

# E-COMMERCE CLV OPTIMIZATION

Executive Summary | £7.22M Revenue | 4,303 Customers

**£7.22M**

Total Revenue

**4K**

Total Customers

**18K**

Total Orders

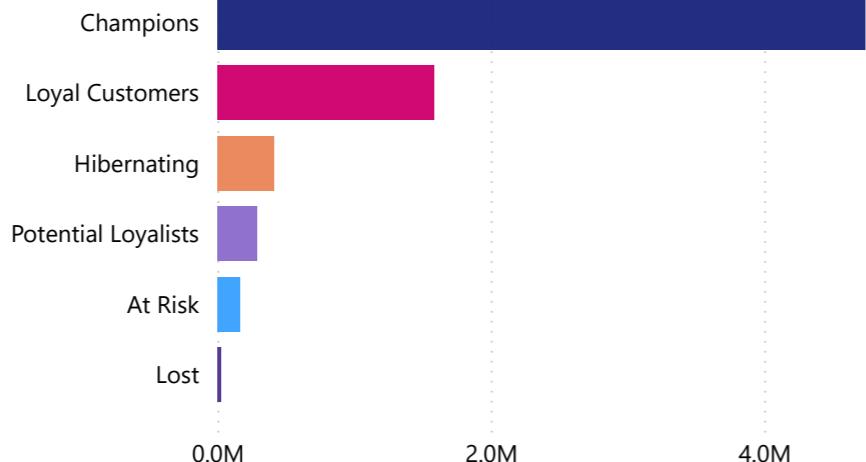
**£1.68K**

Revenue Per Customer

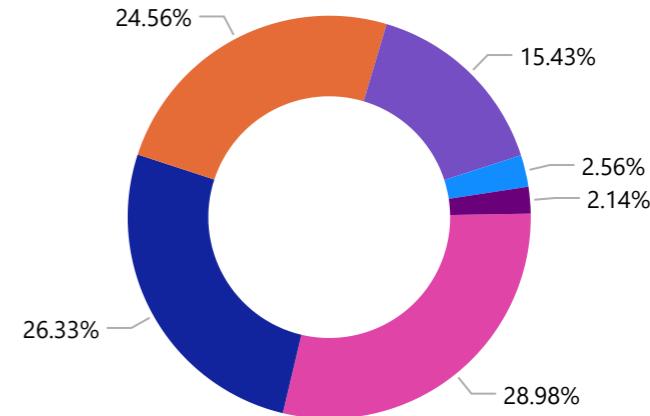
**£397.72**

Average Order Value

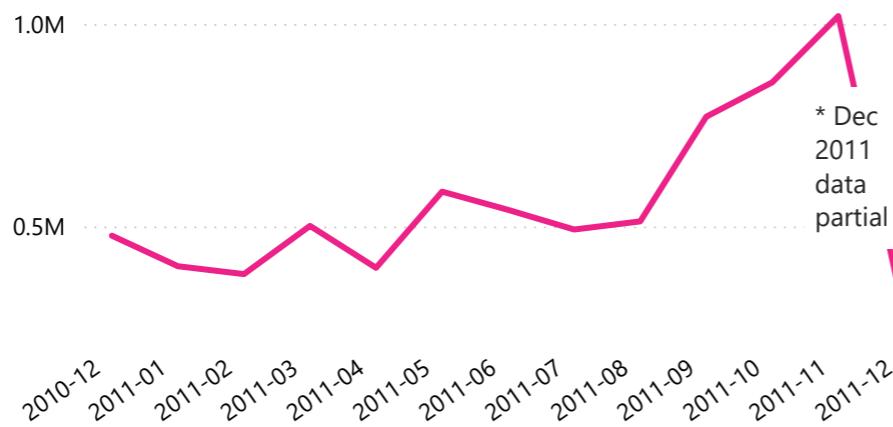
## REVENUE BY CUSTOMER SEGMENT



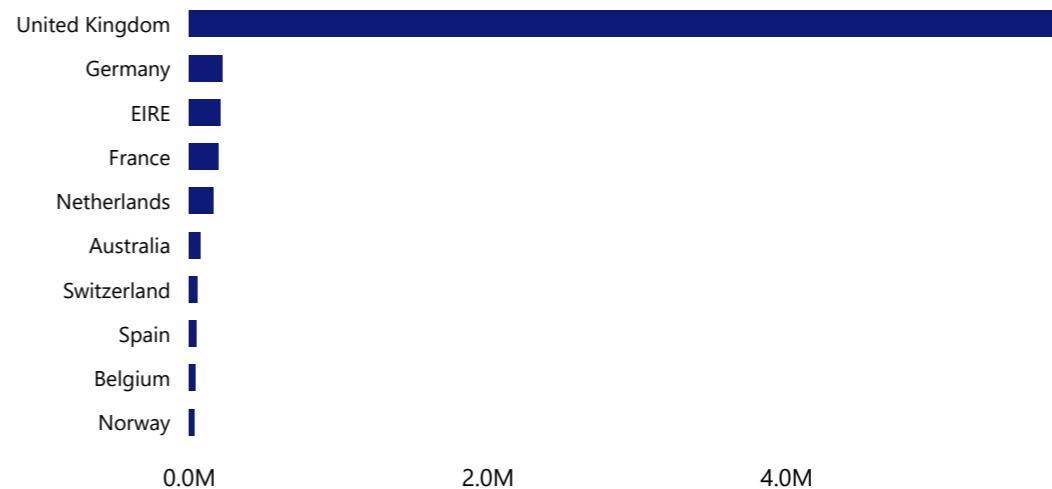
## CUSTOMER SEGMENT



## REVENUE BY MONTH



## TOP COUNTRIES BY REVENUE



# E-COMMERCE CLV OPTIMIZATION

Customer Segmentation | RFM Analysis

