



# CUSTOMER SEGMENTATION OPPORTUNITIES

£50  
Average Revenue

1.5  
Average Orders

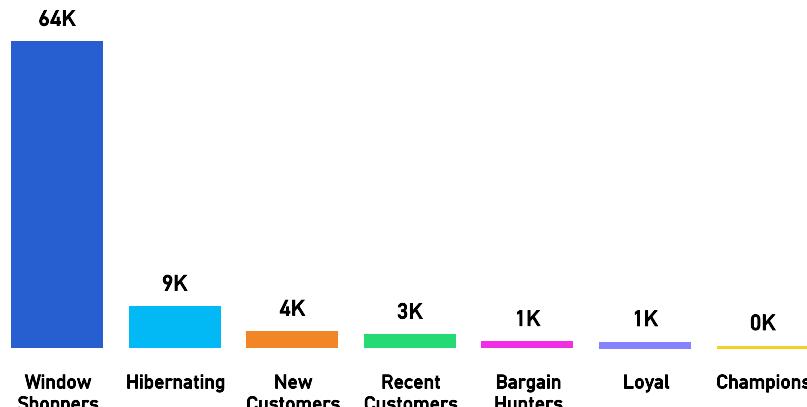
399  
Average Days Since Last Pur...

1.35M  
Total Customers

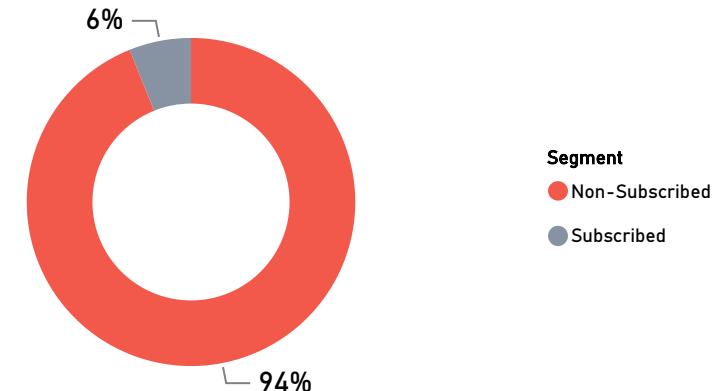
Segment	Average Number Of Orders	Average Total Revenue	Average Days Since Last Purchase	Total Customers
Bargain Hunters	3.9	£64	163	1338
Champions	12.5	£505	31	449
Hibernating	2.8	£86	364	8733
Loyal	8.9	£261	205	1299
New Customers	1.0	£56	38	3514
Non-Subscribed	1.4	£47	411	1269139
Recent Customers	2.7	£130	35	2834
Window Shoppers				64226

- Segment
- Select all
  - Bargain Hunters
  - Champions
  - Hibernating
  - Loyal
  - New Customers
  - Non-Subscribed
  - Recent Customers
  - Window Shoppers

