



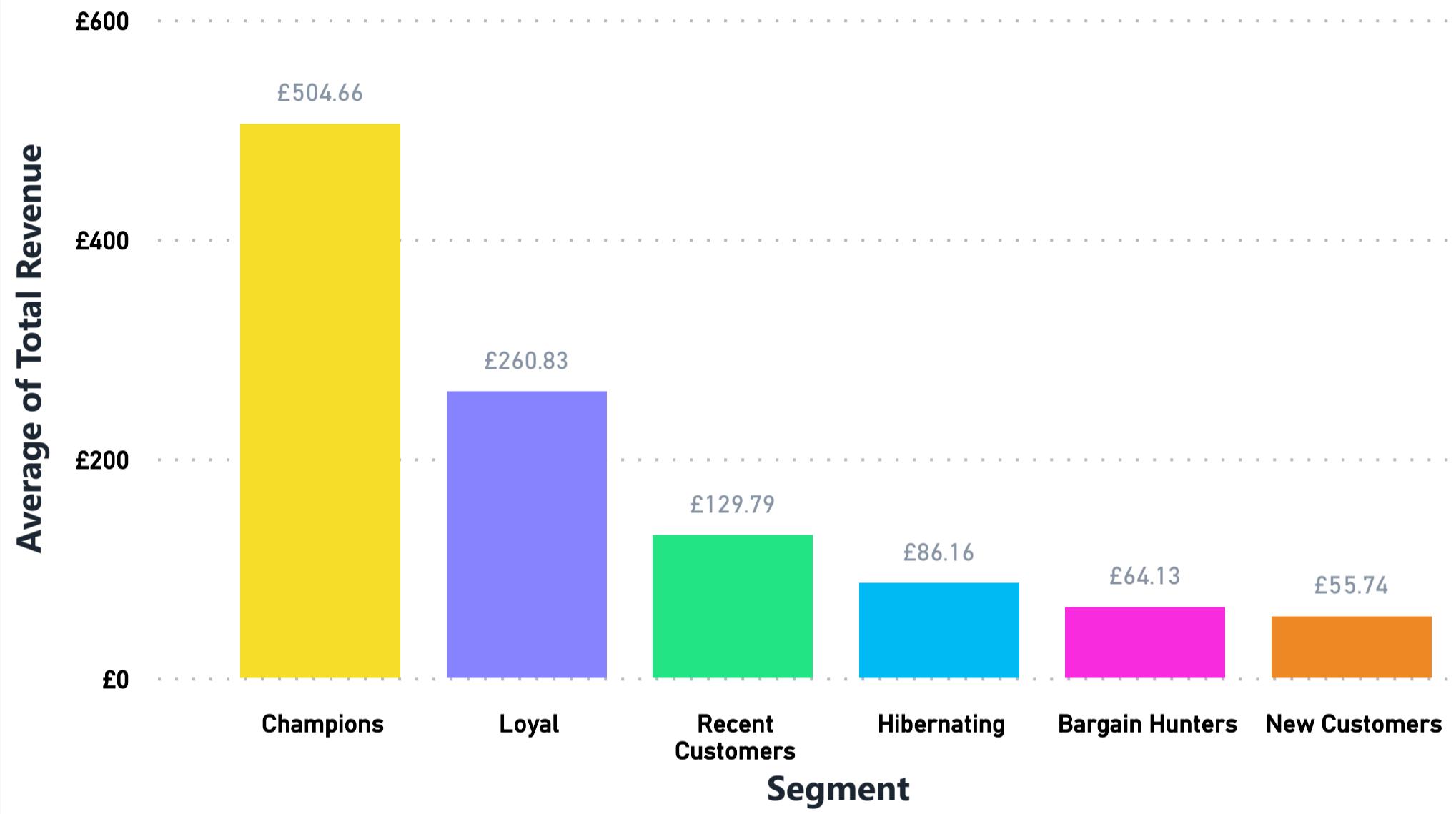
# CUSTOMER SEGMENTATION FOR MORE EFFECTIVE MARKETING - Subscribed