**1.13K**

Champions

**1.25K**

Loyal Customers

**664**

Potential Loyalists

**1.06K**

Hibernating

**110**

At Risk

**92**

Lost customers

Segment Slicer

At Risk

Champions

Hibernating

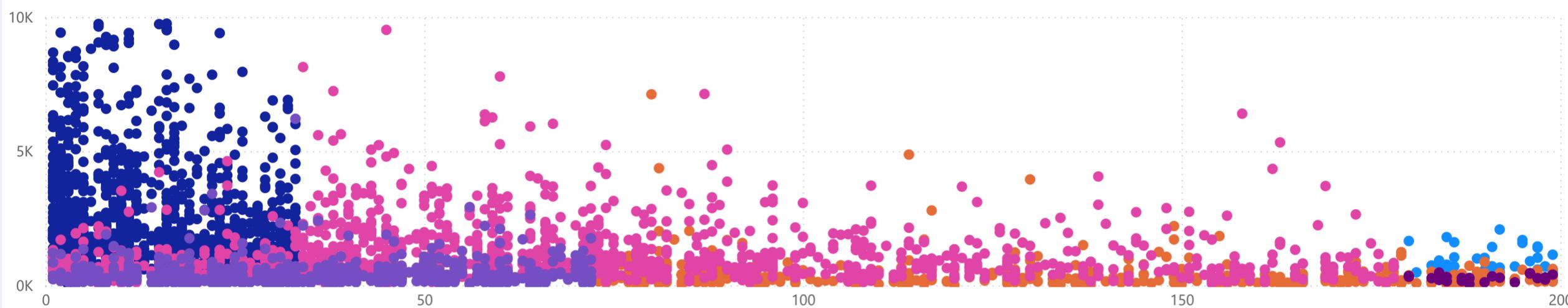
Lost

Loyal Customers

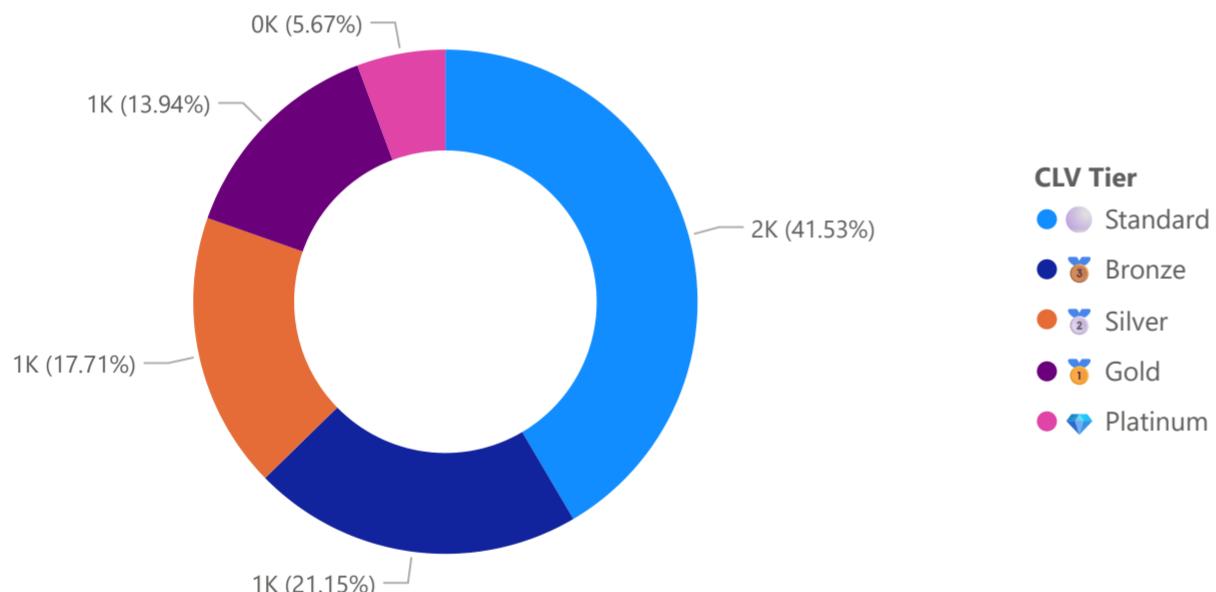
Potential Loyalists

Customer Value Map — Recency vs Lifetime Spend

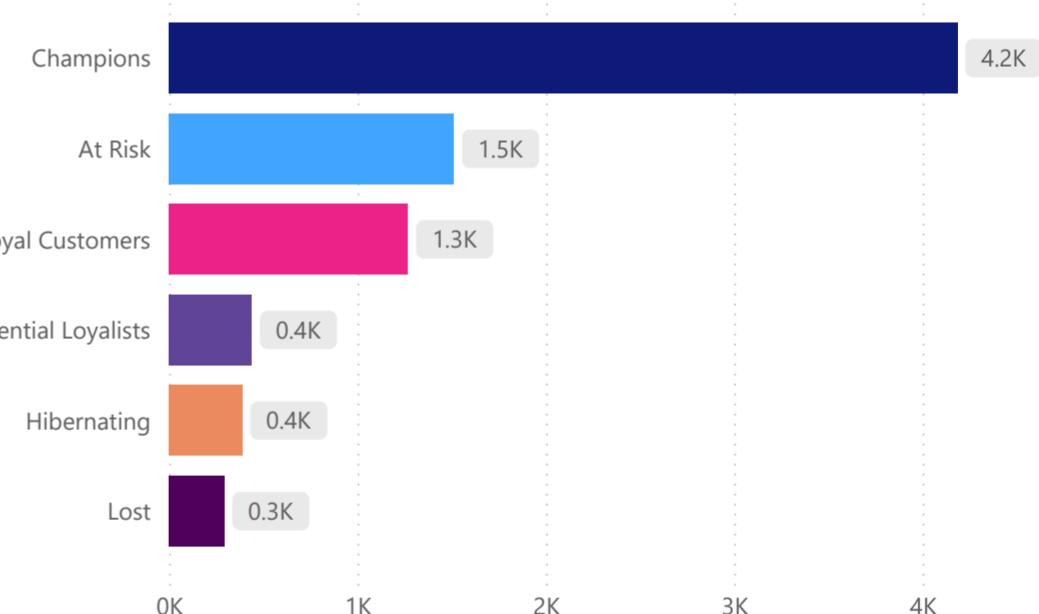
● At Risk ● Champions ● Hibernating ● Lost ● Loyal Customers ● Potential Loyalists



