



QUARTERLY REPORT

Q3-2022

Marketing team

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01 OVERVIEW

Provide an overview of the business operations in Q3-2022

03



RECOMMENDATION

Utilizing RFM analysis, derive strategies for specific customer segments to increase value for each segment and achieve objectives for the upcoming period



02 RFM ANALYSIS

Introduce the Customer 360 method and analyze customers using Customer 360, which includes RFM analysis.

BRIEF DESCRIPTION

Understand what happened and next in customer relationship management

WHAT IT IS

The Marketing team wants to boost sales in the fourth quarter of 2022

WHAT ANALYZE

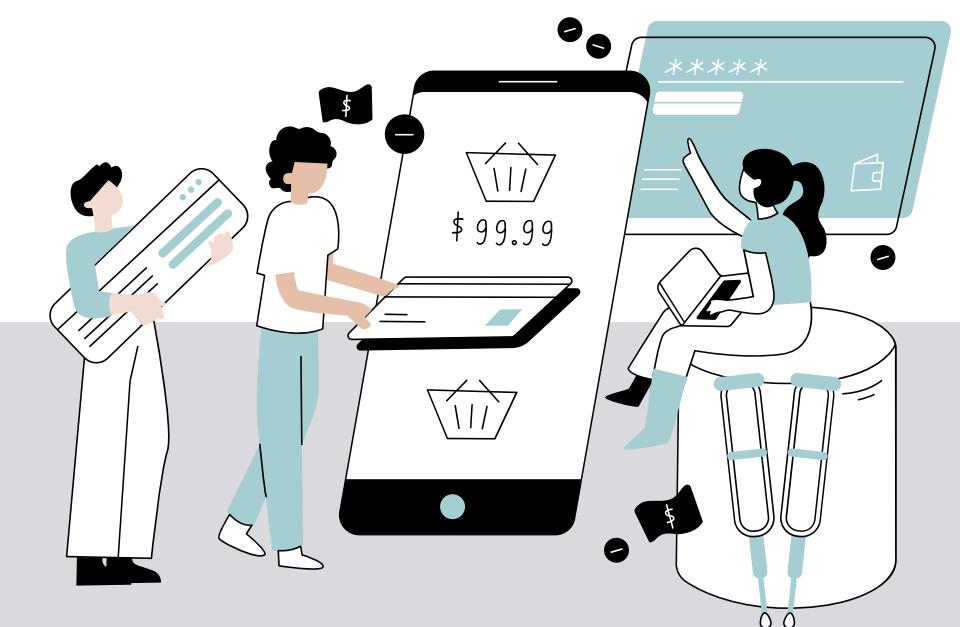
The Marketing team wants to segment customers into appropriate classes.

HOW IT SUPPORTS

 Suitable strategy

 Boost revenue

 Optimize cost



1048522

Number of customers

524287

Average monthly transactions

78928

Average transaction value



01

OVERVIEW

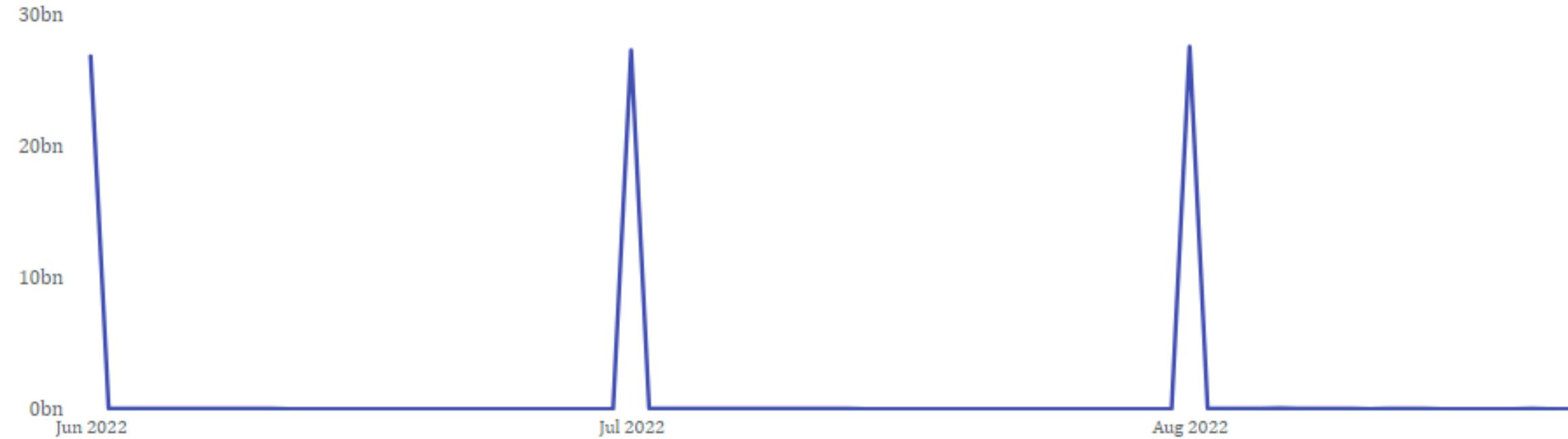
Provide an overview
of the business
operations in Q3-2022

