

LEARNING MORE ABOUT OUR CUSTOMERS

The business has been struggling to retain and attract new customers

Using RFM to Segment Customers

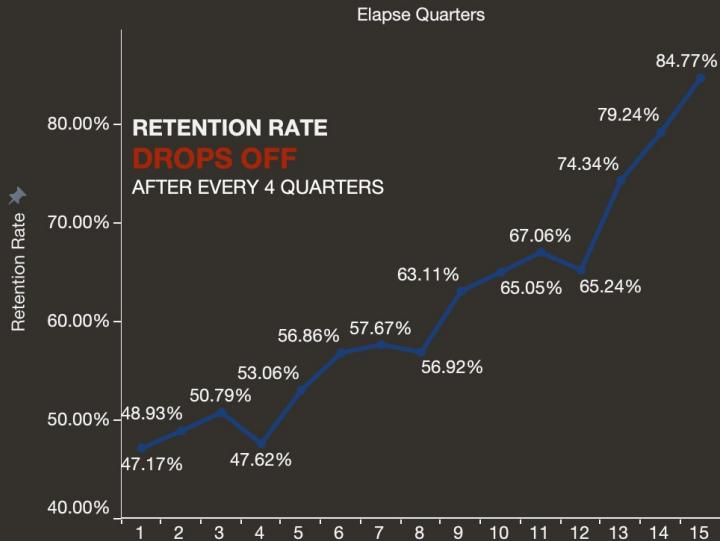
How are the Segments performing?

What are the impacts of the current promotions?

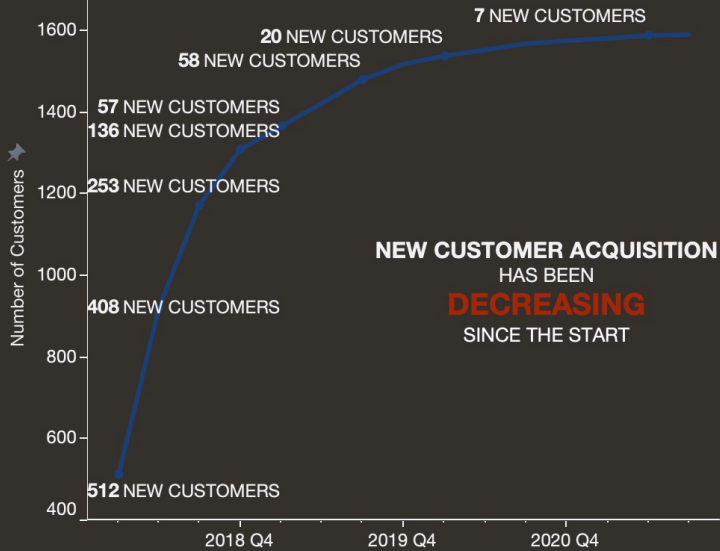
The business should target 'Customers to Pay Attention' Segment

COHORT ANALYSIS

RETENTION RATE



NEW CUSTOMER ACQUISITION



CUSTOMER COHORT MATRIX

		Elapse Quarters														
Quarter of Acquisition	Customers	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15
2018 Q1	512	53.71%	58.98%	68.55%	45.12%	61.91%	66.60%	69.73%	53.71%	69.92%	74.80%	76.37%	62.30%	77.54%	79.88%	84.77%
2018 Q2	408	50.00%	60.54%	43.87%	55.88%	58.09%	66.67%	53.43%	63.48%	69.85%	68.87%	61.76%	69.12%	73.53%	78.43%	
2018 Q3	253	50.99%	35.57%	48.22%	55.73%	52.17%	44.27%	55.34%	65.22%	61.66%	51.78%	62.45%	64.03%	69.17%		
2018 Q4	136	35.29%	41.18%	48.53%	43.38%	38.97%	46.32%	53.68%	54.41%	39.71%	55.88%	62.50%	66.91%			
2019 Q1	57	26.32%	29.82%	31.58%	26.32%	31.58%	45.61%	40.35%	36.84%	45.61%	50.88%	52.63%				
2019 Q2	56	32.14%	25.00%	23.21%	33.93%	25.00%	33.93%	33.93%	41.07%	50.00%	44.64%					
2019 Q3	58	34.48%	17.24%	25.86%	32.76%	44.83%	27.59%	50.00%	50.00%	46.55%						
2019 Q4	38	26.32%	31.58%	42.11%	39.47%	34.21%	39.47%	50.00%	47.37%							
2020 Q1	20	35.00%	35.00%	30.00%	35.00%	40.00%	60.00%	45.00%								
2020 Q2	15	20.00%	33.33%	26.67%	40.00%	60.00%	46.67%									
2020 Q3	15	66.67%	46.67%	40.00%	46.67%	33.33%										
2020 Q4	7	28.57%	42.86%	28.57%	42.86%											
2021 Q1	6	66.67%	50.00%	83.33%												
2021 Q2	7	57.14%	57.14%													
2021 Q3	2	50.00%														