Customer CLV Tiers

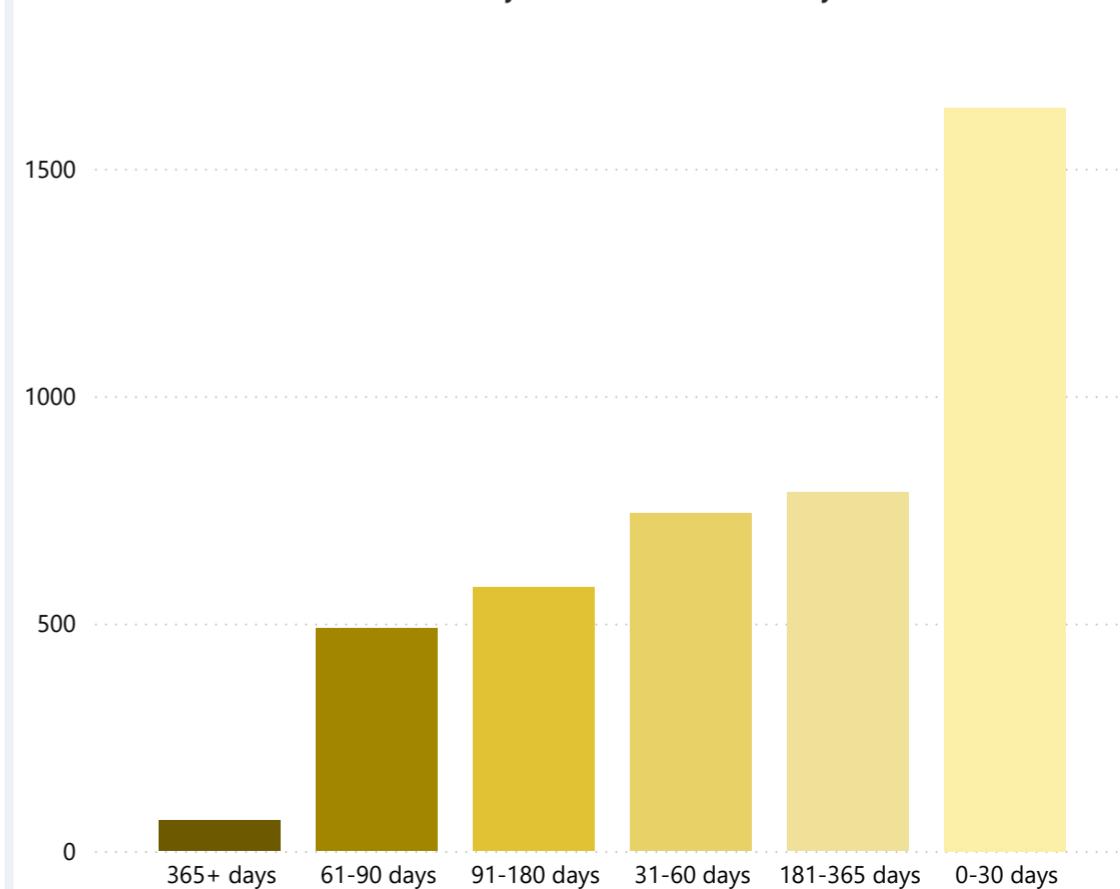


Avg Lifetime Spend by Segment (£)



Customer ID	Lifetime Spend	Total Orders	Avg Order Value	Days Since Purchase
14646	£160,824.60	64	£2,512.88	2
14911	£134,790.90	201	£670.60	1
18102	£75,612.82	45	£1,680.28	1
17511	£73,107.24	30	£2,436.91	3
14156	£72,963.09	54	£1,351.17	10
12415	£67,354.37	16	£4,209.65	25
14096	£65,164.79	17	£3,833.22	4
15311	£56,591.06	91	£621.88	1
13089	£55,953.91	96	£582.85	3
<b>Total</b>	<b>£1,168,572.53</b>	<b>1245</b>	<b>£43,063.32</b>	<b>314</b>

How Recently Did Customers Buy?



