

CUSTOMER AND REVENUE INSIGHTS 2009-2011

Total customer

5942

Revenue

£16.65M

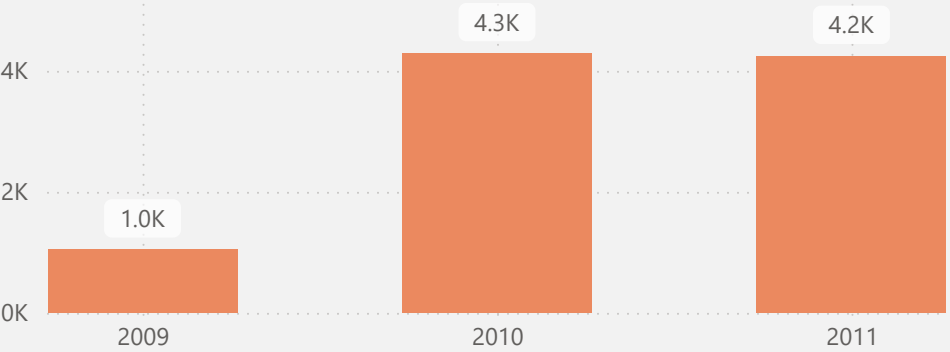
Revenue by Country



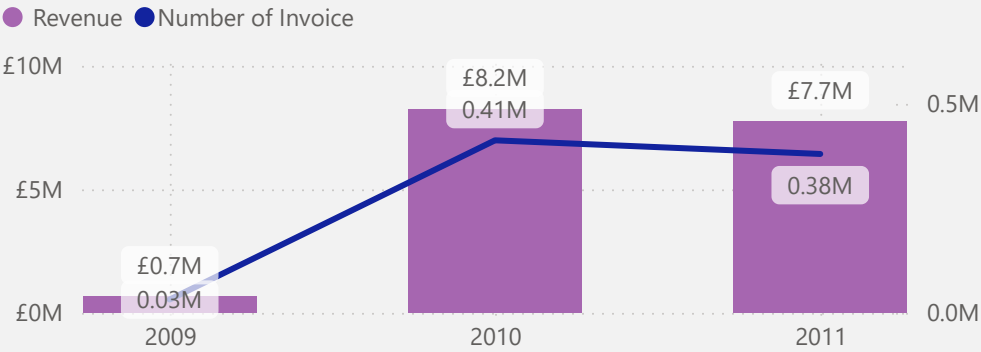
Customer ID Revenue

12346	-£64.68
12347	£5,633.32
12348	£2,019.40
12349	£4,404.54
12350	£334.40
12351	£300.93
12352	£1,889.21
12353	£406.76
Total	£16,648,292.39

