

Customer Segmentation & Insights

45.85% of revenue comes from 'At Risk Customers,' requiring immediate retention strategies.

'Other' makes up the largest share of customers, but their engagement patterns need further exploration.

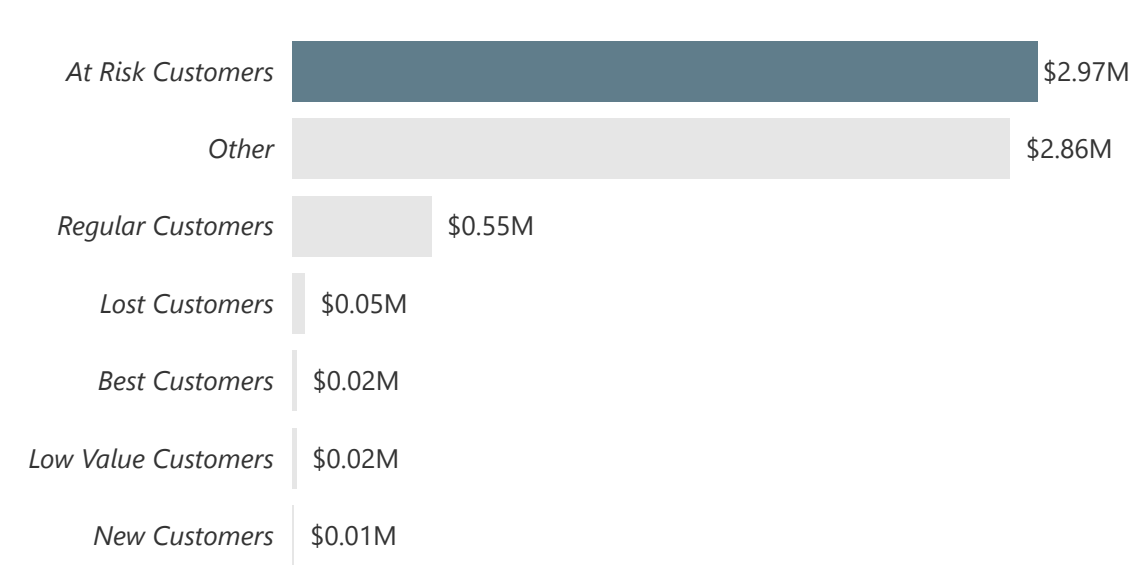
\$6.47M

Total Revenue

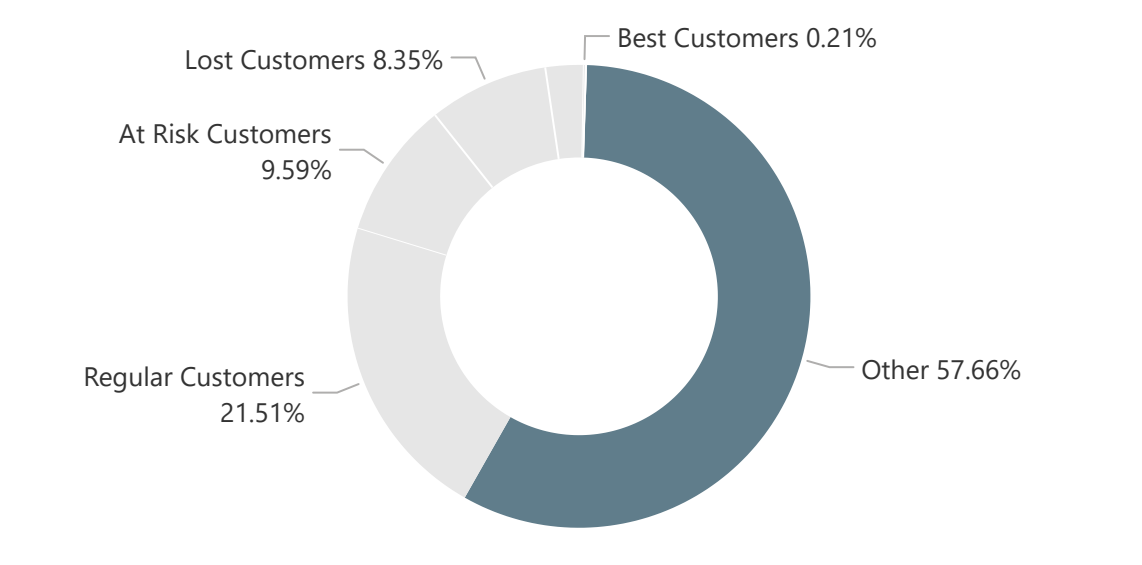
4K

Total Customers

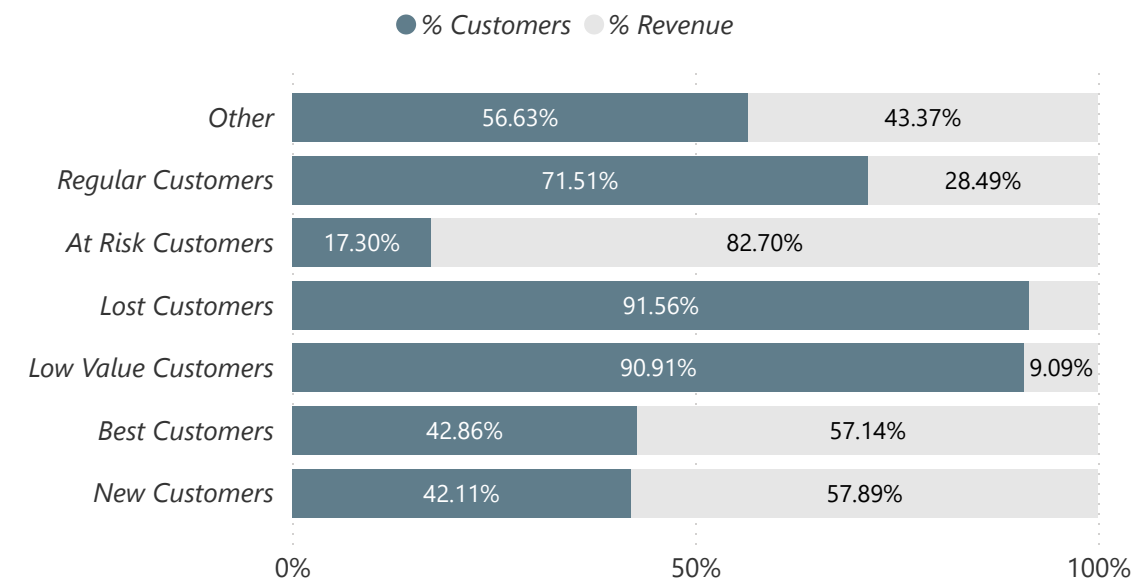
Revenue by Customer Segment



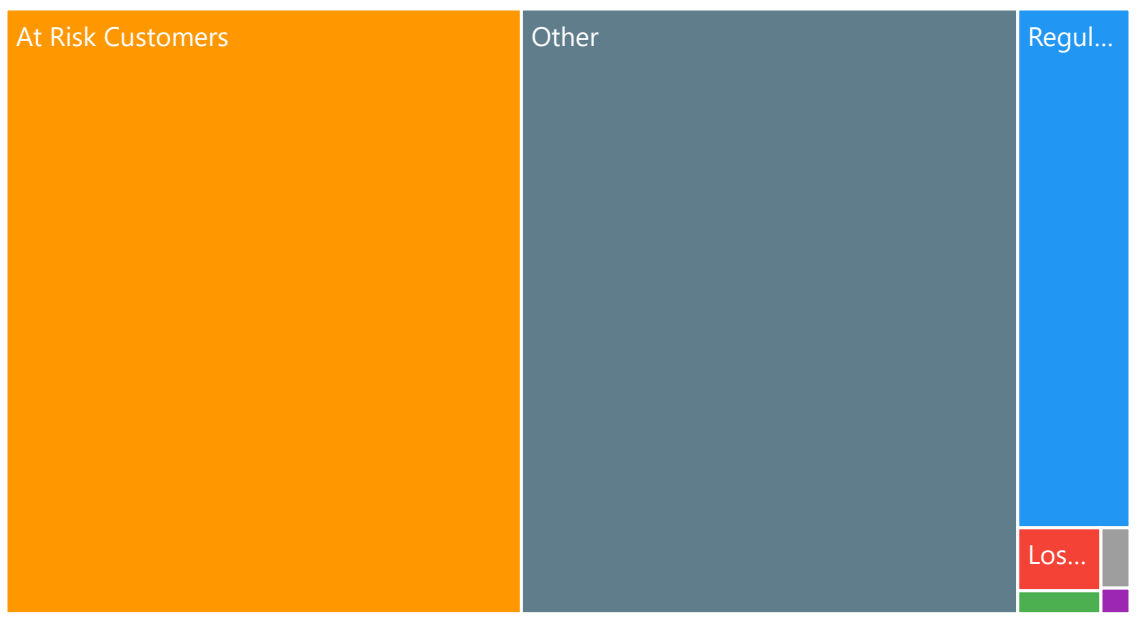
Customer Segment Distribution



Customer Segment vs. Revenue Contribution



Total Revenue Contribution



Segment Summary

Customer Segment	Total Customers	Total Revenue	% Customers	% Revenue
At Risk Customers	365	\$2,968,162.30	9.59	45.85
Other	2,195	\$2,858,556.76	57.66	44.16
Regular Customers	819	\$554,586.92	21.51	8.57
Lost Customers	318	\$49,923.56	8.35	0.77
Best Customers	8	\$18,123.84	0.21	0.28
Low Value Customers	99	\$16,682.86	2.60	0.26
New Customers	3	\$7,062.00	0.08	0.11

Recommendation

Customer Segment	Recommendations	Expected Outcomes
Best Customers	Introduce VIP programs and rewards	Boost loyalty and advocacy
New Customers	Personalized onboarding campaigns	Build long-term relationships
Low Value Customers	Use cost-effective engagement	Monitor potential for growth
Lost Customers	Reactivate with feedback and discounts	Recover lost revenue
At Risk Customers	Offer discounts and personalized offers	Retain high-value customers
Regular Customers	Encourage upselling and cross-selling	Transition to Best Customers