

# **Marketing & Customer Journey Analytics**

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

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

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## 2025 Key Metrics (Jan-Nov)

A quick look at the overall purchase performance.

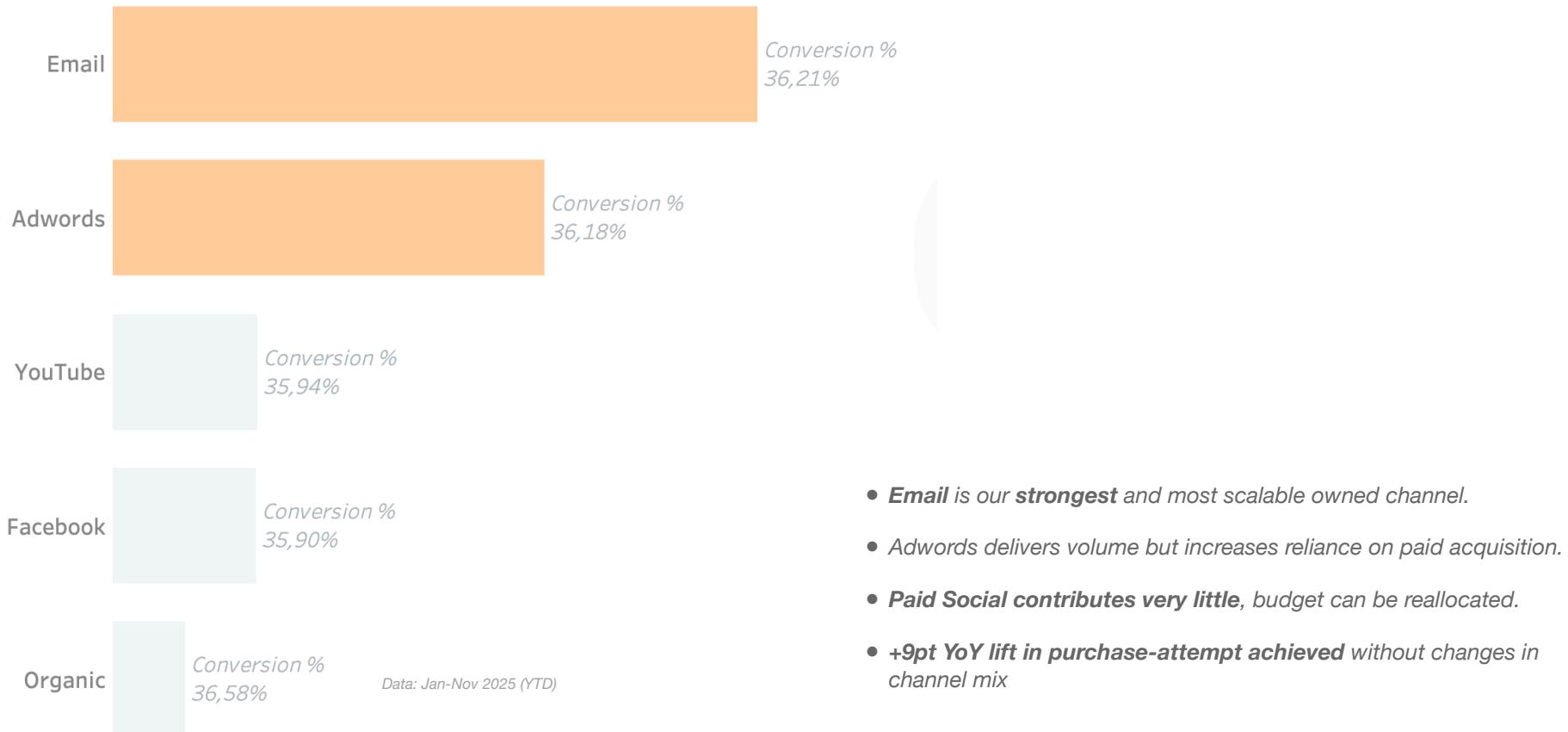
Total Customers	Total Orders	Total Revenue	Avg Order Value
<b>9,304</b>	<b>9,915</b>	<b>\$862K</b>	<b>\$87</b>