## Customers Per Segment



## Non Subscribed VS Segments

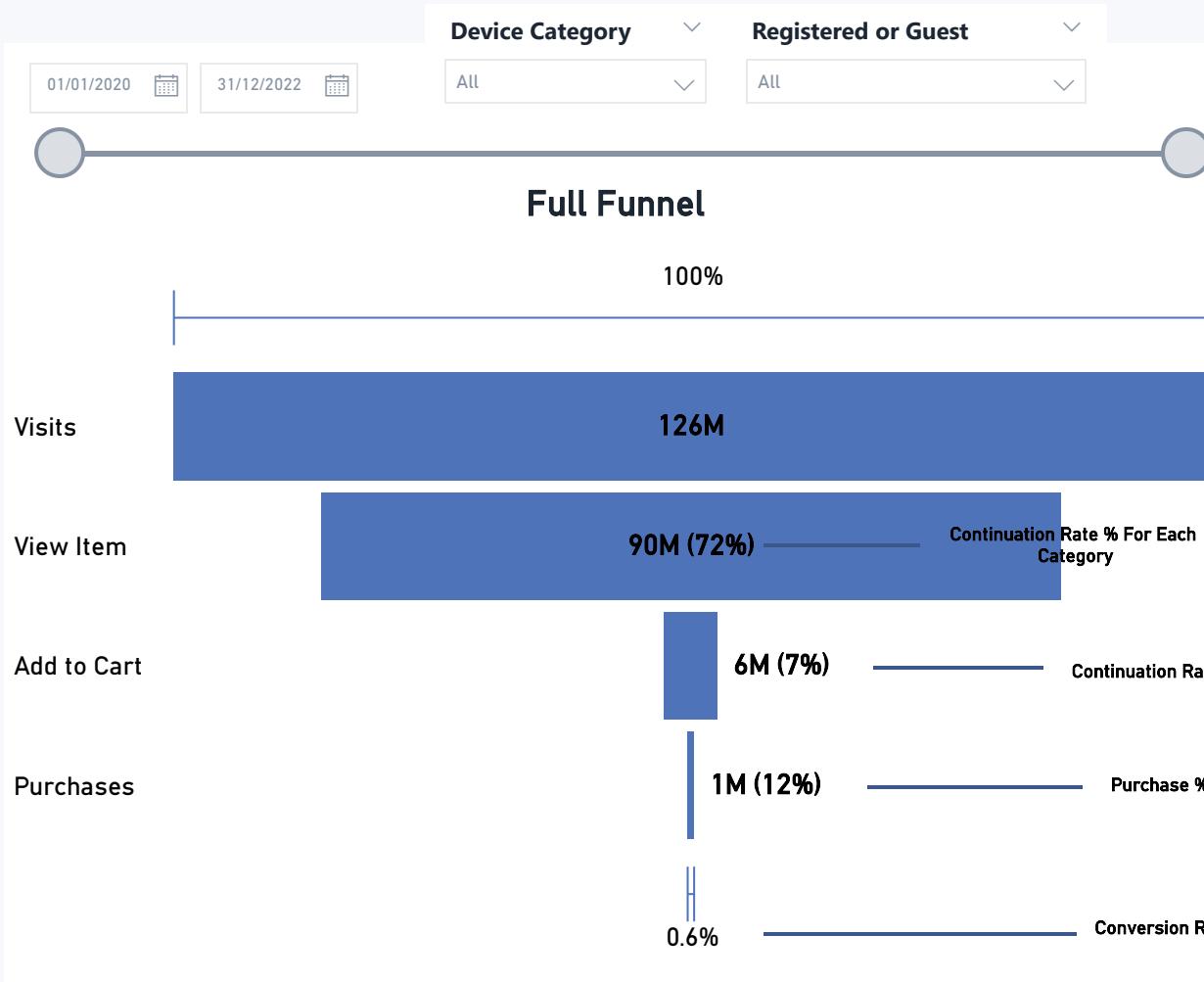




## CONVERSION OPPORTUNITIES

82%  
Average Abandonment Rate

90%  
Average of Dropoff Rate



Item Sub Category

T-shirts

Product Funnel



## MARKETING OPPORTUNITIES

01/01/2020

31/12/2022

**126M**  
Total Visits

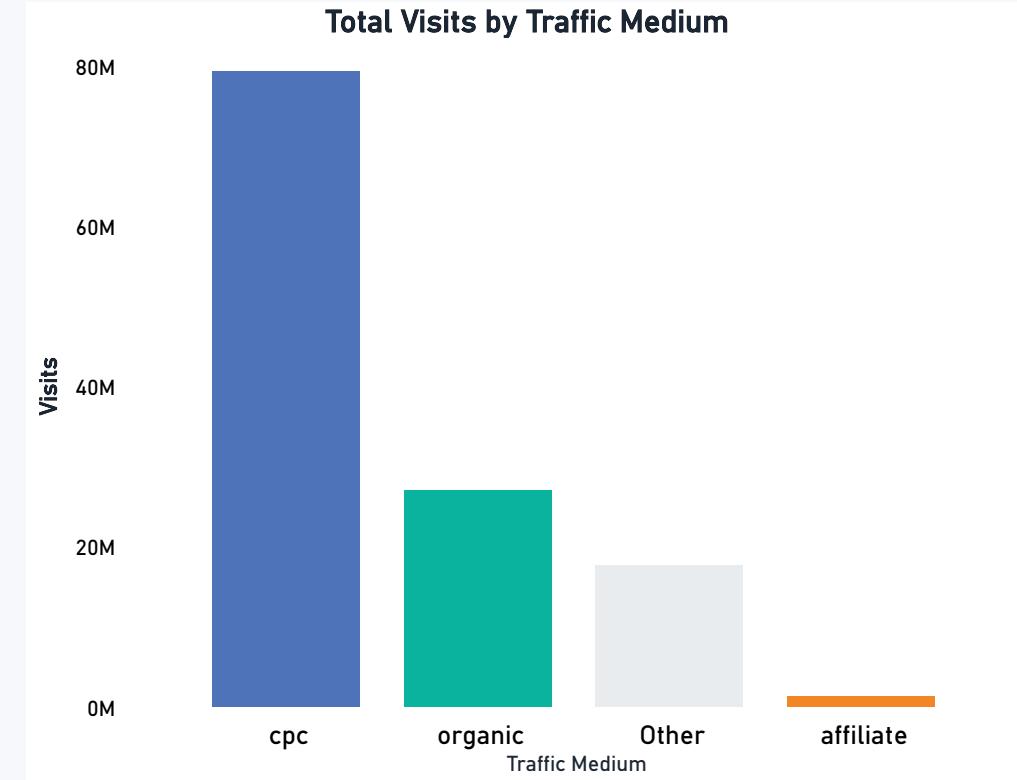
**785K**  
Total Transactions

**0.6%**  
Conversion Rate

**£24M**  
Total Revenue

**£28**  
AOV

Traffic Medium	Total Visits	Total Transactions	Conversion Rate	Average Revenue	Average AOV
[+](none)	10,666,569	125,787	1.1%	£3,671	£29
[+](affiliate)	1,305,923	25,108	1.8%	£362	£29
[+](comparison)	379,141	3,115	0.9%	£105	£41
[+](cpc)	79,468,264	208,018	0.4%	£1,254	£27
[+](cpm)	660,781	1,032	0.3%	£44	£27
[+](cpv)	9,072	9	0.0%	£17	£17
[+](crm)	2,458,038	19,541	1.1%	£213	£26
[+](influencer)	1,196,486	3,775	0.4%	£92	£22
[+](organic)	27,316,362	389,949	1.7%	£3,221	£29
[+](organic_social)	710,621	1,596	0.3%	£59	£26
[+](referral)	1,639,295	7,100	0.8%	£53	£24