STRUGGLING TO RETAIN CUSTOMERS AFTER 2018 Q4

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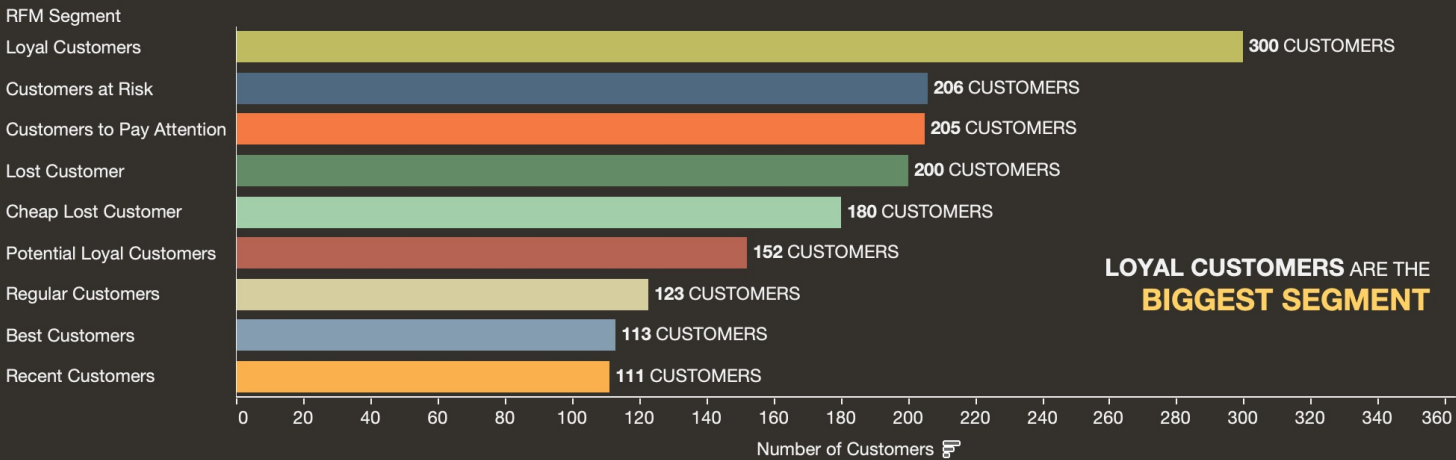
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RFM SEGMENTATION

CUSTOMER SEGMENTATION BASED ON RFM SCORE

		M			
R	F	1	2	3	4
1	1	Best Customers	Loyal Customers		
	2	Loyal Customers	Loyal Customers	Loyal Customers	
	3		Potential Loyal Customers	Recent Customers	Recent Customers
	4		Recent Customers	Recent Customers	Recent Customers
2	1	Loyal Customers	Potential Loyal Customers		
	2	Potential Loyal Customers	Potential Loyal Customers	Regular Customers	
	3		Regular Customers	Regular Customers	Regular Customers
	4		Regular Customers	Regular Customers	Regular Customers
3	1	Customers to Pay Attention	Customers to Pay Attention		
	2	Customers to Pay Attention	Customers to Pay Attention	Customers at Risk	
	3		Customers at Risk	Customers at Risk	Customers at Risk
	4		Customers at Risk	Customers at Risk	Customers at Risk
4	1	Customers to Pay Attention	Customers to Pay Attention		
	2	Customers at Risk	Customers at Risk	Customers at Risk	
	3		Lost Customer	Lost Customer	Lost Customer
	4		Lost Customer	Lost Customer	Cheap Lost Customer

RFM SEGMENTS



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DEEPER DIVE INTO THE SEGMENTS

