

E-COMMERCE CLV OPTIMIZATION

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

£7.22M

Total Revenue

4K

Total Customers

18K

Total Orders

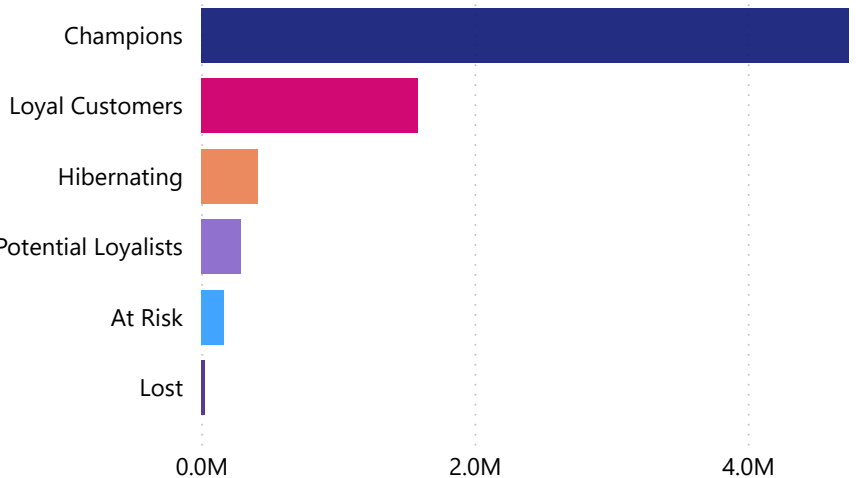
£1.68K

Revenue Per Customer

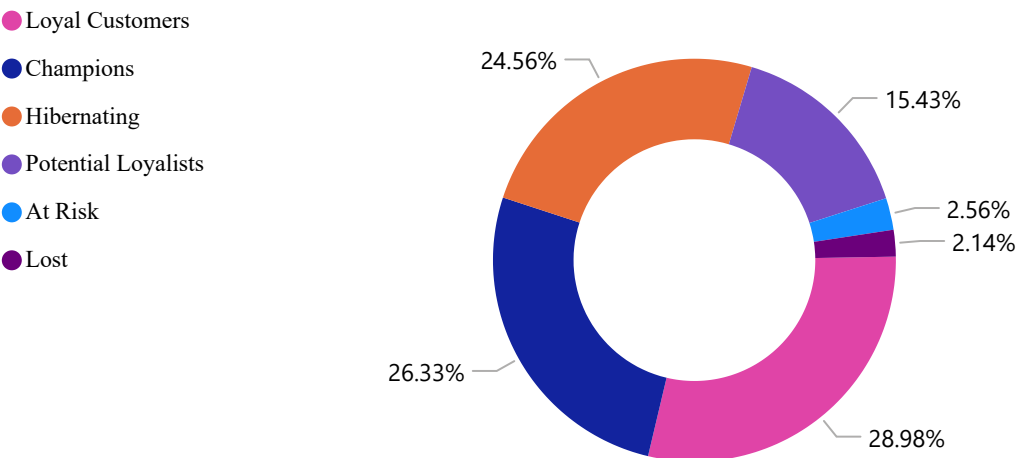
