

# Prism Customer Segmentation

Presented By: Blue Team





# Executive Summary



## Situation

Low Basket Quantity

Low Order Value

## Complication

Slow Growth

Low Retention Rates

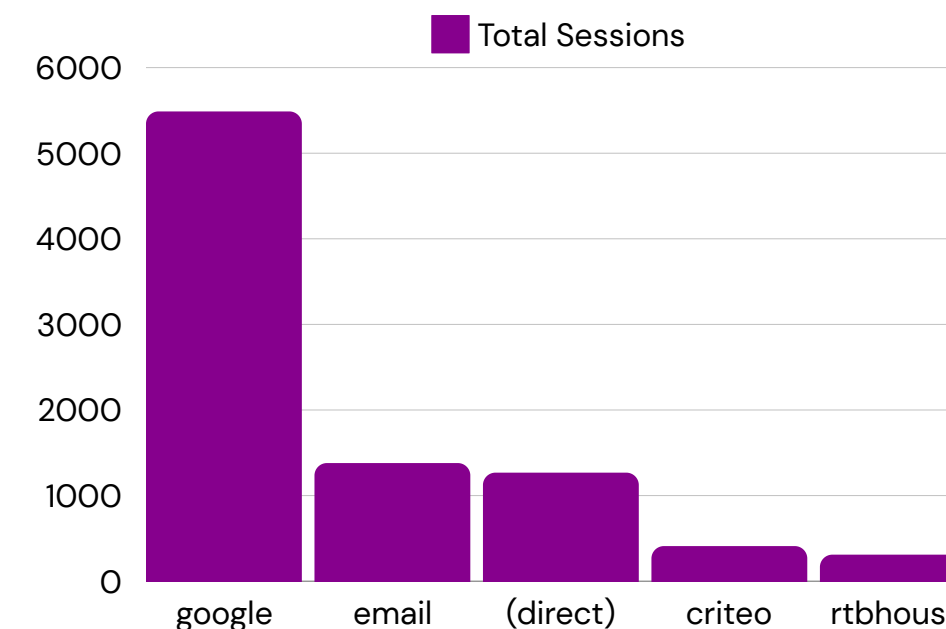
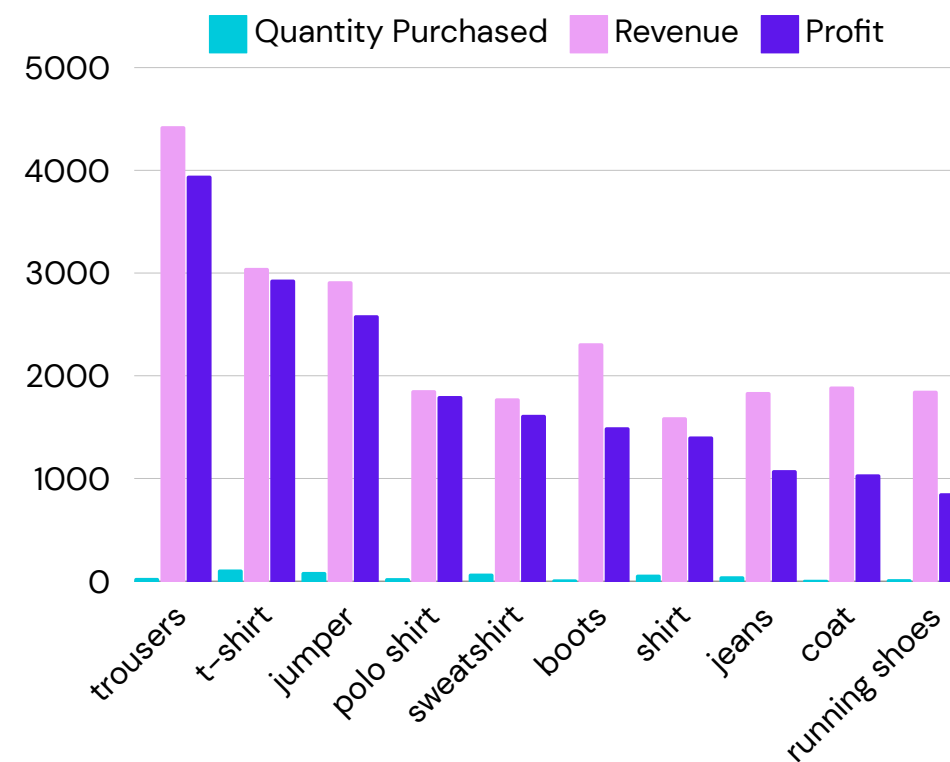
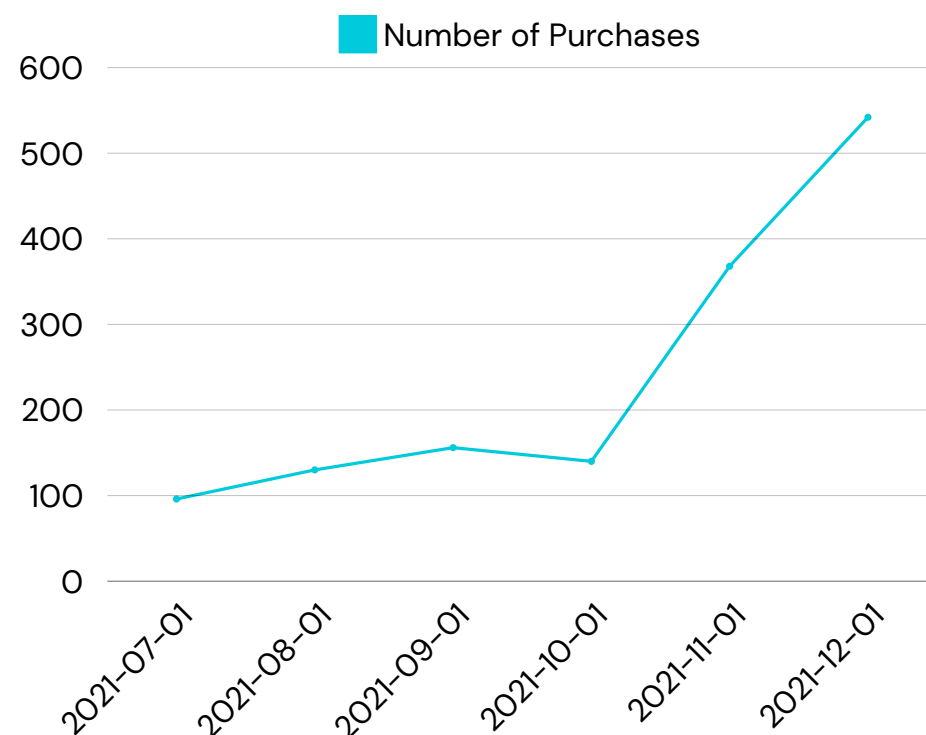
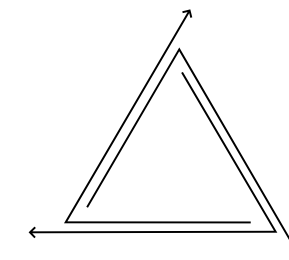
## Resolution

