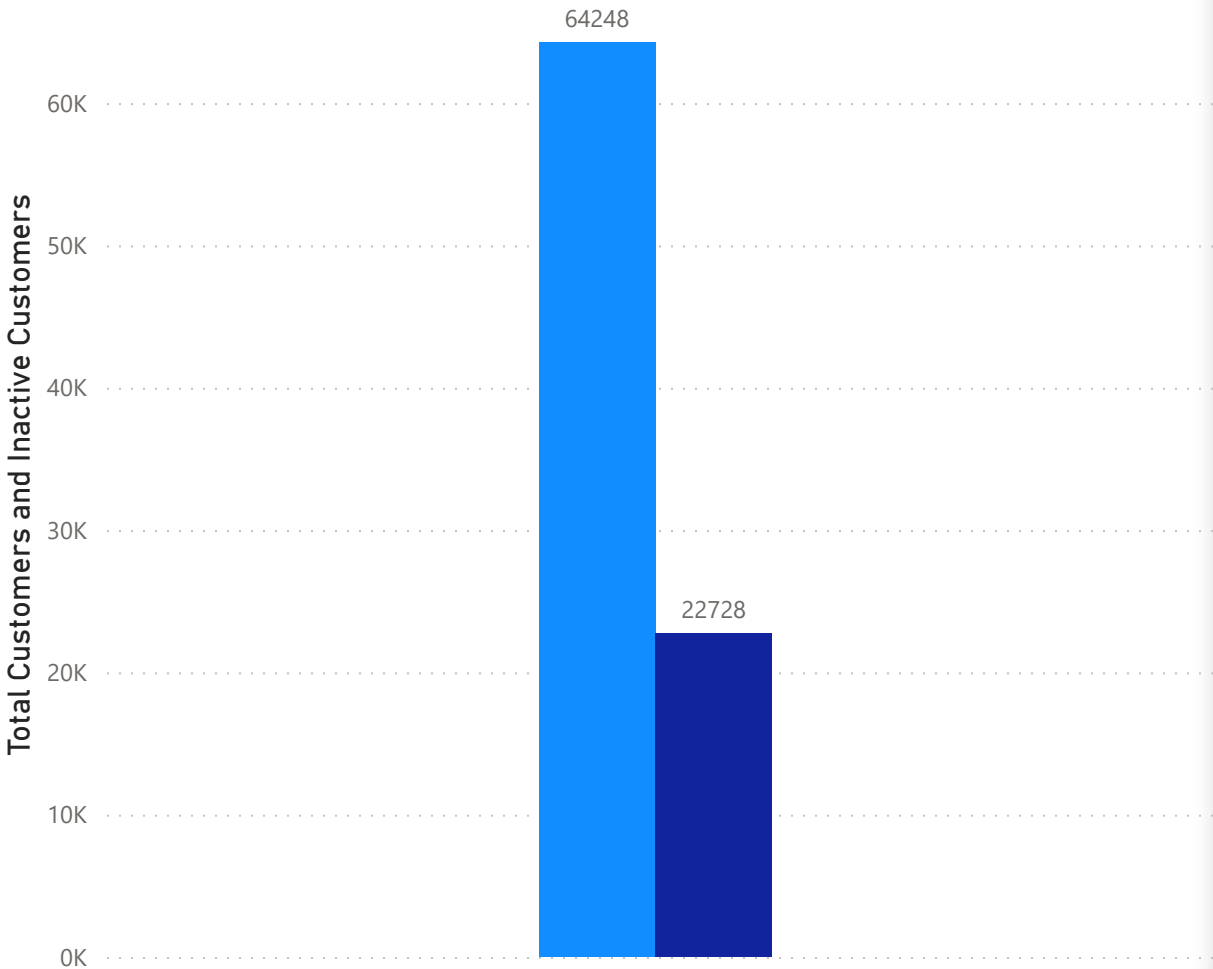


# Discount Options to Restore Inactive Customers

Objective: Offer discount options to inactive customers to incentivize a new order purchase.

