

Strategic Customer Retention Dashboard (2009-2010)

Total Revenue (\$)
327,457.06

Avg Revenue Per User (\$)
132.47

Total Customers
2472

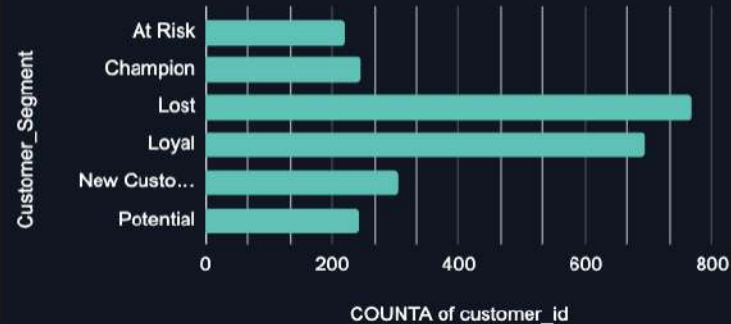
slicers

Customer_Segme... All

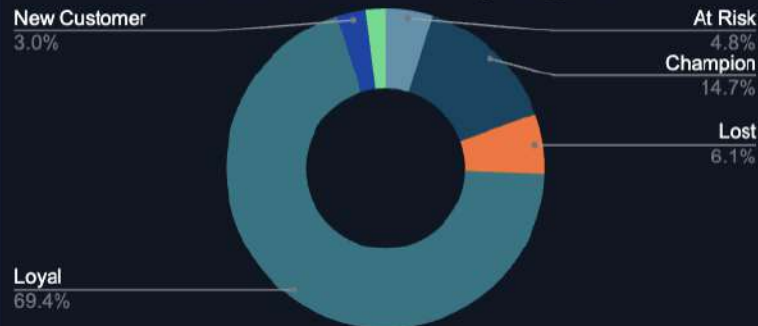
Average Spend per Customer by Segment



Customer Segmentation Distribution



Revenue Contribution by Segment



RECOMMENDATIONS

1. Capture the "October Rush" (Seasonality)

- Insight: Peak volume hits in Oct/Nov as resellers stock up, ahead of the December rush.
- Action: Finalize all inventory orders by September 1st to fully support our **Champion** and **Loyal** customers.
- Goal: Prevent stockouts during the 35% Autumn volume spike and protect our highest revenue streams.

2. Mitigate "Hero Product" Risk (Product Mix)

- Insight: Over-reliance on the "White Hanging Heart" creates a single point of failure for revenue.
- Action: Launch Red or Silver variations immediately to appeal to our **New** and **Potential** buyer segments.
- Goal: Diversify the product mix so revenue remains stable even if current trends fade.

3. Target the "Whales" (International)

- Insight: Baskets from Germany and EIRE are 3x larger than domestic orders, representing our highest-value "Whales".
- Action: Shift 20% of the marketing budget to EU trade channels and targeted **At Risk** win-back campaigns.

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

Strategic Customer Retention Dashboard (2010-2011)

slicers



Customer_Se... All ▾

Total Revenue (\$)

64,573.93

Avg Revenue Per User (\$)

46.69

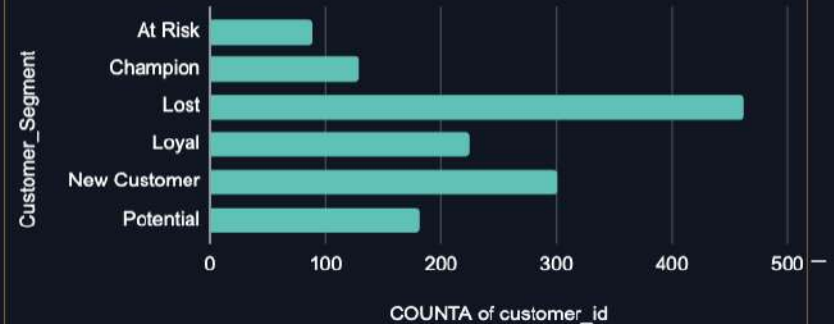
Total Customers

1383

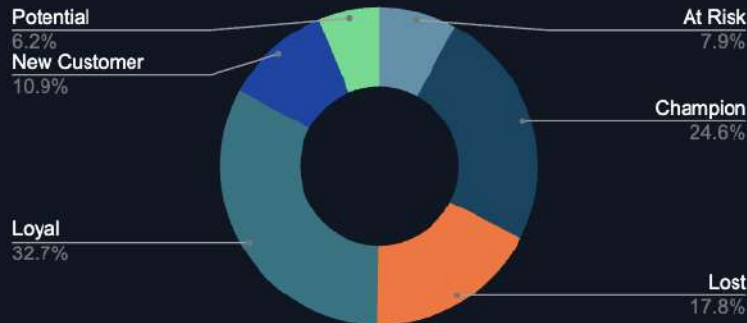
Average Spend per Customer by Segment



Customer Segmentation Distribution



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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