

Overview

Order Analysis

Customer Analysis

RFM Details

Total amount

10.90bn

Total customer

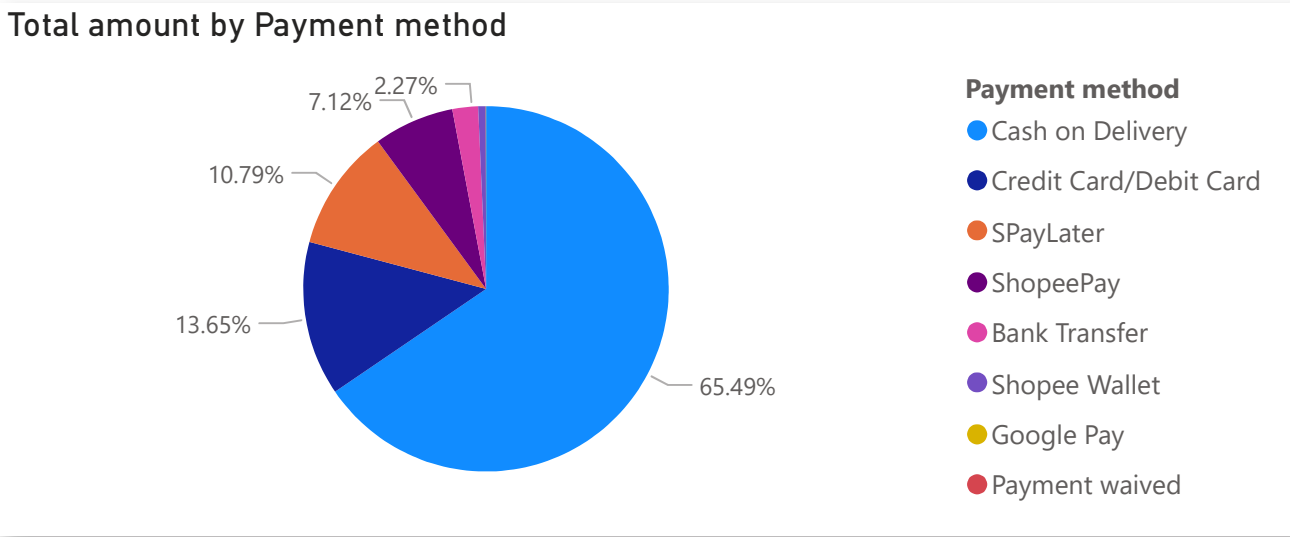
23.05K

Total order

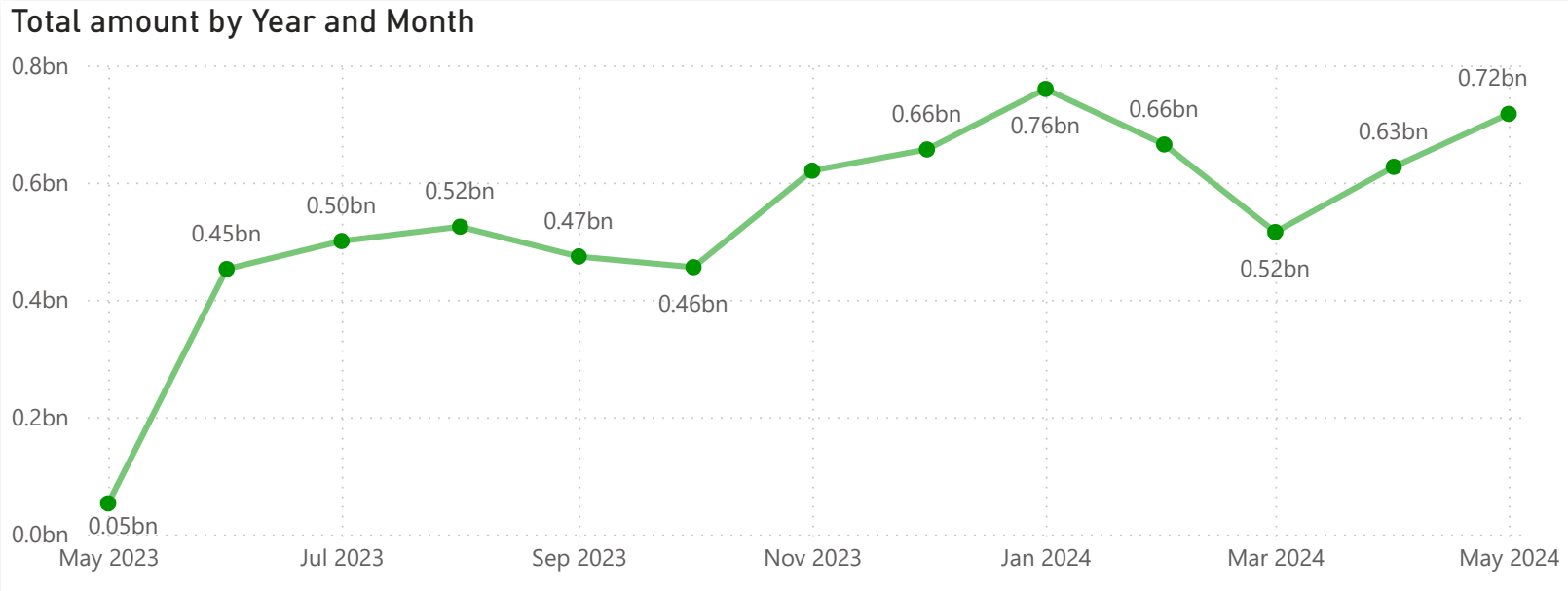
27.55K

Model quantity purchased

29.35K



