

Category Overview

Region

▼

All

▼

Season

▼

All

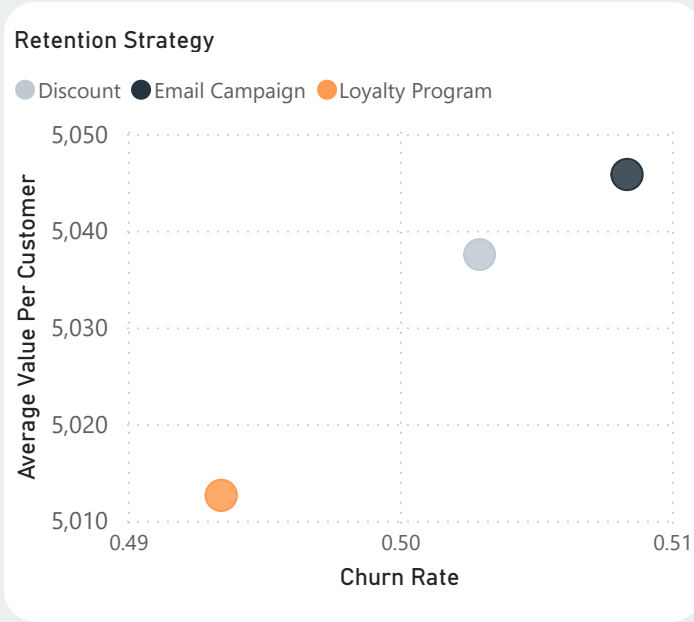
