



Customer Cluster Analysis Presentation



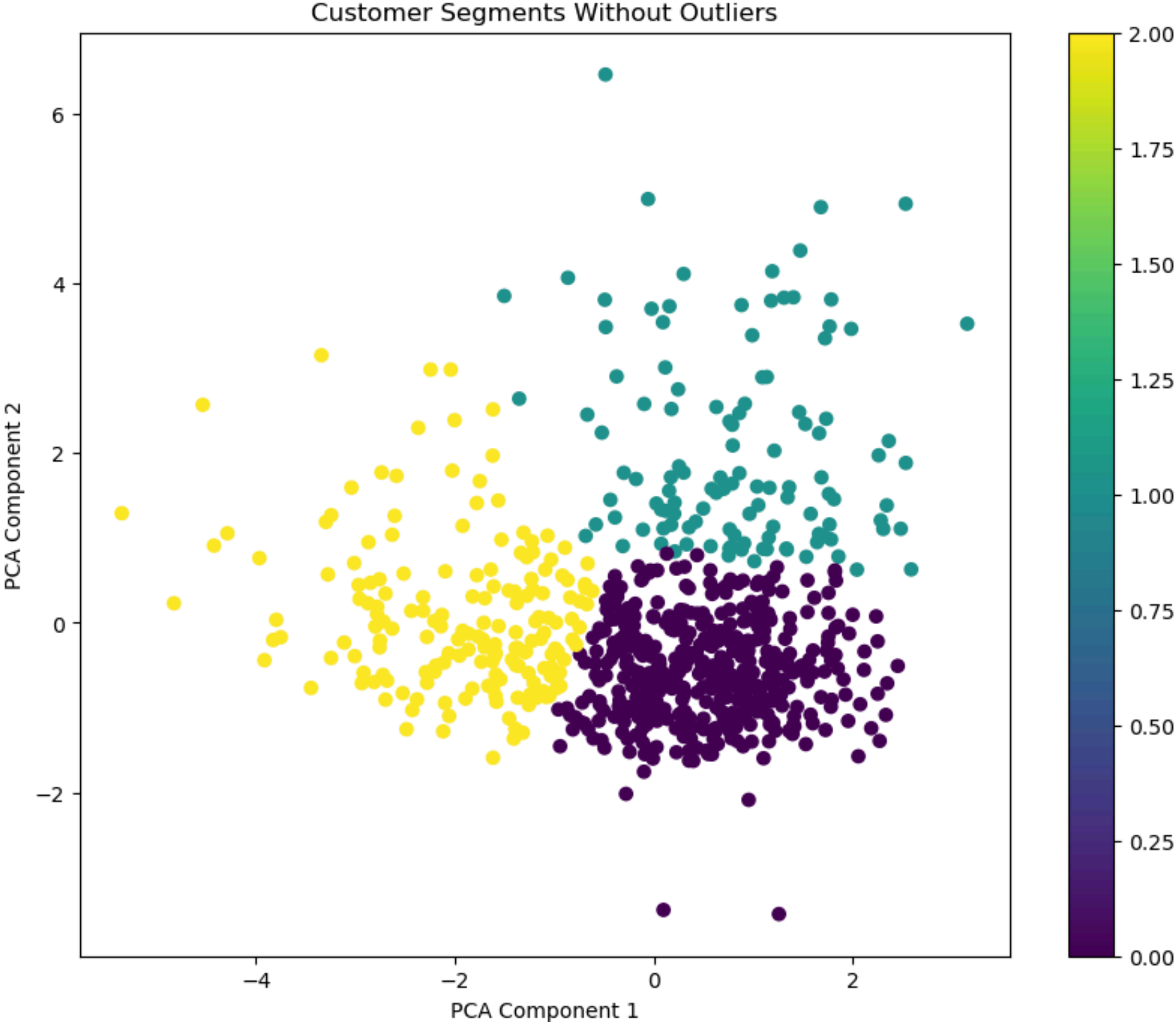