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

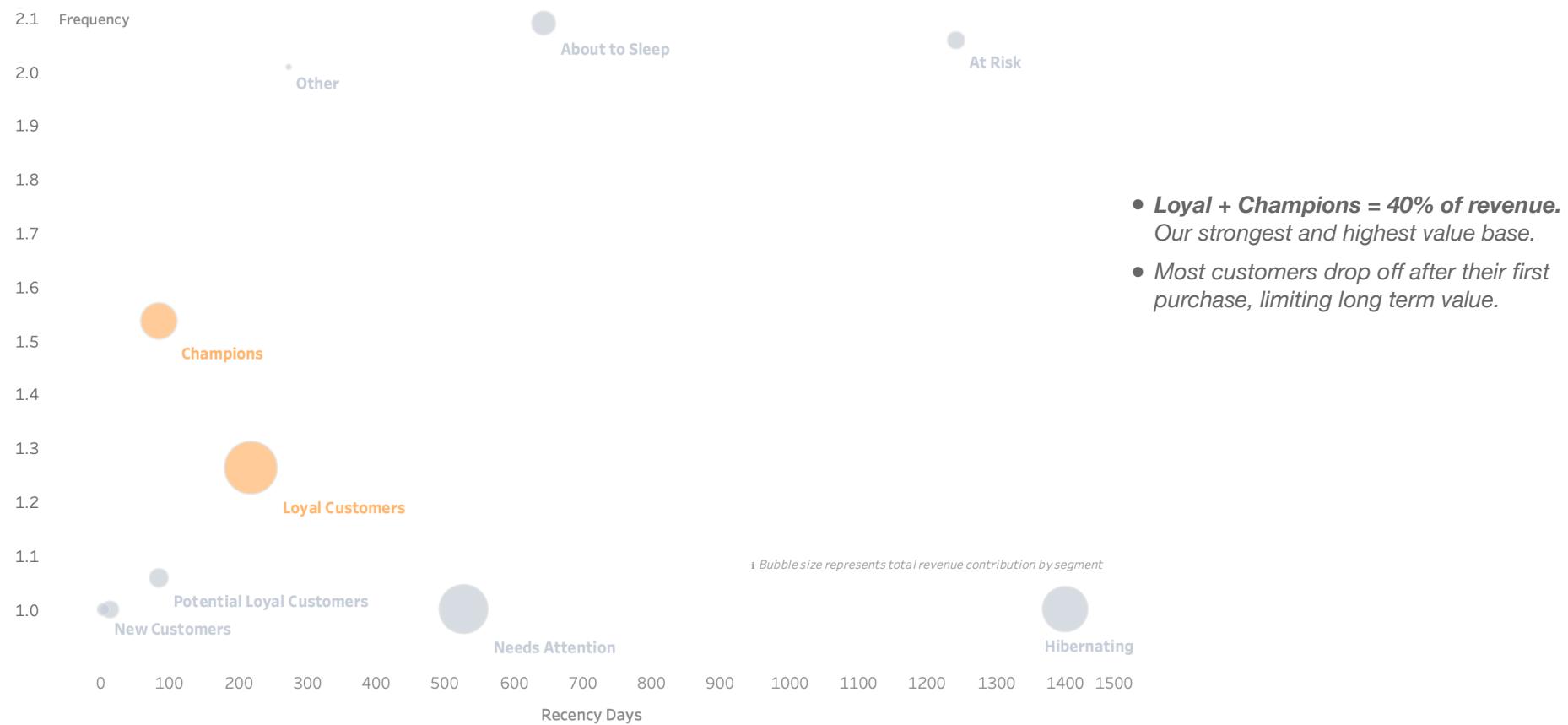
*Orders ↑ 44% | Customers ↑ 41% YoY*

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