£397.72

Average Order Value

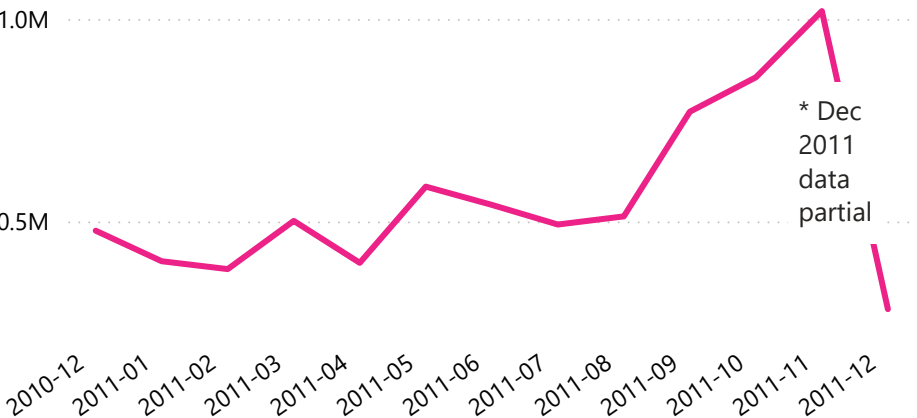
REVENUE BY CUSTOMER SEGMENT



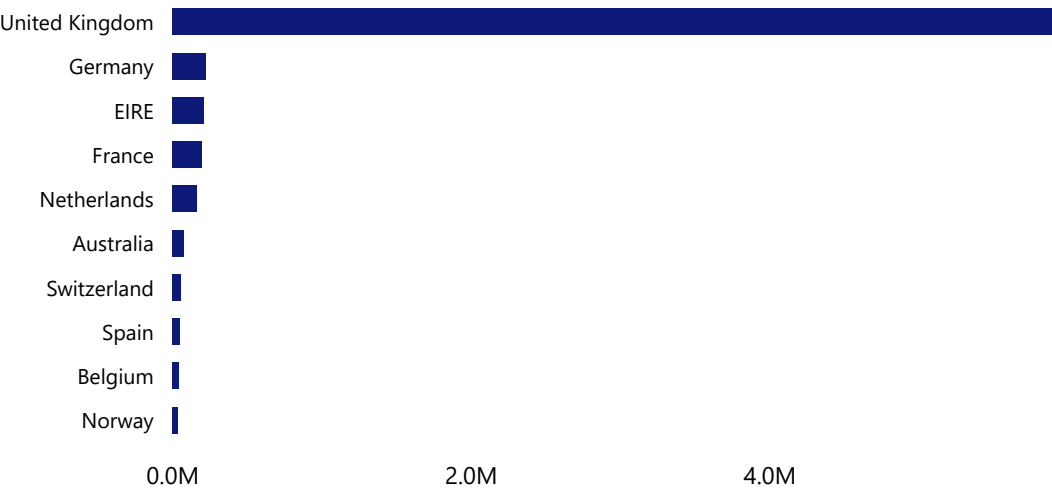
CUSTOMER SEGMENT



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

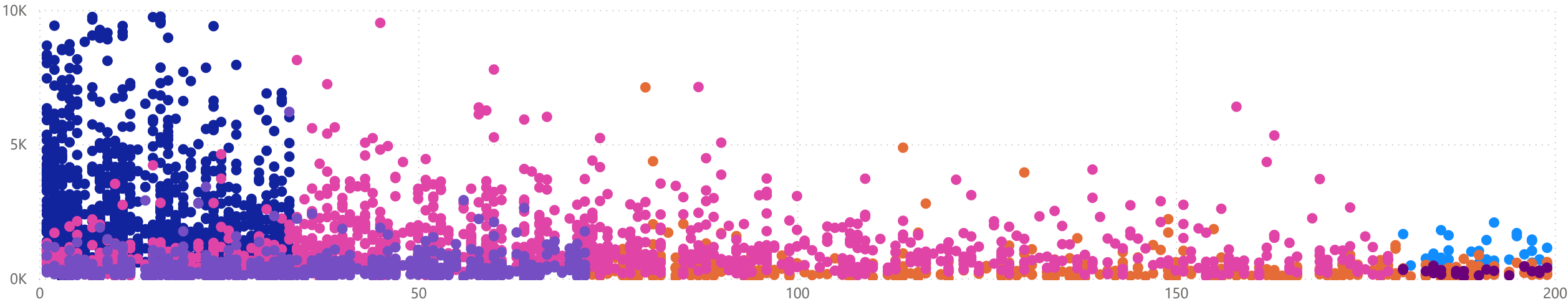
