

# Strategic Customer Retention Dashboard (2009-2010)

Total Revenue (\$) <b>327,457.06</b>	Avg Revenue Per User (\$) <b>132.47</b>	Total Customers <b>2472</b>
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TOP 5 BEST-SELLING PRODUCTS	
product_name	SUM of quantity
PACK OF 12 WOODLAND TISSUES	4,485
GIRLS ALPHABET IRON ON PATCHES	1,440
ASSORTED COLOUR BIRD ORNAMENT	1,304
SMALL CHINESE STYLE SCISSOR	1,100
PACK OF 72 SKULL CAKE CASES	925

HIGH RETURN RISK	
product_name	SUM of quantity
COLOUR GLASS STAR T-LIGHT HOLDER	-1,124
LOVE GARLAND PAINTED ZINC	-564
FIRST CLASS HOLIDAY PURSE	-300
SILVER DIAMANTE PEN IN GIFT BOX	-87
BEACH HUT PHOTO FRAME	-40

slicers

Customer\_Segme... All ▾

# Strategic Customer Retention Dashboard (2010-2011)

slicers

Customer\_Segment All ▾

Total Revenue (\$)

**64,573.93**

Avg Revenue Per User (\$)

**46.69**

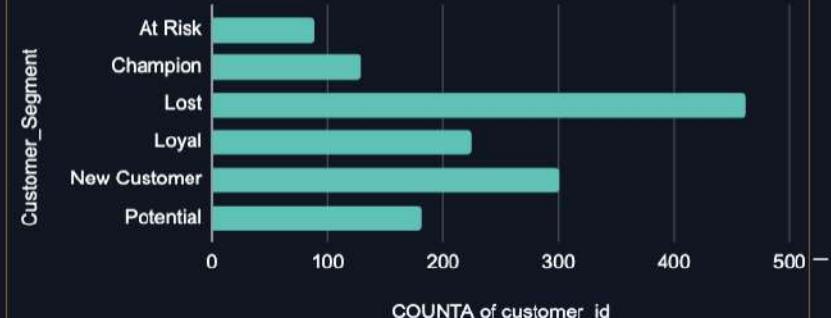
Total Customers

**1383**

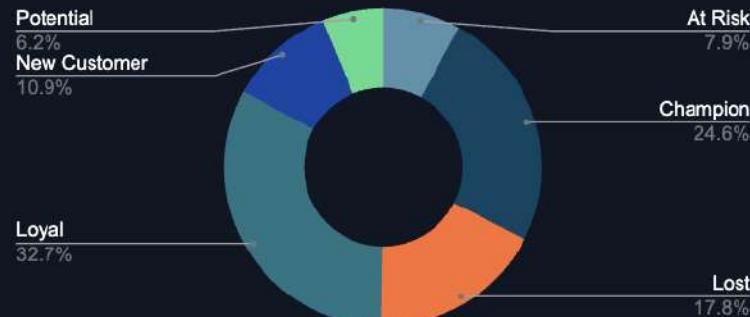
Average Spend per Customer by Segment



Customer Segmentation Distribution



Revenue Contribution by Segment



## RECOMMENDATIONS

### 1. Protect the VIPs (Champions)

- Insight: The top 130 customers (9% of base) drive 25% of total revenue.
- Action: Launch "VIP Early Access" program to lock in their loyalty.
- Goal: Maintain their high purchase frequency (>4x).

### 2. Win-Back Campaign (At Risk)

- Insight: 89 high-value customers have stopped purchasing recently.
- Action: Send a targeted "We Miss You" email with a 10% discount.
- Goal: Reactivate this segment before they are Lost forever.

### 3. Grow New Buyers (New Customers)

- Insight: 298 new customers have high Recency but low Spend.
- Action: Offer "Bundle Deals" (e.g., Buy 3, Save £5) to increase basket size.
- Goal: Convert them into "Loyal" customers next month.

## TOP 5 BEST-SELLING PRODUCTS

product_name	SUM of quantity
WORLD WAR 2 GLIDERS ASSTD DESIGNS	2160
FANCY FONTS BIRTHDAY WRAP	1650
JUMBO BAG RED RETROSPOT	1351
PACK OF 60 DINOSAUR CAKE CASES	1126
BLACK HEART CARD HOLDER	1015

## HIGH RETURN RISK

product_name	SUM of quantity
TEA PARTY BIRTHDAY CARD	-96
FOLKART HEART NAPKIN RINGS	-18
SCANDINAVIAN PAISLEY PICNIC BAG	-18
VINTAGE DOILY DELUXE SEWING KIT	-17
GLASS JAR ENGLISH CONFECTIONERY	-16