£108.29  
Average of Total Revenue

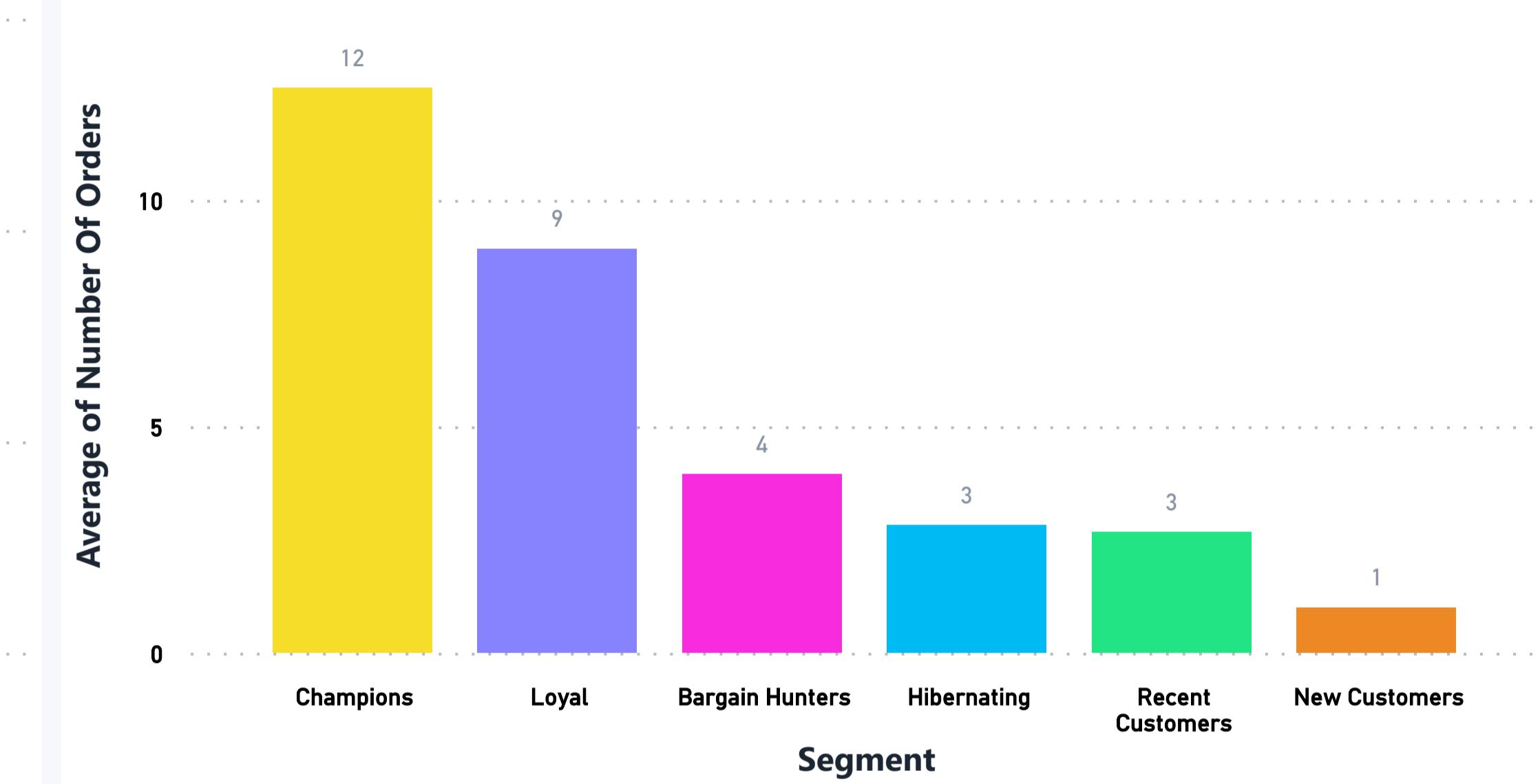
3.20  
Average of Number Of Orders

215.11  
Average of Days Since Last Purchase

## Average of Total Revenue by Segment

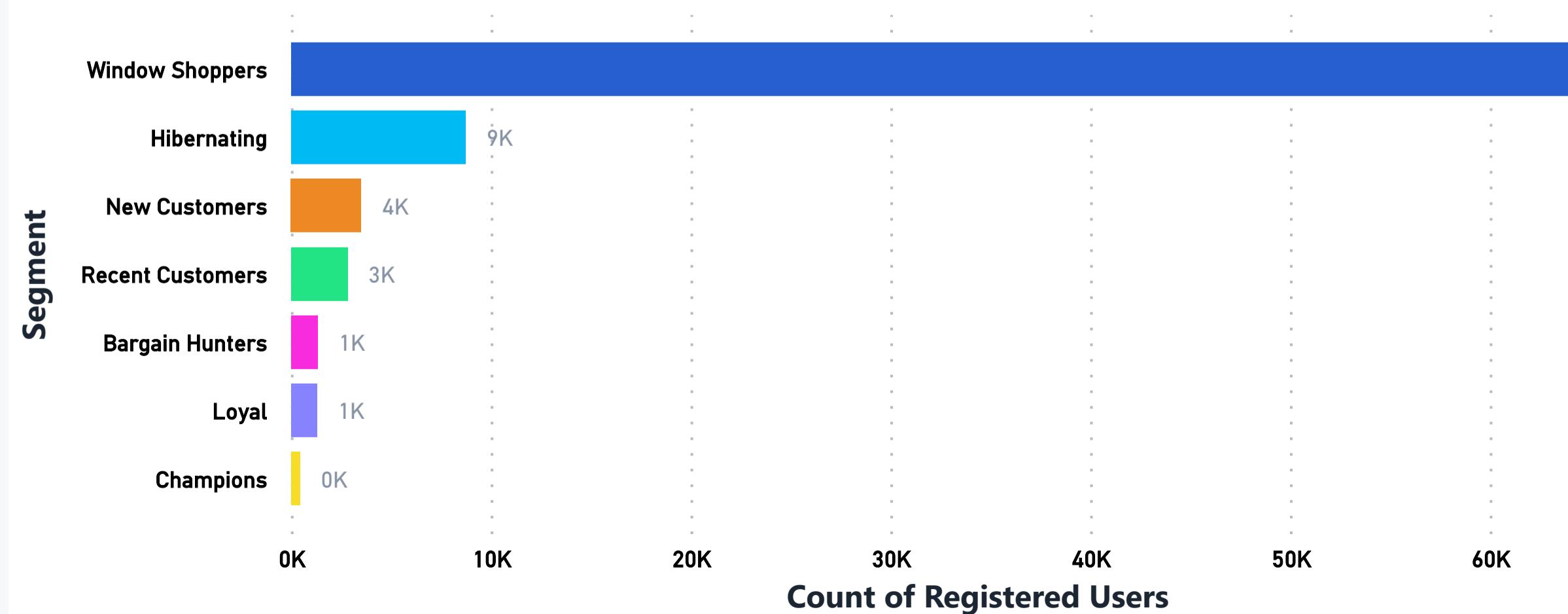


## Average of Number Of Orders by Segment

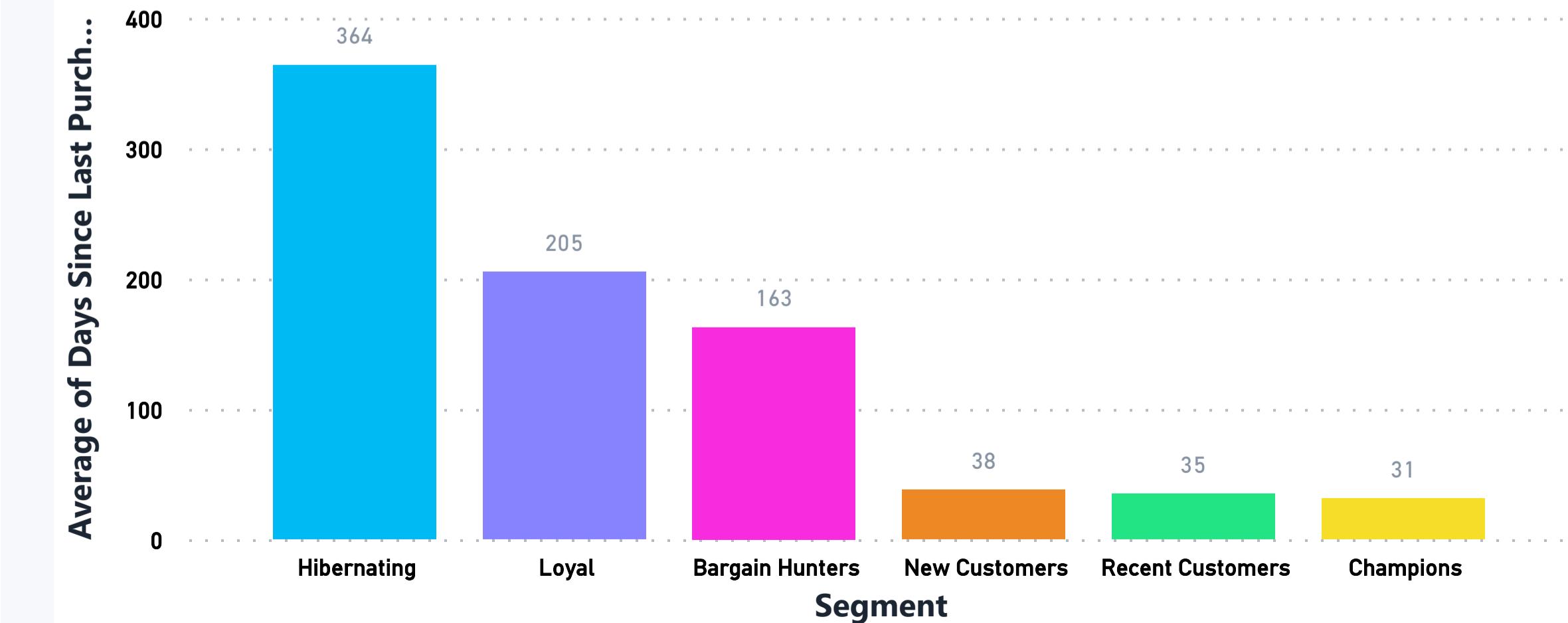


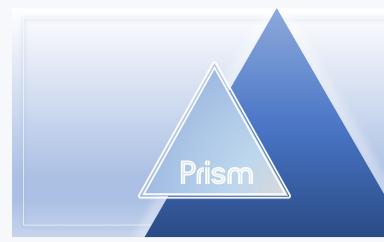
- Segment**
- Bargain Hunters
  - Champions
  - Hibernating
  - Loyal
  - New Customers
  - Recent Customers
  - Window Shoppers