## PRODUCT OPPORTUNITIES

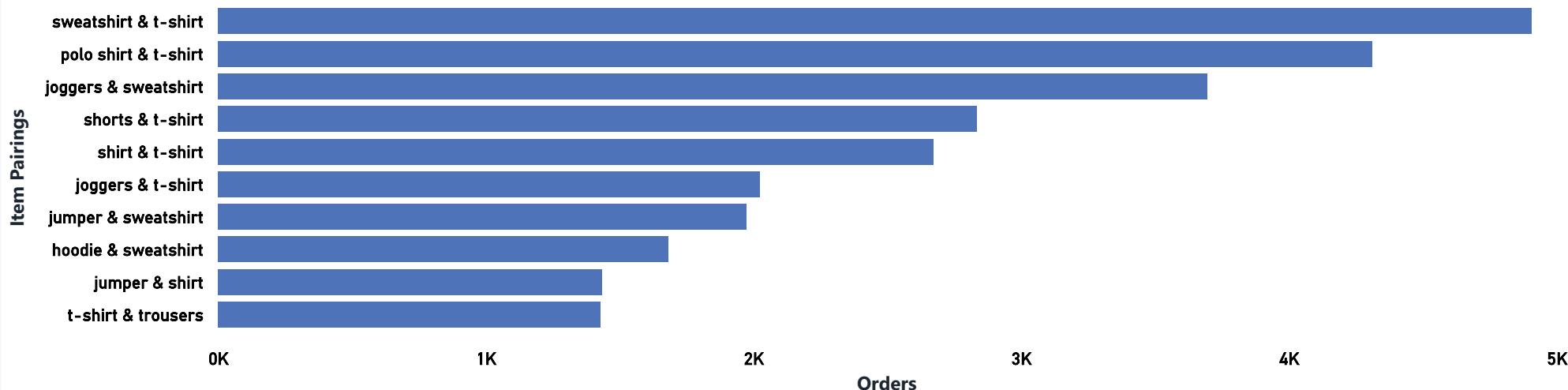
785K

Total Transactions

0.6%

Average Conversion Rate

### Top 10 Order Pairings



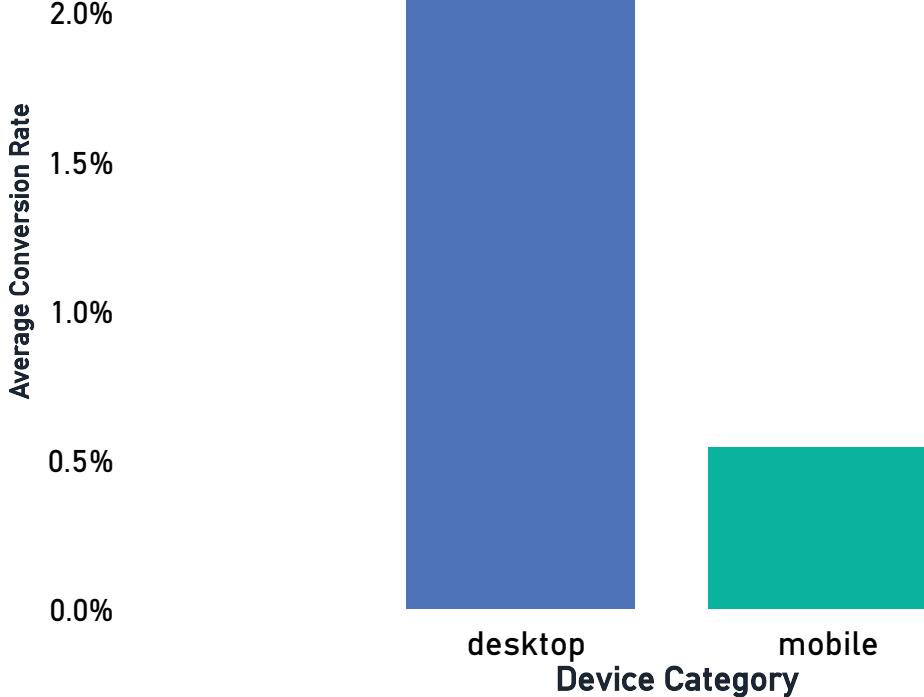
### Top Accessory and Homewear Profit Margin

Item Brand	Item Name	Average Profit Margin
Prism	ballet flats	83%
Prism	socks	83%
Prism	kimono	81%
Prism	baby bib	80%
Prism	belt	80%