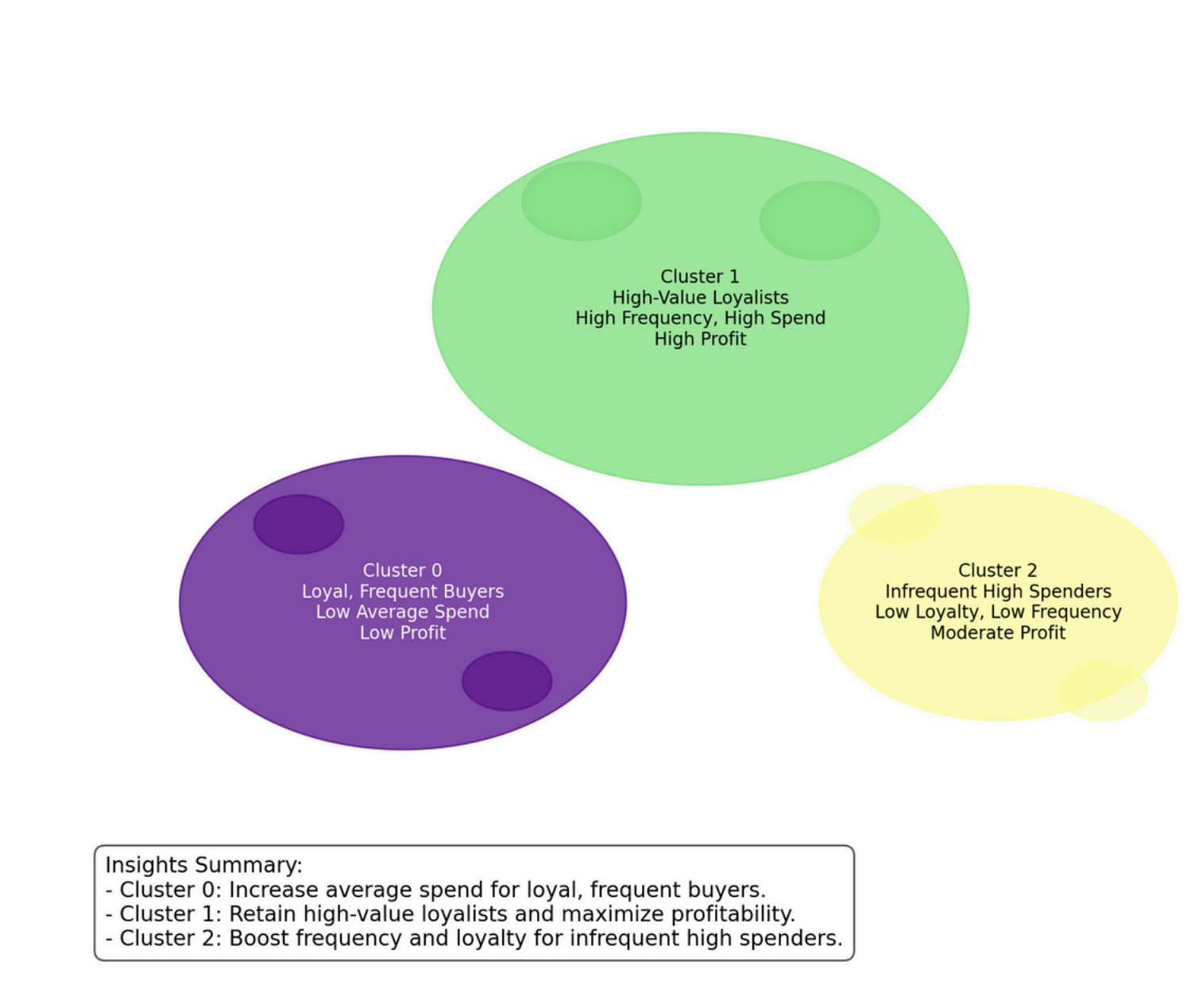
Insights, CLV Summary, and Strategy