# E-COMMERCE CLV OPTIMIZATION

Sales Trends | Monthly & Seasonal Analysis | 2010–2011

Year

2010

2011

Q1

Quarter

Q2

Q3

Q4

## Which Months Are Strongest?

**38.97K**

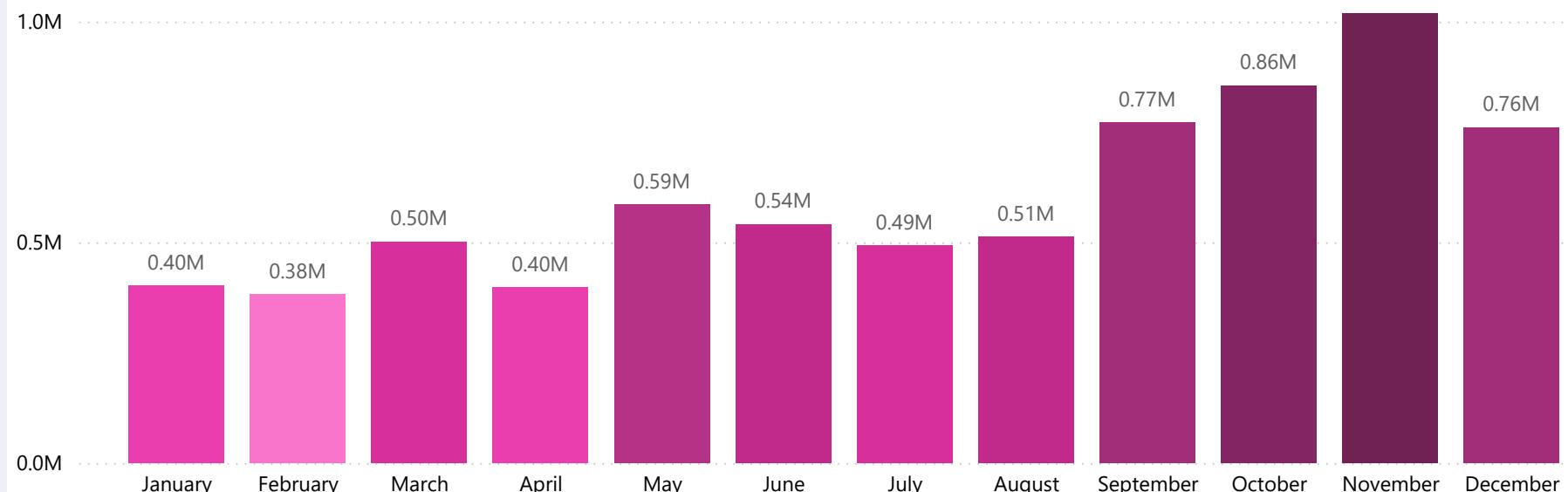
Max of Peak Month