The chart demonstrates that the first day of the month consistently has significantly **higher transaction volume and value** compared to the remaining days

01

Transaction value trends in the third quarter of 2022

Transaction Value in Q3-2022



02

Transaction volume trends in the third quarter of 2022

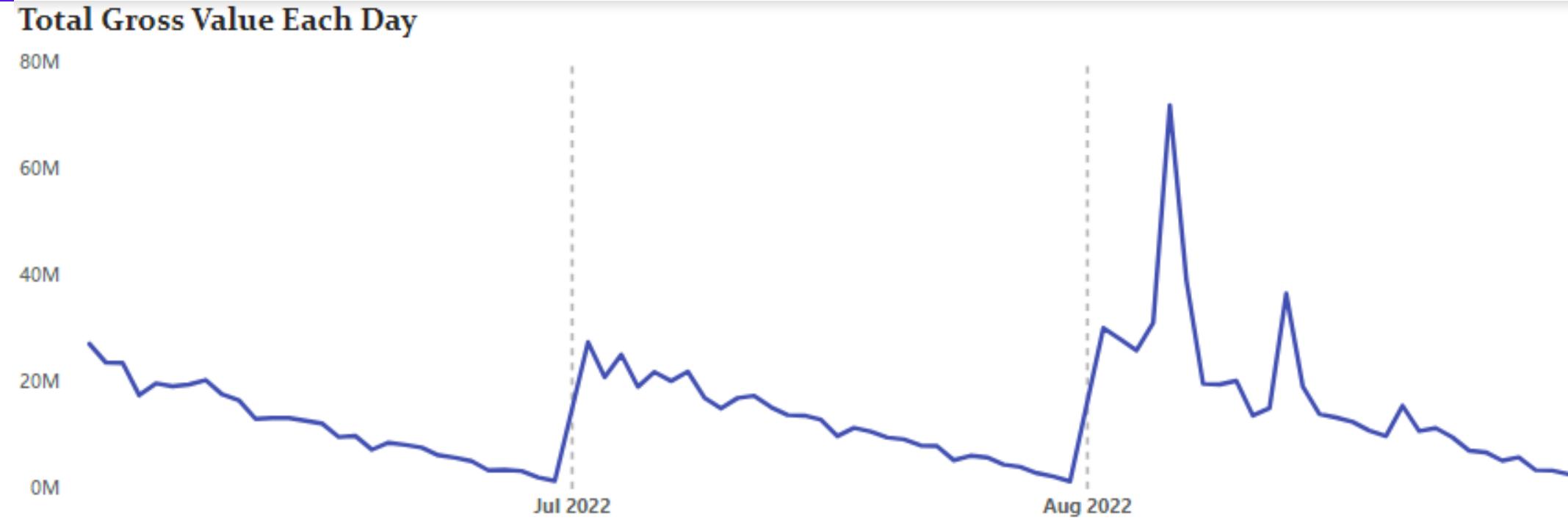
Transaction Volume in Q3-2022



Transaction value tends to be **high in the early days** of the month and gradually **decreases towards the end of the month**, while volume considerably fluctuates

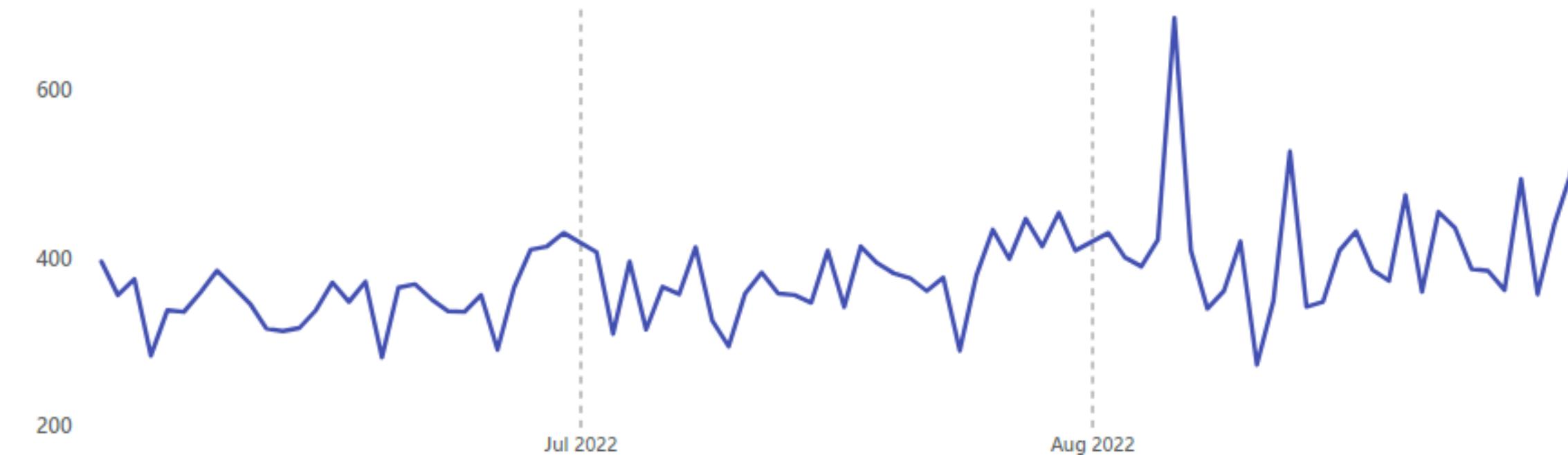
01

Transaction value trends in the third quarter of 2022 (except first day)