by Fehmi Katar

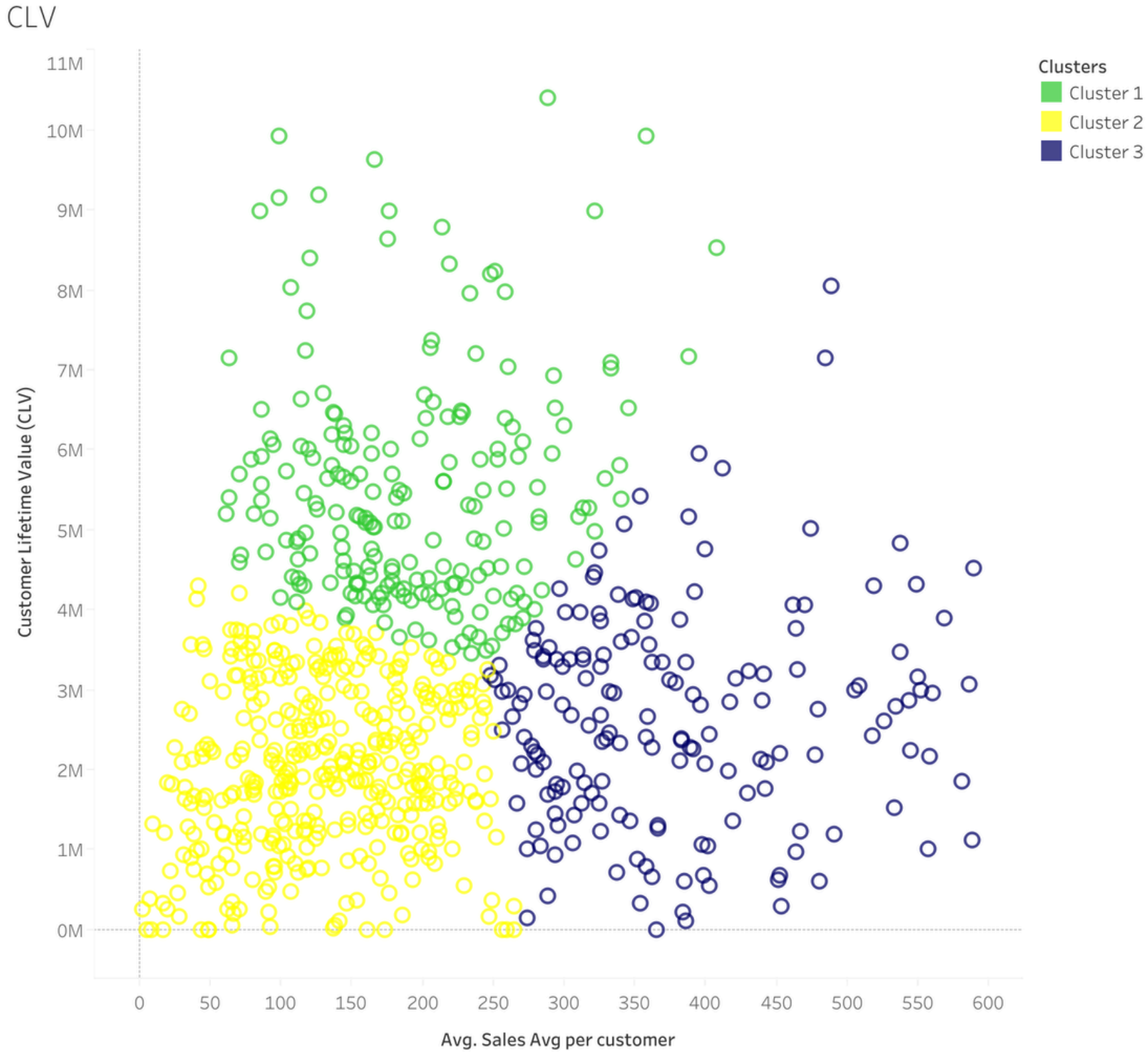
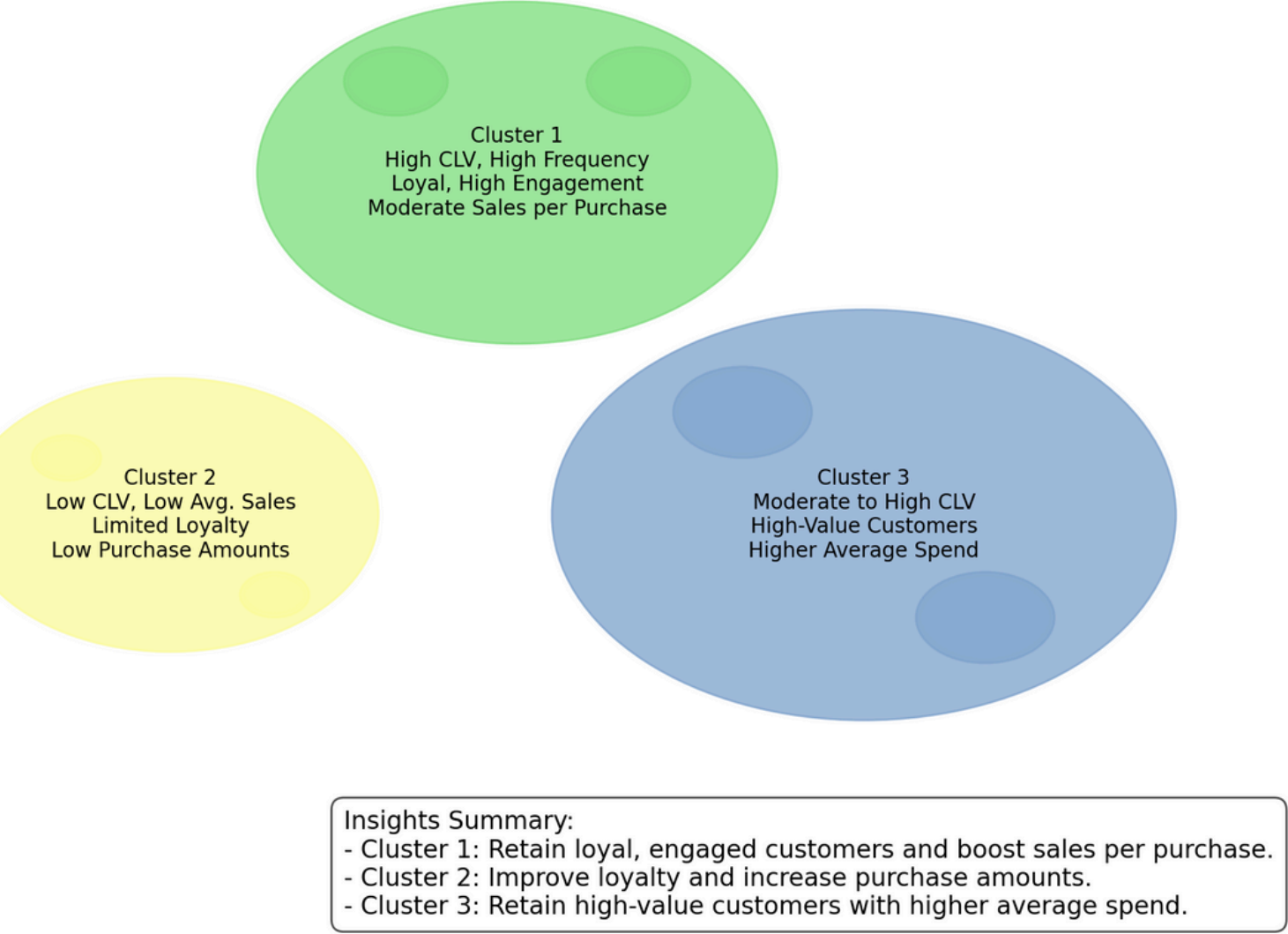