Prism	boxer	80%
Prism	boxers	80%

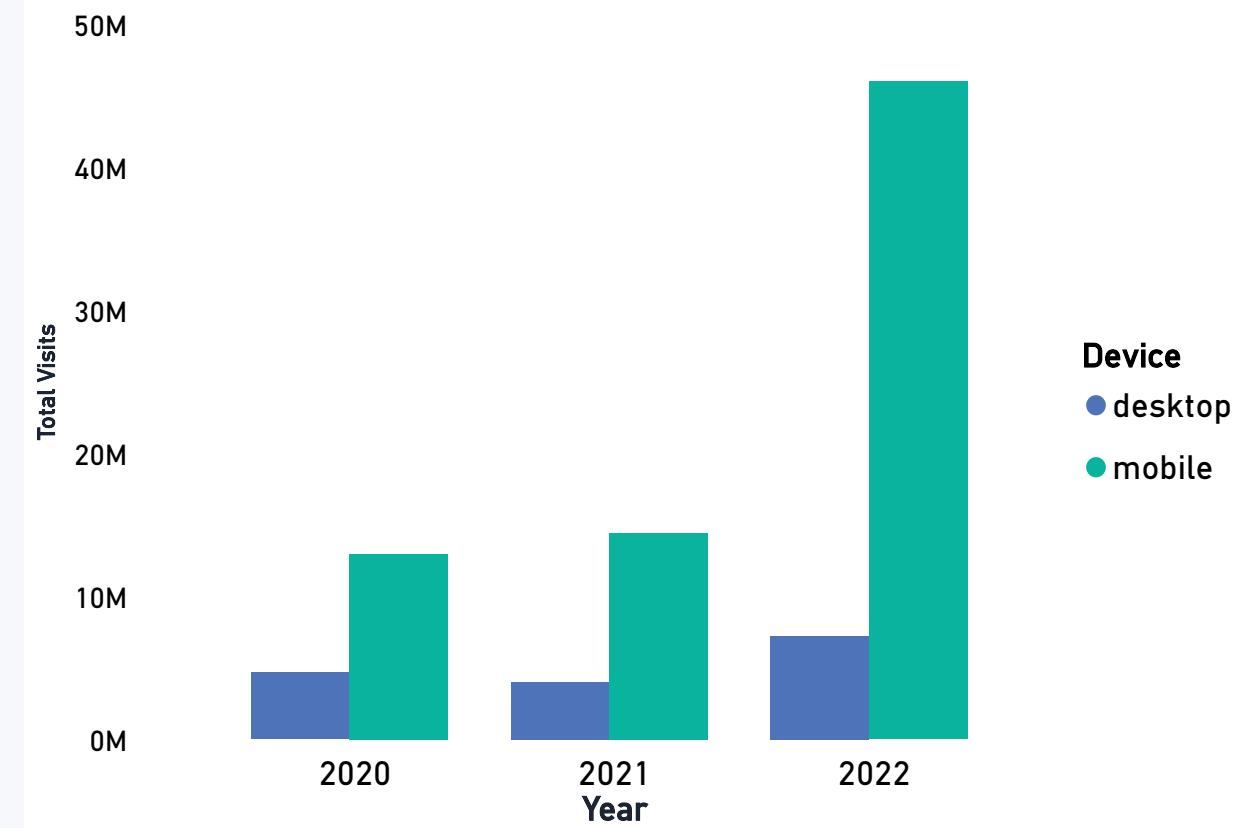
### Return rates

Item Brand	Item Name	Total Item Quantity	Total Return Quantity	Return Rate
Prism	mug	100	74	74%
U.S. Polo Assn.	shirt	51	51	100%
Nike	hand bag	44	41	93%
U.S. Polo Assn.	joggers	42	39	93%
Pierre Cardin	jumper	58	38	66%
U.S. Polo Assn.	trousers	40	38	95%
Prism	t-shirt	36	36	100%