02

Transaction volume trends in the third quarter of 2022 (except first day)

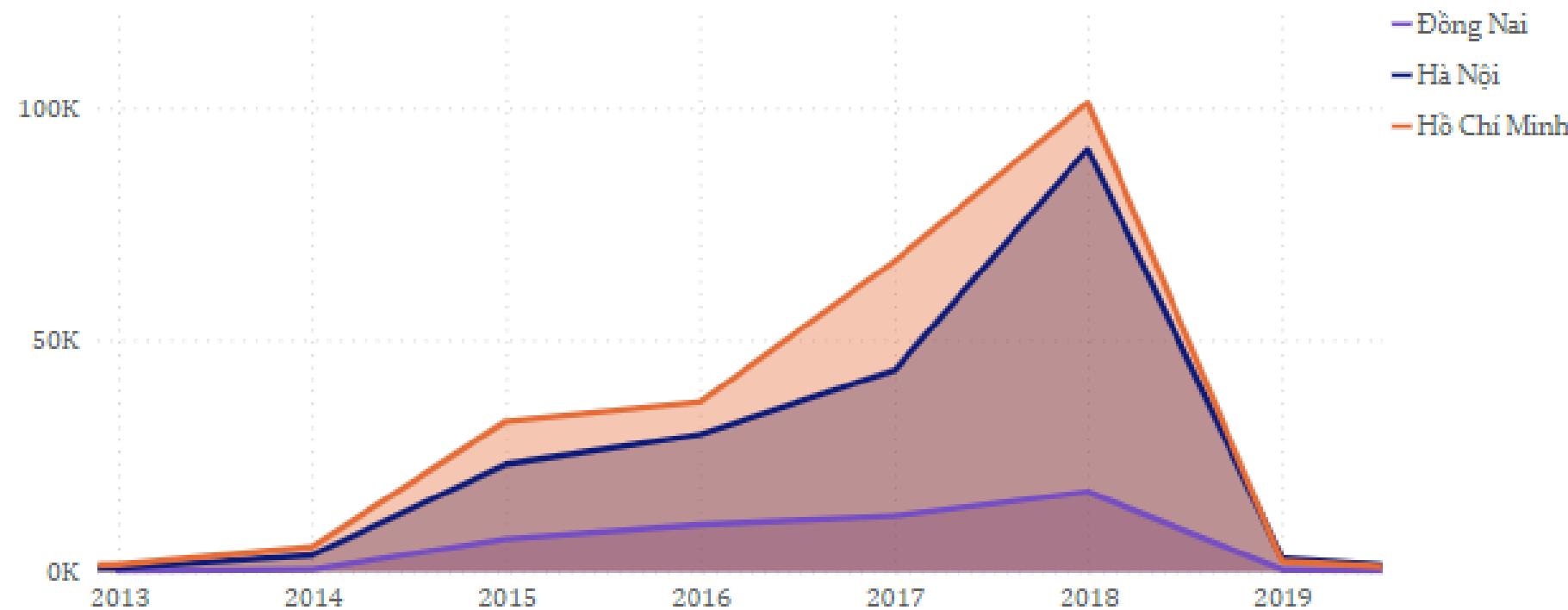


The goal is to expand transaction value after the first day of the month and segment potential customers in the upcoming period

03

Customer Registered by Country (top 3)

