

# **Marketing & Customer Journey Analytics**

## **Attribution, RFM Segmentation, LTV Prediction & Funnel Insights**

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Analysis of the thelook\_ecommerce dataset (2019-2025)

## 2025 Key Metrics (Jan-Nov)

A quick look at the overall purchase performance.

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*Total Customers*

**9,304**

*Total Orders*

**9,915**

*Total Revenue*

**\$862K**

*Avg Order Value*

**\$87**

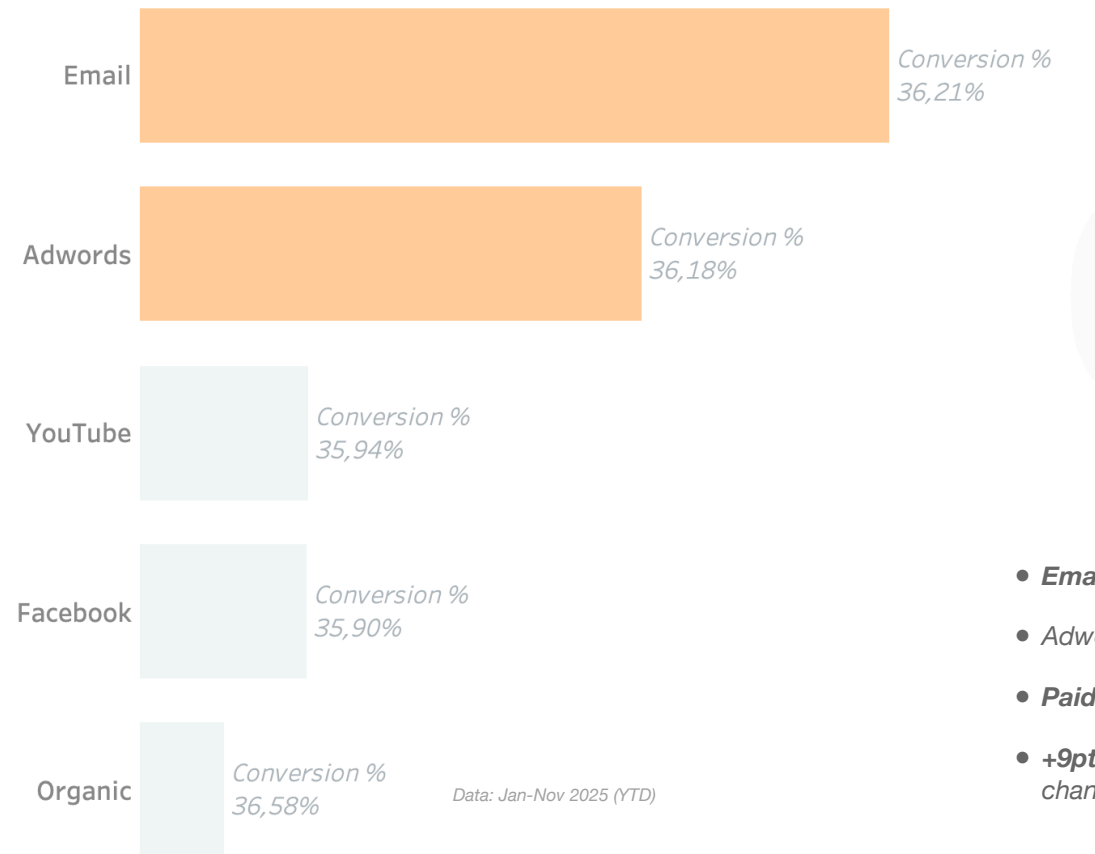
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**Revenue** ↑ **46% YoY**: driven by customer and order growth