Subscription Boxes

Loyalty Rewards Scheme

Email Marketing  
Campaign

# Champion Segment



## Champions

- Large increase in sales as we head into the holiday season.
- Only 4% of champions use promotional codes in December.

## Products Sold

- Trousers have the highest profit over a 6 month period.
- T-shirts were the most sold product.

## Action Points:

### Subscription Service:

- Loyalty Rewards Scheme
- Monthly Subscribers Box
- Annual Free Shipping



# Loyalty Analysis



Loyal Customer Base = 1200

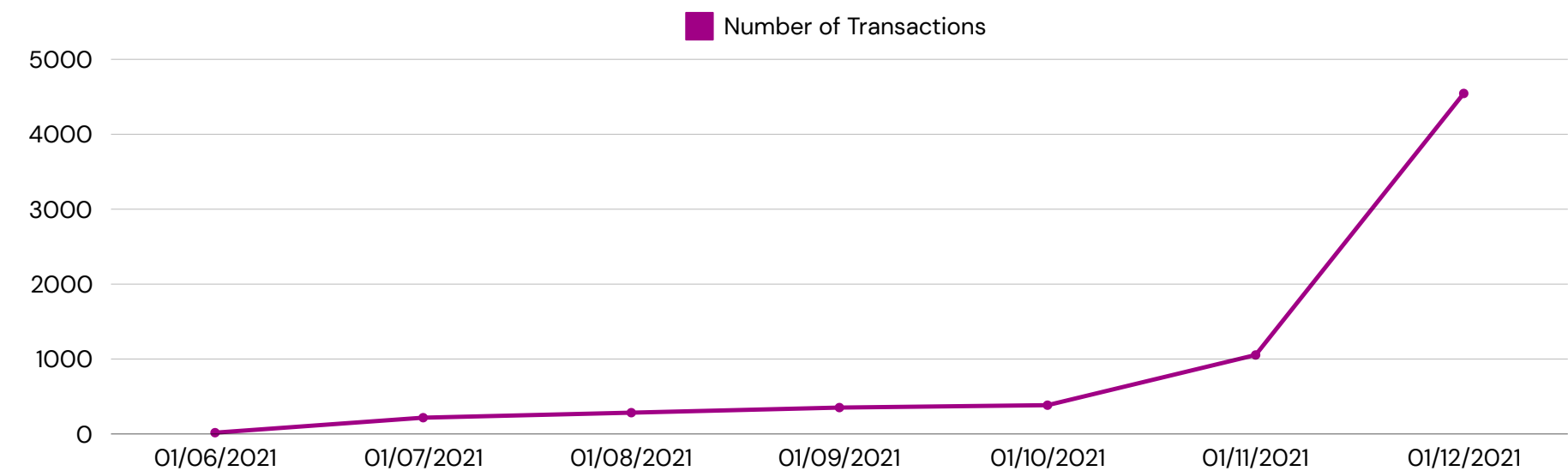
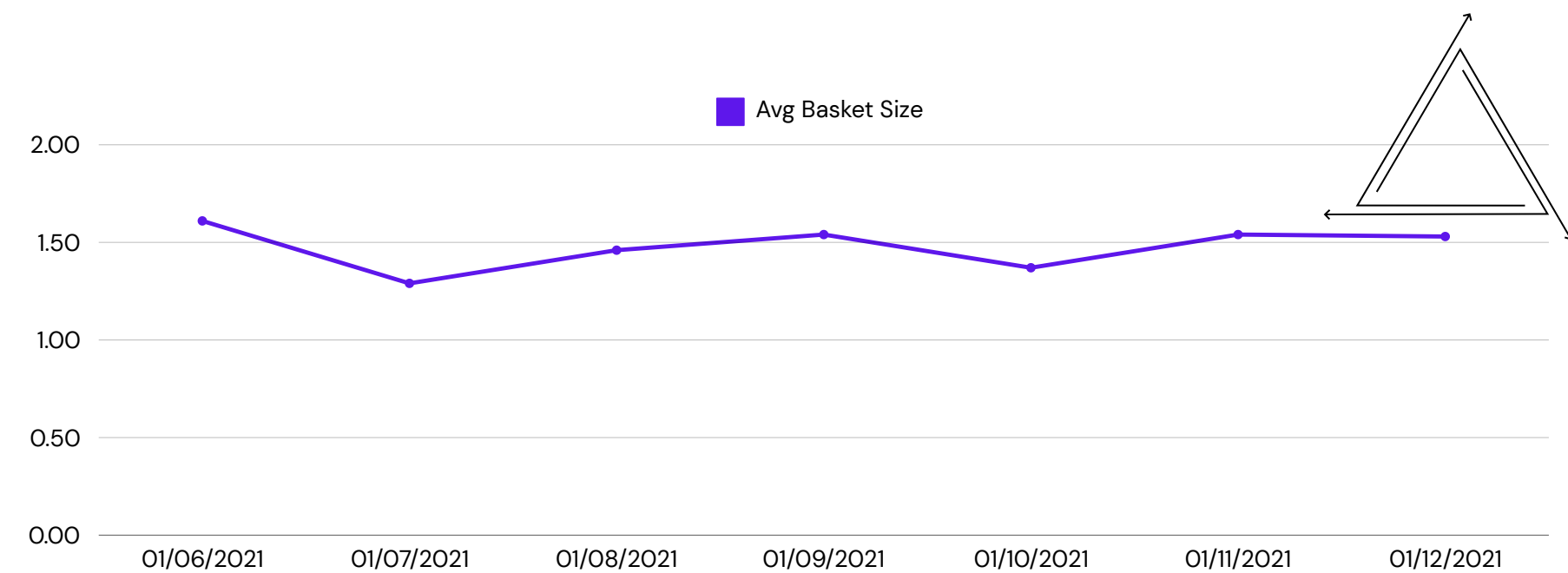
- Average basket size = 1.5
- Highest Selling Products – Prism T-shirts.