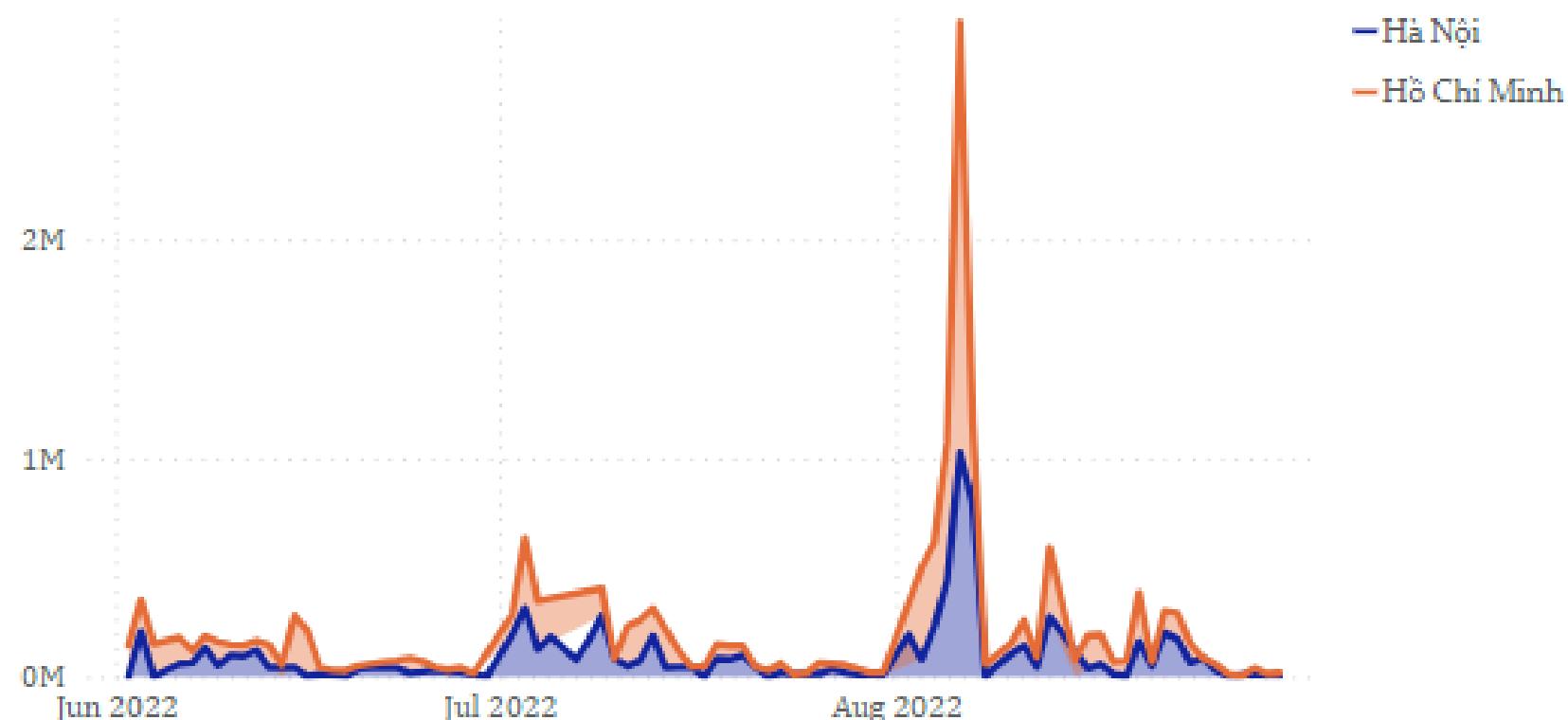
Customer Registered by Country and Period



04

Transaction Value by Country

Transaction Value by Country



The customer registration volume is concentrated in **two major cities**, with Ho Chi Minh City consistently having a higher number of registrations compared to Hanoi. Specifically, in **2018, the highest number of registrations** was recorded

The transaction value in Ho Chi Minh City is consistently much **higher than** in Hanoi during the early days of the month and becomes more **balanced** towards the end of the month