Lost

Loyal Customers

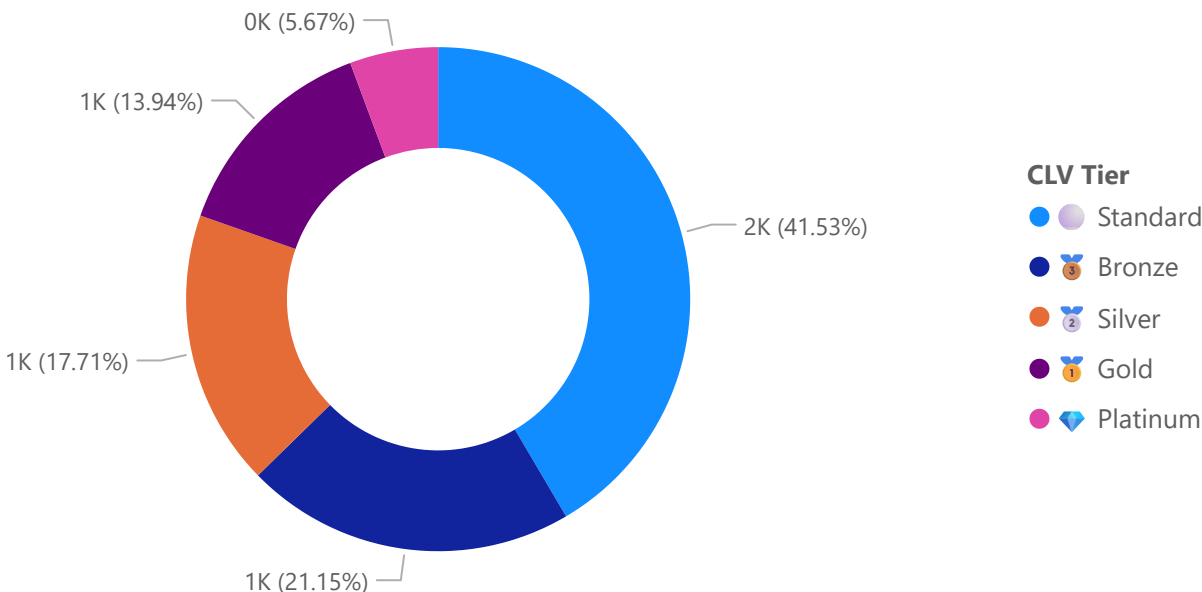
Potential Loyalists

Customer Value Map — Recency vs Lifetime Spend

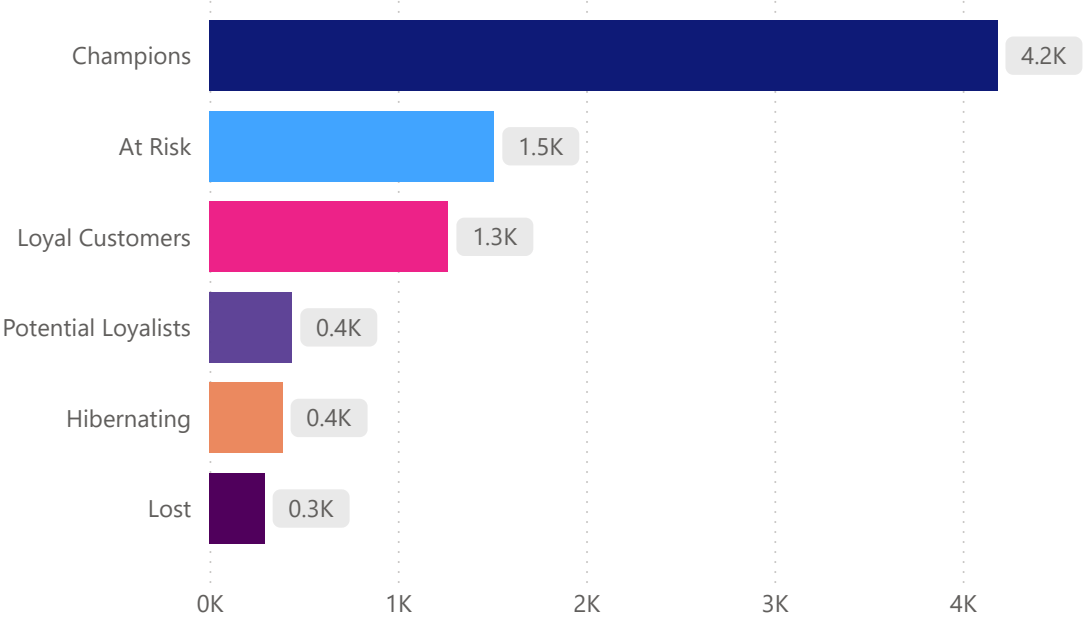
At Risk Champions Hibernating Lost Loyal Customers Potential Loyalists



