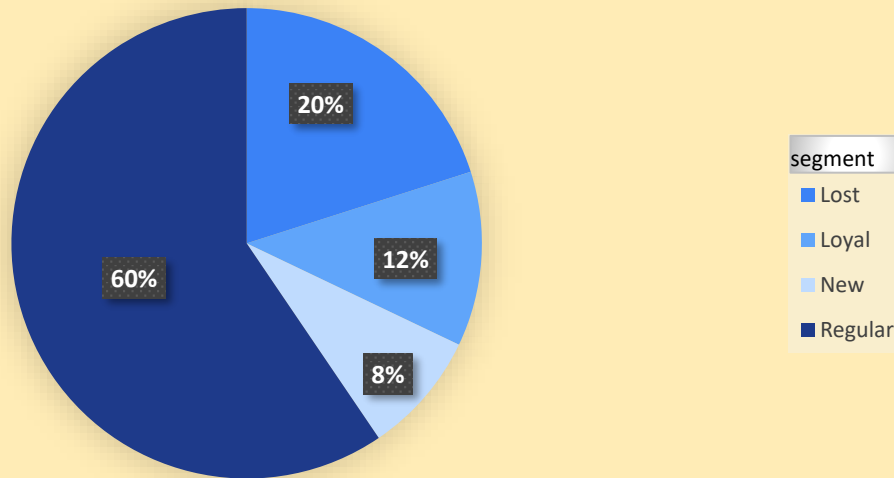




Segment	Customer	Monetary_Customer
Lost	13431185	41357146
Loyal	8035354	484791005
New	5629952	4043842
Regular	39793700	303411811
Grand Total	66890191	833603804

Customer Segmentation



🧠 Key Insights:

💎 Loyal Segment:

- Represents only ~12% of total customers
- But contributes ~58% of total revenue
- These are the most valuable customers to retain and upsell

👍 Regular Segment:

- Largest in customer count (~40 million)
- Generates ~36% of revenue
- Has potential to be converted into "Loyal" through promotions and loyalty programs

🔧 Lost Segment:

- Previously active but currently inactive customers
- Opportunity for reactivation campaigns
- Contributes 5% of revenue

🌱 New Segment:

- Recently acquired or low-activity customers
- Currently contributes less than 1% of revenue

🎯 Marketing Strategy Suggestions:

- Focus on retention and rewards for Loyal customers
- Educate and onboard New customers to drive engagement
- Reactivate Lost customers with targeted campaigns
- Further segment Regular customers to identify upsell opportunities