## Count of Registered Users by Segment



## Average of Days Since Last Purchase by Segment





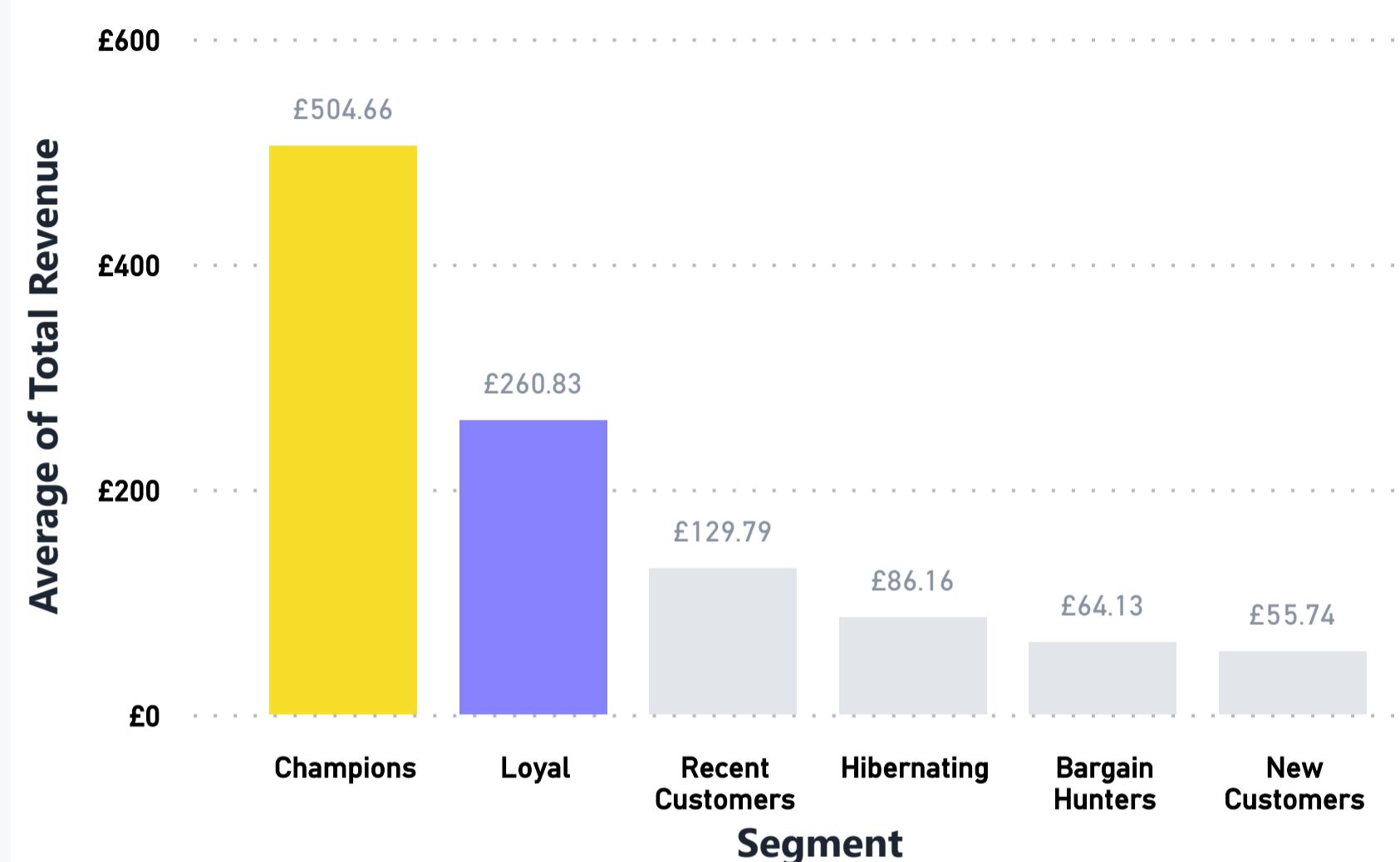
# CUSTOMER SEGMENTATION FOR MORE EFFECTIVE MARKETING -

£108.29  
Average of Total Revenue

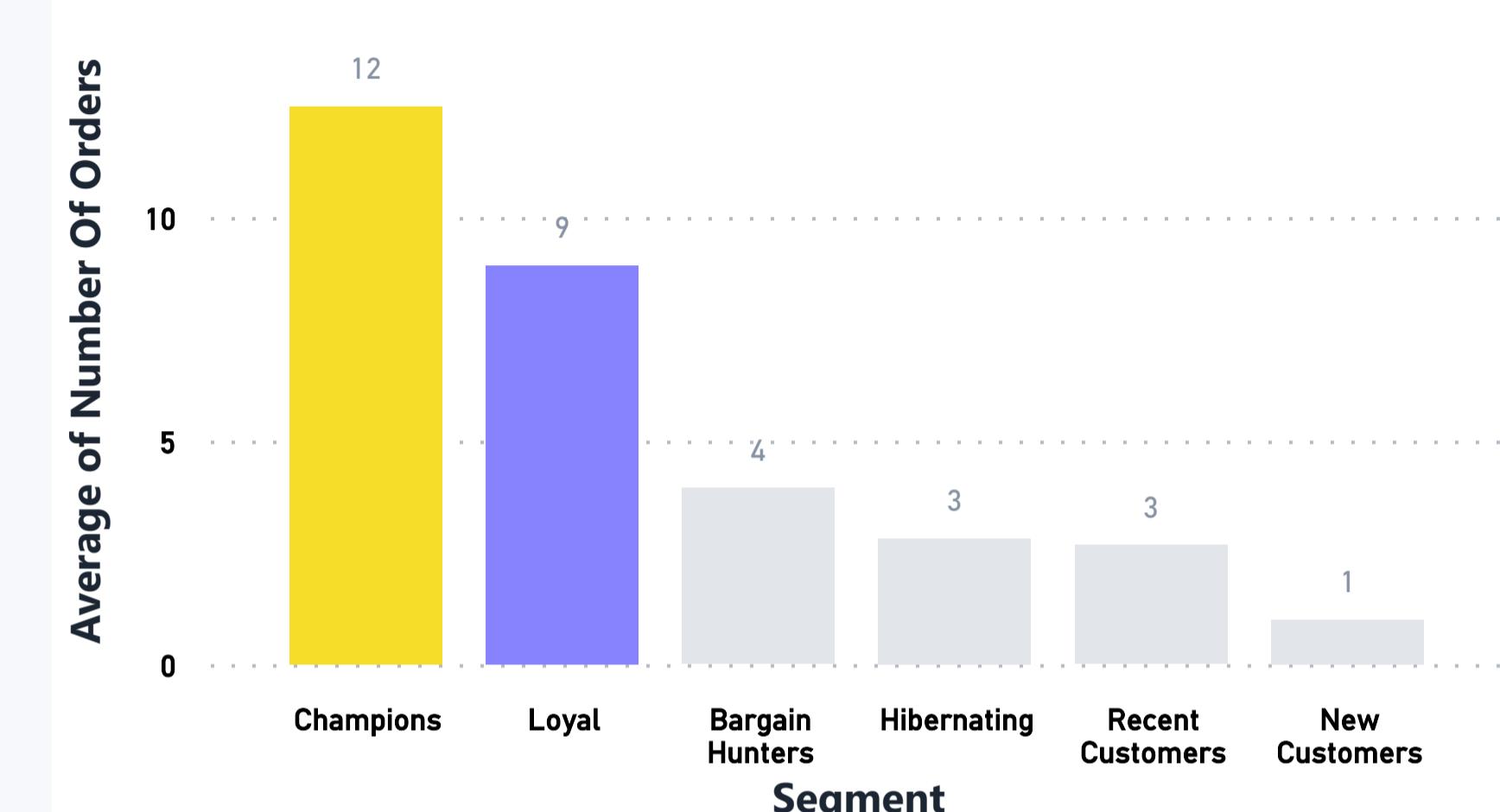
3.20  
Average of Number Of Orders

