



# E-Commerce Customer Segmentation

Total Customers

1000

Total Transactions

5000

Customer Retention Rate

94.80

Burn Rate (% of Claimed Coupons Burned)

5,032%

Average Time to Redemption (Days)

44.23

Transaction Date

8/5/2021



7/14/2024



Join Date

2021

2022

2023

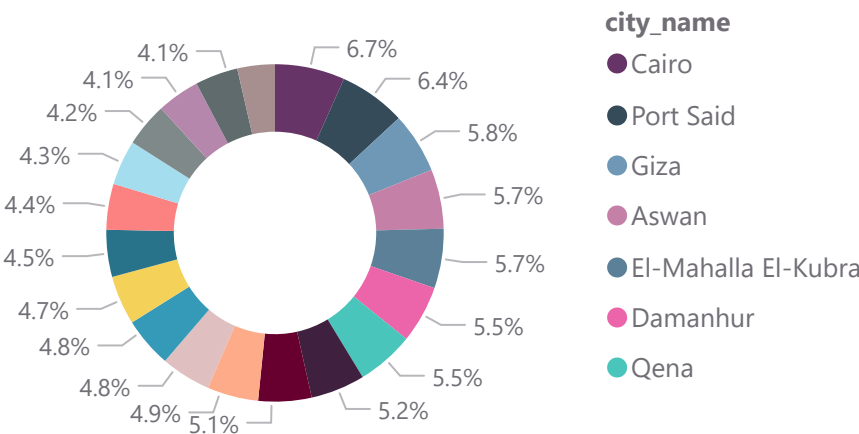
2024

Transaction Status

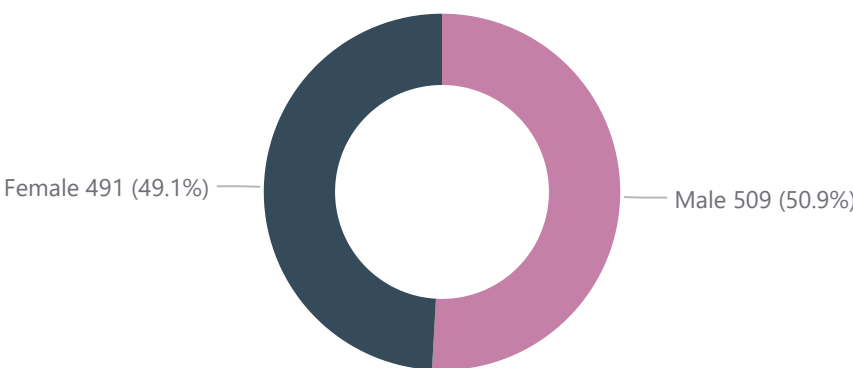
burned

subscribed

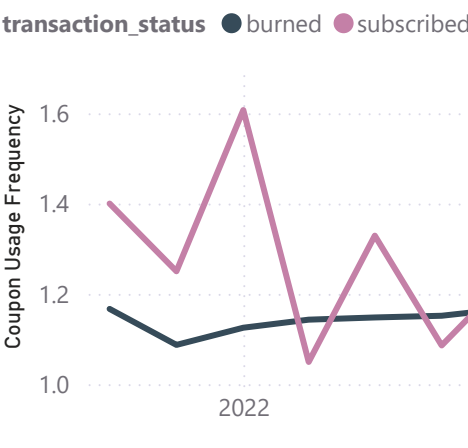
Customer Distribution by City



Customer Segmentation by Gender



Coupon Transactions Over Time



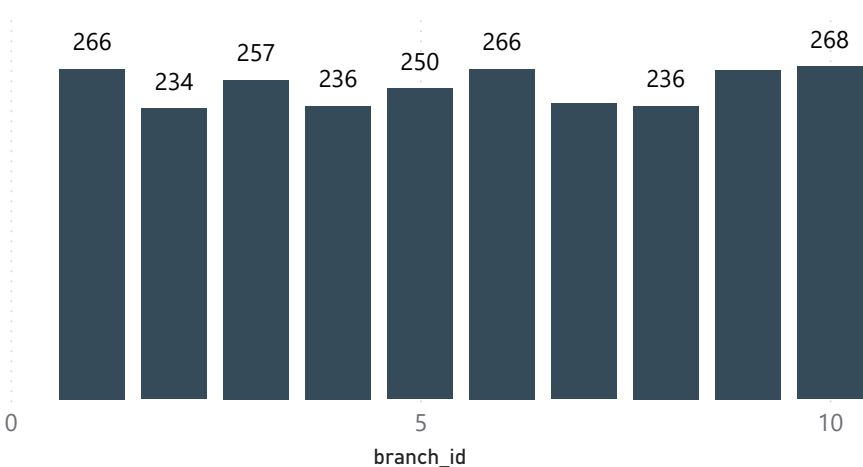
Coupon Burns by City and Branch

city_name	1	2	3	4	5	6	7	8	9	10	Total
Port Said	18	13	24	16	22	20	14	15	17	22	181
Aswan	15	17	20	13	18	15	12	13	17	15	155
Cairo	11	15	15	16	10	24	12	17	13	22	155
Giza	10	11	15	15	15	16	16	14	21	19	152
Fayyum	16	14	11	13	5	11	21	15	22	7	135
El-Mahalla El-Kubra	16	13	12	12	15	12	10	10	20	13	133
Shubra El-Kheima	14	14	14	11	10	21	10	14	9	10	127
Damanhur	16	7	17	10	5	11	12	19	16	13	126
Suez	16	12	7	16	18	12	14	6	9	16	126
Alexandria	9	12	11	15	9	17	9	8	11	21	122
Qena	12	11	6	10	18	14	16	5	12	14	118
Ismailia	8	10	14	9	14	8	14	10	15	15	117
Minya	22	8	10	10	8	16	15	11	6	10	116
Sohag	13	15	8	16	12	10	6	13	9	14	116
Asyut	11	10	9	7	14	13	8	14	15	14	115
Mansoura	14	9	15	12	17	8	9	9	10	6	109
Zagazig	13	13	18	11	10	6	9	9	13	7	109
Damietta	12	16	9	6	12	9	11	13	10	8	106
Tanta	12	8	10	8	8	12	11	11	12	10	102
Beni Suef	8	6	12	10	10	11	9	10	8	12	96
Total	266	234	257	236	250	266	238	236	265	268	2516

Burned Coupons per Merchant

merchant_name	Burned Coupons per Merchant
Thomas-Nelson	533
Smith, Lawson and Hernandez	266
Medina-Foster	257
Lewis LLC	234
Griffin-Leblanc	236
Campbell, Shaffer and Martinez	250
Butler-Gomez	502
Total	2516

Top Branches by Successful Coupon Burns



Distribution of Coupon Usage Frequency by City, Gender, and Status