KPI | SALES



KPI | PROFIT



RFM SEGMENT | SUMMARY

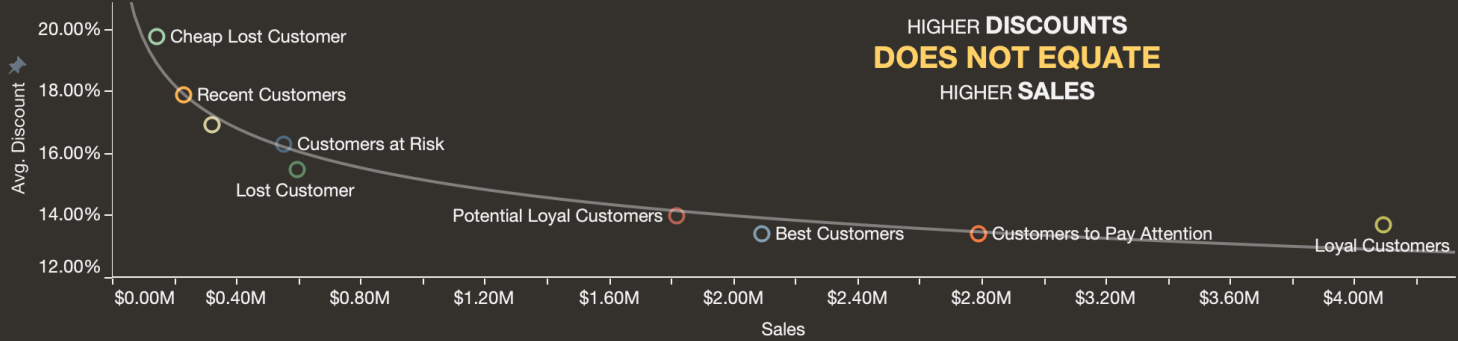
Best Customers Customer Count: 113 Avg. Sales per Customer: \$290.52 Avg. Profit per Customer: \$35.91 Avg. Profit Ratio per Customer: 12.36% Avg. Recency: 6 Days Avg. Frequency: 31 Times	Loyal Customers Customer Count: 300 Avg. Sales per Customer: \$262.73 Avg. Profit per Customer: \$31.81 Avg. Profit Ratio per Customer: 12.11% Avg. Recency: 13 Days Avg. Frequency: 26 Times	Lost Customer Customer Count: 200 Avg. Sales per Customer: \$202.86 Avg. Profit per Customer: \$20.47 Avg. Profit Ratio per Customer: 10.09% Avg. Recency: 222 Days Avg. Frequency: 7 Times	Recent Customers Customer Count: 111 Avg. Sales per Customer: \$150.95 Avg. Profit per Customer: \$12.62 Avg. Profit Ratio per Customer: 8.36% Avg. Recency: 7 Days Avg. Frequency: 7 Times
Customers to Pay Attention Customer Count: 205 Avg. Sales per Customer: \$265.94 Avg. Profit per Customer: \$31.05 Avg. Profit Ratio per Customer: 11.67% Avg. Recency: 57 Days Avg. Frequency: 25 Times	Potential Loyal Customers Customer Count: 152 Avg. Sales per Customer: \$258.32 Avg. Profit per Customer: \$30.54 Avg. Profit Ratio per Customer: 11.82% Avg. Recency: 24 Days Avg. Frequency: 23 Times	Customers at Risk Customer Count: 206 Avg. Sales per Customer: \$168.31 Avg. Profit per Customer: \$15.99 Avg. Profit Ratio per Customer: 9.50% Avg. Recency: 65 Days	Cheap Lost Customer Customer Count: 180 Avg. Sales per Customer: \$111.21 Avg. Profit per Customer: \$0.05 Avg. Profit Ratio per Customer: 0.05%
		Regular Customers Customer Count: 123 Avg. Sales per Customer: \$168.05 Avg. Profit per Customer: \$20.98 Avg. Profit Ratio per Customer: 12.49% Avg. Recency: 26 Days	