Forecasted Revenue for Q1 2022 :

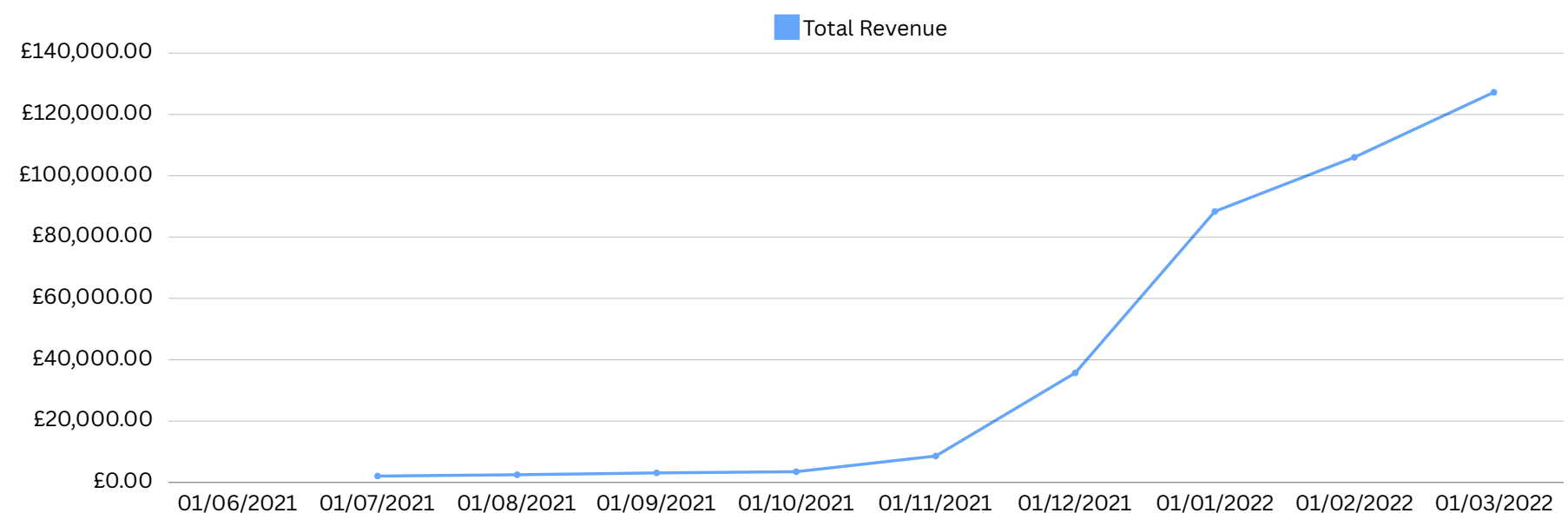
- January – £88,360.25
- February – £106,032.30
- March – £127,238.77