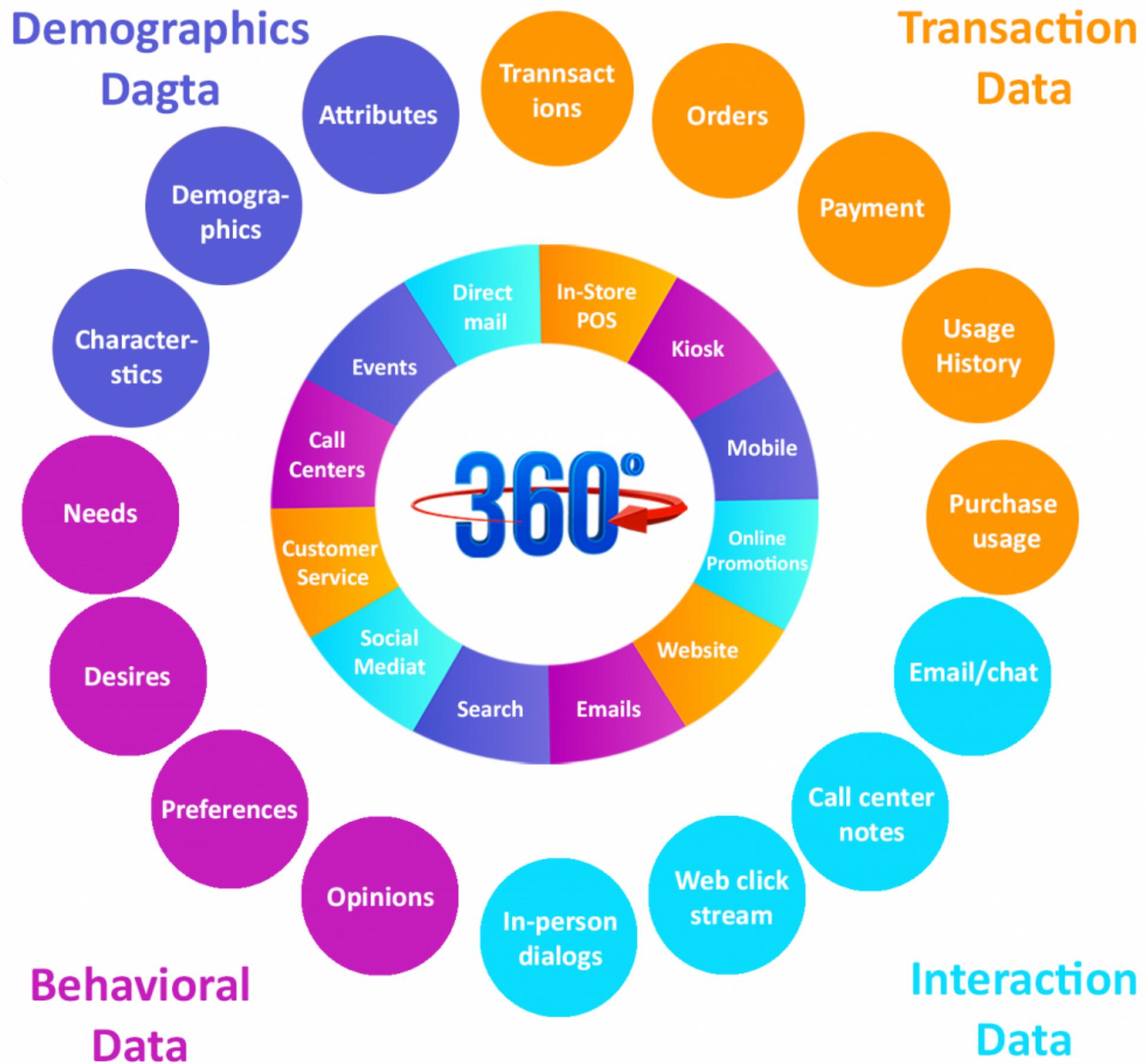


02

RFM ANALYSIS

Introduce the Customer 360 method and analyze customers using Customer 360, which includes RFM analysis.

CUSTOMER 360



Customer 360 refers to a 360 degree view of a customer's data including every interaction

BENEFITS



Understanding customers and behaviors



More strategic sales and marketing



Ability to deliver personalized experiences



Increased customer loyalty

Customer segmentation by RFM analysis

RFM MODEL - TRANSACTION DATA

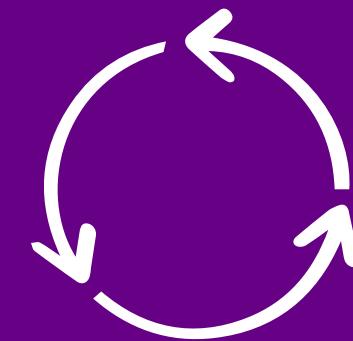
RECENCY



When was the last order placed

How recent they bought or use your product / service?

FREQUENCY



How many orders were placed in specific period

How often they bought or use your product / service?

MONETARY



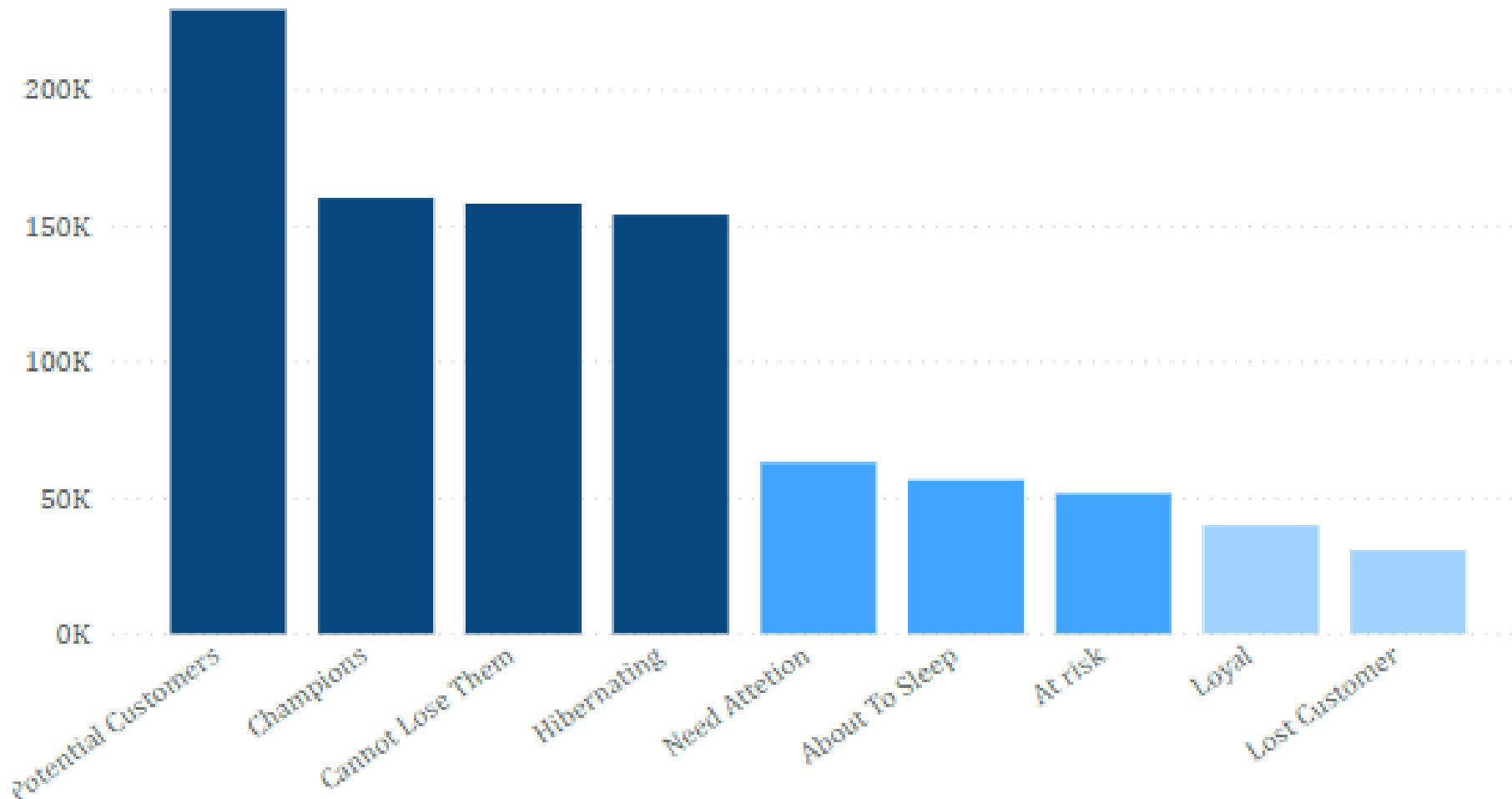
How much orders value within certain period

