Beyond the First Click: From Acquisition to Retention in E-Commerce

Total Revenue

5.0M

Total Customers
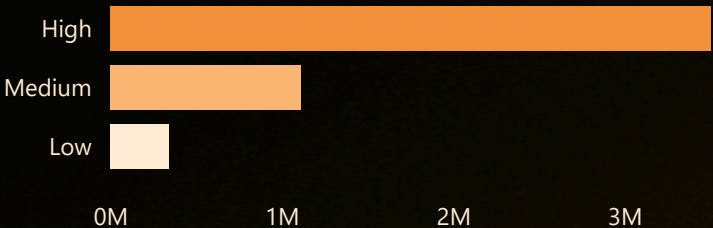
4529

Churn Risk Customers
- ☐ High
- ☐ Low
- ☐ Medium

Loyalty Segments ⌄
- ☐ Inactive
- ☐ Low Engaged
- ☐ Loyal
- ☐ Moderately Loyal
- ☐ Super Loyal

Revenue at Risk by Churn Tier

High
Medium
Low

0M   1M   2M   3M

Country-wise Churn Risk ⌄
- ☐ Australia
- ☐ Brazil
- ☐ Canada
- ☐ China
- ☐ France

Churn Risk by Cou... ●High ●Low ●Medium

Microsoft Bing
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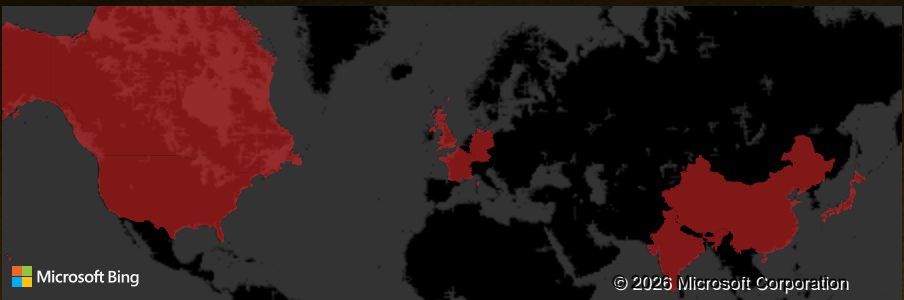
Repeat Behavior by Category

Preferred Category	Avg Loyalty Score	Avg Orders	Avg Revenue Loss
Beauty	45701.04	10.00	0.29
Electronics	46843.50	10.07	0.28
Fashion	43302.27	9.95	0.28
Home	47003.56	10.04	0.28
Sports	44767.47	10.02	0.29

Customer Loyalty Stages

8% 3%
45%
43%
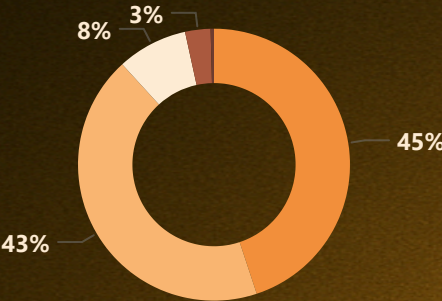
Fraud Signals by Segment

Fraud Status ●No ●Yes

100%

50%

0%

High   Medium   Low