## Action Points:

- Increase basket size
- Bundle offers



## Forecasted Revenue



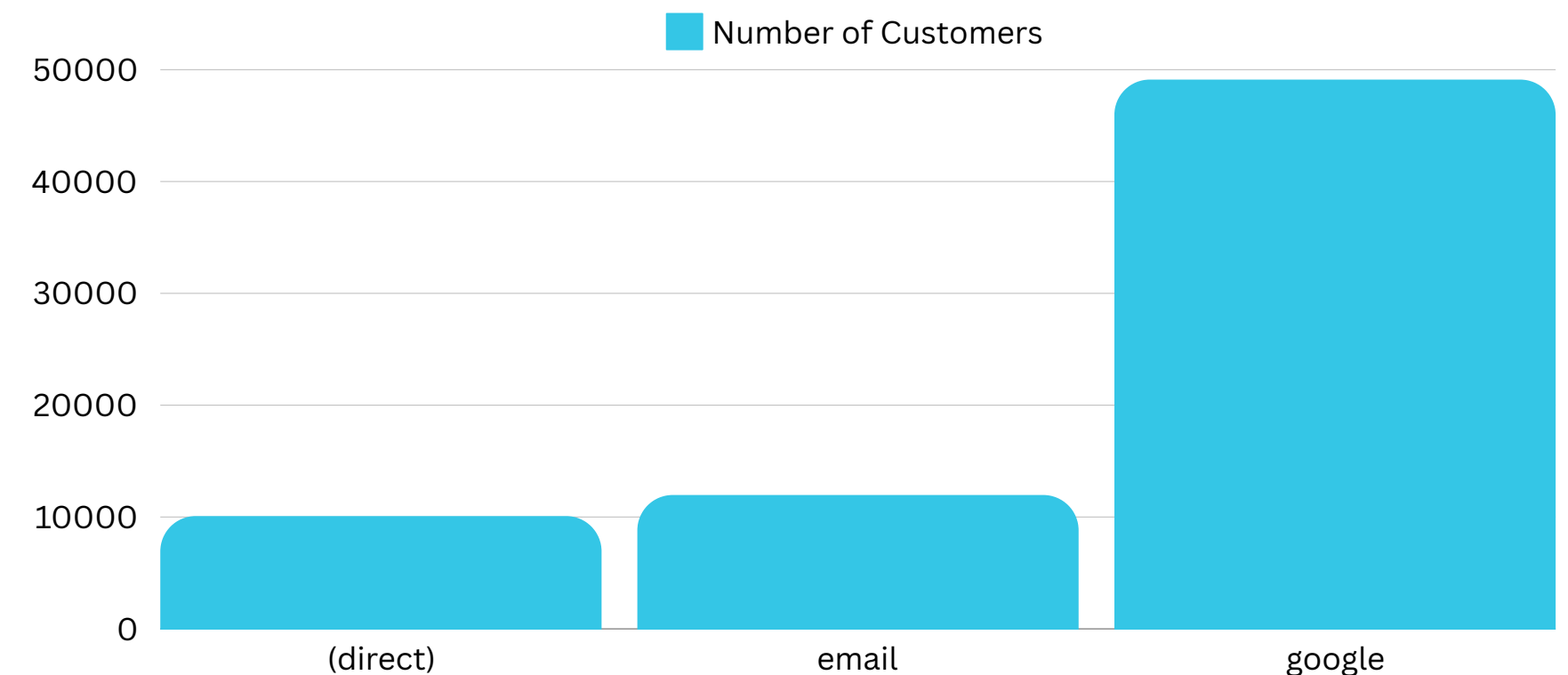
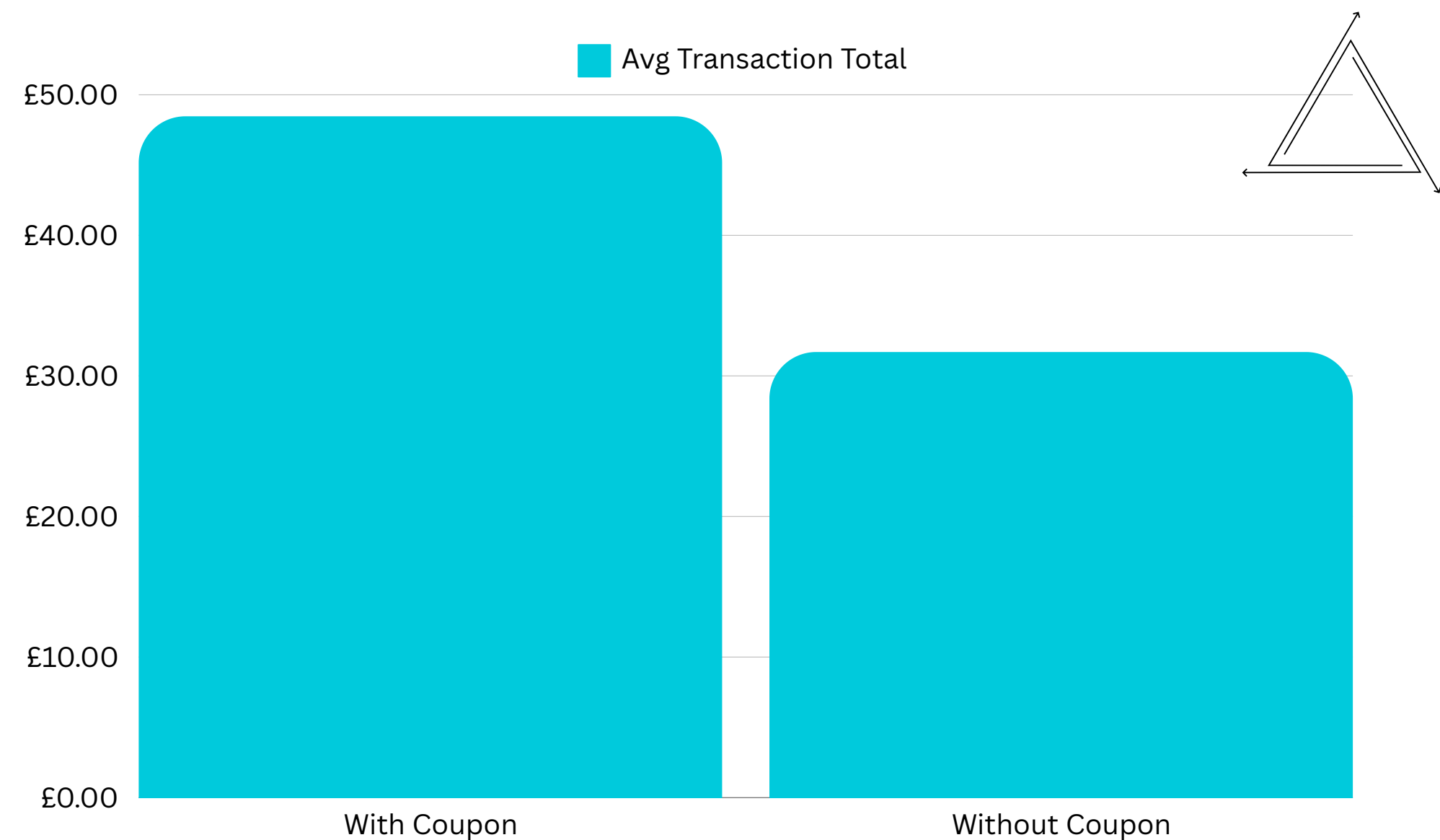
# High Potential Customers