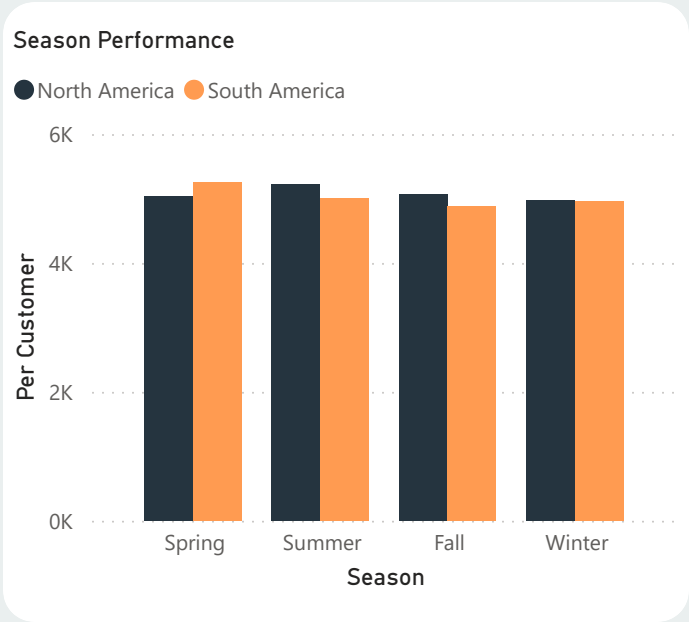
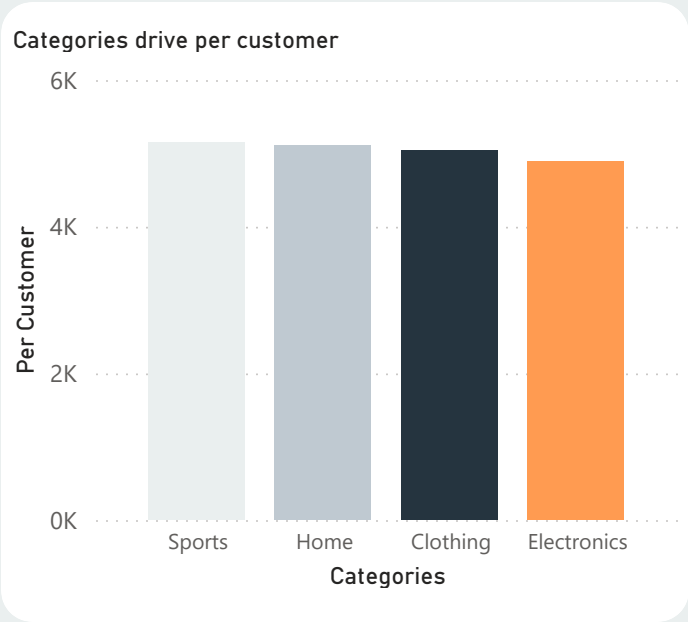
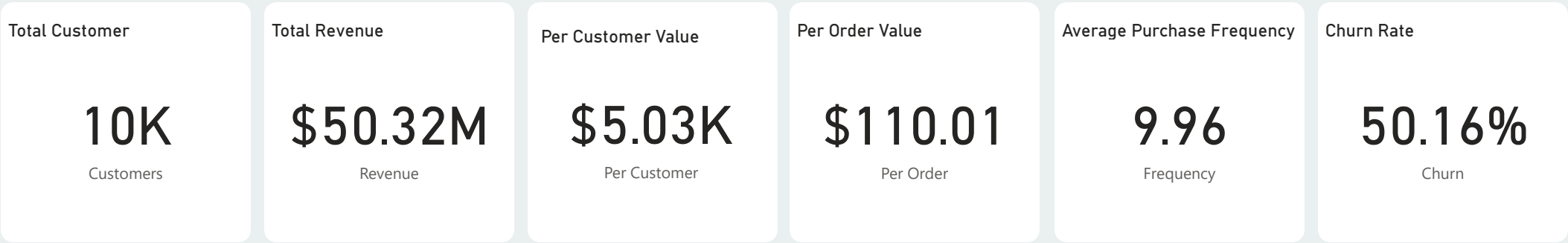
▼