Order status	
--	CANCELLED
COMPLETED	IN_CANCEL
PROCESSED	READY_TO_SHIP
RETRY_SHIP	SHIPPED
TO_CONFIRM_RECEIVE	TO_RETURN



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Average amount per order

395.69K

Late delivery rate

64.42%

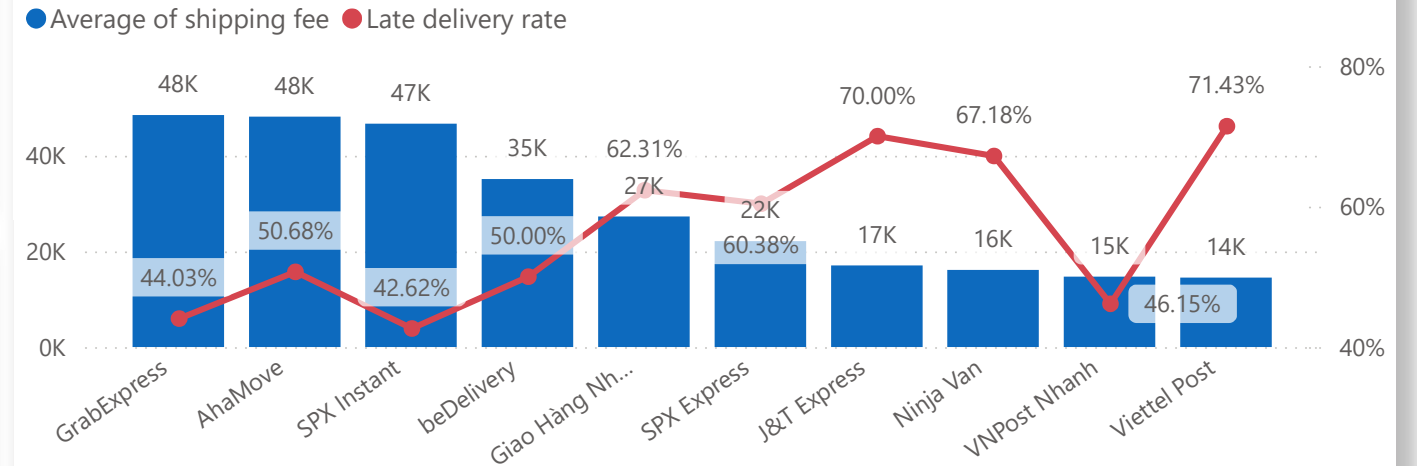
Average shipping fee per order

21.06K

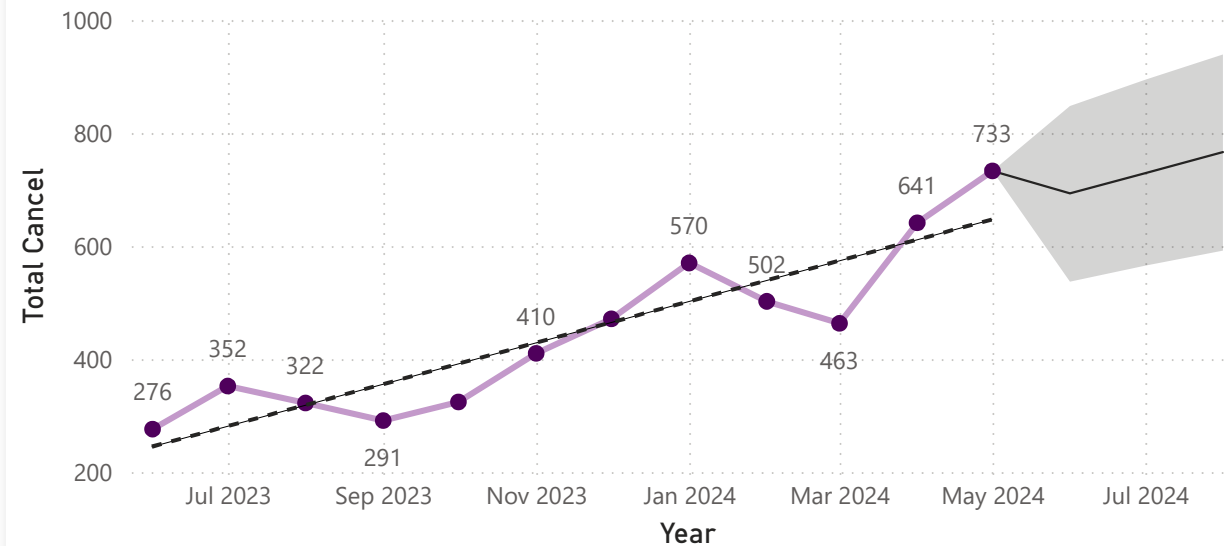
Cancellation Rate per order

19.44%

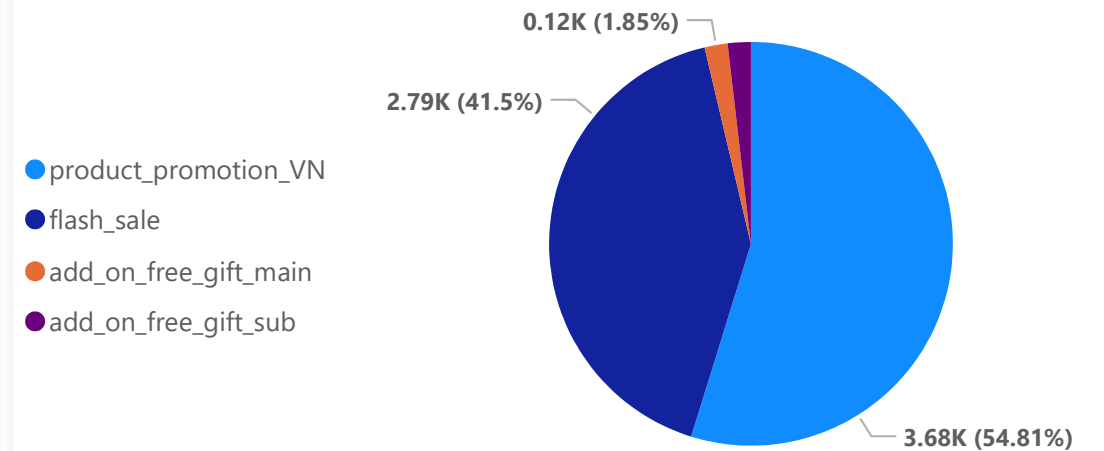
Average shipping fee and Late delivery rate by Shipping carrier