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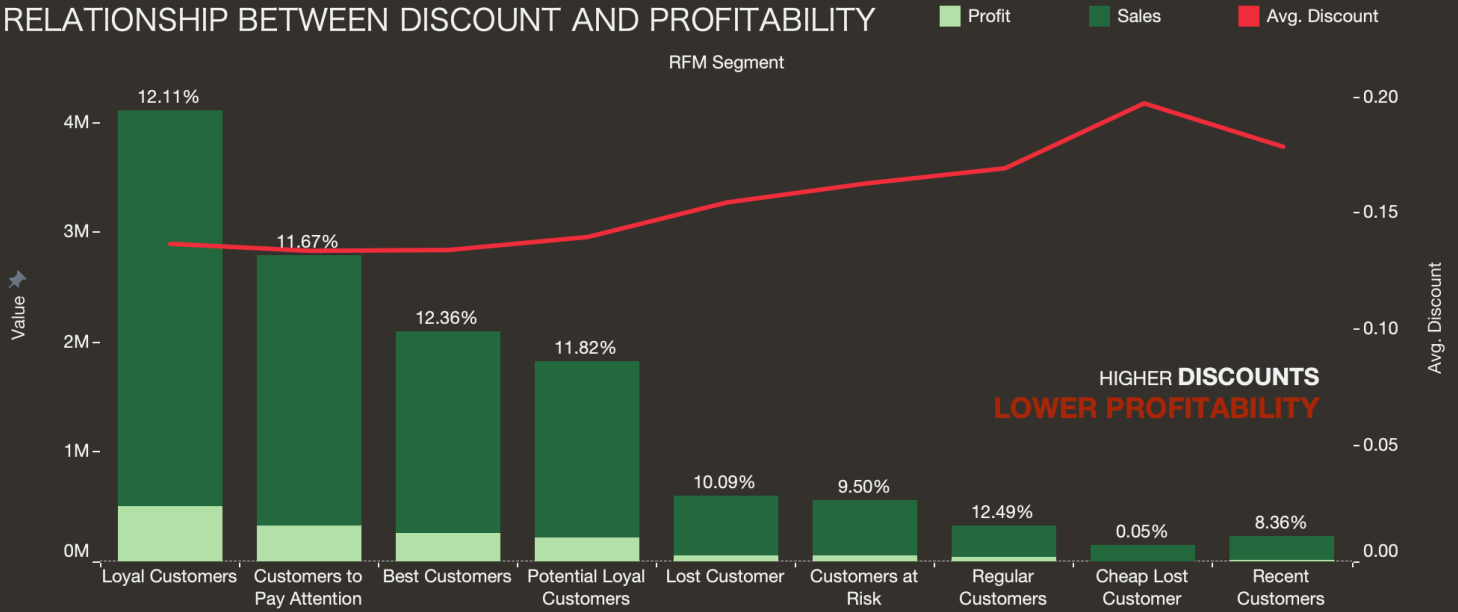
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CURRENT PROMOTIONAL EFFECTS

ARE DISCOUNTS JUSTIFIED ?



RELATIONSHIP BETWEEN DISCOUNT AND PROFITABILITY



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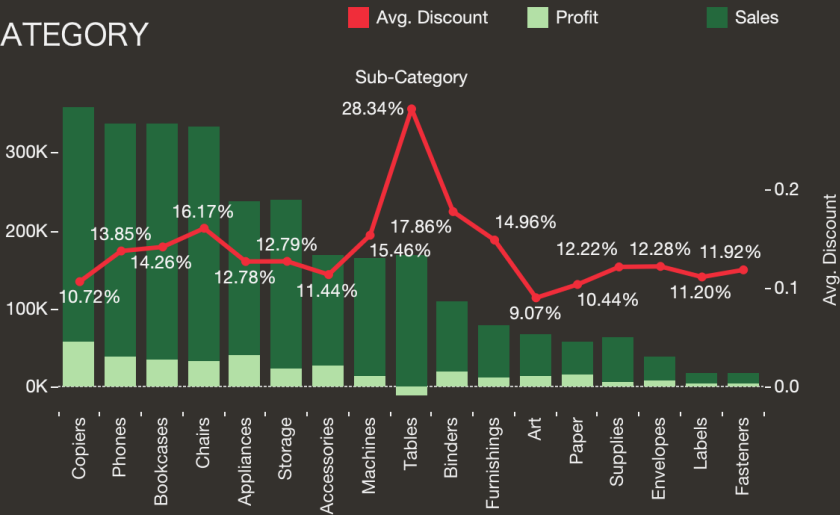
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WHO SHOULD THE BUSINESS TARGET AND HOW

CUSTOMER TYPE



CATEGORY



TOP 10 PRODUCTS