**555.41K**

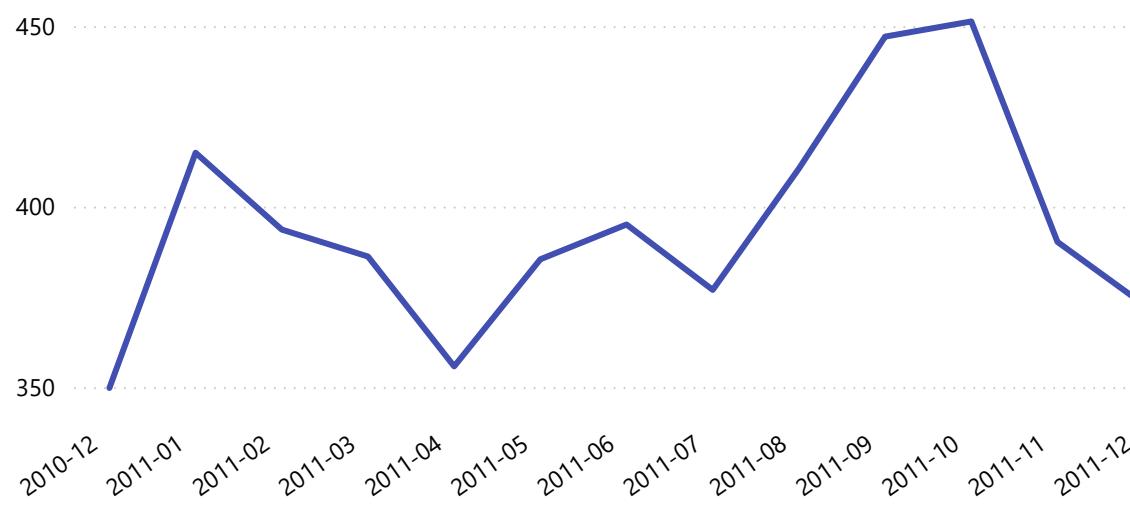
Avg Monthly Revenue

**393.994K**

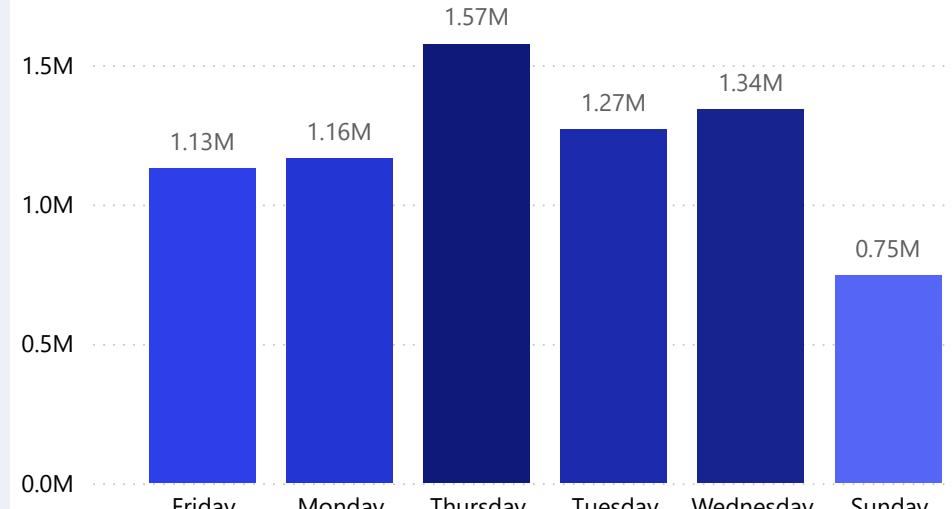
Total Transactions



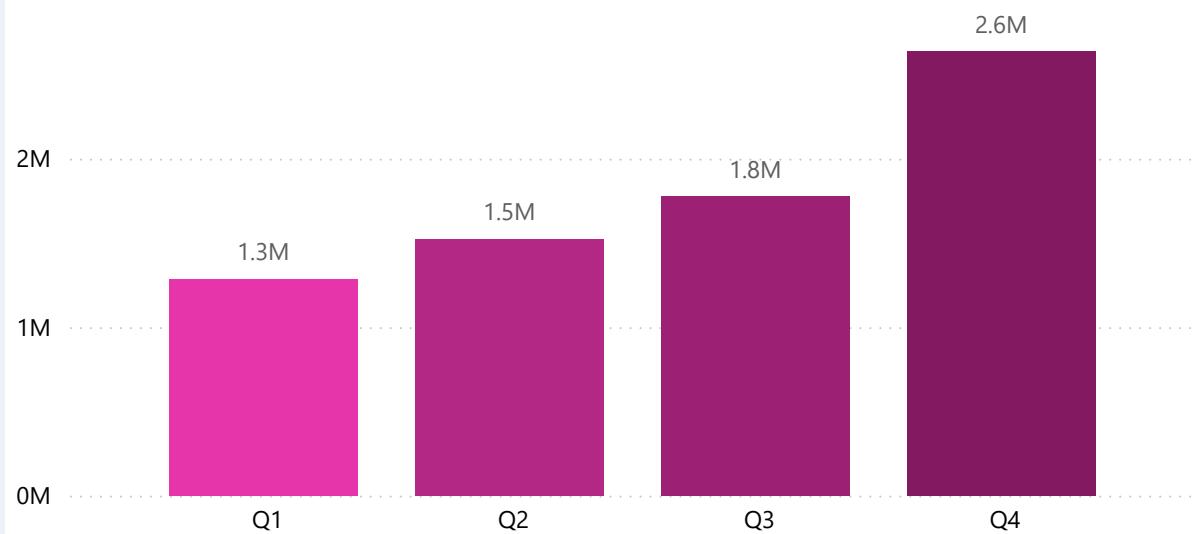
## Is Average Order Value Growing?