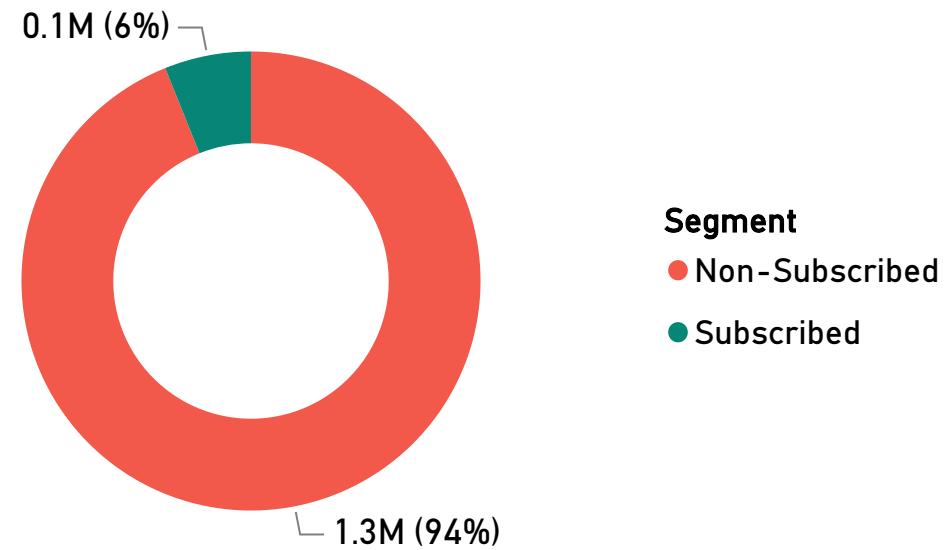
### Average Conversion Rate by Device