**Orders** ↑ **44%** | **Customers** ↑ **41% YoY**

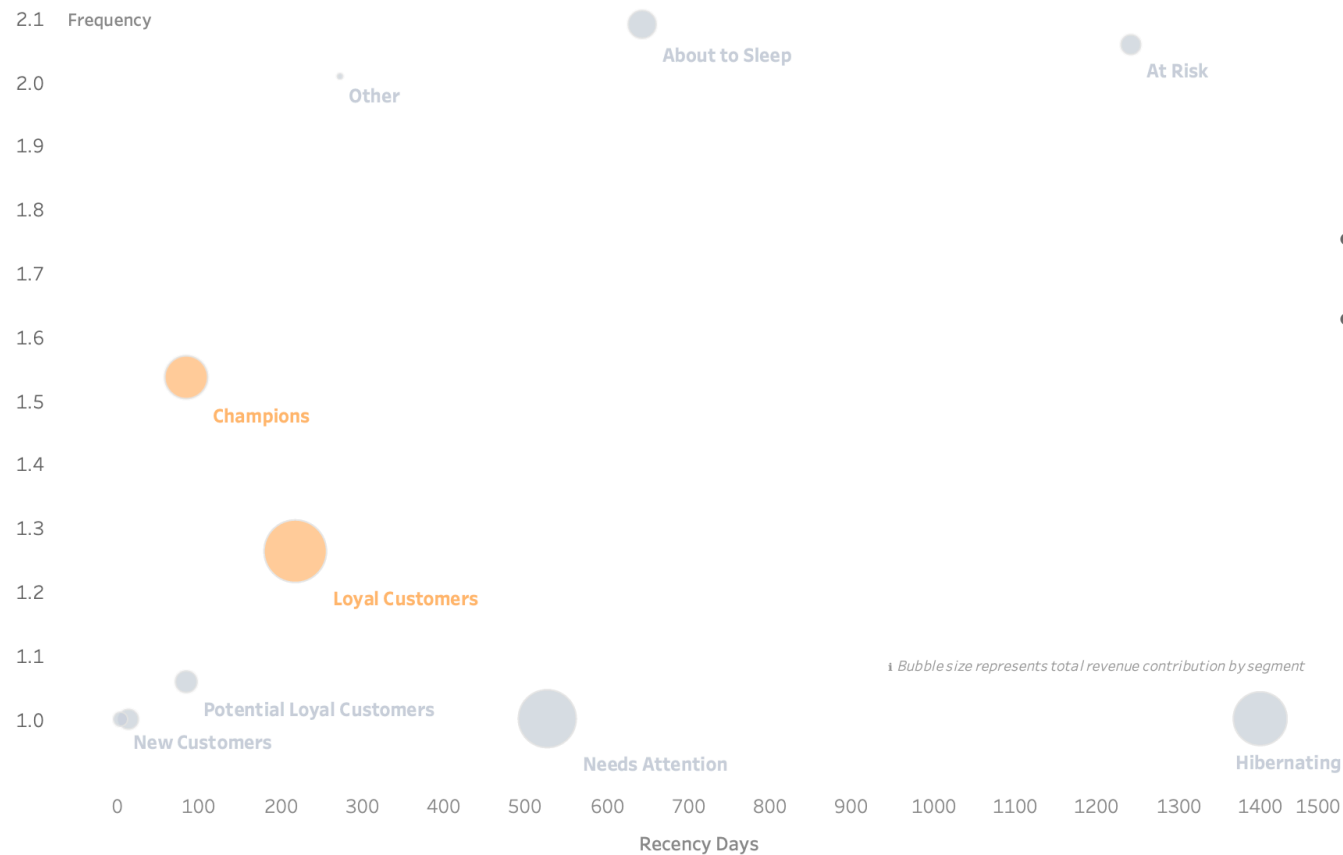
**AOV** ↑ **1.2%**: slight increase order value.

**Email + Adwords drive ~75% of purchase intent volume.**  
Conversion efficiency is broadly consistent across channels (~36%).



