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DATA ANALYST



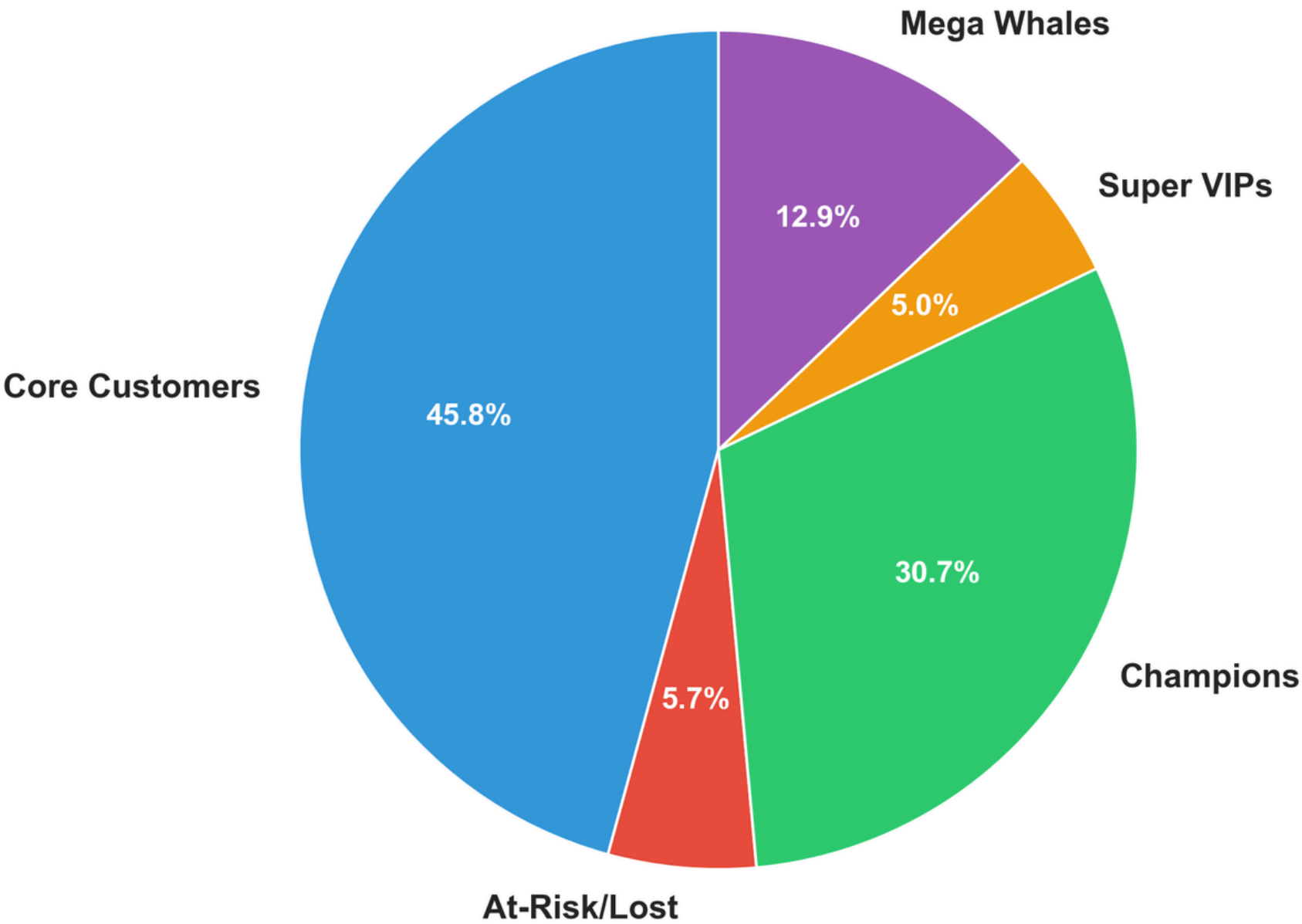
Marketing Data Analyst | Dashboard
& BI Developer | Ex-Head of
Marketing & Sales | Data-Driven
Growth | CS Background

PROJECT PORTFOLIO 2026

PROJECT OVERVIEW

Analyzed 4,338 customers from a UK-based e-commerce retailer using RFM (Recency, Frequency, Monetary) methodology and K-Means clustering to identify 5 distinct customer segments. Discovered that just 5% of customers (Champions + VIPs) generate 48.6% of total revenue, while 24.5% are at-risk of churn. Quantified \$1.2M in annual revenue opportunities through targeted retention and engagement strategies.

