

## Adventure Works

19119

Total Customers

\$6,444.7

Avg spending each custom...

4.70%

% Of Customers Buying In 30 Days

0.61%

Rate Of Buying > 10 Transactions

1.90%

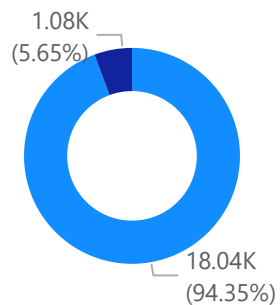
Customer purchase rate> \$30000

### FILTER

#### Segment

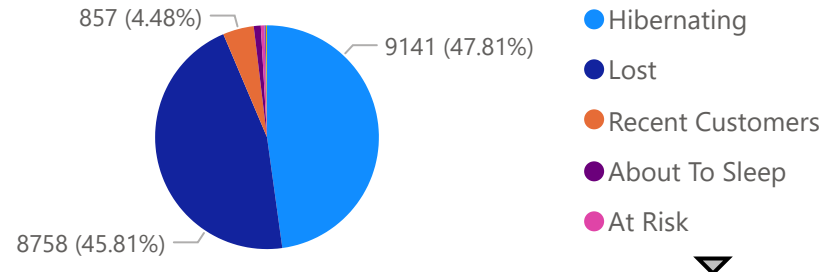
- ☐ About To Sleep
- ☐ At Risk
- ☐ Can't Lose Them
- ☐ Hibernating
- ☐ Lost
- ☐ Potential Loyalist
- ☐ Recent Customers

#### Customer Risk Rate

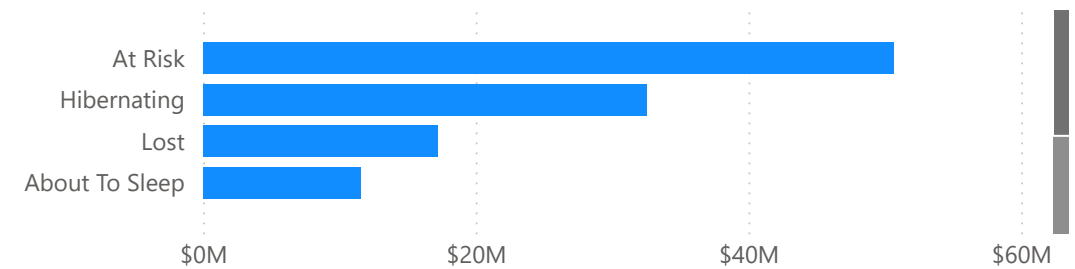


● Risk Segment ● Else

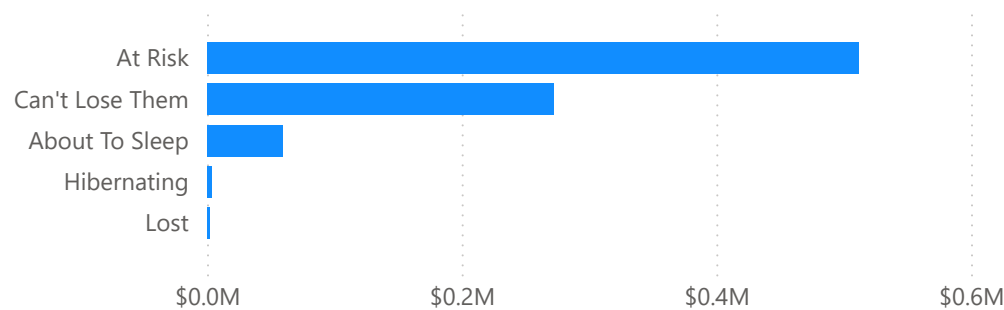
#### Number Of Customers In The Segment



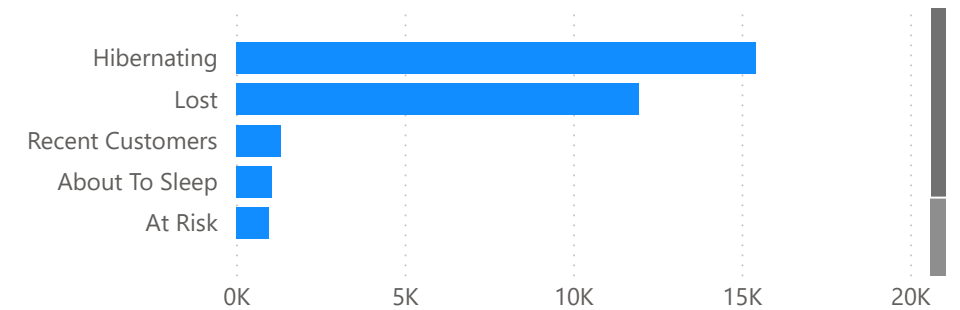
#### Total Revenue In The Segment



#### Average Revenue By Segment



#### Number Of Orders In The Segment



#### Note:

- Champions: New and frequent customers with high spending.
- Loyal Customers: Customers with average spending but frequent purchases.
- Potential Loyalist: New customers with average spending who have made more than one purchase.
- Recent Customers: New customers with low spending and infrequent purchases.
- Promising: New and recent customers with high spending but infrequent purchases.
- Customers Needing Attention: Customers with average purchase frequency and spending, but have not made a recent purchase.
- Customers Needing Attention: Customers with fairly high purchase frequency and spending, but have not made a recent purchase.

- About To Sleep: Customers who have not made a recent purchase, and whose past purchases were infrequent with a low basket value.
- At Risk: Customers who have not returned for a long time and used to make frequent purchases with a fairly high basket value.
- Can't Lose Them: Customers who have not returned for a long time and used to make frequent purchases with a very high basket value.
- Hibernating: Customers who have not made a purchase for a while, with low purchase frequency and low basket value.
- Lost: Customers who have not returned for a very long time, with very low purchase frequency and very low basket value.