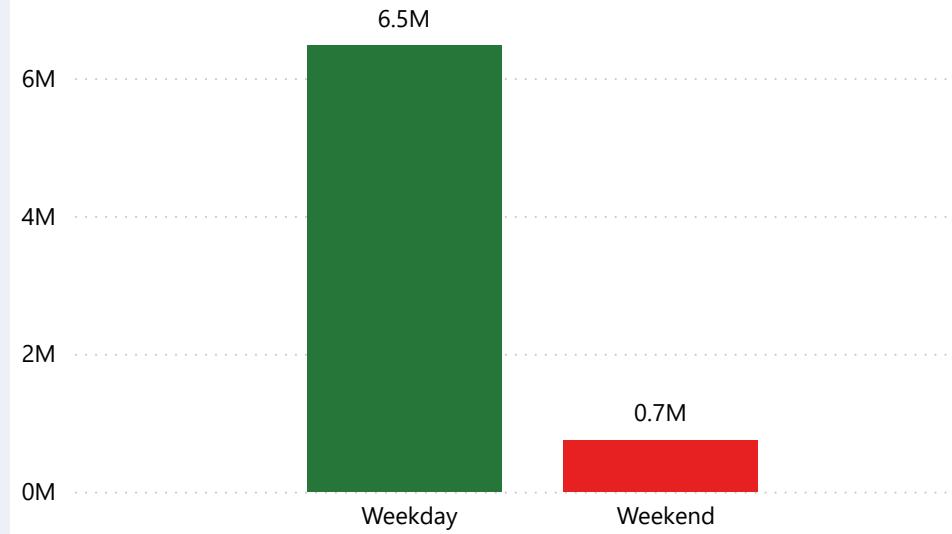
## Peak Trading Days of the Week



## Quarterly Revenue by Quarter



## Weekend vs Weekday Revenue



# E-COMMERCE CLV OPTIMIZATION

Geographic & Product Performance | 38 Countries | 3,684 Products