Categories

▼

All

▼



Season & Region Performance

Categories

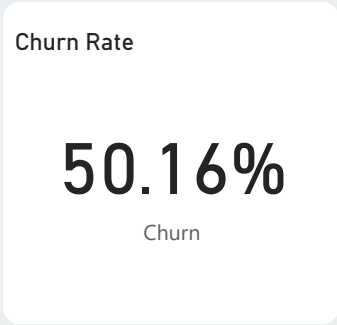
All

Season

All

Retention Strategy

All

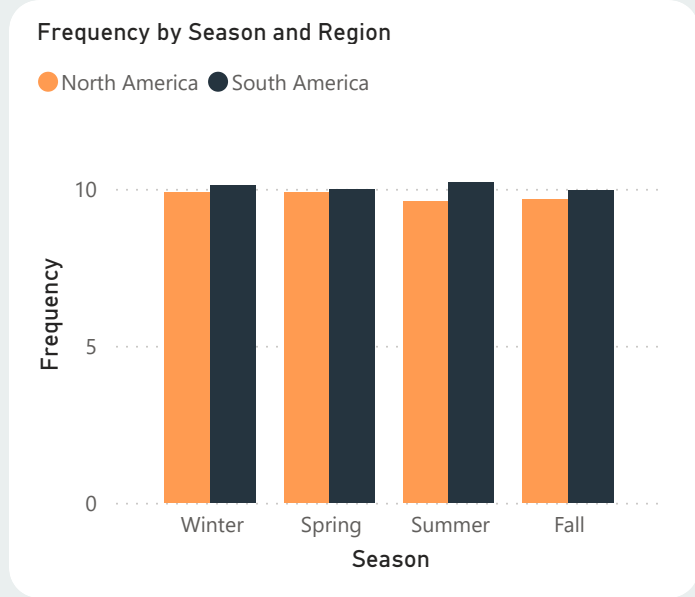
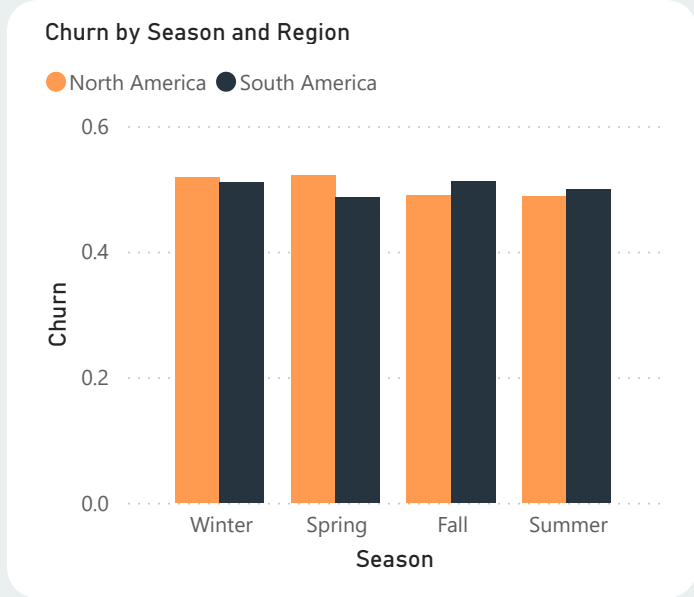
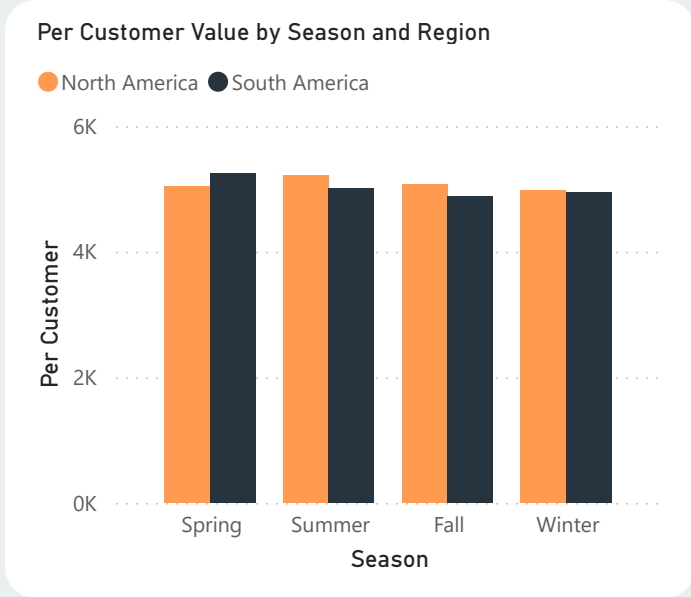
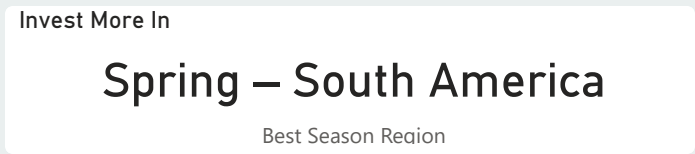


Per Customer Value

By Region and Season

Region	Fall	Spring	Summer	Winter
North America	5,066.28	5,041.81	5,215.47	4,972.48
South America	4,886.33	5,246.19	5,002.00	4,952.97

Best Grow but fix churn Fix first



Actionable Insight

Investment Guidance

- Invest more in **Spring-South America** where customer show strong value and healthy frequency.
- Watch out **Fall-South America** before scaling campaign in that segments.

Priority Playbook:

- Use Spring-South America as the model playbook, then apply similar offer to weaker seasons to lift the customer value and revenue