FILTER

Segment

☐ About To Sleep

☐ At Risk

☐ Can't Lose Them

☐ Hibernating

☐ Lost

☐ Potential Loyalist

☐ Recent Customers

CustomerName

All

Segment	Average Spend Per Customer	Sum of TotalDue
At Risk	\$511,773.8	\$50,665,608.8
Can't Lose Them	\$272,117.6	\$11,156,822.9
About To Sleep	\$59,383.2	\$11,520,345.5
Hibernating	\$3,558.8	\$32,530,917.3
Lost	\$1,967.9	\$17,235,274.7
Potential Loyalist	\$1,130.1	\$32,772.1
Recent Customers	\$87.6	\$75,044.8
Total	\$6,444.7	\$123,216,786.1

CustomerID	CustomerName	R_Score	F_Score	M_Score	RFM_Score	Segment	OrderCount	LastPurchase
29943	A. Leonetti	2	1	1	211	Hibernating	3	Thursday, May 01, 2014
28866	Aaron Adams	1	1	1	111	Lost	1	Saturday, September 28, 2013
20285	Aaron Alexander	2	1	1	211	Hibernating	1	Thursday, May 15, 2014
20075	Aaron Allen	1	1	1	111	Lost	1	Thursday, May 03, 2012
17862	Aaron Baker	2	1	1	211	Hibernating	1	Sunday, February 09, 2014
12067	Aaron Bryant	1	1	1	111	Lost	2	Thursday, December 26, 2013
21414	Aaron Butler	2	1	1	211	Hibernating	1	Wednesday, May 28, 2014
21151	Aaron Campbell	2	1	1	211	Hibernating	1	Monday, February 10, 2014
27916	Aaron Carter	2	1	1	211	Hibernating	1	Saturday, May 24, 2014
28187	Aaron Chen	1	1	1	111	Lost	1	Friday, December 13, 2013
16749	Aaron Coleman	2	1	1	211	Hibernating	1	Wednesday, May 07, 2014
27663	Aaron Collins	2	1	1	211	Hibernating	2	Friday, April 18, 2014
29675	Aaron Con	2	3	2	232	Hibernating	12	Monday, March 31, 2014
18695	Aaron Diaz	1	1	1	111	Lost	2	Sunday, August 25, 2013
19692	Aaron Edwards	1	1	1	111	Lost	1	Saturday, November 02, 2013
25415	Aaron Evans	1	1	1	111	Lost	1	Monday, November 11, 2013
14617	Aaron Flores	1	1	1	111	Lost	2	Friday, December 13, 2013
15566	Aaron Foster	2	1	1	211	Hibernating	2	Friday, May 09, 2014
18804	Aaron Gonzales	2	1	1	211	Hibernating	1	Sunday, May 18, 2014
20123	Aaron Gonzalez	2	1	1	211	Hibernating	1	Wednesday, March 12, 2014
24953	Aaron Green	1	1	1	111	Lost	1	Wednesday, November 13, 2013
23791	Aaron Griffin	1	1	1	111	Lost	1	Saturday, November 30, 2013
27246	Aaron Hall	1	1	1	111	Lost	1	Monday, October 14, 2013
15568	Aaron Hayes	2	1	1	211	Hibernating	2	Friday, February 28, 2014
28762	Aaron Henderson	3	1	1	311	Recent Customers	1	Wednesday, June 04, 2014
18770	Aaron Hernandez	2	1	1	211	Hibernating	1	Wednesday, January 22, 2014
25818	Aaron Hill	1	1	1	111	Lost	1	Monday, September 23, 2013
26694	Aaron Hughes	2	1	1	211	Hibernating	2	Saturday, February 01, 2014
23170	Aaron Jai	2	1	1	211	Hibernating	1	Monday, February 03, 2014
21240	Aaron Jenkins	1	1	1	111	Lost	1	Tuesday, August 20, 2013
11739	Aaron King	1	1	1	111	Lost	2	Monday, September 16, 2013
27263	Aaron Kumar	1	1	1	111	Lost	1	Tuesday, April 02, 2013
12154	Aaron Lal	2	1	1	211	Hibernating	1	Monday, April 07, 2014

# Comment and suggest action by each customer segment

## **I. Maintain - high - value group. Segment: Champions, Loyal Customers**

Insight:

- Contribute a large rate of revenue but not much
- Purchasing regular goods, high recency
- Potential to introduce others (Referral)

### **Action suggestion:**

- Create a VIP member package or privilege offer
- Priority for personal care, separate hotline
- Encourage to introduce friends through gifts

## **II. Develop - potential group. Segment: Potential Loyalist, Promising**

Insight:

- There are recent orders, the average value is quite good
- Unstable frequency, can develop to the Loyal group

### **Action suggestion:**

- Send email thanks, give discount codes to the next application
- Please participate in the survey to understand the needs
- Product suggestions often buy (cross-sell)

## **III. Hold - the group is declining. Segment: at Risk, Can't Lose Them**

Insight:

- There is a good purchase value in the past but stopped interacting
- The frequency and recency are both lower

### **Action suggestion:**

- Send reminders, incentives back
- Email emotion: "We miss you"
- Set KPI to follow this group for the next 30 days

## **IV. Attract - the group almost left. Segment: Lost, Hibernating, About to Sleep**

Insight:

- Losing long connection, low purchase value
- It is difficult to re-activate without a strong campaign

### **Action suggestion:**

- Remarketing via email + Social
- Exit the reason for leaving (exit survey)
- Give gifts when returning for the first time