215.11  
Average of Days Since Last Purchase

## Average of Total Revenue by Segment



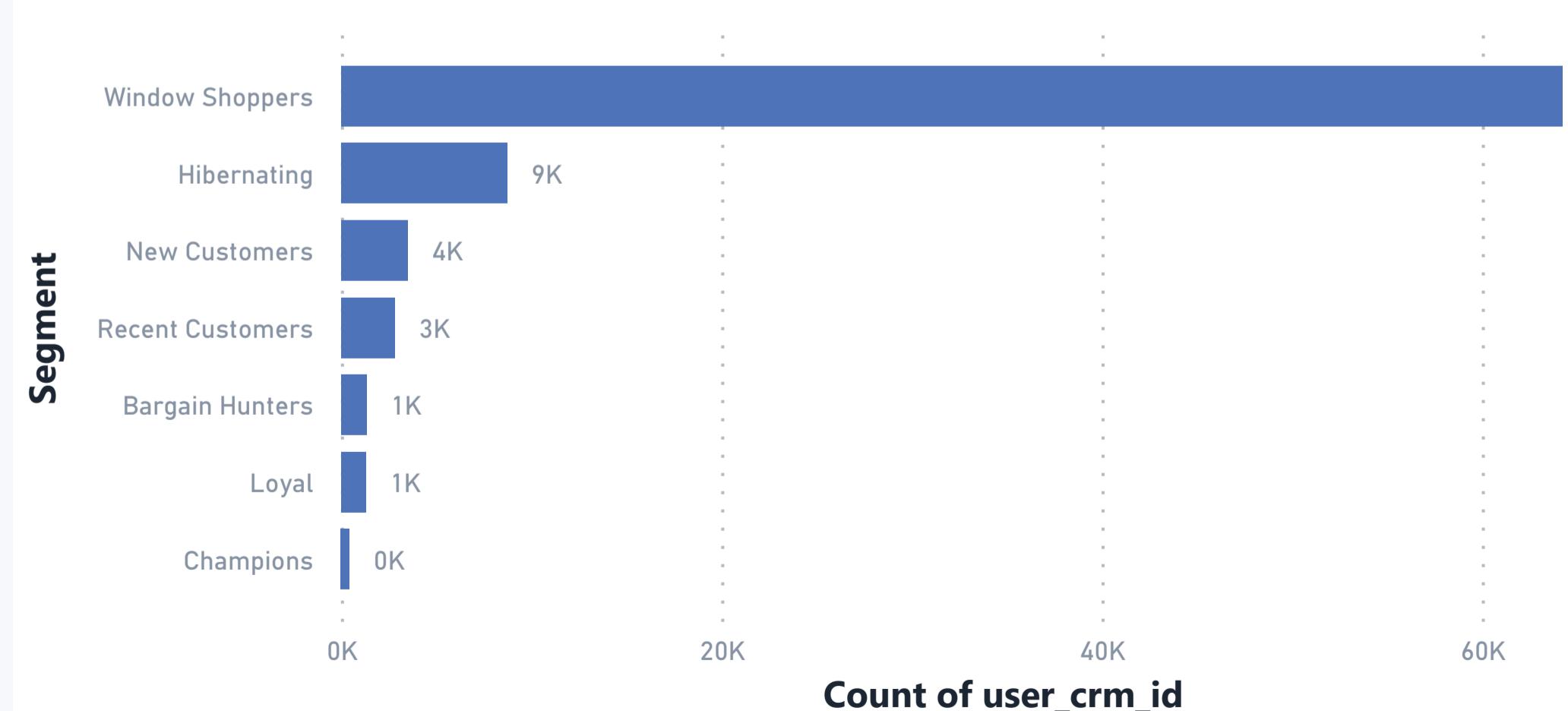
## Average of Number Of Orders by Segment



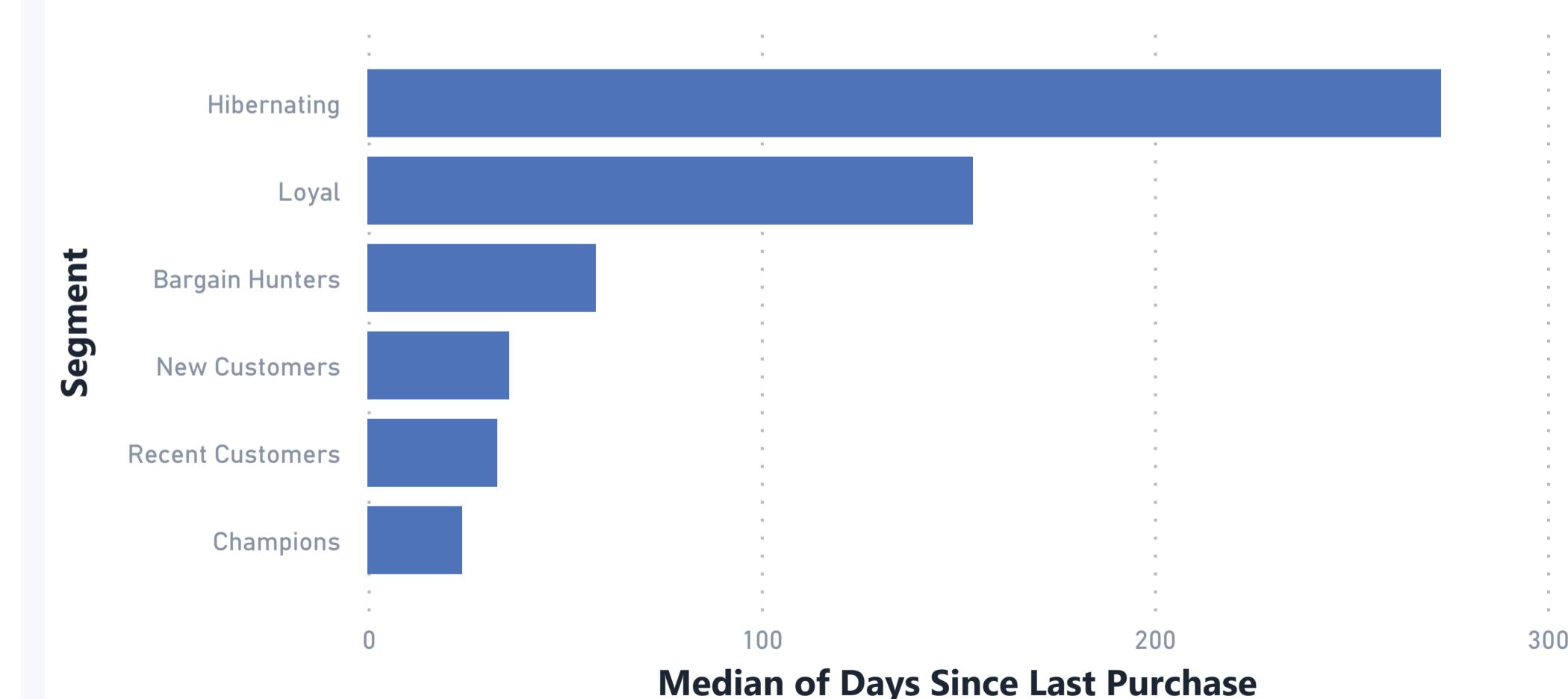
Segment
Bargain Hunters
Champions
Hibernating
Loyal
New Customers
Recent Customers
Window Shoppers