## Traffic Source & Coupons

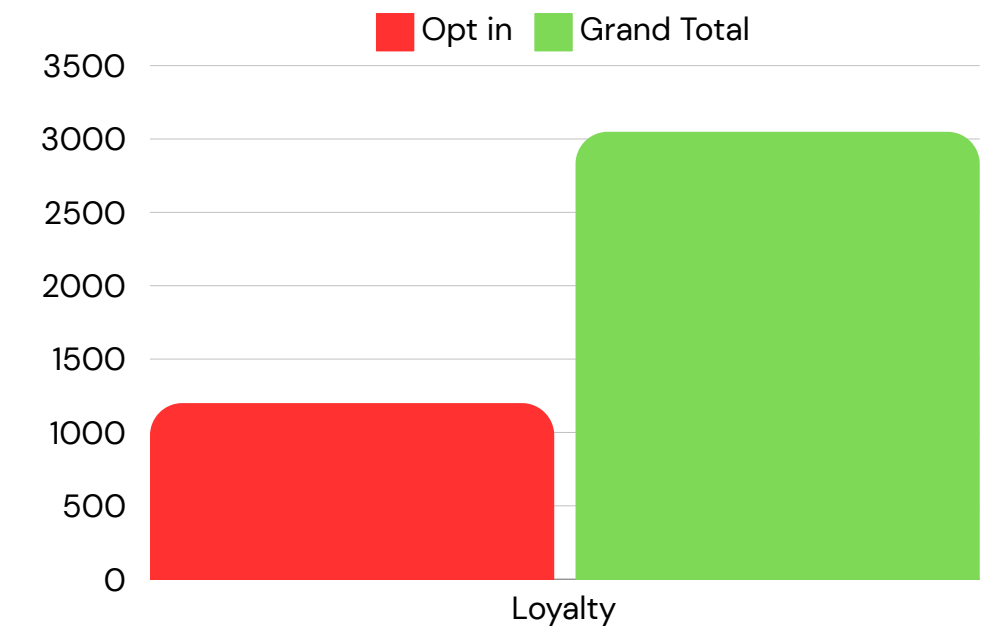
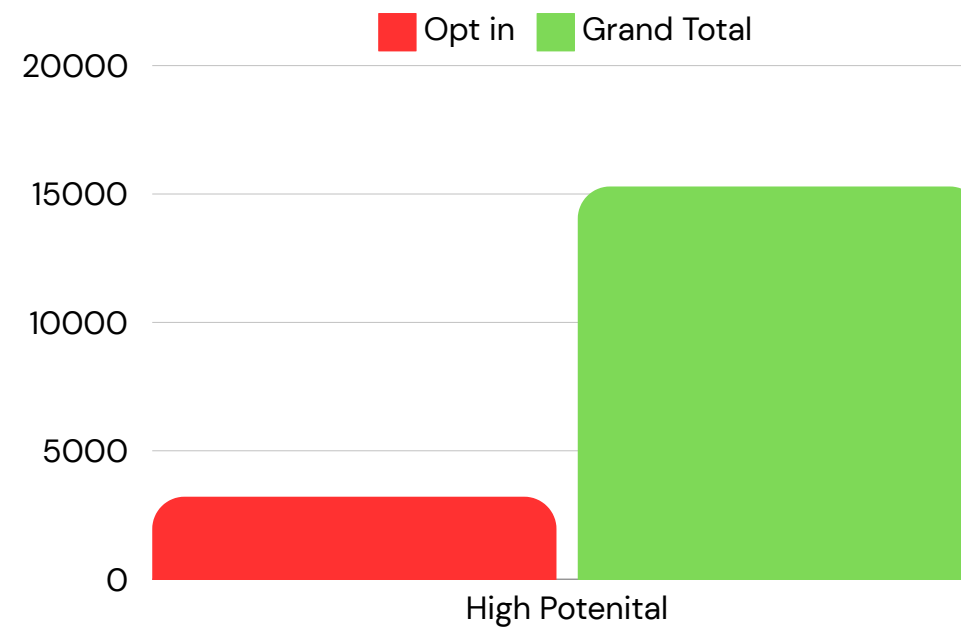
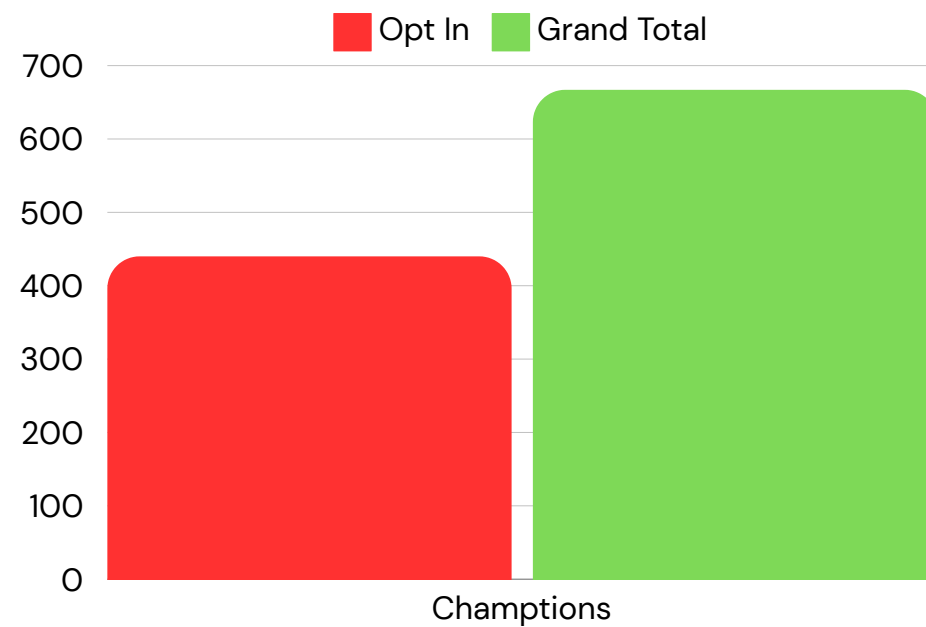
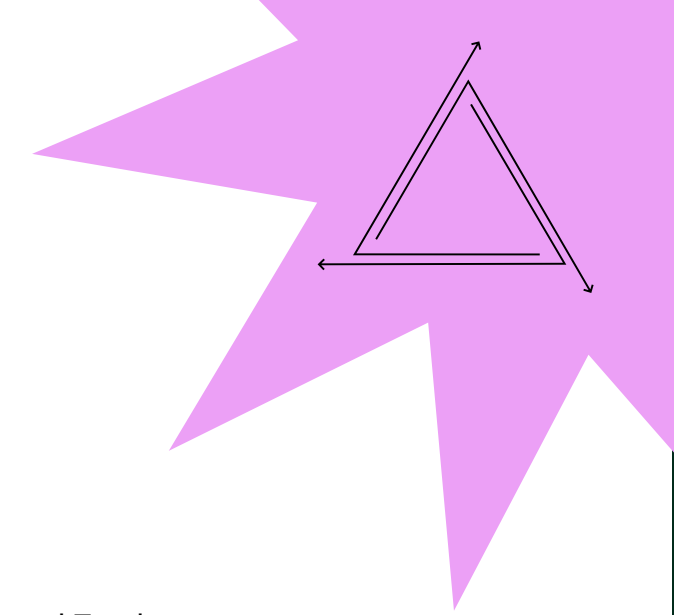
- Shoes are the most popular product bought by high potential
- On average customers spend over £10 more when using a coupon.
- Emails is the second highest source of traffic.
- Conversion rate = 7.5%