Total Customers by Year 2009-2011

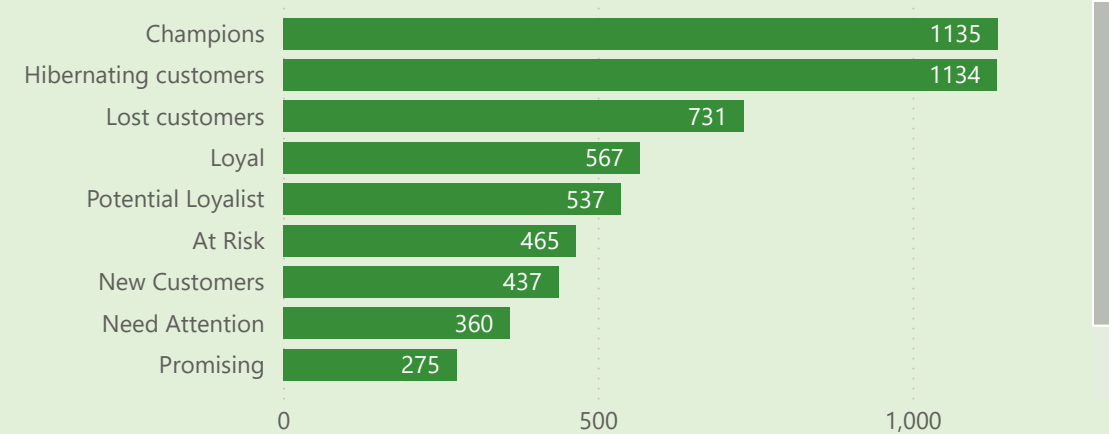


Revenue by Year 2009-2011

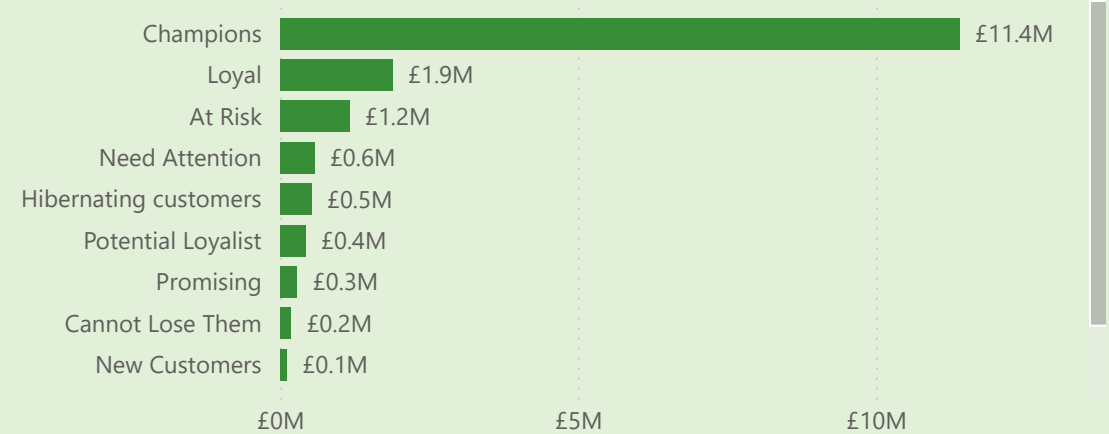


CUSTOMER SEGMENTATION

Customer by Segmentation



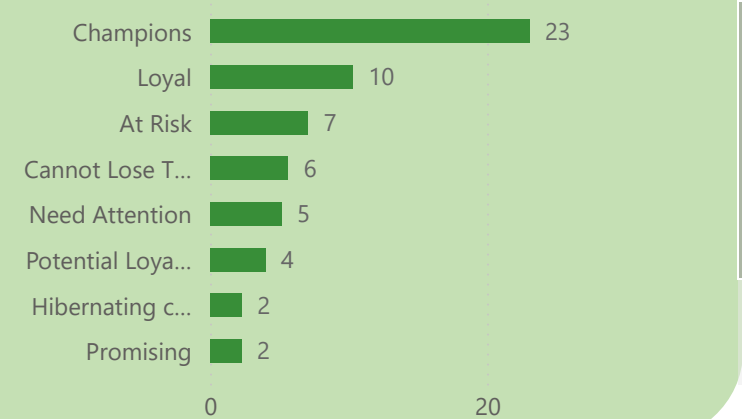
Revenue by Segmentation



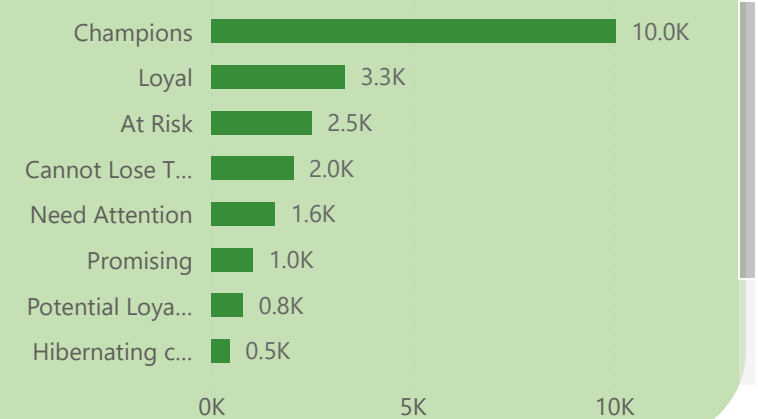
Average of Recency Value by Segment



Average of Frequency Value by Segment



Average of Monetary Value by Segment



INVOICE DETAIL

Invoice	StockCode	Product	Customer ID	Sum of Price	Sum of Quantity	Sum of Revenue	Country
493716	21955	DOORMAT UNION JACK GUNS AND ROSES	17364	6.75	1	£6.75	United Kingdom
493947	21955	DOORMAT UNION JACK GUNS AND ROSES	17243	6.75	1	£6.75	United Kingdom
493961	21955	DOORMAT UNION JACK GUNS AND ROSES	17841	6.75	1	£6.75	United Kingdom
493969	21955	DOORMAT UNION JACK GUNS AND ROSES	14031	5.95	10	£59.50	United Kingdom
493982	21955	DOORMAT UNION JACK GUNS AND ROSES	18231	6.75	3	£20.25	United Kingdom
494036	21955	DOORMAT UNION JACK GUNS AND ROSES	17139	5.95	10	£59.50	United Kingdom
494139	21955	DOORMAT UNION JACK GUNS AND ROSES	15549	6.75	5	£33.75	United Kingdom
494267	21955	DOORMAT UNION JACK GUNS AND ROSES	14606	6.75	1	£6.75	United Kingdom
494335	21955	DOORMAT UNION JACK GUNS AND ROSES	14092	6.75	2	£13.50	United Kingdom
494443	21955	DOORMAT UNION JACK GUNS AND ROSES	15898	6.75	1	£6.75	United Kingdom
494586	21955	DOORMAT UNION JACK GUNS AND ROSES	18106	6.75	4	£27.00	United Kingdom
494651	21955	DOORMAT UNION JACK GUNS AND ROSES	16510	6.75	2	£13.50	United Kingdom
494666	21955	DOORMAT UNION JACK GUNS AND ROSES	13869	13.50	2	£13.50	United Kingdom
494732	21955	DOORMAT UNION JACK GUNS AND ROSES	16670	6.75	2	£13.50	United Kingdom
494794	21955	DOORMAT UNION JACK GUNS AND ROSES	13037	6.75	2	£13.50	United Kingdom
494798	21955	DOORMAT UNION JACK GUNS AND ROSES	17773	6.75	1	£6.75	United Kingdom
495020	21955	DOORMAT UNION JACK GUNS AND ROSES	16200	6.75	4	£27.00	United Kingdom
Total				3,031,021.21	10234128	£16,648,292.39	

SEGMENTS DESCRIPTION AND MARKETING ACTIONS