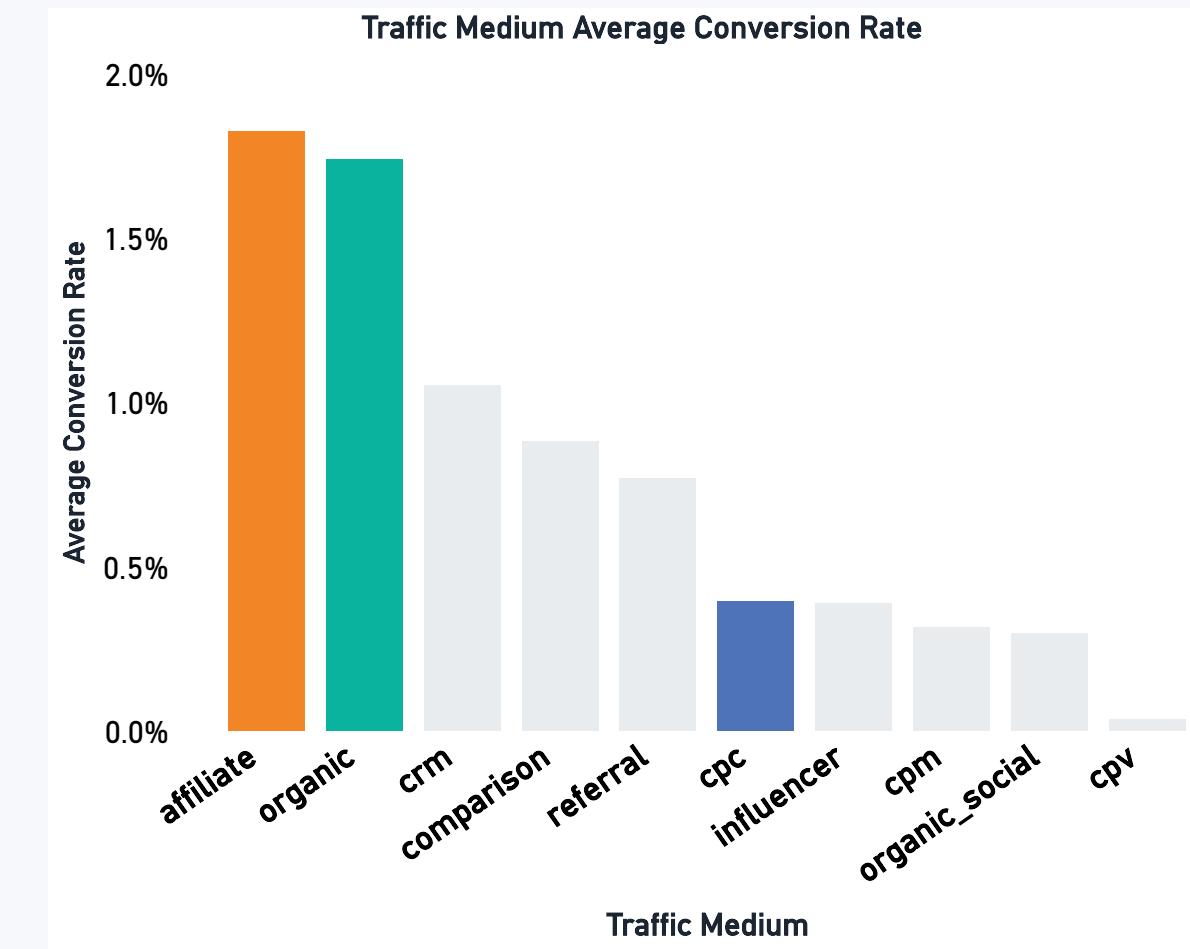
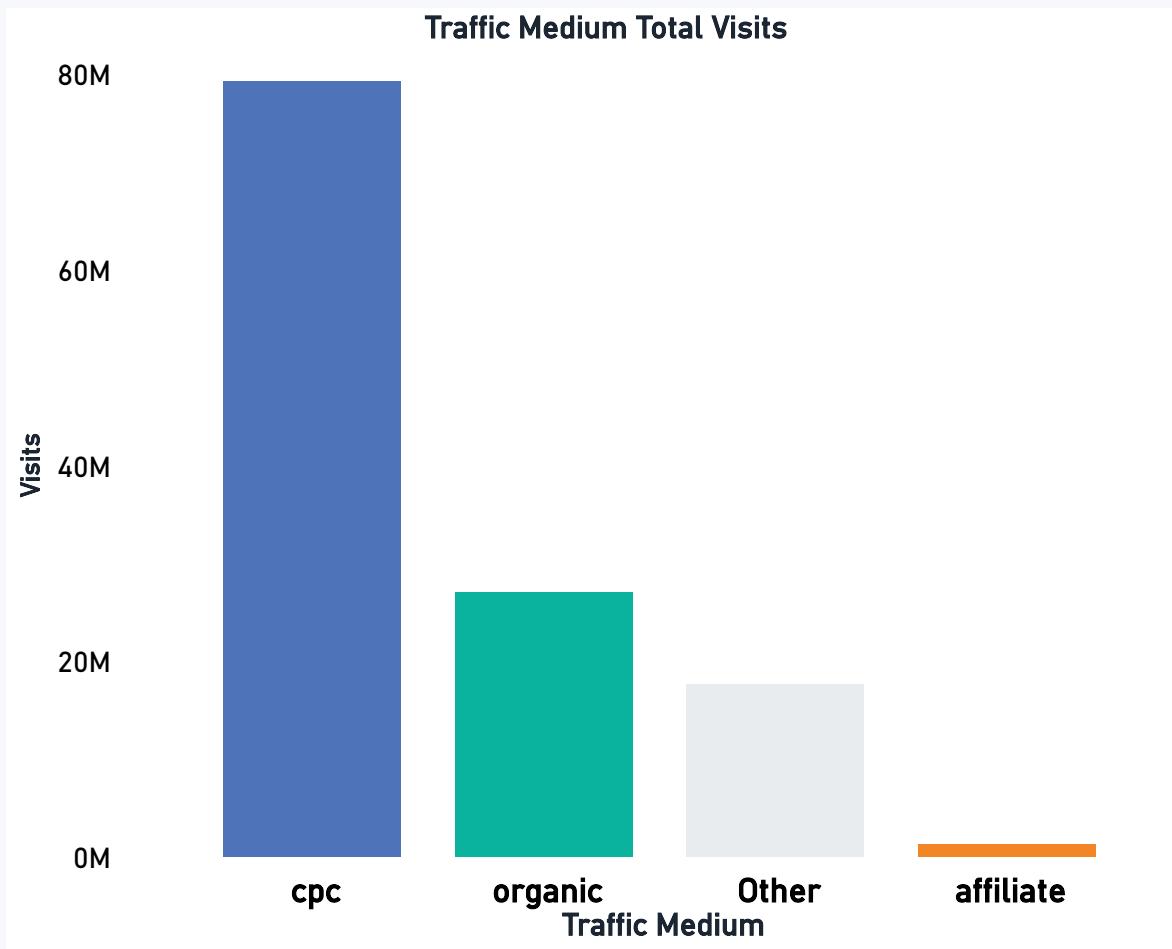
### Total Visits By Device