## Action Points:

- Email campaign with 10% discount codes and promotional offers.



# Opt In: With vs Without



## Champions

Without opt in = 227  
With opt in = 440  
Grand Total = 667

## High Potential

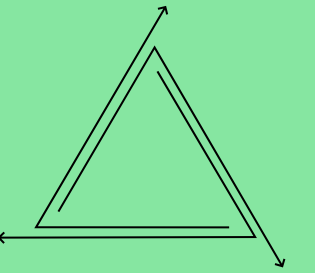
Without opt in = 12,081  
With opt in = 3,212  
Grand Total = 15,293

## Loyal

Without opt in = 1,849  
With opt in = 1,200  
Grand Total = 3,049

Action Point: Email a Survey

# Final Insights



## Forecasted Revenue

### Target Audience

#### Champions

Implement a package subscription service that will include:

- Subscription box
- Loyalty rewards scheme
- Free all year round shipping

#### Loyalty

Bundle offers for high profit margin items:

- Purchase 3 items to get a 15% discount

#### High Potential

Email campaign with discounted offers

Date	Champion	Loyal	High Potential	Grand Total
January 2022	£55,225.46	£88,360.25	£90,403.48	£233,988.89
February 2022	£66,270.56	£106,032.30	£113,004.35	£285,307.21
March 2022	£79,524.67	£127,238.77	£141,255.44	£348,018.88
Grand Total	£201,020.69	£321,631.32	£344,663.27	£867,317.28

# Thank you for Listening



## Any Questions