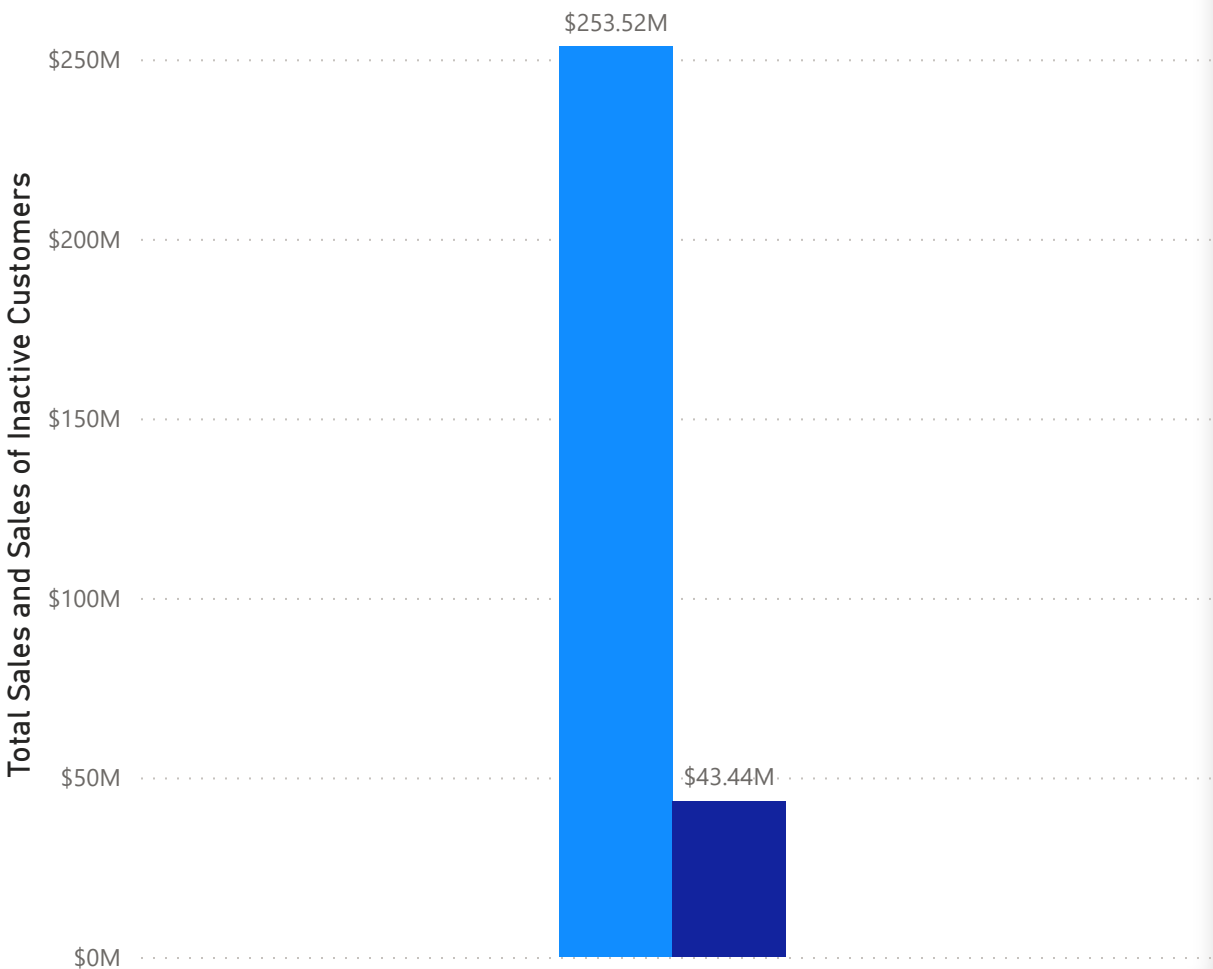
Share of Inactive Customers

Total Customers Inactive Customers



Share of Inactive Customer Sales

Total Sales Sales of Inactive Customers



Discount Options to Restore Inactive Customers

Discount Benefit Score

0.00

99.38

Total Sales by Customer

\$0.20

\$103,148.10

Discounts - Passive

Discounts - Slight Increase (5%)

Discounts - Moderate Increase (10%)

Discounts - Aggressive Increase (15%)

\$2.27M

Discounts on Next Order - Passive

\$19.59M

Expected Sales on Next Order

\$43.44M

Sum of Customer Sales

Sales and Discounts on Next Order - Passive

100%

Expected Sales on Next Order

\$19,594,519

Discounts on Next Order

\$2,266,510

Details

11.6%

Customer ID	Discount Benefit Score	Customer Sales	Expected Sale of Next Order	Share of Orders with Discounts	Discount Rate - Passive	Discount Rate - Slight Increase	Discount Rate - Moderate Increase	Discount Rate - Aggressive Increase
15	42.88	\$216.80	\$72.27	0.00%	0.00%	5.00%	10.00%	15.00%
21	22.74	\$105.00	\$105	0.00%	0.00%	5.00%	10.00%	15.00%
28	23.08	\$170.00	\$170	100.00%	58.82%	63.82%	68.82%	73.82%
41	43.22	\$219.90	\$219.9	0.00%	0.00%	5.00%	10.00%	15.00%
47	80.78	\$15,812.70	\$1,756.97	77.78%	21.42%	26.42%	31.42%	36.42%
54	5.55	\$44.90	\$14.97	0.00%	0.00%	5.00%	10.00%	15.00%
79	77.37	\$4,483.00	\$1,494.33	100.00%	12.41%	17.41%	22.41%	27.41%
85	33.83	\$200.00	\$200	100.00%	20.00%	25.00%	30.00%	35.00%
88	28.79	\$129.80	\$64.9	0.00%	0.00%	5.00%	10.00%	15.00%
100	52.92	\$359.00	\$179.5	0.00%	0.00%	5.00%	10.00%	15.00%
102	45.26	\$244.60	\$122.3	0.00%	0.00%	5.00%	10.00%	15.00%
126	22.84	\$112.00	\$112	100.00%	8.48%	13.48%	18.48%	23.48%
132	66.36	\$1,424.50	\$356.13	50.00%	11.39%	16.39%	21.39%	26.39%
135	49.38	\$299.90	\$149.95	0.00%	0.00%	5.00%	10.00%	15.00%
153	17.01	\$85.20	\$85.2	0.00%	0.00%	5.00%	10.00%	15.00%
172	51.68	\$333.00	\$111	0.00%	0.00%	5.00%	10.00%	15.00%
174	77.89	\$4,895.50	\$1,631.83	66.67%	12.49%	17.49%	22.49%	27.49%