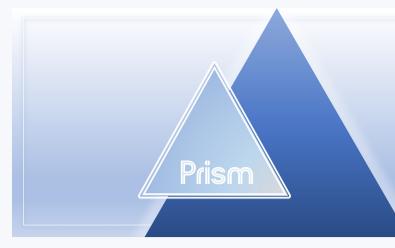
Segment	Co
Window Shoppers	
Recent Customers	
New Customers	
Loyal	
Hibernating	
Champions	
Bargain Hunters	
Total	

## Count of user\_crm\_id by Segment



## Median of Days Since Last Purchase by Segment





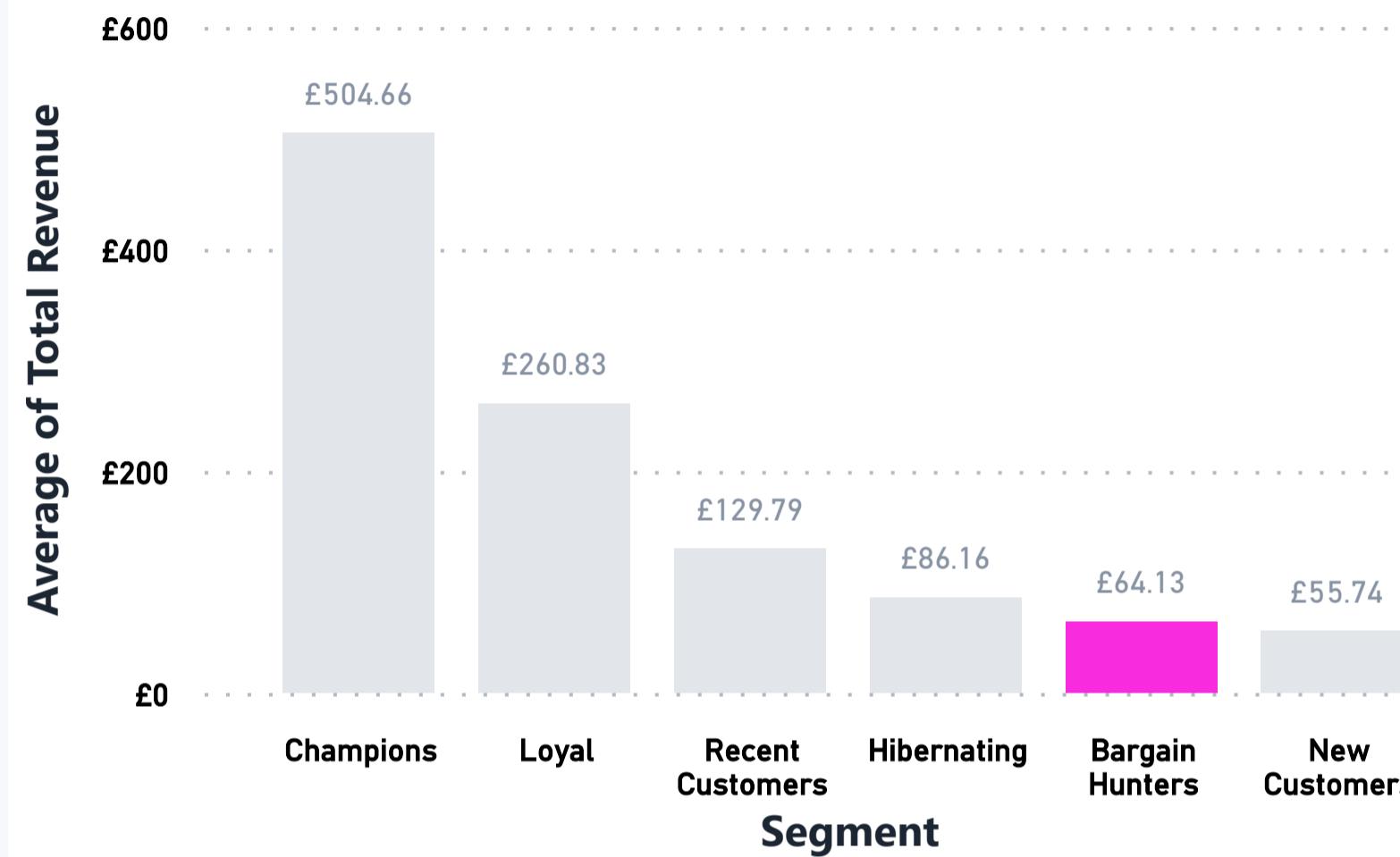
# CUSTOMER SEGMENTATION FOR MORE EFFECTIVE MARKETING -

£108.29  
Average of Total Revenue

