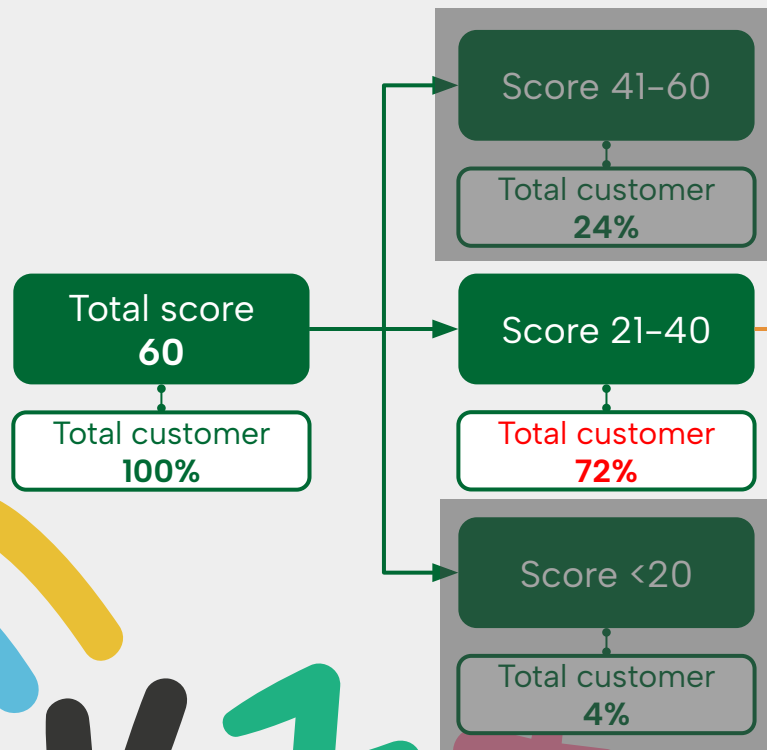




Customer Segmentation Analyse



Example customer segmentation

Store purchasing	4.118055556
Delivery purchasing	4.243055556
Average basket size	5.819444444
Frequency sales	5.319444444
No. of redemption	5.708333333
Recency	5.847222222

Conclusion: Customer purchased only 1 channel

Loyalty program Improvement: Lead customer to purchase both channel by personalized marketing

CLV Benefits scoring to Jones' Salad

More understanding on Customer's behavior in order to provide more efficient campaign to increase brand's loyalty and profit.