Country Filter

All

Product Search

All

37

Total Countries

5.92M

UK Revenue

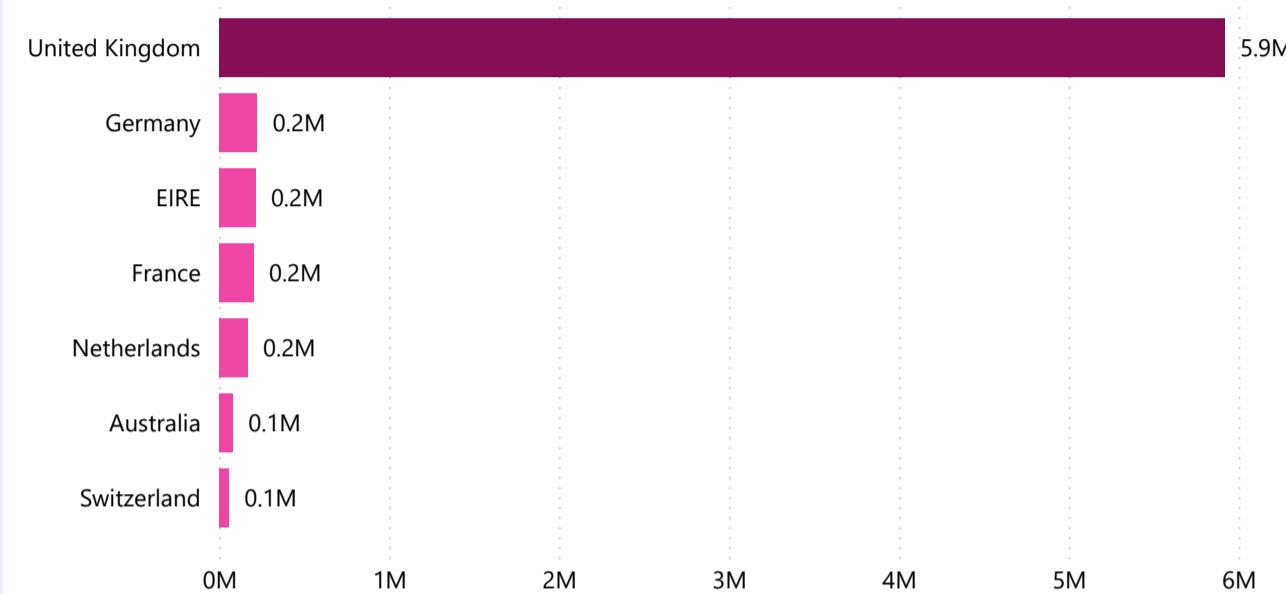
1.31M

International Revenue

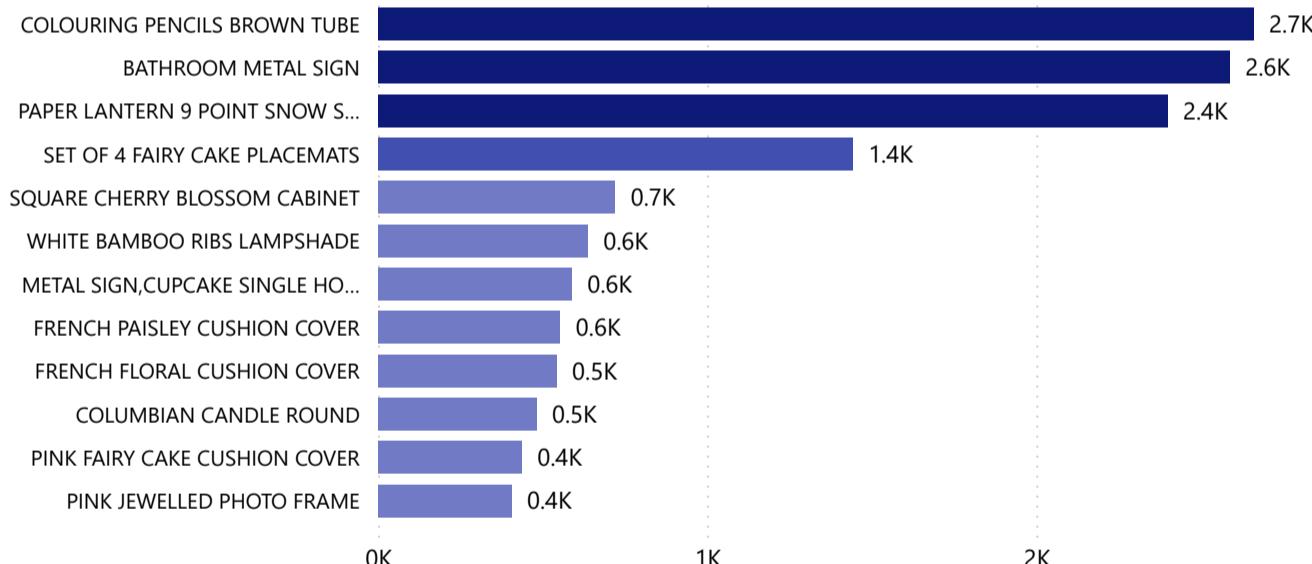
## Global Revenue Distribution



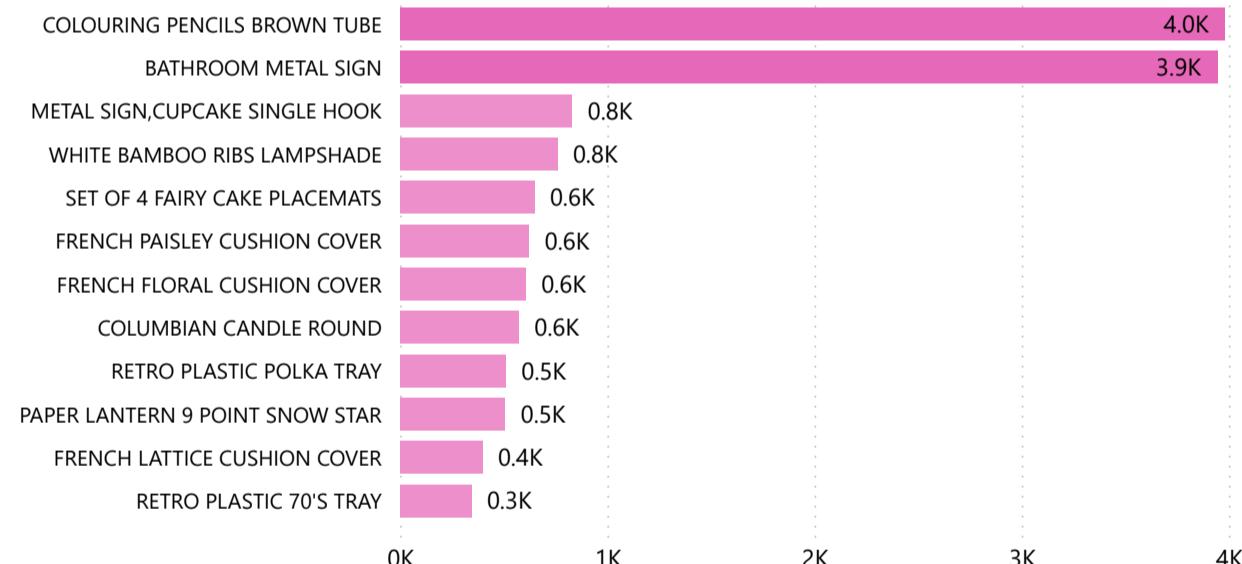