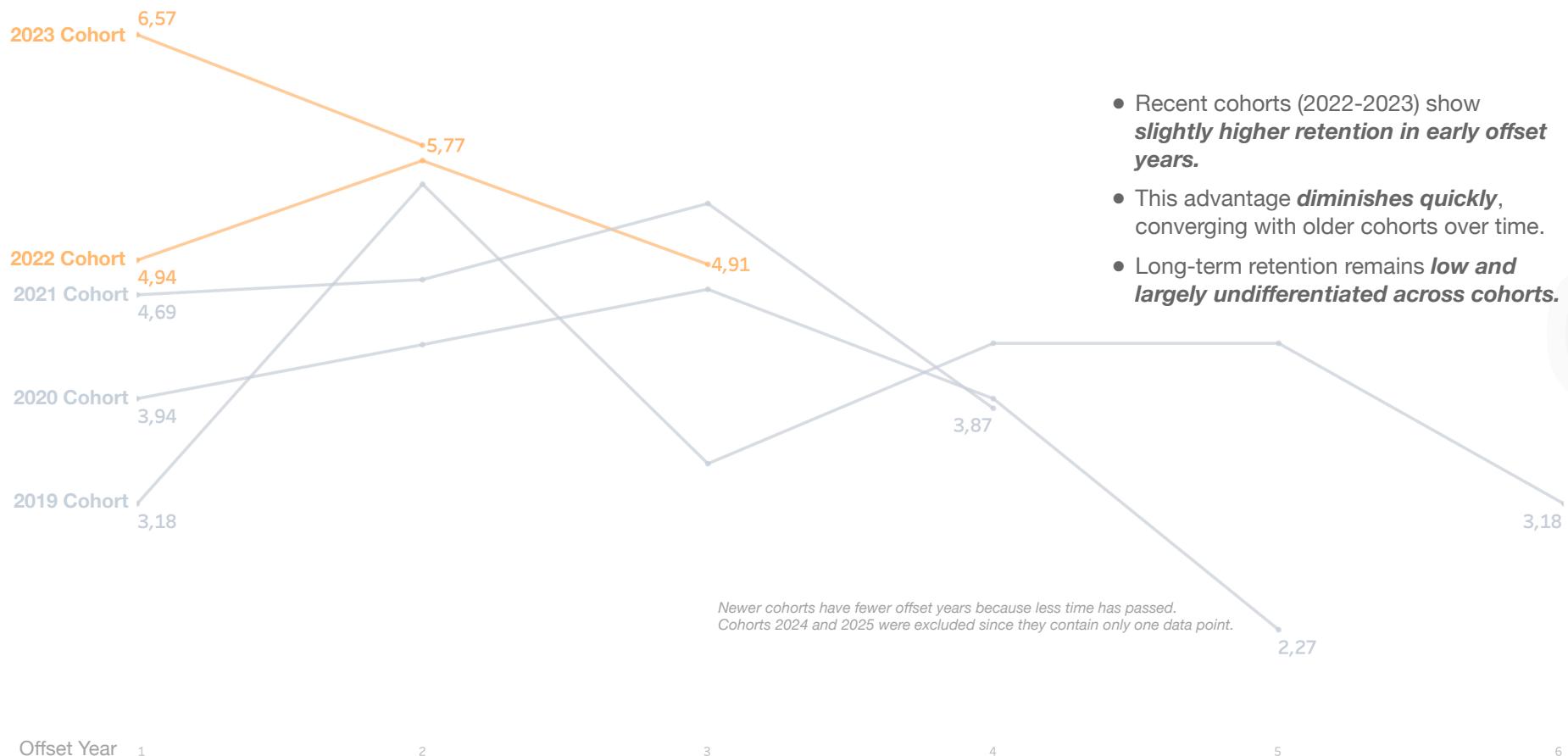
**Email + Adwords drive ~75% of purchase intent volume.**  
Conversion efficiency is broadly consistent across channels (~36%).



