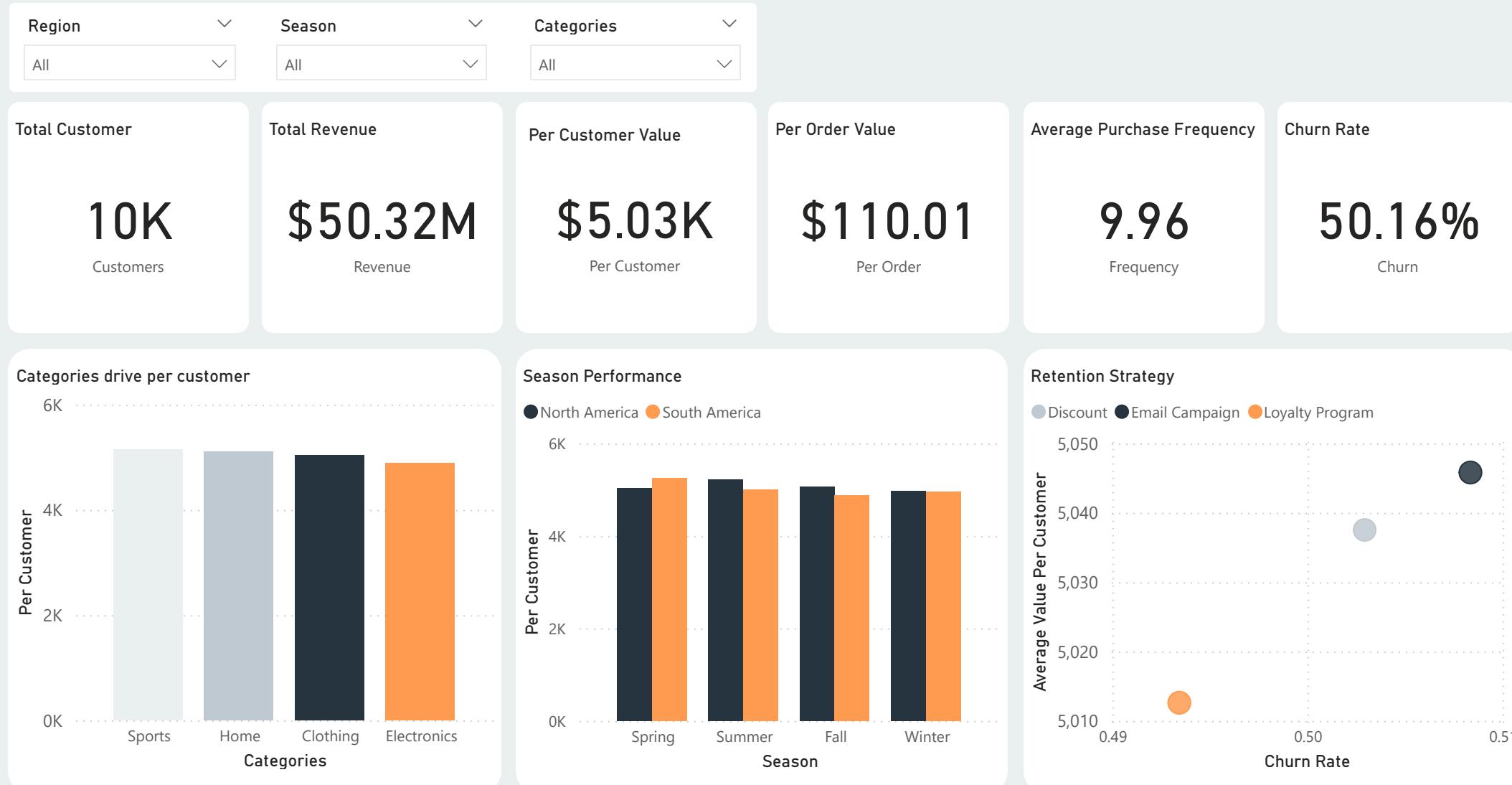


# Category Overview



# Season & Region Performance

Categories ▼ Season ▼ Retention Strategy ▼

All	All	All
-----	-----	-----

Value by Season

**\$5.03K**

Per Customer

Churn Rate

**50.16%**

Churn

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

Invest More In

**Spring – South America**

Best Season Region

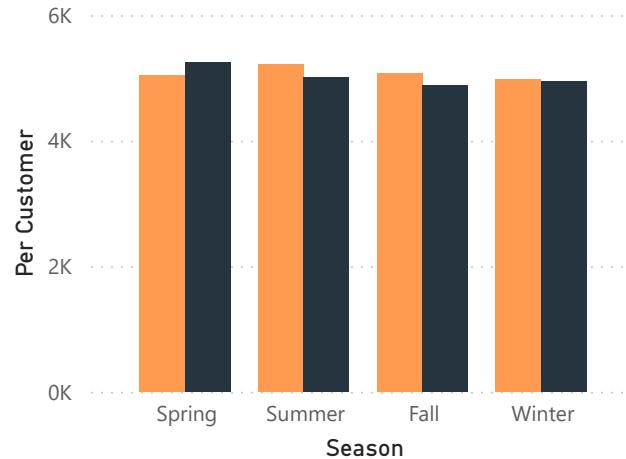
Fix First

**Fall – South America**

Worst Season Region

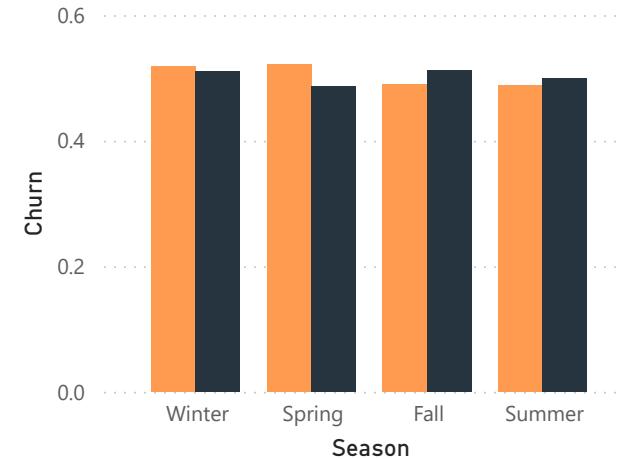
Per Customer Value by Season and Region

● North America   
 ● South America



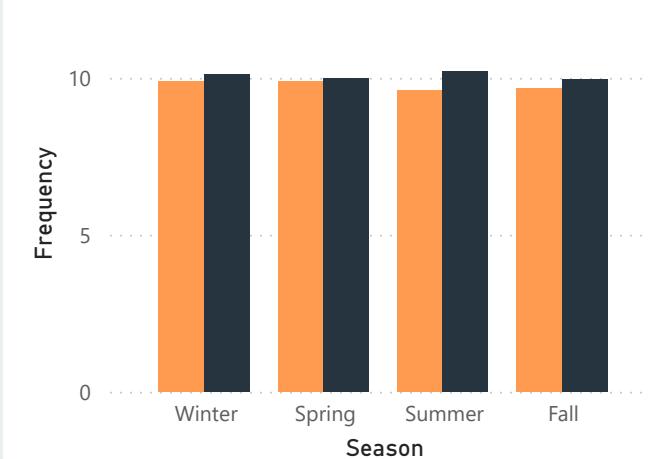
Churn by Season and Region

● North America   
 ● South America



Frequency by Season and Region

● North America   
 ● South America