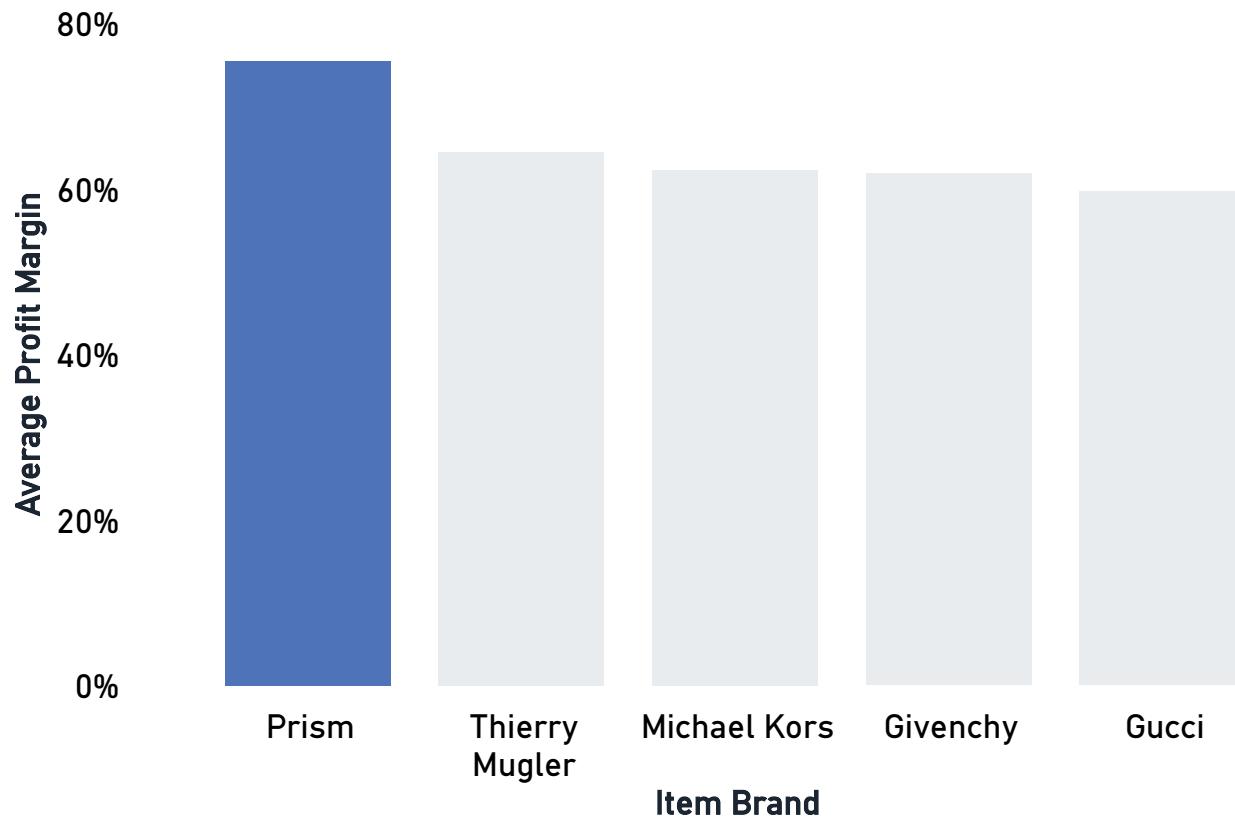
### Non Subscribed VS Segments



Segment	Average Number Of Orders	Average Total Revenue	Average Days Since Last Purchase	Total Customers
Non-Subscribed	1.4	£47	411	1269139
Subscribed	3.2	£108	215	82393