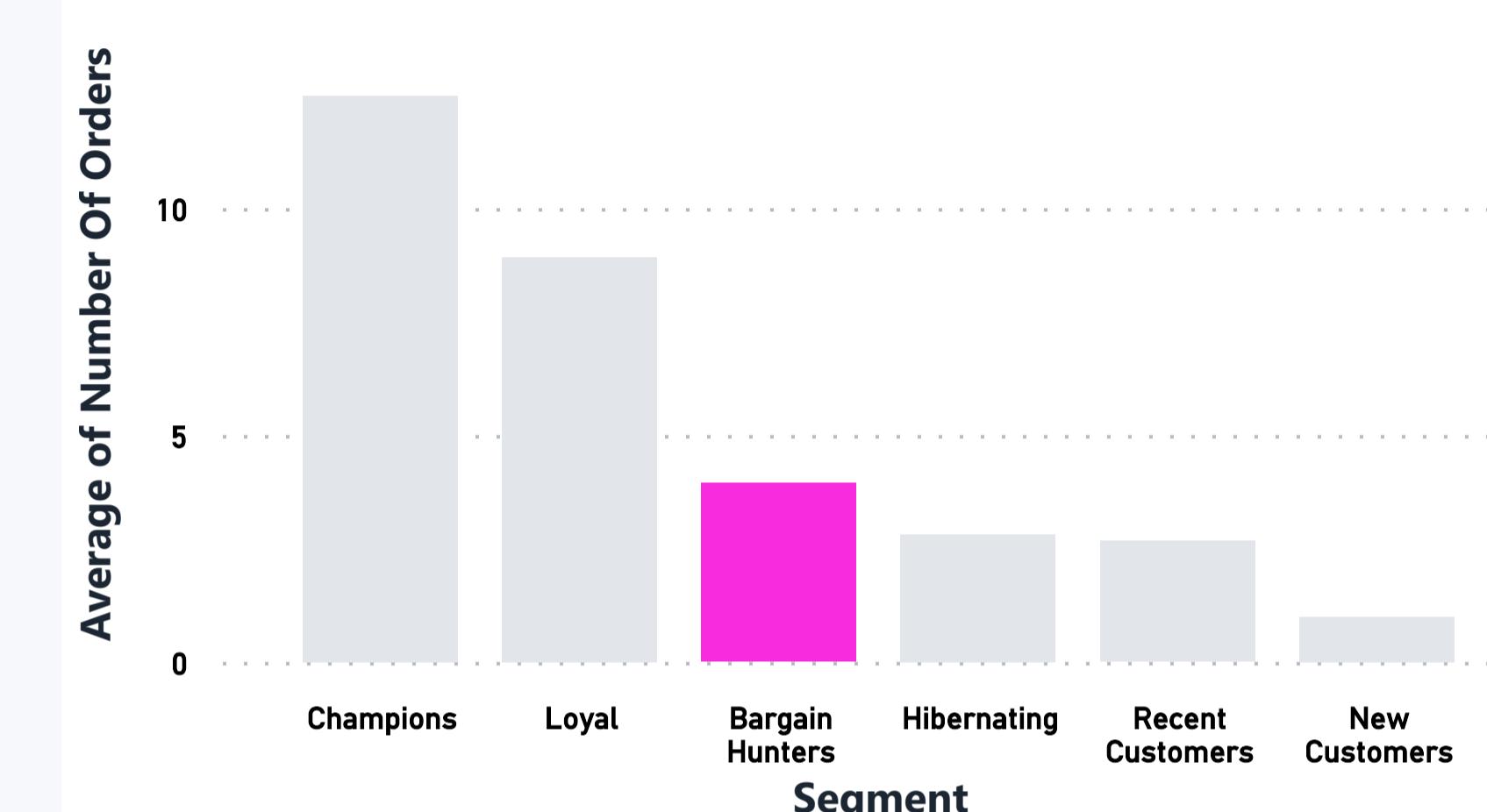
3.20  
Average of Number Of Orders

215.11  
Average of Days Since Last Purchase

## Average of Total Revenue by Segment



## Average of Number Of Orders by Segment



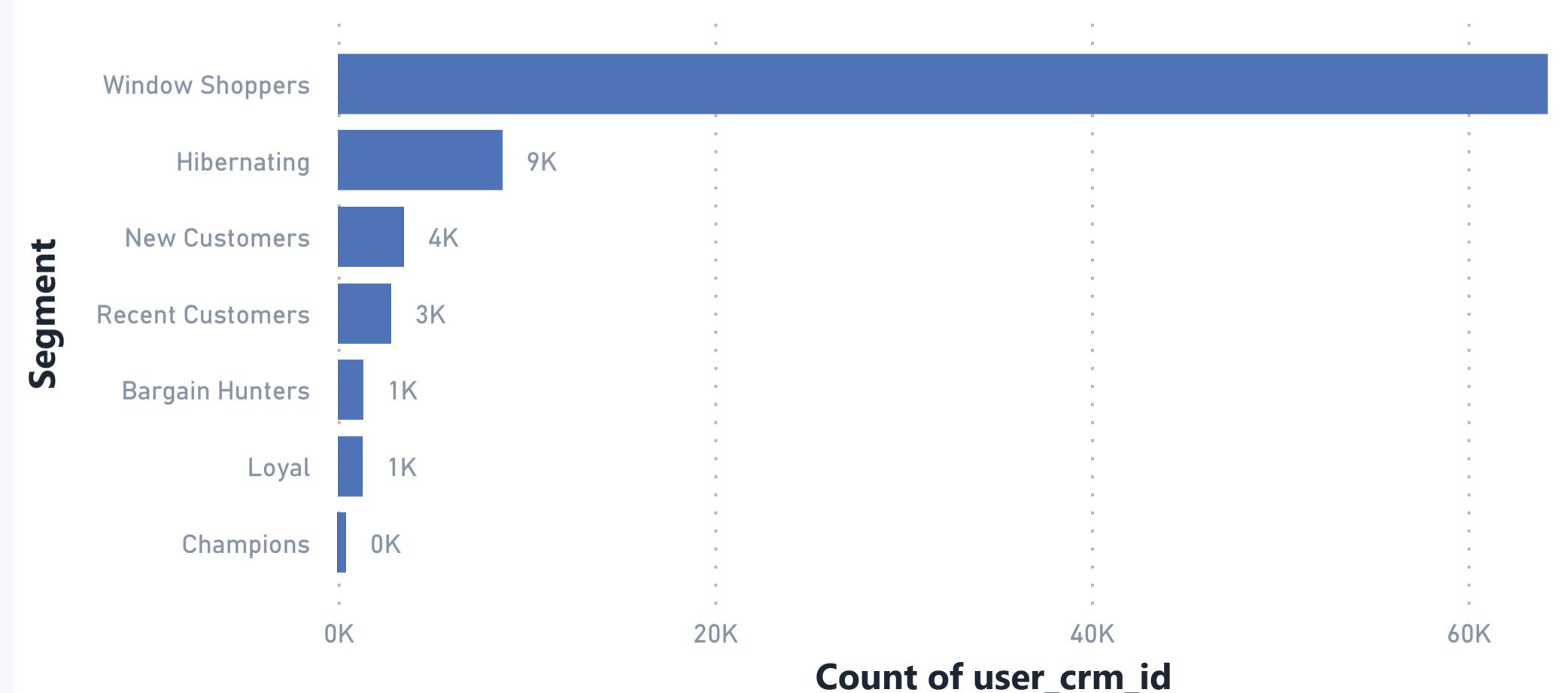
### Segment

- Bargain Hunters
- Champions
- Hibernating
- Loyal
- New Customers
- Recent Customers
- Window Shoppers