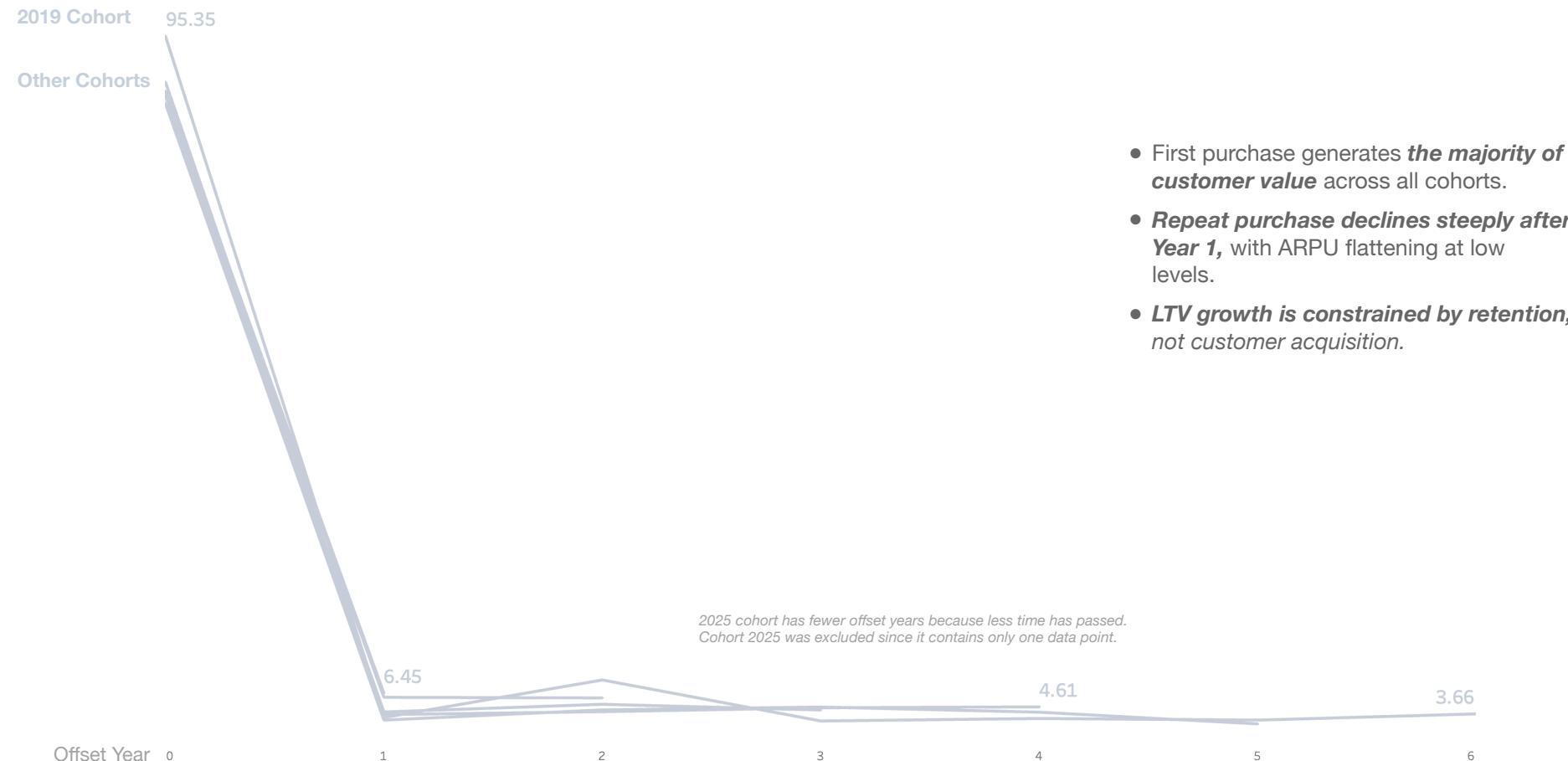
**40% of long-term revenue comes from Loyal + Champion segments, but only 12% ever return.**