## 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

**Average Churn**

**0.50**  
Churn

**Churn - Email Campaign**

**0.51**  
Churn

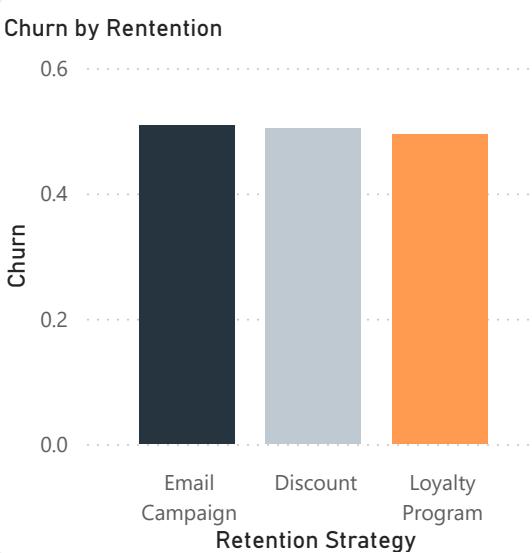
**Churn - Discount**

**0.50**  
Churn

**Churn - Loyalty**

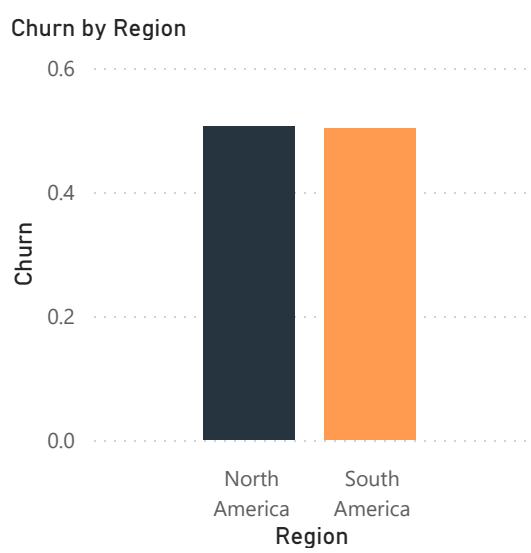
**0.49**  
Churn

**Churn by Retention**



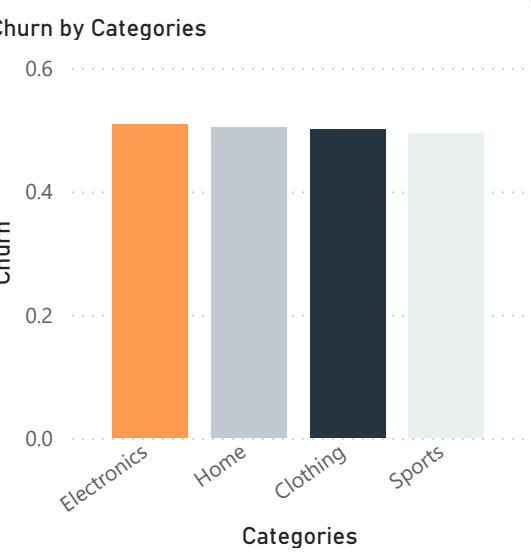
Retention Strategy	Churn
Email Campaign	~0.48
Discount	~0.45
Loyalty Program	~0.50

**Churn by Region**



Region	Churn
North America	~0.50
South America	~0.50

**Churn by Categories**



Category	Churn
Electronics	~0.52
Home	~0.50
Clothing	~0.48
Sports	~0.46

**Region x Season Heatmap**

Categories	Discount	Email Campaign	Loyalty Program
Sports	49.9%	50.1%	48.0%
Home	50.0%	50.4%	50.5%
Electronics	51.7%	51.4%	49.5%
Clothing	49.6%	51.3%	49.4%

● High Churn   ● Low Churn

