



# 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