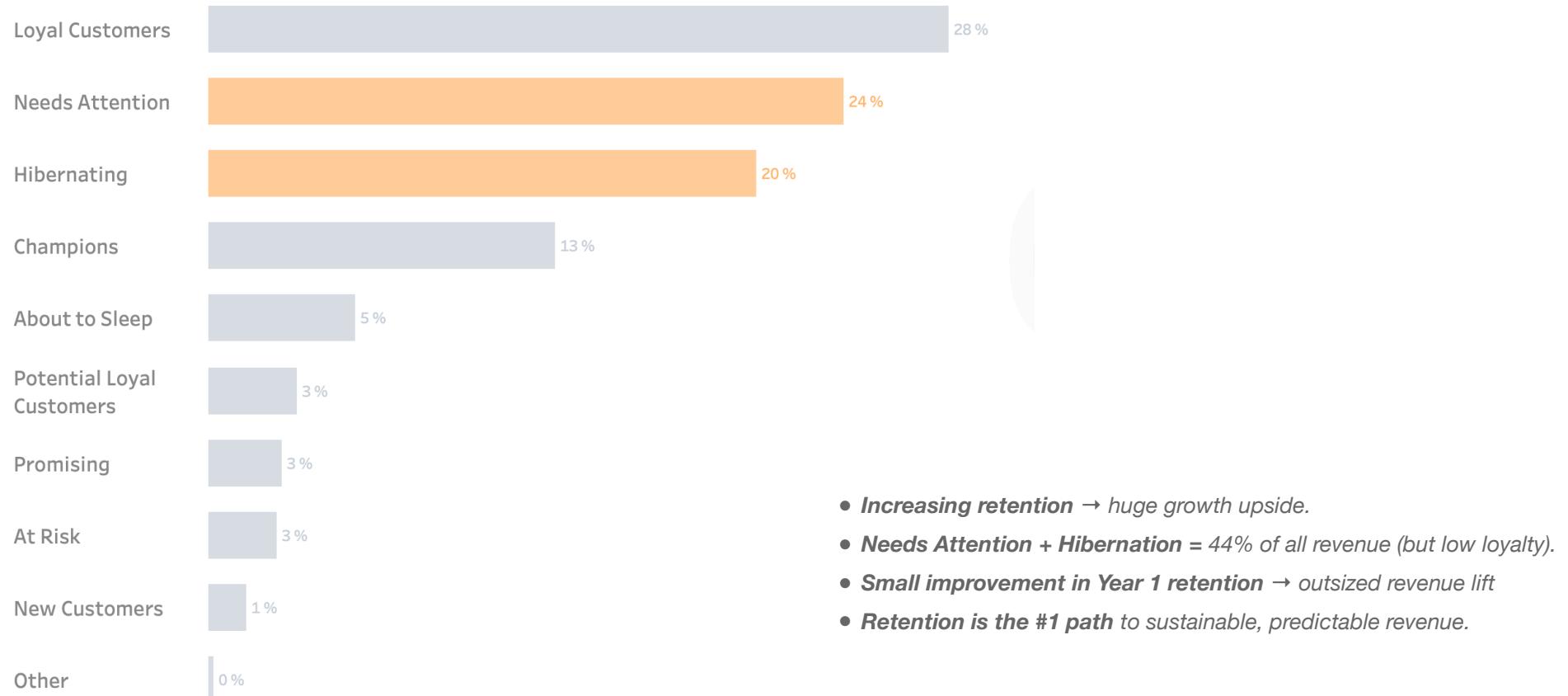
## Newer cohorts show higher early repurchase but no sustained retention advantage



## 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.*



**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.*