Revenue Distribution by Customer Segment



KEY FINDINGS

1. The Power Law in Action

- 5% OF CUSTOMERS (227 PEOPLE) = 48.6% OF REVENUE (\$4.32M)
- TOP 14 CUSTOMERS ALONE GENERATE 17.9% OF TOTAL REVENUE
- AVERAGE MEGA WHALE VALUE: \$190,863 PER CUSTOMER

2. Significant Churn Risk

- 1,062 CUSTOMERS (24.5%) DORMANT FOR 8+ MONTHS
- ONLY GENERATING 5.7% OF CURRENT REVENUE
- REPRESENTS \$507K IN AT-RISK LIFETIME VALUE

3. Five Distinct Behavioral Segments

- CORE CUSTOMERS (70%): REGULAR BUYERS, 45.8% OF REVENUE
- CHAMPIONS (5%): HIGH-VALUE LOYALISTS, 30.7% OF REVENUE
- AT-RISK/LOST (24%): DORMANT CUSTOMERS, 5.7% OF REVENUE
- SUPER VIPS (0.2%): ULTRA-FREQUENT BUYERS, 5.0% OF REVENUE
- MEGA WHALES (0.1%): TOP-TIER ACCOUNTS, 12.9% OF REVENUE

BUSINESS IMPACT

Revenue Opportunities Identified:\$1,197,309 Total Annual Opportunity

- WIN-BACK CAMPAIGN: \$76,019 - 15% RECOVERY OF AT-RISK SEGMENT - ROI: 660% (ON \$10K CAMPAIGN COST)
- FREQUENCY INCREASE: \$816,563 - 20% BOOST IN CORE CUSTOMER PURCHASES - EMAIL CAMPAIGNS + LOYALTY REWARDS
- CHAMPIONS RETENTION: \$191,321 - VIP PROGRAM REDUCES CHURN 12% → 5% - ROI: 283% (ON \$50K PROGRAM COST)
- WHALE PROTECTION: \$113,406 - DEDICATED ACCOUNT MANAGER PREVENTS 1 CHURN - ROI: 42% (ON \$80K ANNUAL COST)

SKILLS DEMONSTRATED

1. Technical

- PYTHON (PANDAS, SCIKIT-LEARN, MATPLOTLIB)
- RFM ANALYSIS, K-MEANS CLUSTERING
- DATA NORMALIZATION
- STANDARDSCALER, ELBOW METHOD, SILHOUETTE ANALYSIS

2. Analytical

- CUSTOMER SEGMENTATION
- BEHAVIORAL ANALYSIS
- REVENUE ATTRIBUTION
- CHURN RISK ASSESSMENT, CUSTOMER LIFETIME VALUE, OPPORTUNITY QUANTIFICATION

3. Business Impact

- IDENTIFIED \$1.2M REVENUE OPPORTUNITY,
- PRIORITIZED HIGH-VALUE SEGMENTS,
- QUANTIFIED ROI FOR EACH STRATEGY,
- CREATED ACTIONABLE MARKETING RECOMMENDATIONS

STRATEGIC RECOMMENDATION

- ✓ ALLOCATE 40% OF MARKETING BUDGET TO CORE CUSTOMERS
- ✓ LAUNCH VIP LOYALTY PROGRAM FOR CHAMPIONS (25% BUDGET)
 - ✓ ASSIGN DEDICATED MANAGERS TO TOP 14 ACCOUNTS
 - ✓ TEST ONE-TIME WIN-BACK CAMPAIGN FOR AT-RISK
 - ✓ DEPRIORITIZE NON-RESPONSIVE LOST CUSTOMERS

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