How much they bought or use your product / service?

Focus on high-revenue (more value) segments to achieve the goal of increasing transaction value

05 Total customer in each segmentation

Total Customer by Customer Segment



06 Average value in each R-F-M value



RFM analysis by 4-equal percentile range

The **potential** and **champion** customer segments are the two largest groups, followed by the cannot lose and hibernating segments. The **loyal and lost customer** segments have the lowest representation.

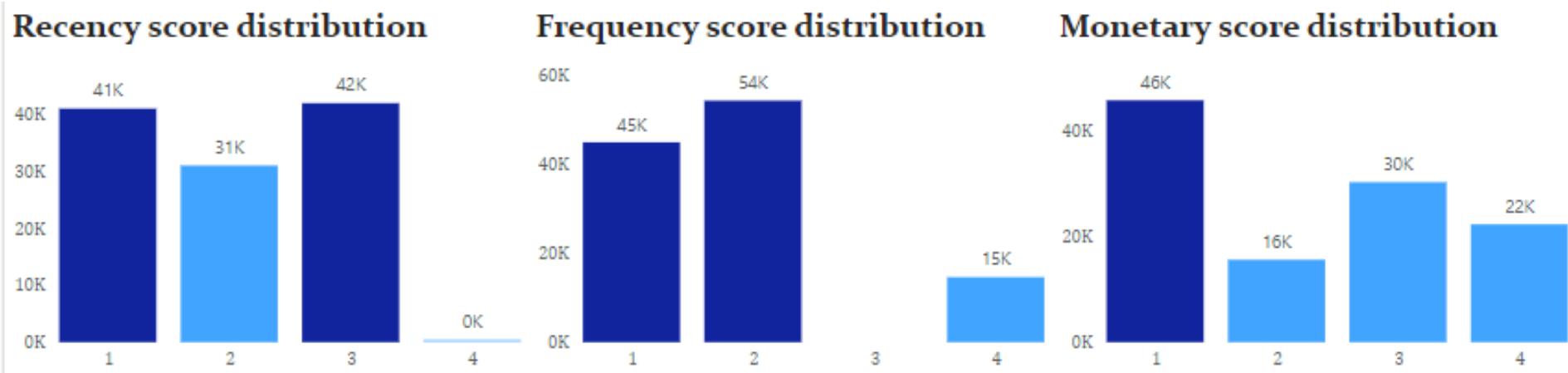


The average values of recency and frequency are **60 days** and **1 transaction**, respectively. This indicates that customers in the third quarter typically have only one transaction, and the time of purchase occurred a while ago.