Customer Cluster Summary

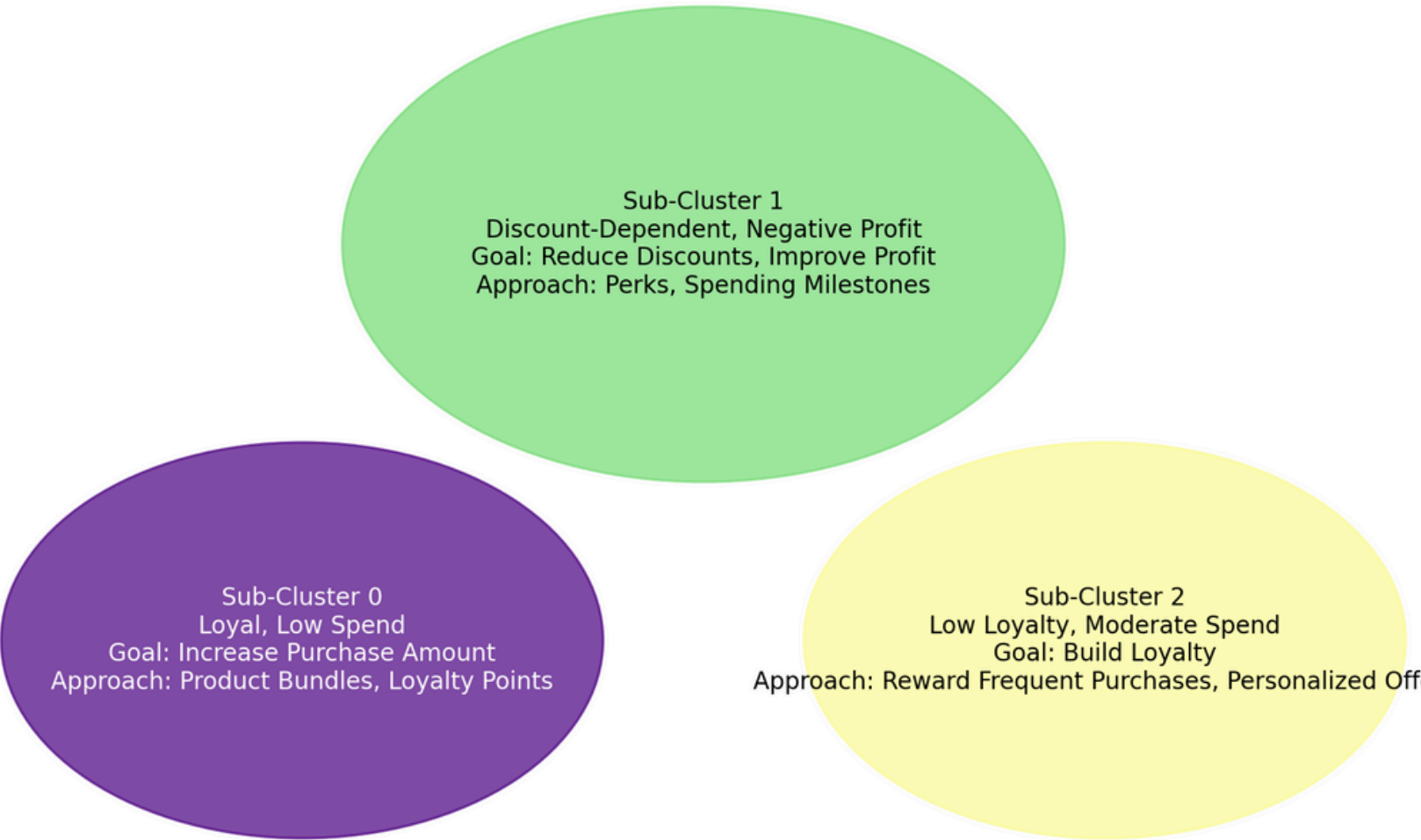


Cluster	Recency	Frequency	Monetary	loyalty_time	Avg_Profit
0	70.0	7.0	174.0	1155.0	12.0
1	90.0	7.0	416.0	1059.0	94.0
2	280.0	4.0	167.0	711.0	16.0