Churn & Retention

Region

All

Season

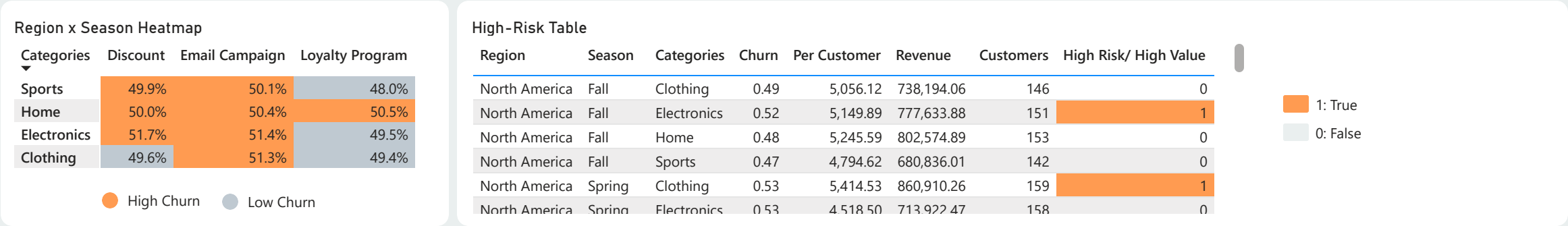
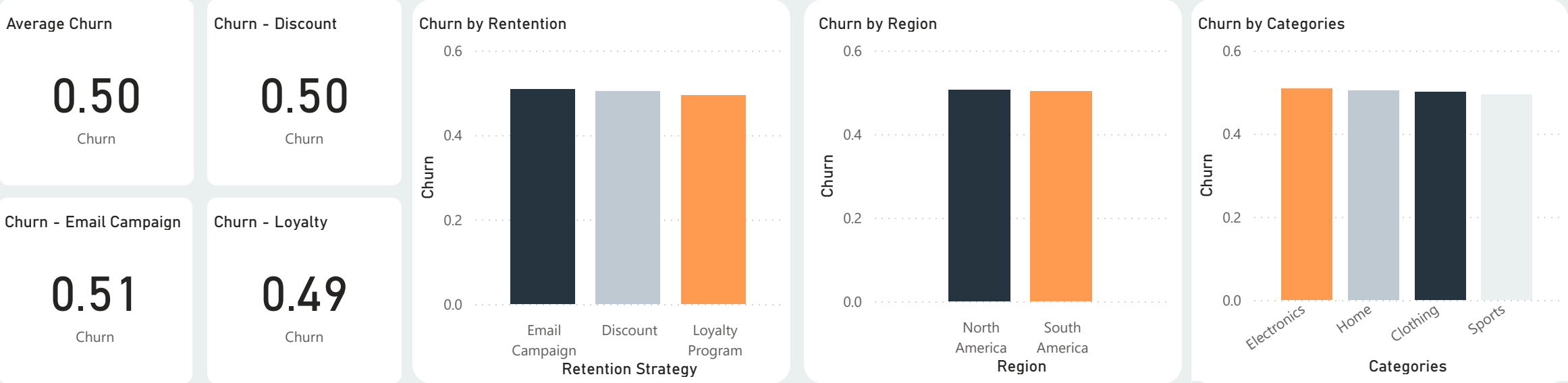
All

Categories

All

Retention Strategy

All



- Use the **Region x Season heatmap** to target orange cell.
 - Prioritize design retention offers in those **high-risk pairs**
- Reduce churn in **high-risk segments** first
 - Focus on **Region-Season-Category combination** highlighted in orange where **Churn is high** and **Customer value is still strong**
- Compare churn by **Retention Strategy** and **Region**
 - Shift budget away from strategies with **higher churn** towards those that keep churn below average in **similar regions** and **categories**.

Growth Opportunities

Region

North America

Season

All

Categories

All

Retention Strategy

All

Total Revenue

\$12.5M

Revenue

Customer Value

\$5,059

Per Customer

Acquisition Targets

High LTV / Low Customer Base

Region	Season	Categories	AvgLTV	AvgChurn	Customer
South America	Spring	Electronics	5,340.26	0.52	147
South America	Spring	Sports	5,287.30	0.45	148
North America	Fall	Home	5,245.59	0.48	153