=> Equal percentile range is inefficient

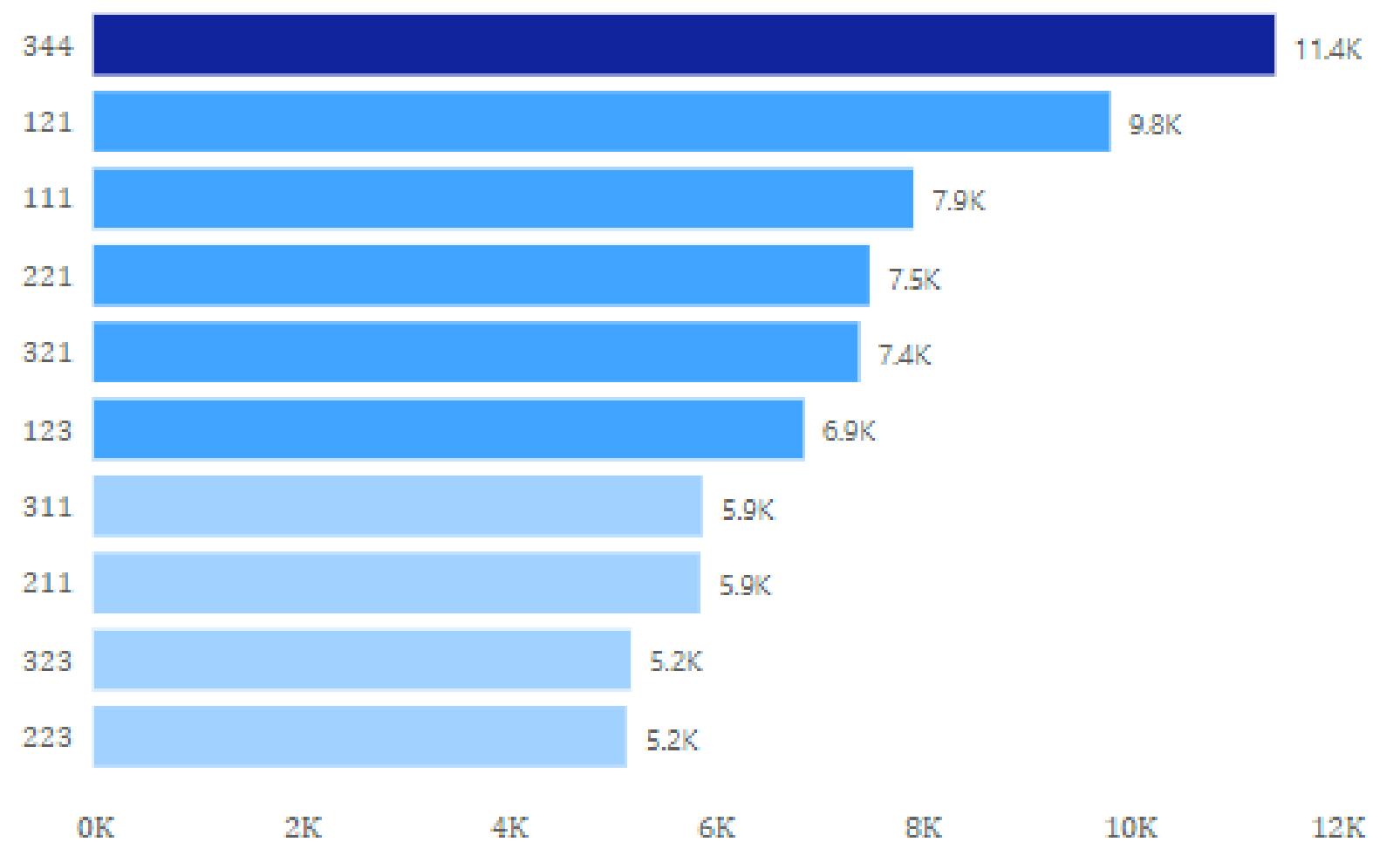
RFM analysis by specific range

07 RFM distribution in each feature



08 Customer segmentation

Total Customer by RFM Value

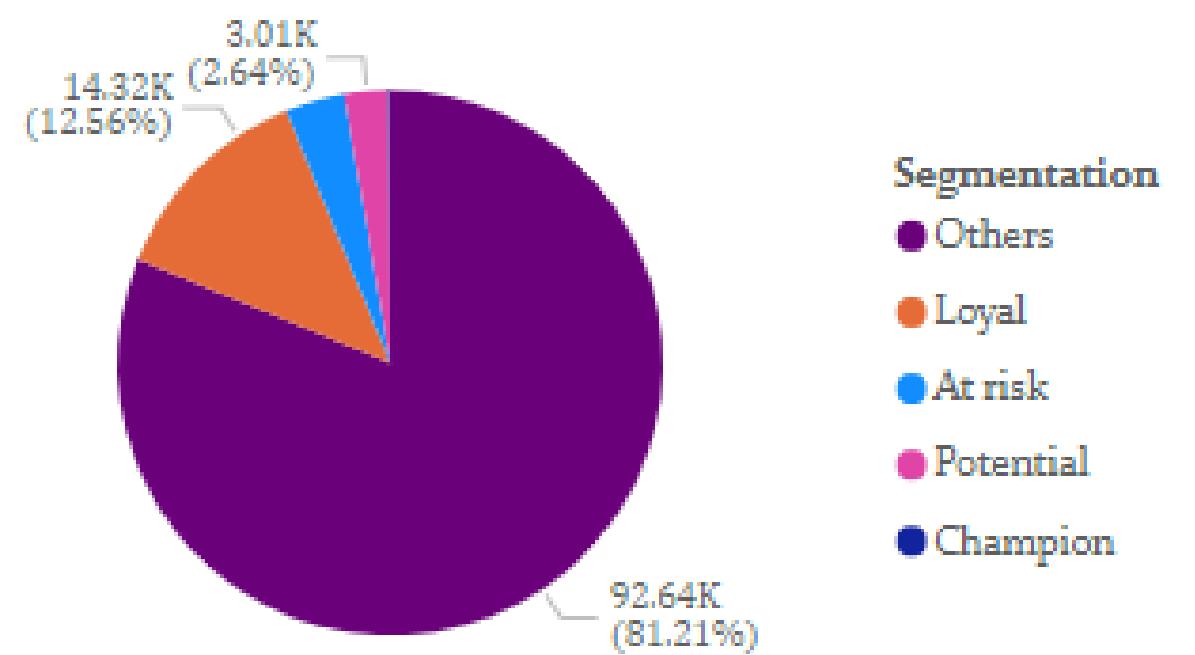


The majority of customer segments only make a **single purchase**, and the fact that the purchase occurred **over two months** ago indicates that these customers have not shown significant interest in the company's products or services.

Customer group **344** is the largest customer segment, indicating that the company has a **substantial number of highly loyal customers** with both high purchase frequency and order value. While the subsequent groups are all regular customer segments, they do not possess the same high value.

09 Total Customer by Segmentation

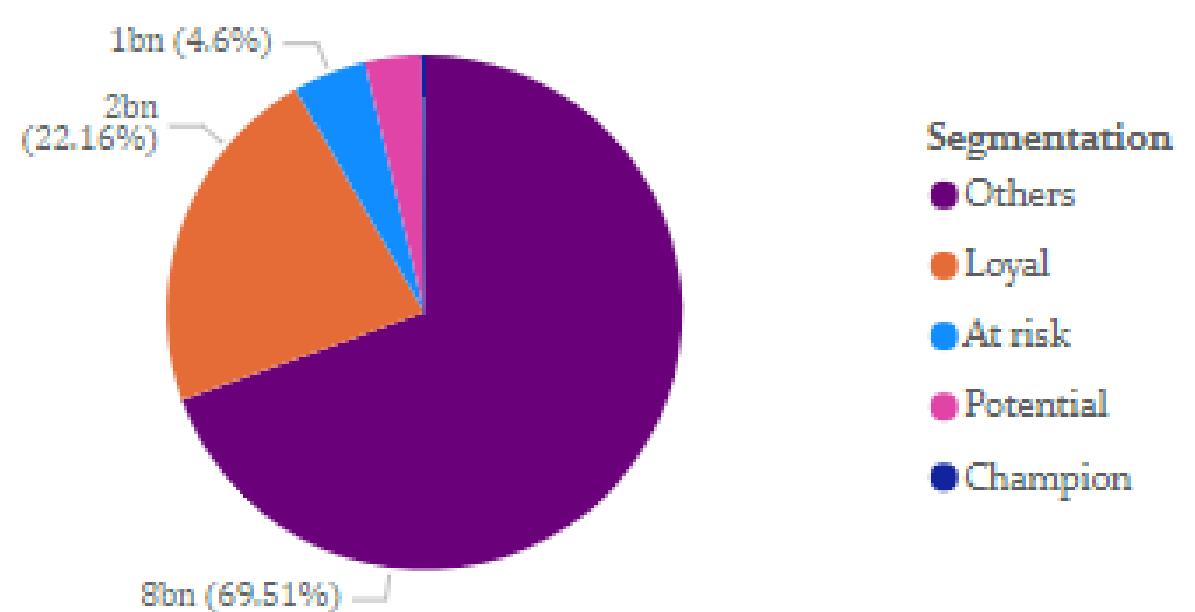
Total Customer by Segmentation



The majority of customer groups are concentrated in the **Others** category (ordinary customer group) - accounting for as much as **81%**, whereas the **Loyalty** customer group constitutes **12.6%** (second highest) - the segment that makes frequent purchases and has higher order values.

10 Total Order Value by Segmentation

Total Order Value by Segmentation



Although the **Loyal** customer group constitutes only **12.6%** of the total, they contribute up to **22%** of the revenue - indicating that this is a customer segment that generates substantial revenue and requires greater focus to enhance **Customer Lifetime Value (CLV)** from this group.



03

RECOMMENDATION

Utilizing RFM analysis, derive strategies for specific customer segments to increase value for each segment and achieve objectives for the upcoming period

Attribute

The majority of customers are **one-time buyers** who made their purchase **over two months ago**. This indicates that the product has not yet succeeded in attracting repeat customers

The majority of customers are **frequent buyers** with a high purchase frequency and **above-average order value**. And most of them live in big city like **HCM** or **Ha Noi**

Other, At Risk

Launch **additional product/service promotion campaigns** and expand promotional programs to attract customers back and increase their **usage frequency**

Loyal, Champion

Open **additional discount programs** and increase **service experiential activities** specifically for customer segments. For customers who have not registered for customer care services, use campaigns to encourage them to **sign up** and enhance their **loyalty**

Recommendation

**THANK'S FOR
WATCHING**