Customer CLV Tiers

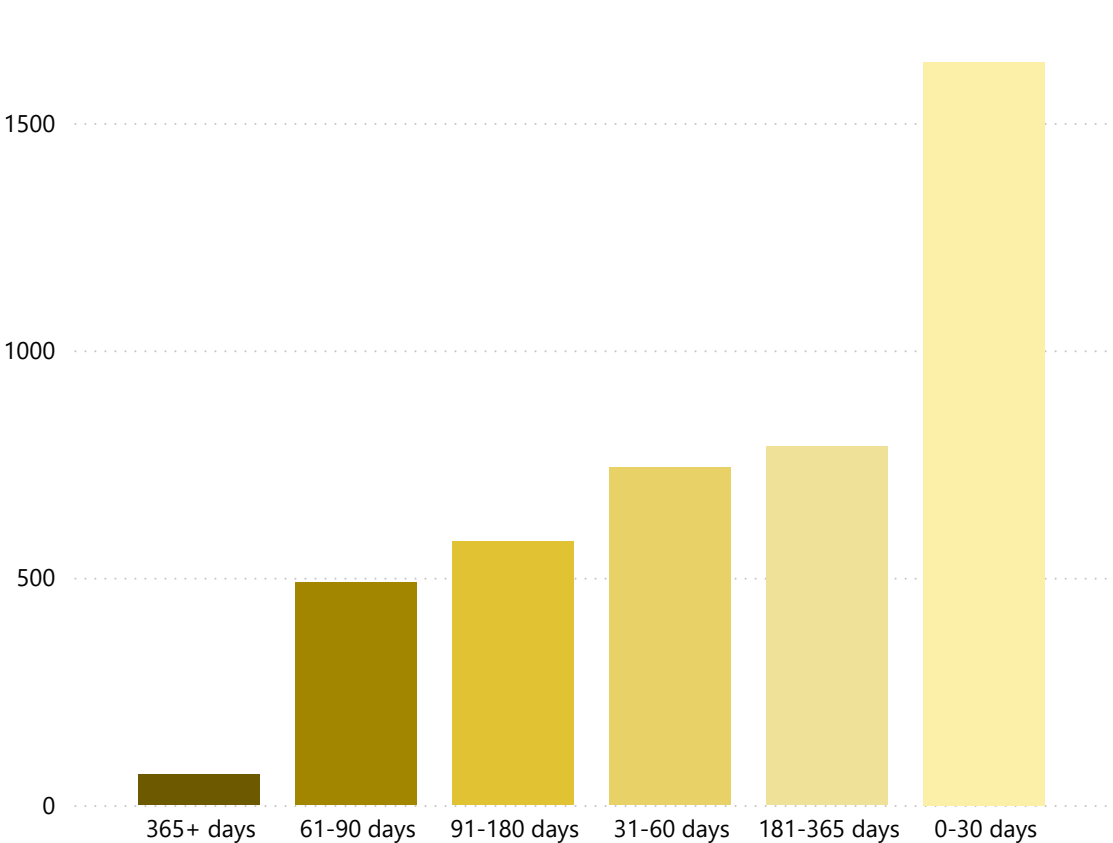


Avg Lifetime Spend by Segment (£)



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
Total	£1,168,572.53	1245	£43,063.32	314

How Recently Did Customers Buy?



E-COMMERCE CLV OPTIMIZATION

Sales Trends | Monthly & Seasonal Analysis | 2010–2011

Year

2010

2011

Quarter

Q1

Q2

Q3

Q4

38.97K

Max of Peak Month...