CLV Insights by Cluster

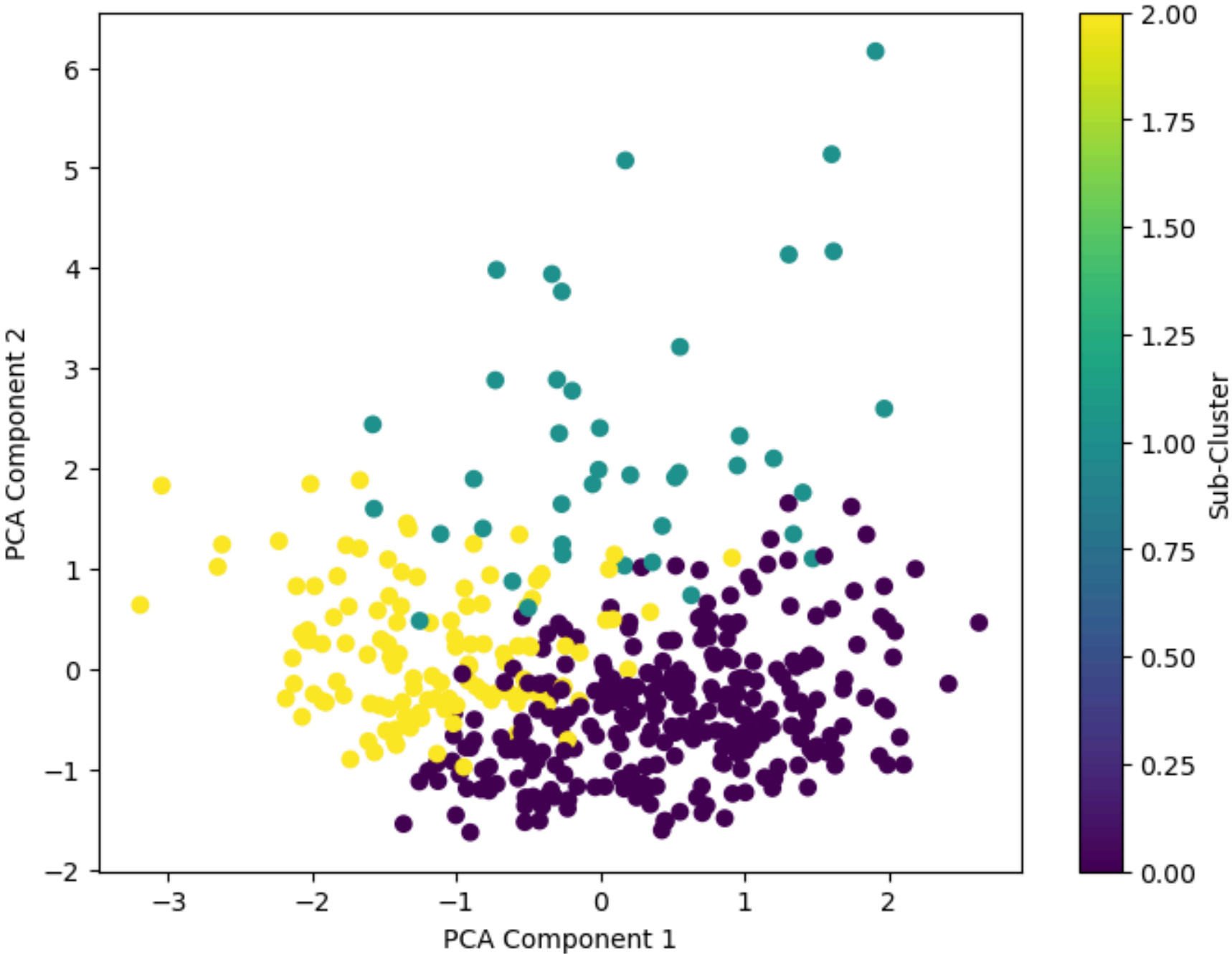


Targeting Strategy for Cluster 0