**High-Risk Table**

Region	Season	Categories	Churn	Per Customer	Revenue	Customers	High Risk/ High Value
North America	Fall	Clothing	0.49	5,056.12	738,194.06	146	0
North America	Fall	Electronics	0.52	5,149.89	777,633.88	151	1
North America	Fall	Home	0.48	5,245.59	802,574.89	153	0
North America	Fall	Sports	0.47	4,794.62	680,836.01	142	0
North America	Spring	Clothing	0.53	5,414.53	860,910.26	159	1
North America	Spring	Electronics	0.53	4,518.50	713,922.47	158	0

1: True  
0: False

- 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

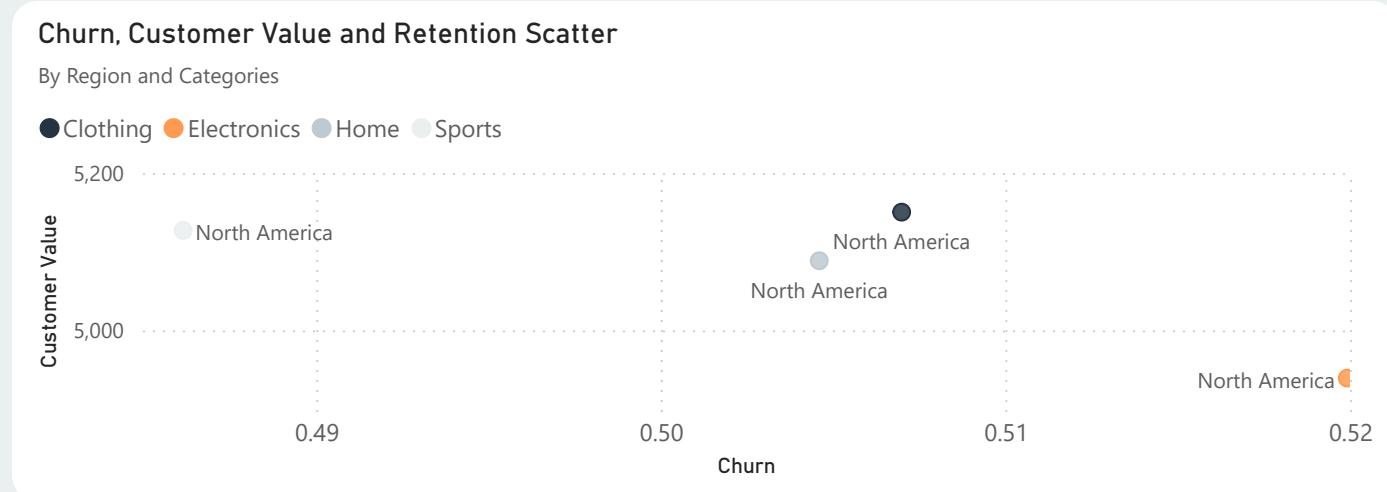
Region	Season	Categories	AvgLTV	AvgChurn	Customer
South America	Spring	Electronics	5,340.26	0.52	147
South America	Spring	Sports	5,287.30	0.45	148
North America	Fall	Home	5,245.59	0.48	153

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.