### Average Profit Margin Per Item Brand



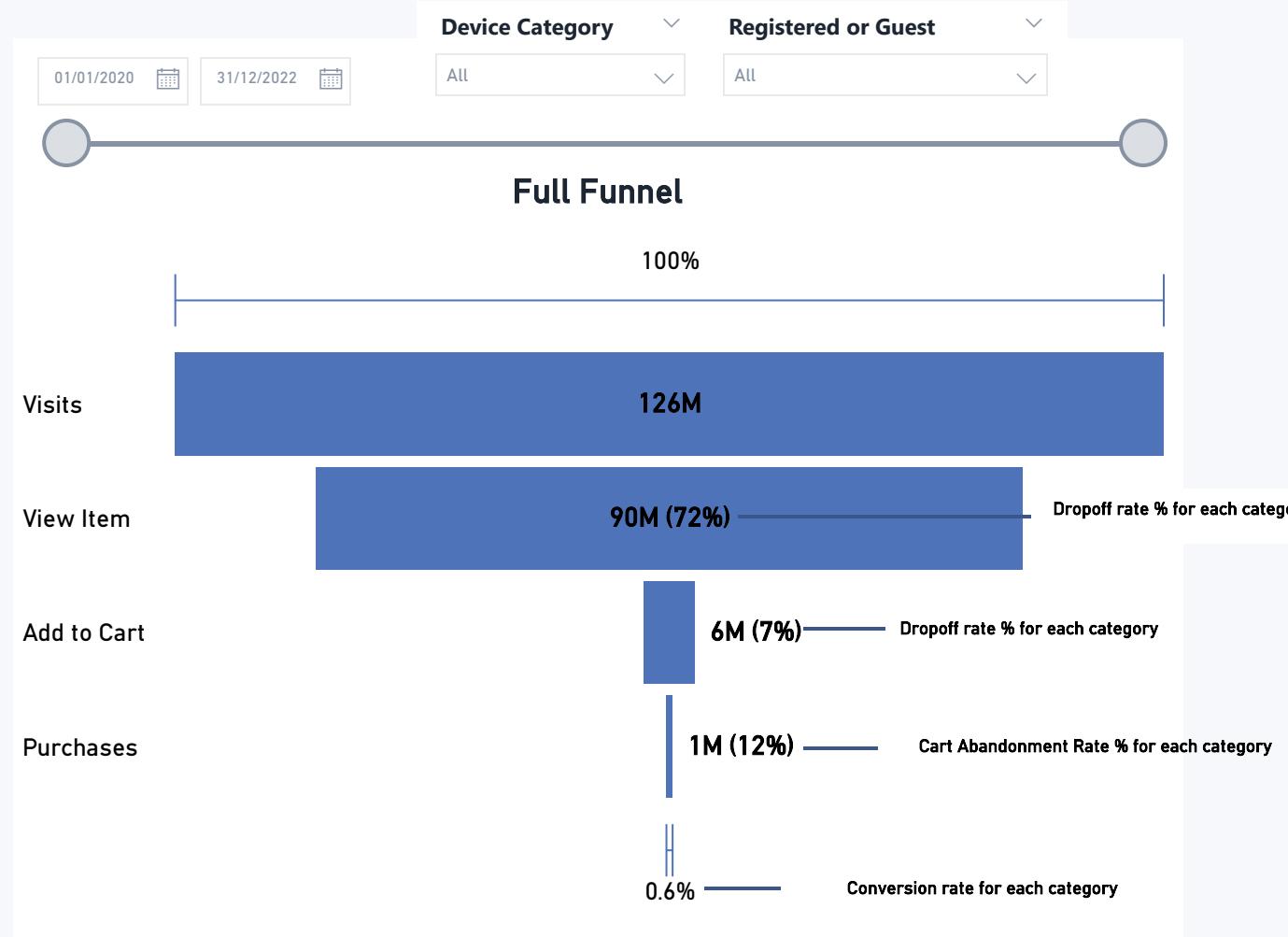
Item Pairings	Orders
sweatshirt & t-shirt	4,908
polo shirt & t-shirt	4,312
joggers & sweatshirt	3,696



# FUNNEL ANALYSIS

84%  
Average Abandonment Rate

92%  
Average of Dropoff Rate



Item Sub Category ▼

All ▼

Item Name	Total Item Revenue	Average Dropoff Rate	Average Cart Abandonment Rate
t-shirt	£3,663,082	90%	81%
lifestyle shoes	£2,882,964	95%	88%
sweatshirt	£2,244,712	92%	85%
sneakers	£2,138,358	95%	89%
coat	£2,116,904	97%	90%
boots	£1,636,434	95%	87%
shirt	£1,511,205	93%	80%
running shoes	£1,468,538	95%	89%
jumper	£1,465,992	93%	82%
joggers	£1,274,545	93%	84%
polo shirt	£958,320	91%	83%
outdoor shoes	£911,362	96%	91%
jeans	£876,016	93%	83%
trousers	£777,991	94%	79%
hiking shoes	£707,792	94%	87%
denim	£670,147	95%	90%