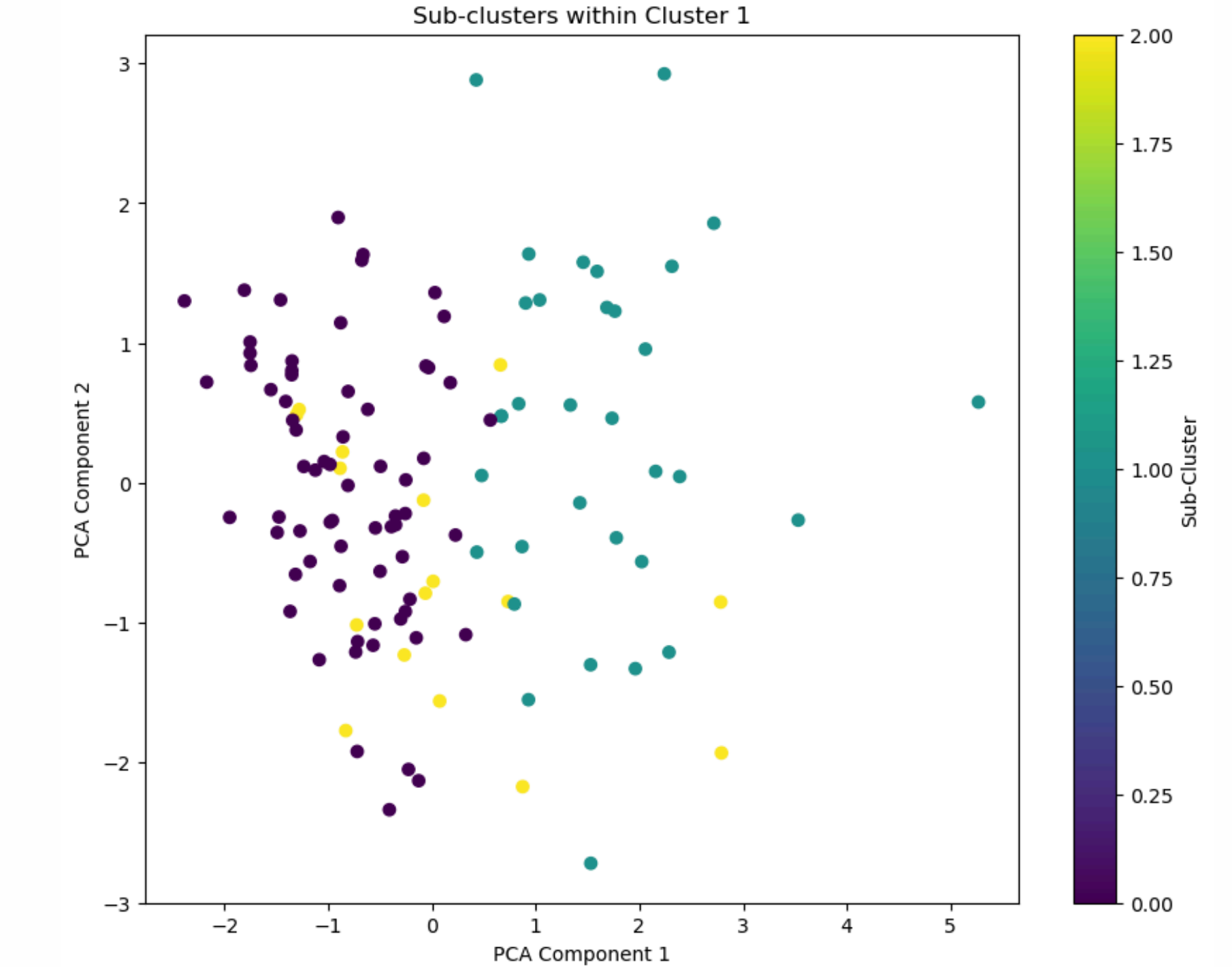
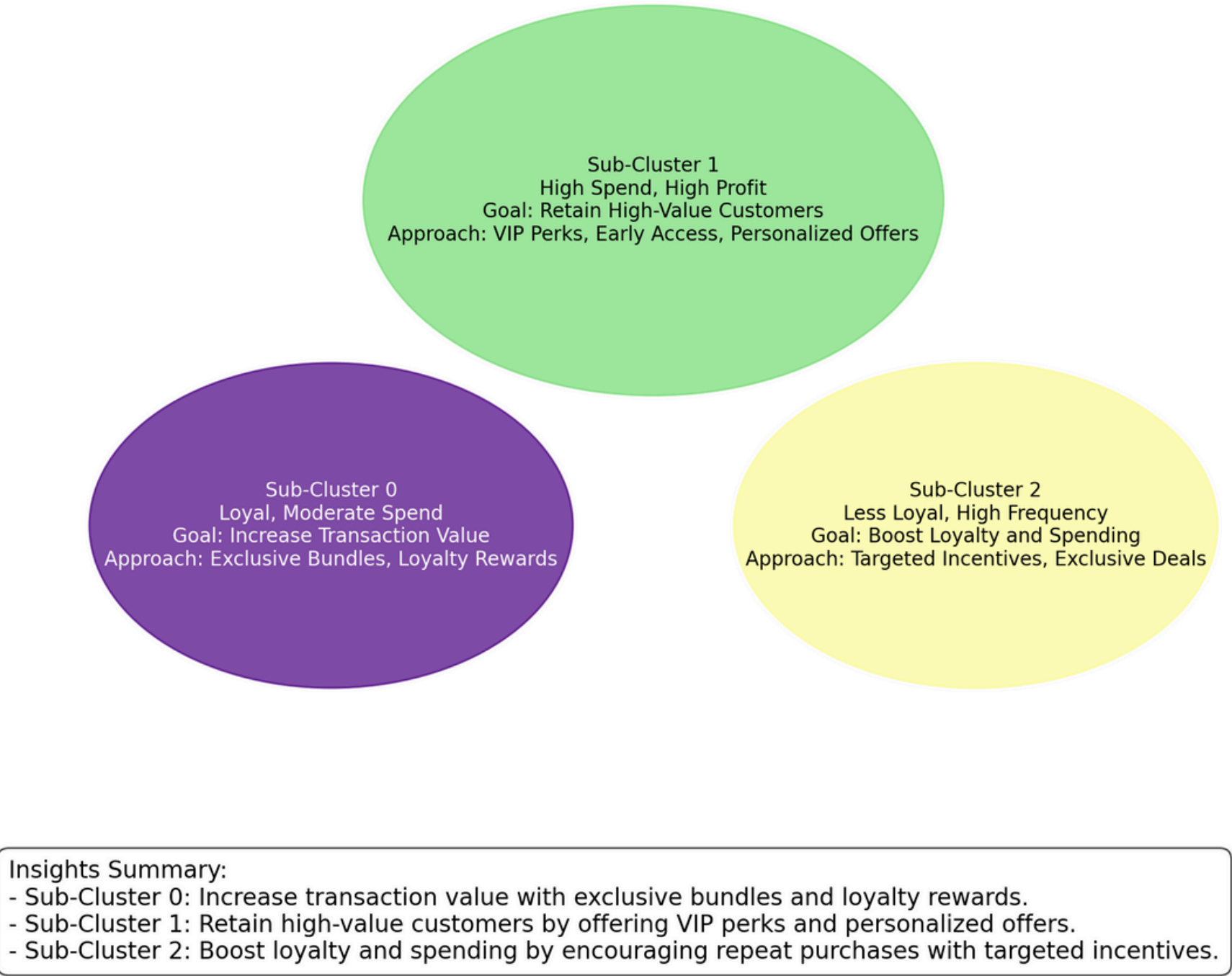
Insights Summary:

- Sub-Cluster 0: Increase purchase amount through bundling and loyalty points.
- Sub-Cluster 1: Reduce discounts and improve profitability by offering perks and rewards.
- Sub-Cluster 2: Build loyalty by rewarding frequent purchases and sending personalized offers.



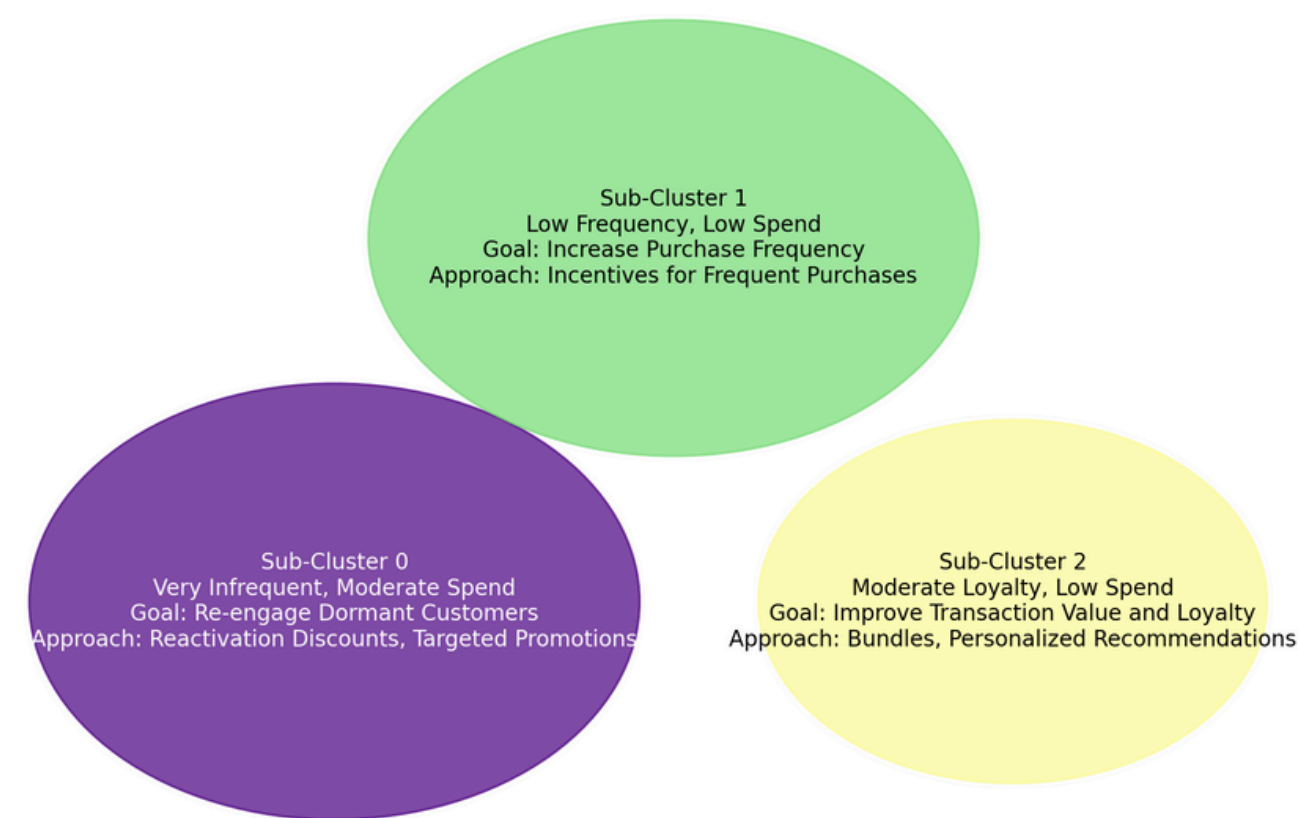
Cluster	Recency	Frequency	Monetary	loyalty_time	Avg_Profit
0	47.0	7.0	163.0	1227.0	20.0
1	70.0	7.0	283.0	1148.0	-56.0
2	123.0	8.0	163.0	989.0	17.0