Discount Options to Restore Inactive Customers



282

Customer ID

85.16

Discount Benefit Score

16

Number of Orders

M

Gender

TN

State

5/9/2009

Signup Date

Order Details

order_id	Date	Sales	Discounts
100357710	10/17/2020	1,374.20	200.00
100357712	10/17/2020	1,374.20	200.00
100362873	11/7/2020	389.40	97.35
100371607	11/22/2020	555.00	100.00
100374806	12/6/2020	1,369.90	245.00
100374936	12/6/2020	1,880.00	230.00
100377936	12/13/2020	1,400.00	230.00
100377939	12/13/2020	1,400.00	230.00
100377942	12/13/2020	1,400.00	230.00
100377952	12/13/2020	1,400.00	230.00
100379189	12/14/2020	0.00	0.00
100379195	12/14/2020	36.30	0.00
100379200	12/14/2020	0.00	0.00
100458913	3/24/2021	2,121.50	326.88
100458975	3/24/2021	2,127.50	326.88
100459570	3/24/2021	2,896.00	389.60

Item Details

Item ID	Order ID	Sales	Discounts	Category	SKU
754625	100459570	2,896.00	389.60	Mobiles & Tablets	MATSAM5A7D774BB50D6
753980	100458975	2,062.50	326.88	Entertainment	ENTHAI5A8027AFBE4A0
753981	100458975	65.00	0.00	Kids & Baby	KABCHE5A7011ED455DE
753911	100458913	2,062.50	326.88	Entertainment	ENTHAI5A8027AFBE4A0
753912	100458913	59.00	0.00	Kids & Baby	KAB CUT5A741E3CBF143
613518	100379200	0.00	0.00	Appliances	APPNAT59E0BBA2681FA
613513	100379195	0.00	0.00	Appliances	APPNAT59E0BBA2681FA
613514	100379195	36.30	0.00	Home & Living	HALEMA59BA8E3B15AAE
613504	100379189	0.00	0.00	Appliances	APPNAT59E0BBA2681FA
611442	100377952	1,400.00	230.00	Mobiles & Tablets	MATSAM59DB75ADB2F80
611430	100377942	1,400.00	230.00	Mobiles & Tablets	MATSAM59DB75ADB2F80
611426	100377939	1,400.00	230.00	Mobiles & Tablets	MATSAM59DB75ADB2F80
611423	100377936	1,400.00	230.00	Mobiles & Tablets	MATSAM59DB75ADB2F80
606828	100374936	1,880.00	230.00	Entertainment	ENTECO59F98B18CA9D0
606681	100374806	1,369.90	245.00	Mobiles & Tablets	MATSAM59DB75ADB2F80
601191	100371607	555.00	100.00	Appliances	APPWES59DDAF974FD
588386	100362873	389.40	97.35	Women's Fashion	WOFAMN59ACF8038D815
580246	100357712	1,374.20	200.00	Mobiles & Tablets	MATSAM59B7E8D7B0E0D
580244	100357710	1,374.20	200.00	Mobiles & Tablets	MATSAM59B7E8D7B0E0D

## Discount Options to Restore Inactive Customers

- 22728 inactive customers with \$43.44m gross sales
- Data between 10/1/2020 - 9/30/2021
- Customer is considered inactive if last order made is greater than 180 days since 9/30/2021
- Discount benefit score used to determine benefit of offering discount on customer's next order, relative to customer sales\*
- Discount options are as follows:
  - Passive: offer same discount-to-sales ratio of previous orders
  - Slight Increase: Offer 5% above passive
  - Moderate Increase: Offer 10% above passive
  - Aggressive Increase: Offer 15% above passive

\* Discount benefit score = Percent rank over customer sales, divided by  $(1 + \text{discount-to-sales ratio of customer})$

Ex. if customer has greatest number of sales relative to other customers, and a discount-to-sales ratio of 0 from previous orders, then customer would have a score of  $100 = 100 / (1+0)$