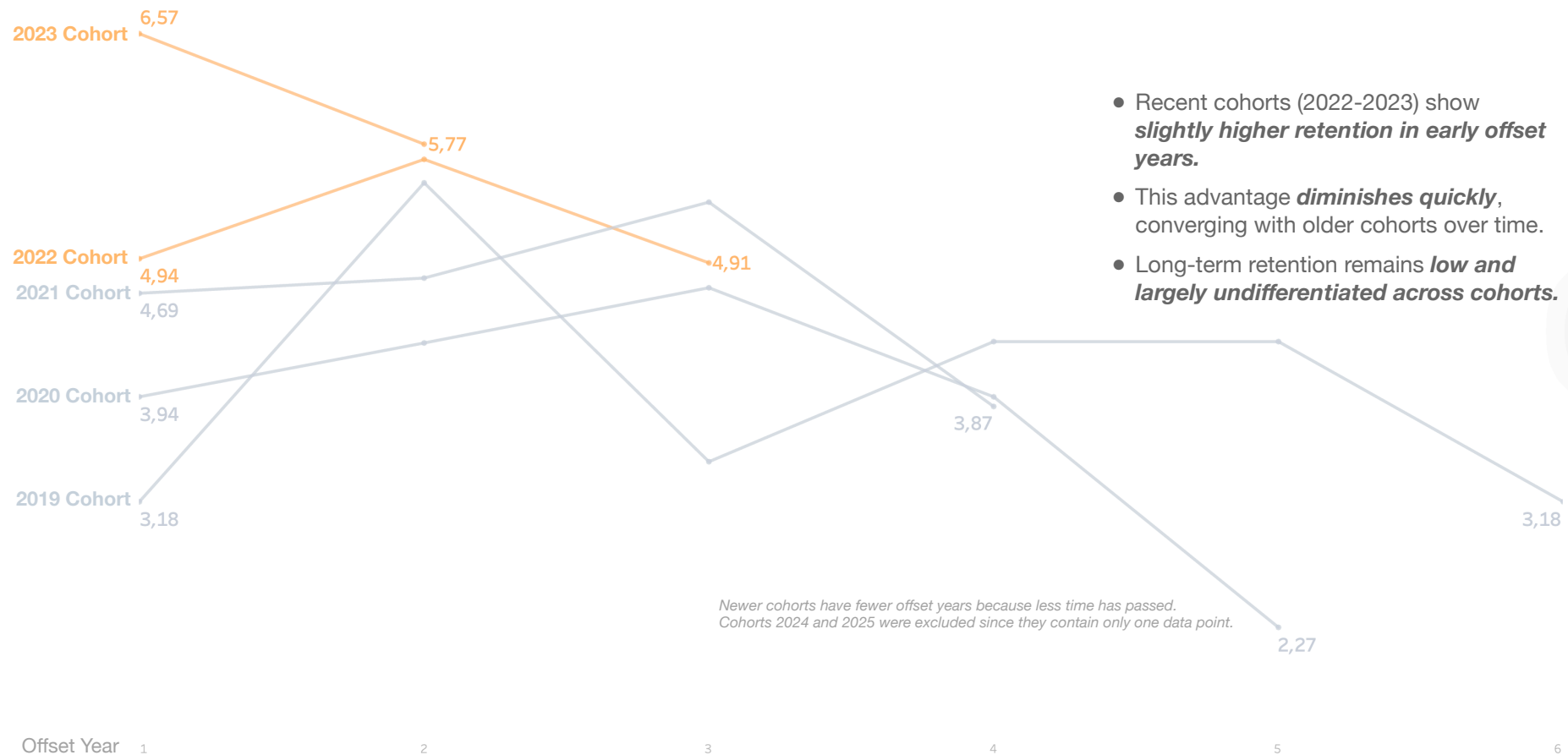
- **Email** is our **strongest** and most scalable owned channel.
- Adwords delivers volume but increases reliance on paid acquisition.
- **Paid Social** contributes **very little**, budget can be reallocated.
- **+9pt YoY lift in purchase-attempt achieved** without changes in channel mix