Monthly cancelled orders



Number of orders by promotion type



Average amount per customer

473.00K

Customer cancellation rate

19.71%

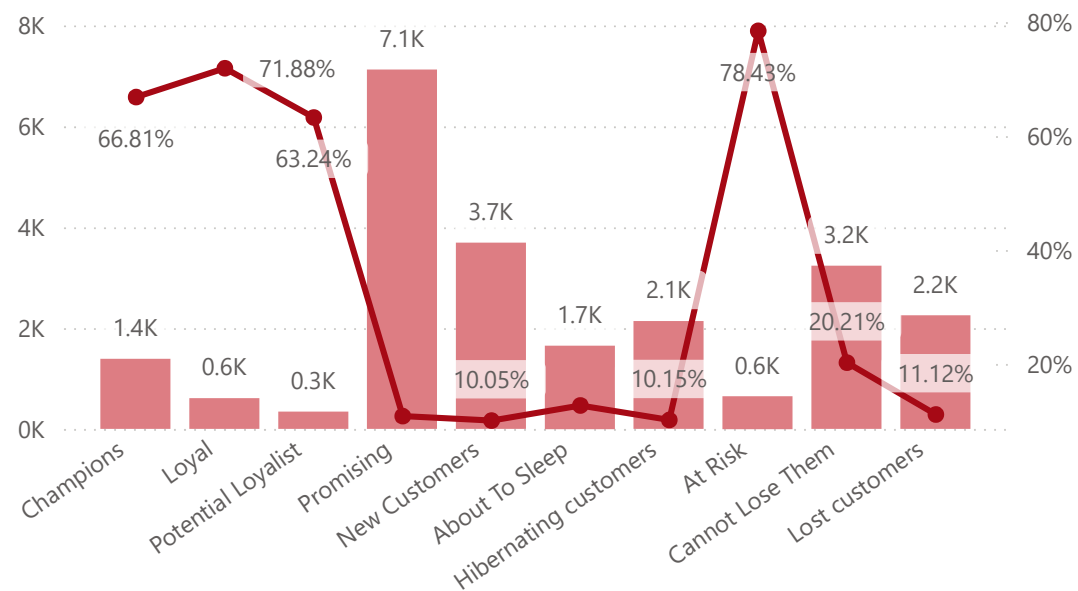
More info

Number of customers

Total amount

Customer segmentation and customer cancellation rate

Number of customer Customer cancellation rate



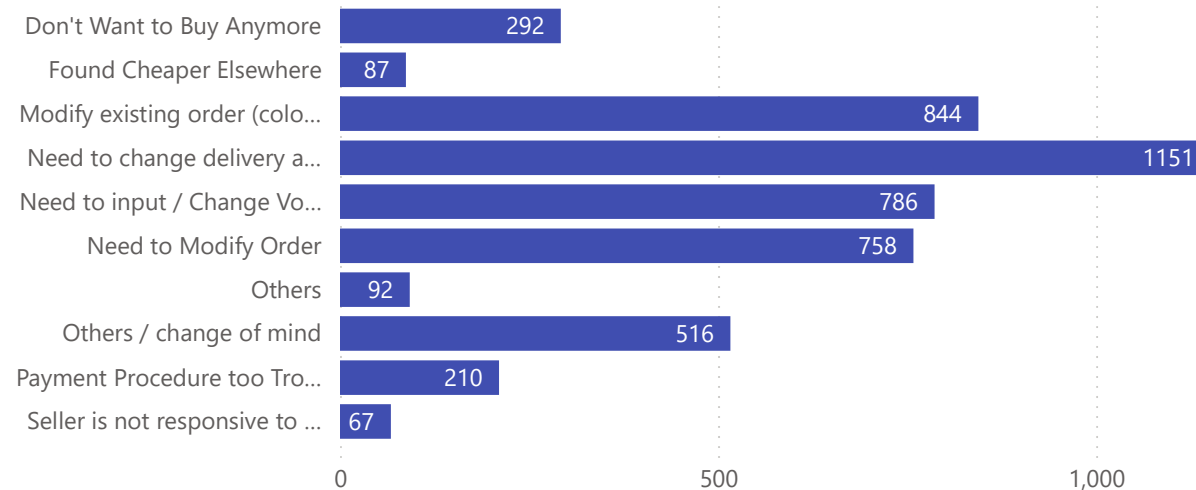
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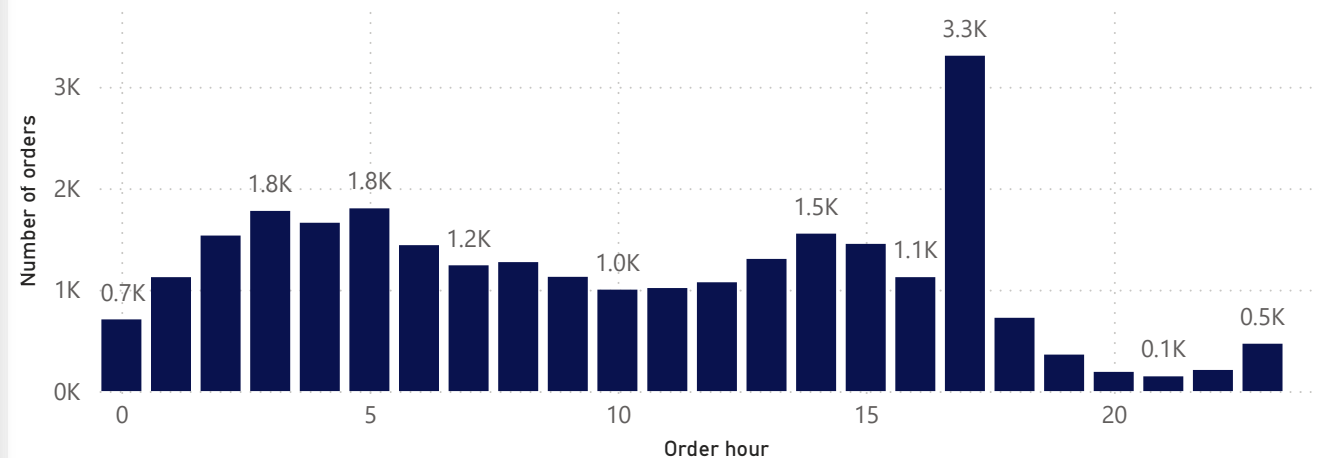
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RFM Details

Buyer cancel reason



Number of orders by Order hour



RFM Description

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Customer Analysis

RFM Details

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 reminders.
At Risk	Customers with reduced frequency of purchase or engagement, indicating potential churn.	Offer incentives such as loyalty rewards or exclusive promotions to encourage repeat purchases.
Cannot Lose Them	High-value customers with recent inactivity or signs of disengagement.	Provide VIP treatment, personalized outreach, or exclusive offers to rekindle interest.
Champions	Most loyal and valuable customers who frequently purchase and engage with your brand.	Reward with loyalty programs, exclusive previews, or priority access to new products.
Hibernating Customers	Customers who were once active but have not engaged in a significant period.	Reactivate through targeted campaigns, reminders of past purchases, or special offers.
Lost Customers	Customers who have completely stopped engaging despite prior activity.	Conduct win-back campaigns or surveys to understand reasons for disengagement.
Loyal	Regular customers who consistently engage with and purchase from your brand.	Maintain engagement through personalized communication, loyalty programs, and consistent quality.
Need Attention	Customers with decent engagement but show early signs of decreasing interest or activity.	Monitor closely, offer encouragement to stay engaged with personalized offers.
New Customers	First-time buyers who recently started engaging with your brand.	Onboard with welcome emails, educational content, or incentives for repeat purchases.
Potential Loyalist	Customers with growing interest and engagement, indicating a potential to become loyal.	Nurture with personalized offers, recognition, and incentives to solidify their loyalty.