## Top 7 Countries by Revenue



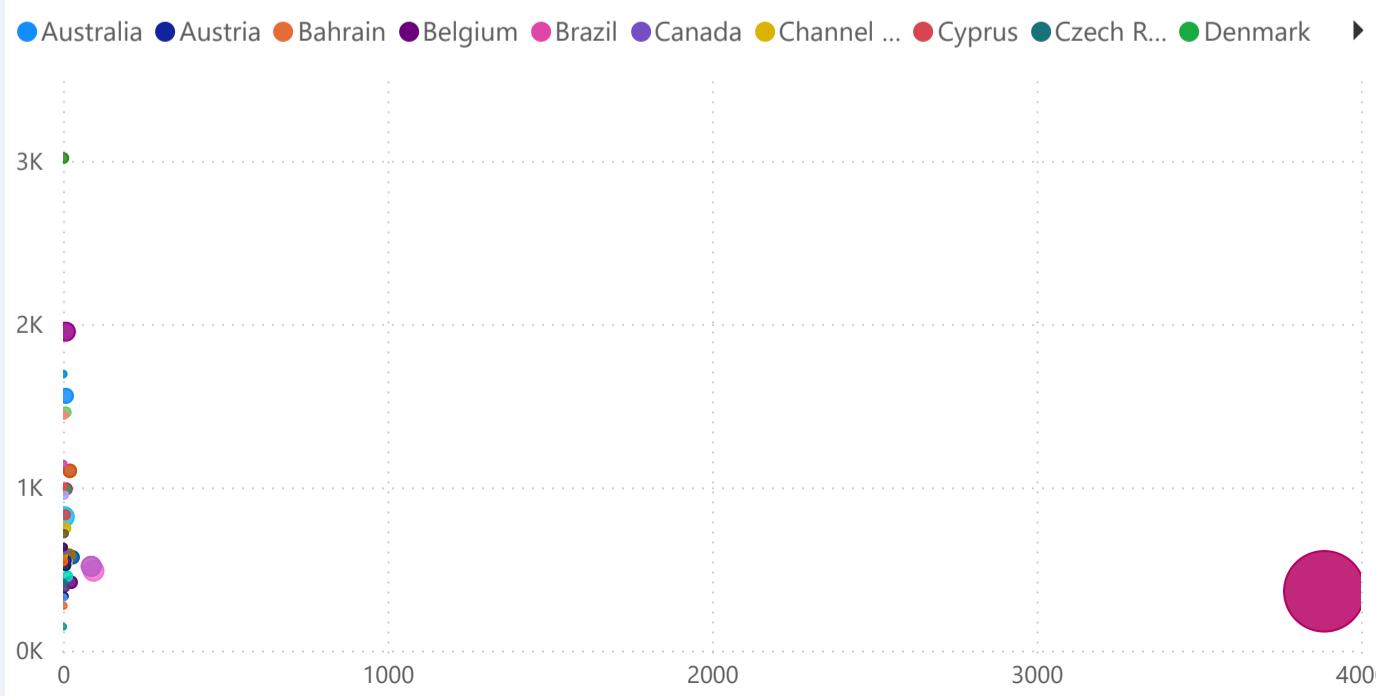
## Top 15 Products by Revenue



## Top 15 Products by Units Sold



## Market Opportunity — Size vs Order Value



## UK vs International Revenue Split