**40% of long-term revenue comes from Loyal + Champion segments, but only 12% ever return.**

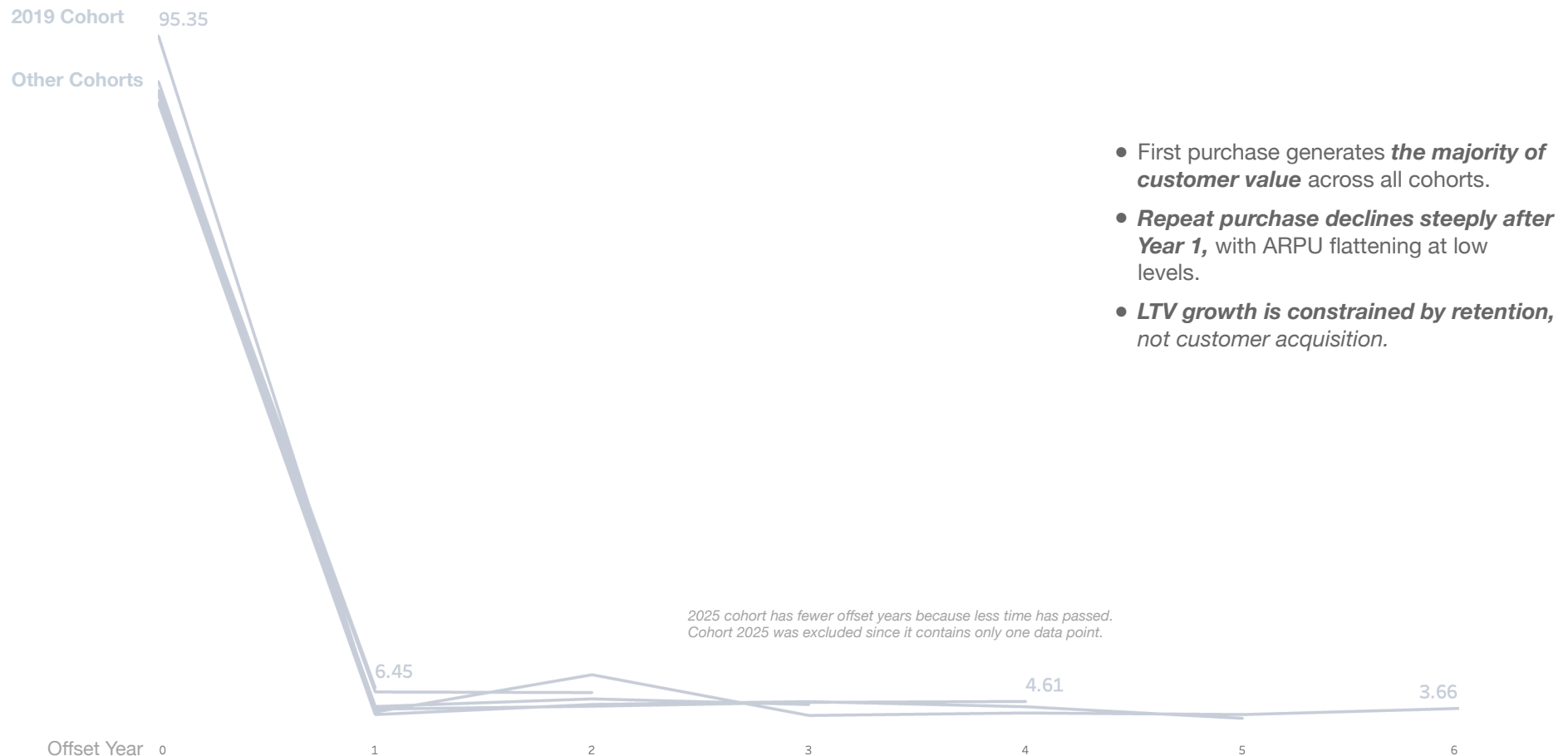


- **Loyal + Champions = 40% of revenue.**  
Our strongest and highest value base.
- Most customers drop off after their first purchase, limiting long term value.