Churn Rate

50.5%

Churn

Total Customer

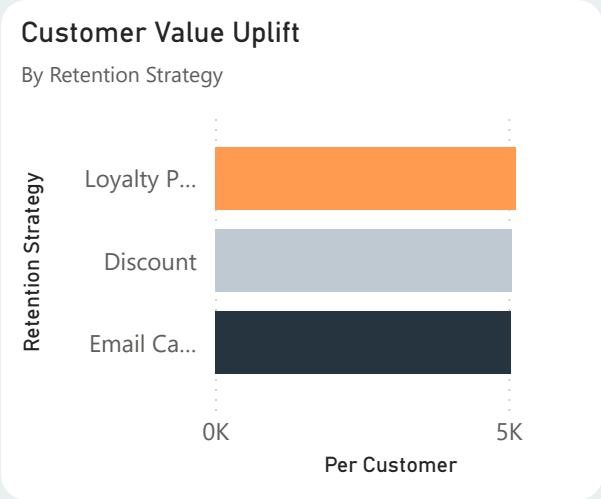
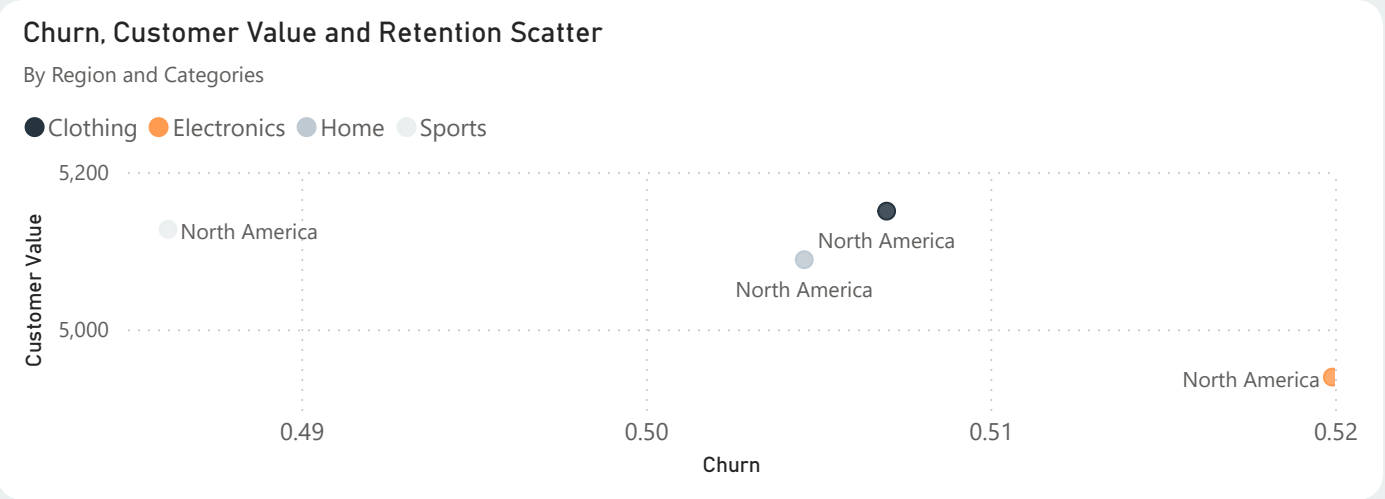
2454

Customers

Retention Target

High LTV / High Churn

Region	Season	Categories	AvgChurn	AvgLTV	Customer
North America	Spring	Clothing	0.53	5,414.53	159
South America	Spring	Electronics	0.52	5,340.26	147
North America	Fall	Electronics	0.52	5,149.89	151



- Actionable Insight

Segment Playbook:

 - Focus on **high-Value segments** with rising churn rate.
 - Prioritize retention offers in the **top-right** of the scatter plot
- Strategy Guidance:

 - Scale strategies that have lower **high risk customer** without hurting customer value.
- Acquisition Focus:

 - Use **Acquisition Targets** to focus new customer.
 - Target look-alike audiences for segments with **high Lifetime Value** but **Low Customer Base** to grow revenue.
- Risk Management:

 - Monitor segments with **High-Risk Customers** where retention fail to improve value, reallocate spend toward better-performance segments.