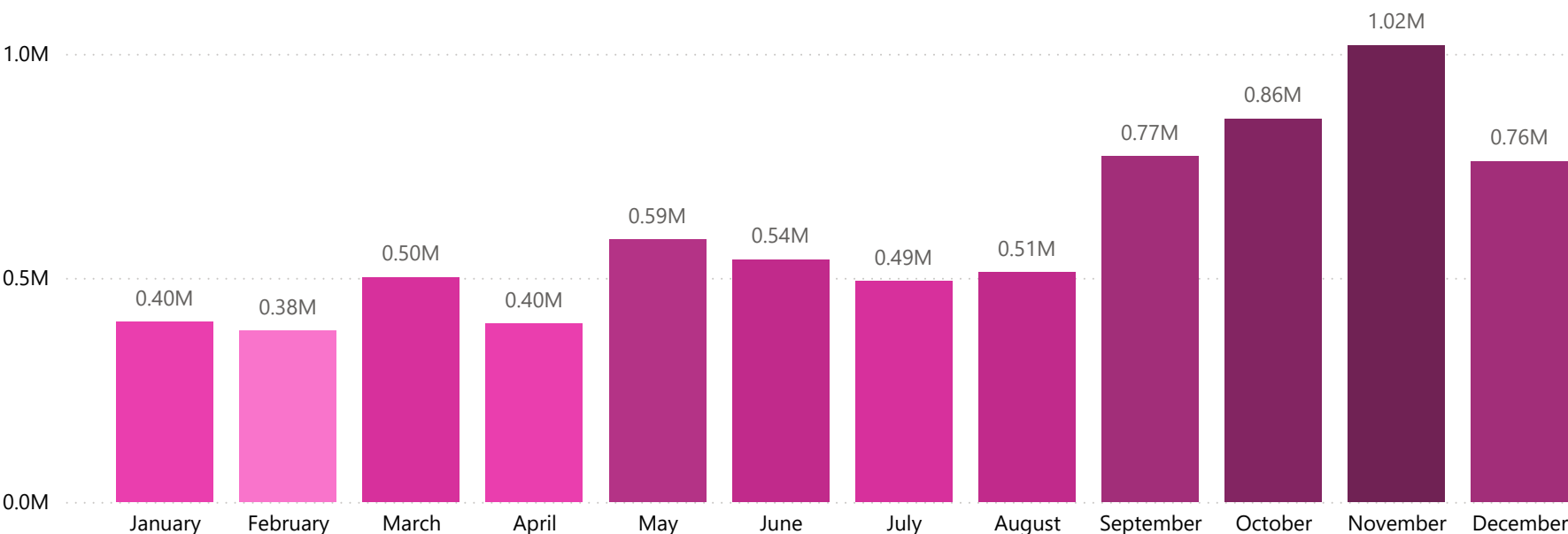
555.41K

Avg Monthly Revenue

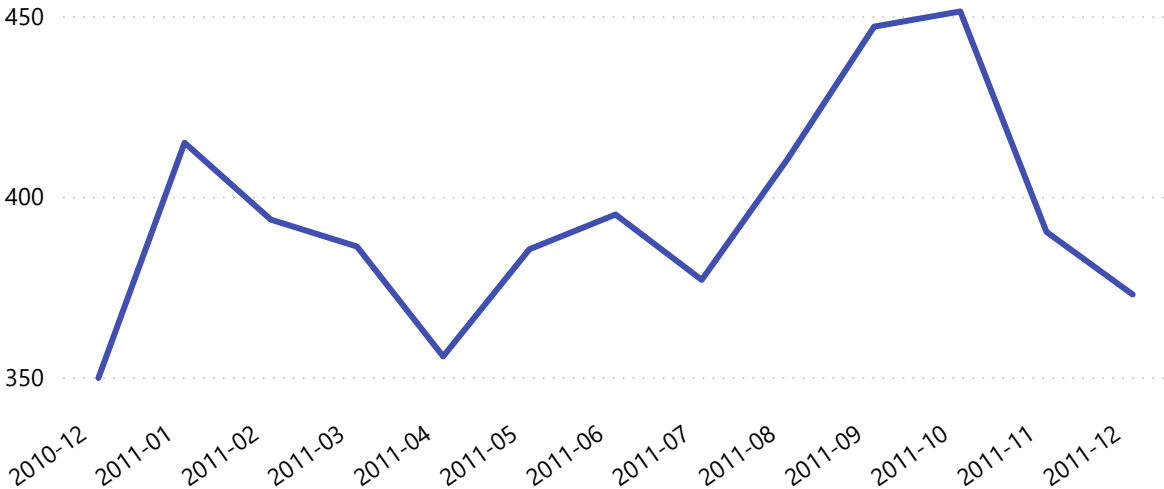
393.994K

Total Transactions

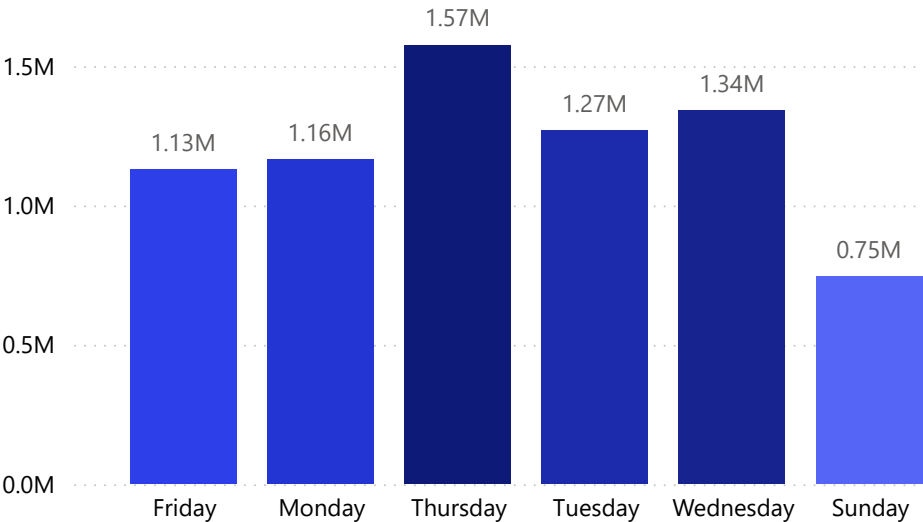
Which Months Are Strongest?