RFM analysis segments customers based on three key metrics: **Recency**, **Frequency**, and **Monetary Value**. These metrics help businesses understand customer behavior and tailor marketing efforts effectively.

1. Recency (R)

- What it measures: How recently a customer made a purchase or interacted with the business.
- Why it's important: Recent customers are more likely to respond to promotions or offers.

2. Frequency (F)

- What it measures: How often a customer makes a purchase or interacts with the business.
- Why it's important: Frequent customers are more loyal and ideal for upselling or retention campaigns.

3. Monetary Value (M)

- What it measures: How much money a customer spends within a given period.
- Why it's important: Higher spenders are more profitable and should be targeted with personalized offers.

Segment	Description	Marketing Action
About To Sleep	Customers who have purchased before but have shown declining engagement or inactivity.	Send personalized re-engagement campaigns, offer discounts or
At Risk	Customers with reduced frequency of purchase or engagement, indicating potential churn.	Offer incentives such as loyalty rewards or exclusive promotions
Cannot Lose Them	High-value customers with recent inactivity or signs of disengagement.	Provide VIP treatment, personalized outreach, or exclusive offers
Champions	Most loyal and valuable customers who frequently purchase and engage with your brand.	Reward with loyalty programs, exclusive previews, or priority acc
Hibernating Customers	Customers who were once active but have not engaged in a significant period.	Reactivate through targeted campaigns, reminders of past purch
Lost Customers	Customers who have completely stopped engaging despite prior activity.	Conduct win-back campaigns or surveys to understand reasons
Loyal	Regular customers who consistently engage with and purchase from your brand.	Maintain engagement through personalized communication, loy
Need Attention	Customers with decent engagement but show early signs of decreasing interest or activity.	Monitor closely, offer encouragement to stay engaged with per