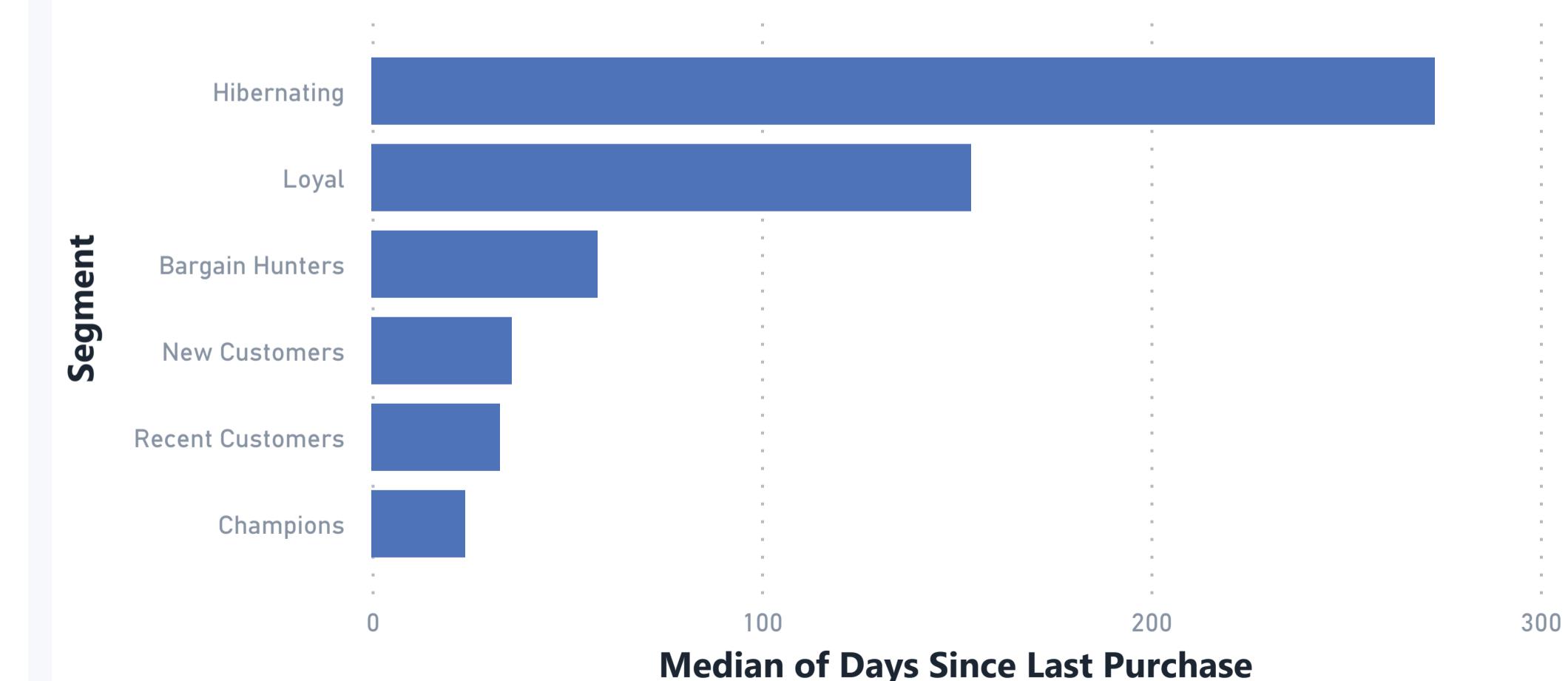
### Segment

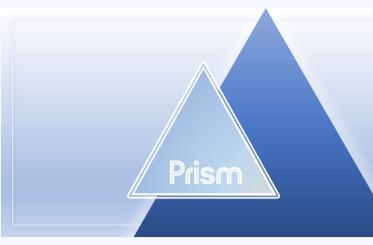
- Window Shoppers
- Recent Customers
- New Customers
- Loyal
- Hibernating
- Champions
- Bargain Hunters
- Total

## Count of user.crm\_id by Segment



## Median of Days Since Last Purchase by Segment





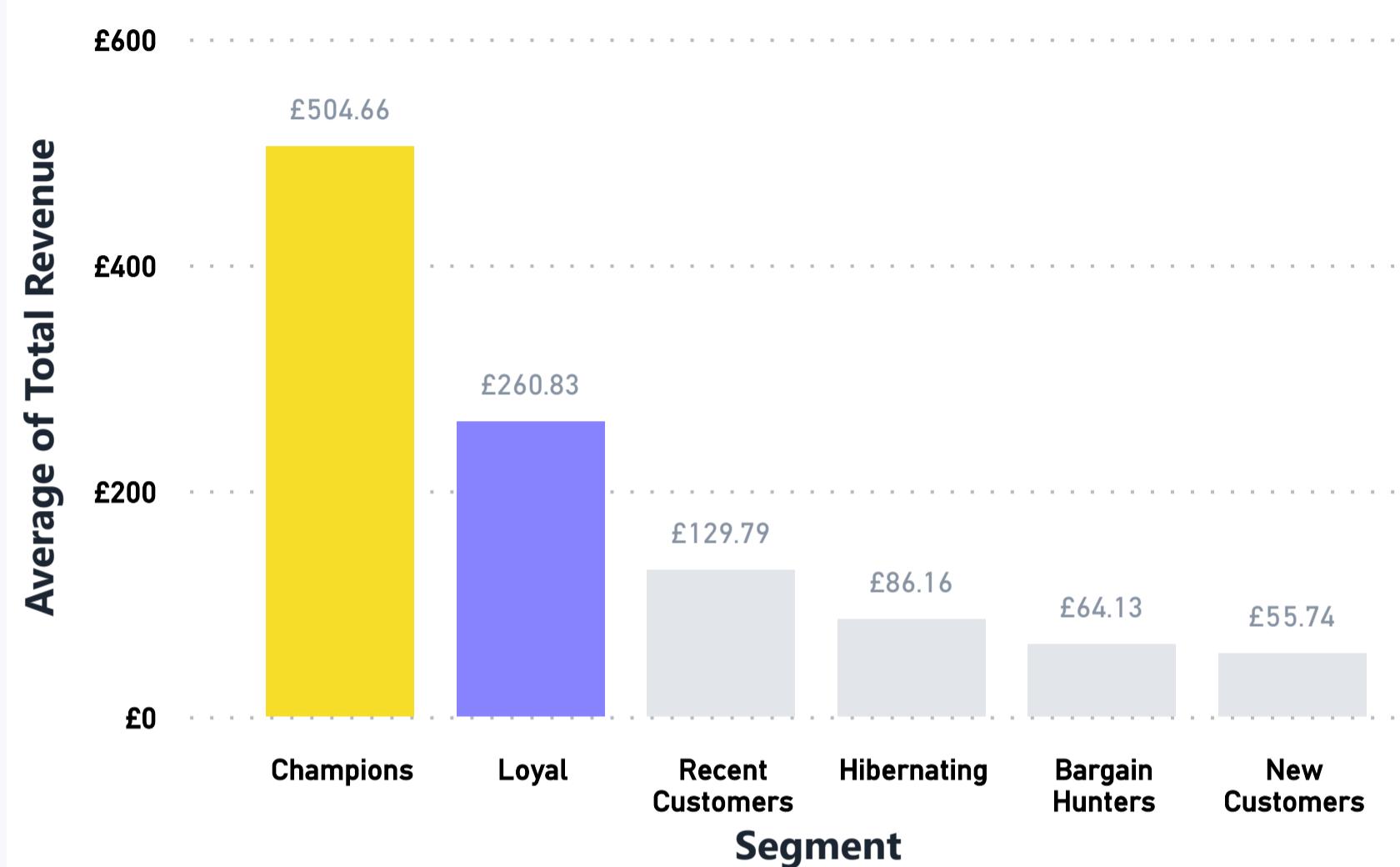
# CUSTOMER SEGMENTATION FOR MORE EFFECTIVE MARKETING -