Targeting Strategy for Sub-Clusters in Cluster 1



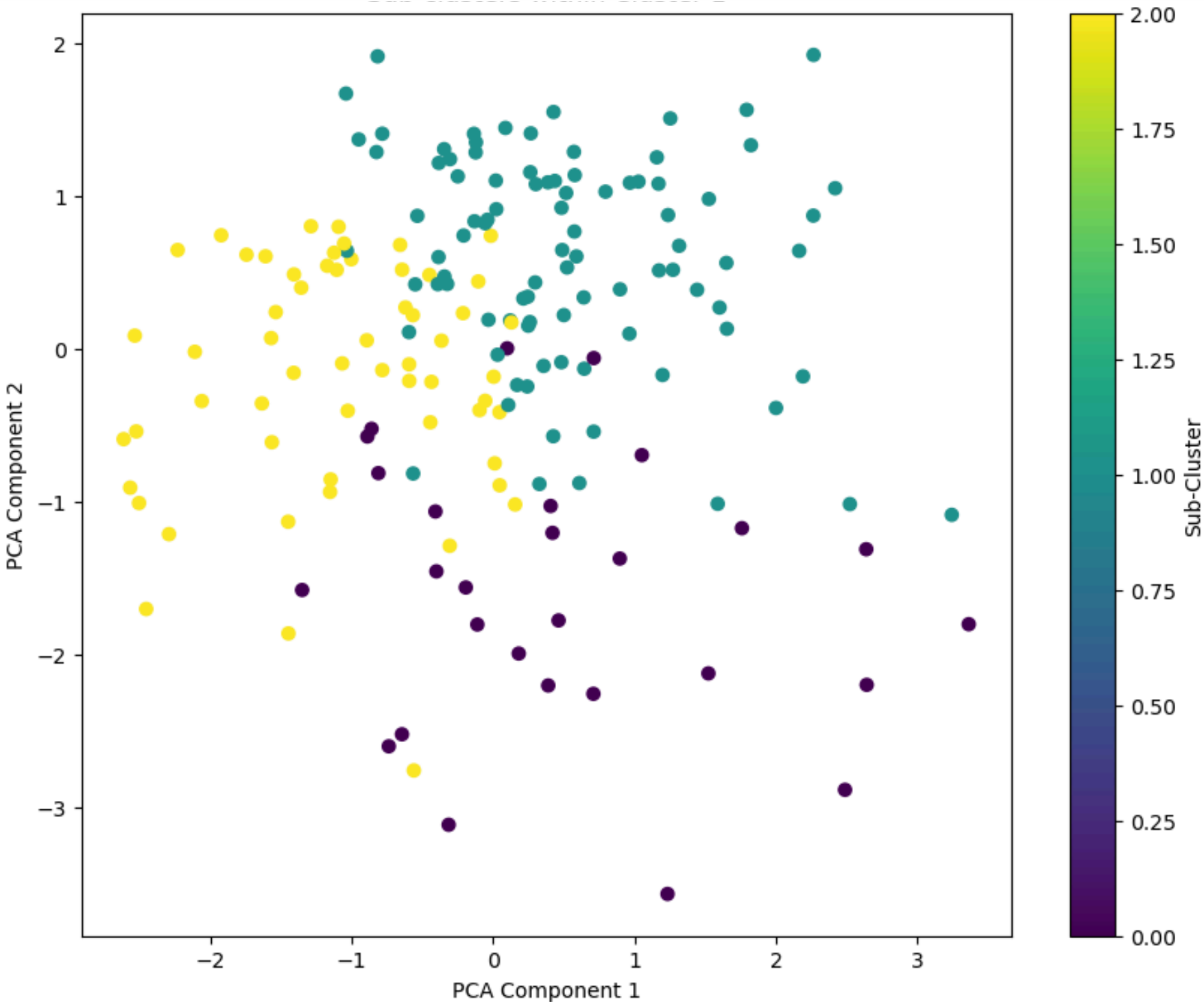
Cluster	Recency	Frequency	Monetary	loyalty_time	Avg_Profit
0	51.0	7.0	360.0	1122.0	71.0
1	93.0	6.0	552.0	981.0	141.0
2	244.0	9.0	375.0	955.0	94.0

Targeting Strategy for Sub-Clusters in Cluster 2



Insights Summary:

- Sub-Cluster 0: Re-engage dormant customers with reactivation discounts and promotions.
- Sub-Cluster 1: Increase purchase frequency using incentives for frequent purchases.
- Sub-Cluster 2: Improve transaction value and loyalty by offering bundles and personalized recommendations.



Cluster	Recency	Frequency	Monetary	loyalty_time	Avg_Profit
0	424.0	4.0	350.0	539.0	9.0
1	347.0	5.0	140.0	853.0	17.0
2	106.0	4.0	122.0	573.0	17.0

Conclusion

1. Cluster Insights:

- Cluster 1: Moderate CLV; loyal, frequent buyers.

Opportunity: Increase transaction size.

- Cluster 2: Low CLV; low loyalty and spend. Opportunity:

Boost engagement and spending.

- Cluster 3: High CLV; high-value, profitable customers.

Opportunity: Retain with VIP perks.

2. CLV Summary:

- Low CLV: Grow loyalty and spend (mostly Cluster 2).

- Moderate CLV: Encourage bigger transactions (Cluster 1 and some Cluster 2).

- High CLV: Retain top spenders with premium offers (Cluster 3).

Overall Strategy

- Increase CLV and loyalty in low-value segments.
- Encourage higher spend in moderate-value segments.
- Retain high-value customers with exclusive benefits.