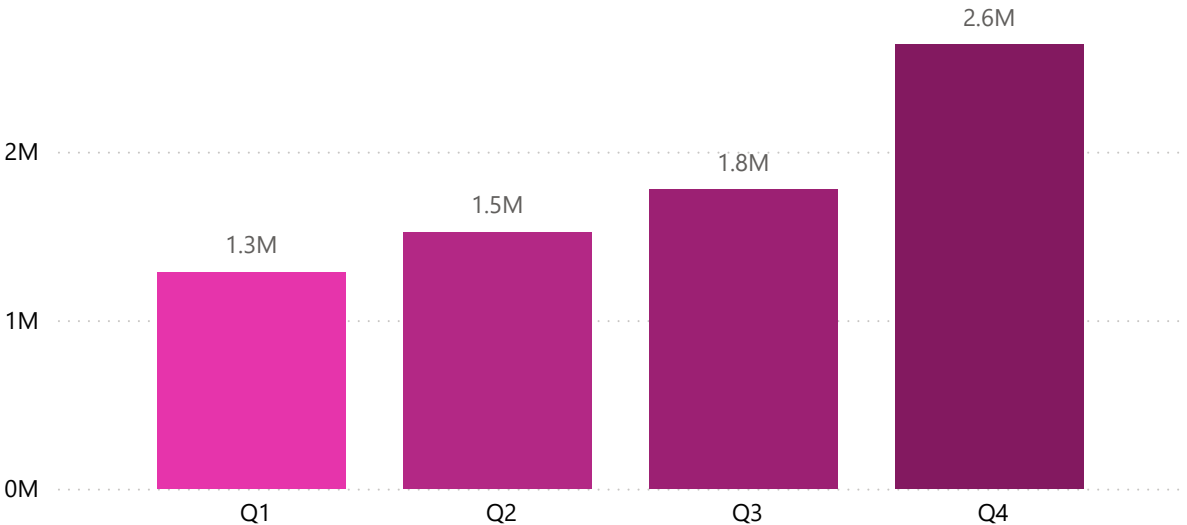
Is Average Order Value Growing?



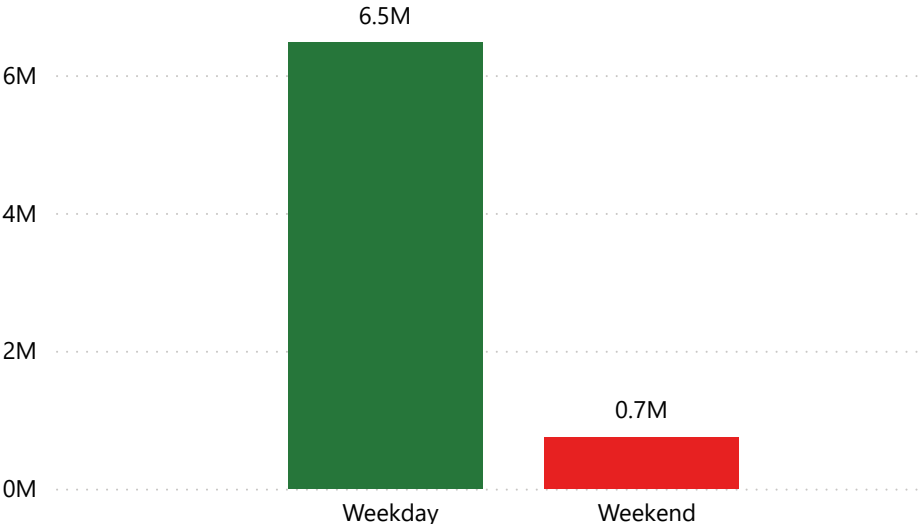
Peak Trading Days of the Week



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

