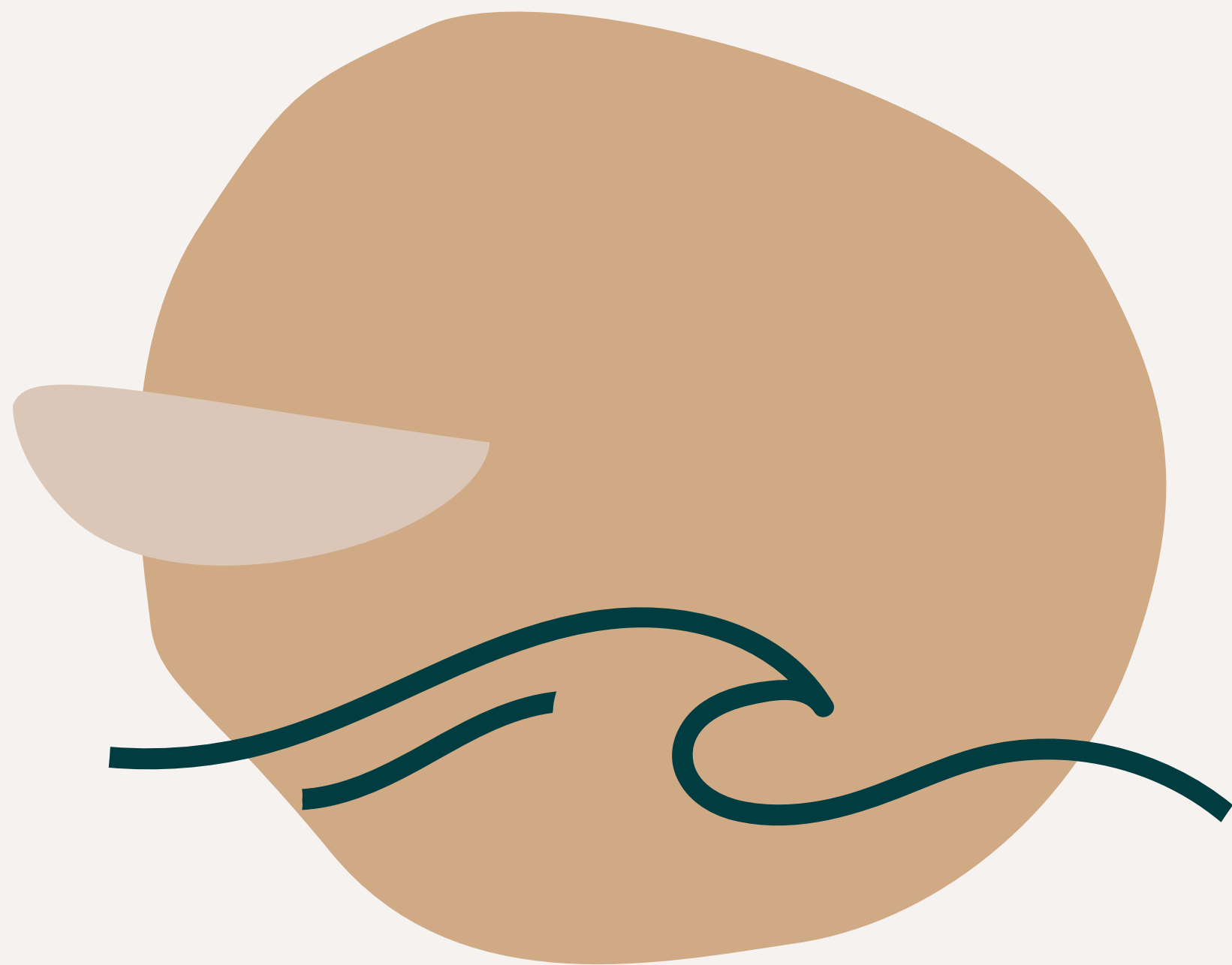


VIP VS total



Women VS Men





# **BUSINESS RECOMMENDATIONS**

## Occasional customers



1/4 of global turnover



All KPI's increasing



**Transform** the **occasional customers** in **good ones**  
Set up **marketing campaigns** to increase the **purchase frequency**

## Very good customers



1/3 of global turnover



All KPI's flat except average time between orders which increases



**Transform** the **very good customers** in **VIP ones**  
Increase the **average basket** and the **frequency**

## Actions

**Marketing seasonal operations** : newsletters, new products promotion, routine suggestion, promo code depending on the amount.





## Good customer



1/3 of global turnover



All KPI's decrease



**Increase** the part of **good customer**  
They have a **good turnover ratio**

## VIP customer



13% of turnover, 1,4% of customers



All KPI's are stable except turnover is increasing



**Increase** the part of **VIP customers**  
**Increase** the **frequency of purchase**

## Actions

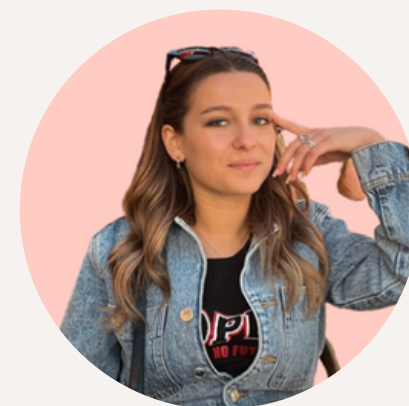
**Loyalty program** : gift with the first order, 1€ spent = 1 point. gifts or promo codes for each level reached.



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# THANK YOU !



le wagon