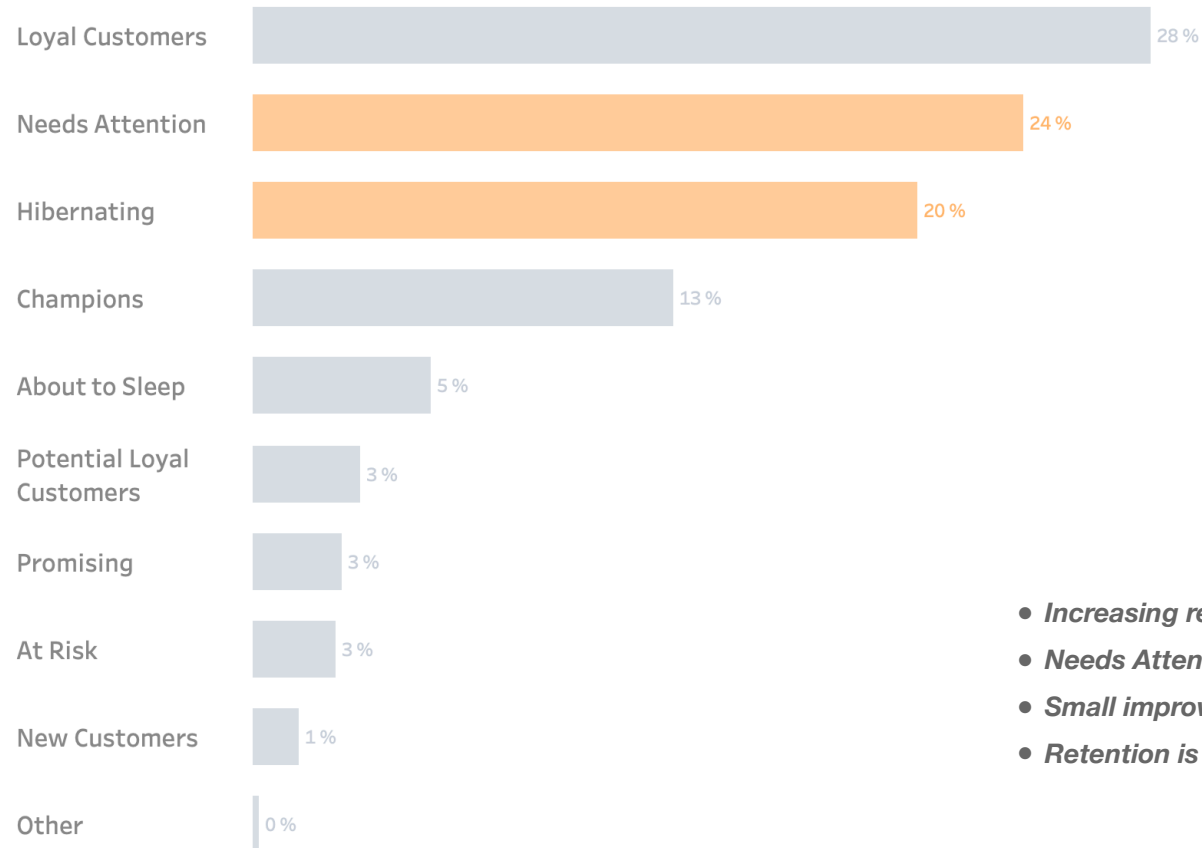
## Newer cohorts show higher early repurchase but no sustained retention advantage



## Most customer value is created at the first purchase, as very few customers return.



**Retention drives the largest share of revenue, bigger than acquisition.**  
*44% of all revenue, across all years, sits in Needs Attention + Hibernating segments.*



- **Increasing retention** → huge growth upside.
- **Needs Attention + Hibernation** = 44% of all revenue (but low loyalty).
- **Small improvement in Year 1 retention** → outsized revenue lift
- **Retention is the #1 path** to sustainable, predictable revenue.

**What Should We Do Next?**



## Recommendation 1: Year-1 Retention Improvement

Because most LTV is created between Year 0 → Year 1

- *Introduce Year 1 lifecycle emails (welcome, education, styling tips, reminders), as emails are owned and the strongest channel.*
- *Nudge a **second purchase within 30-45 days** with soft offers/ relevant products.*
- *Show **personalised product suggestions** based on first purchase and browsing history.*
- *Reduce friction for repeat purchase (saved cart, saved sizes, 1 click checkout)*

## Recommendation 2: Reactivate dormant segments. Because 44% of revenue sits in Needs Attention + Hibernating.

- Run **re-activation email flows** for Needs Attention + Hibernating segments.
- A/B test **subject lines, timings and offers** (discount vs. new-in vs. back in stock).
- Tailor campaigns by **category last bought** (e.g. denim vs. outerwear).
- Prioritise winning back churned users before spending more on acquisitions.

## Recommendation 3: Learn, Test and Scale Retention

Turning insights into a continuous experimentation loop

- Run **quick surveys/interviews** with recent churners and first-time buyers to understand why they don't return.
- Translate findings into **testable hypotheses** (e.g., shipping pain, sizing issues, returns policy uncertainty).
- Prioritize **a small set of experiments** (onboarding email variants, UX improvements) and measure impact on repeat rate.
- Track results in a simple **retention & LTV dashboard** to decode what to scale.

# Key Takeaways

- *Acquisition is strong, but growth stalls without repeat purchases*
- *Customer value drops after Year 1, limiting long-term LTV.*
- *44% of revenue sits in dormant RFM segments → biggest opportunity*
- *Retention, not acquisition, unlocks predictable revenue growth.*