£108.29  
Average of Total Revenue

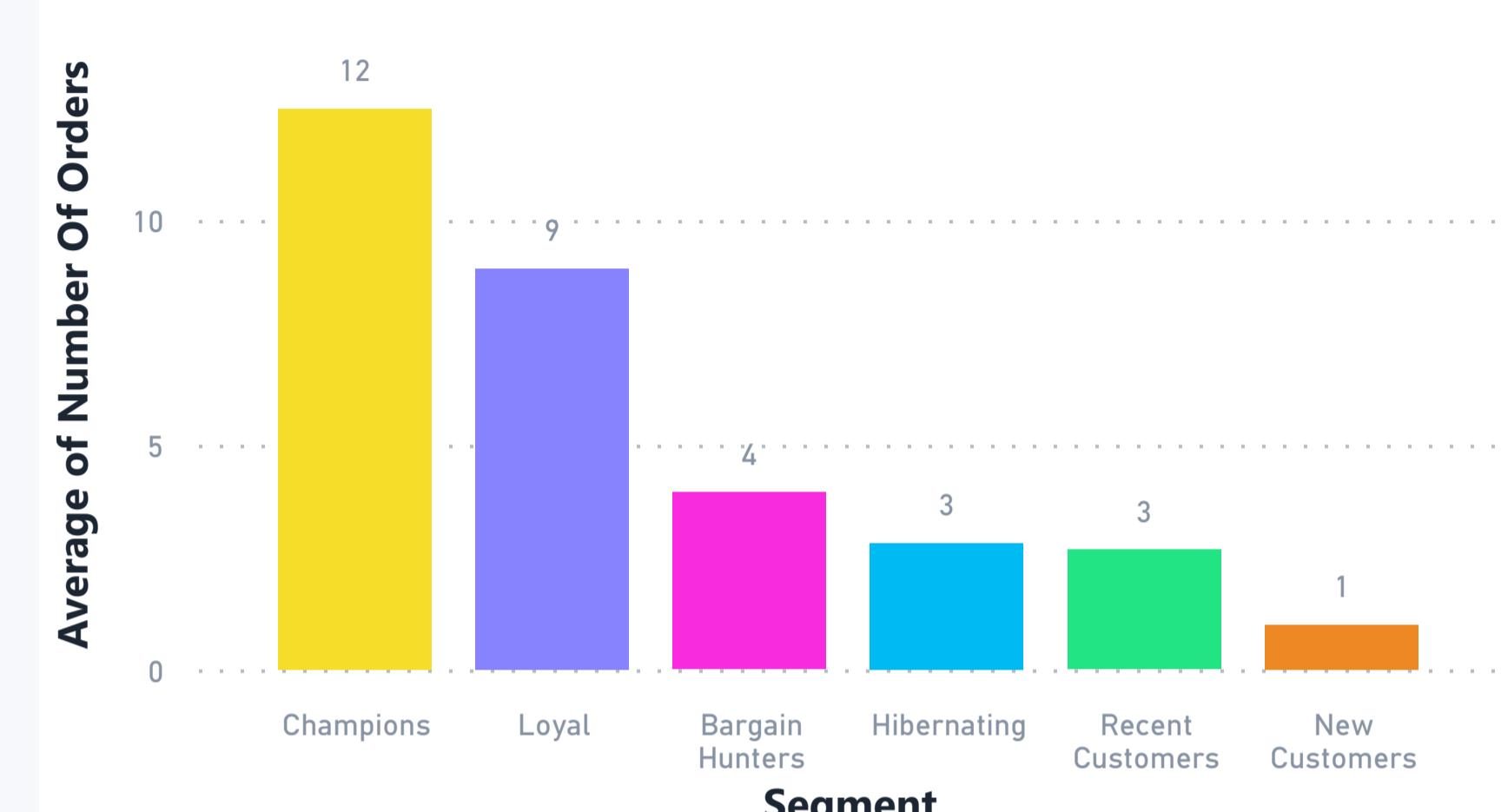
3.20  
Average of Number Of Orders

215.11  
Average of Days Since Last Purchase

## Average of Total Revenue by Segment

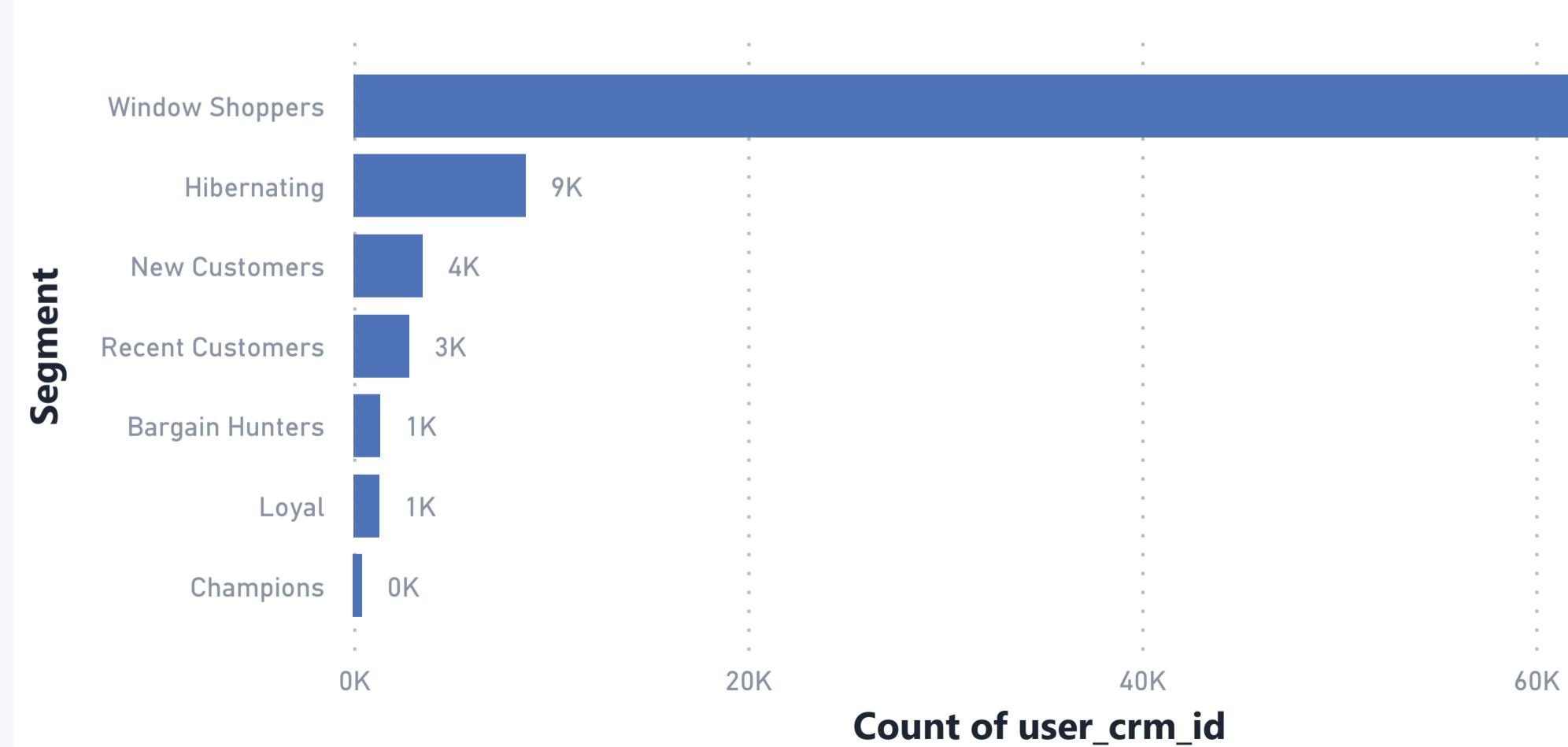


## Average of Number Of Orders by Segment

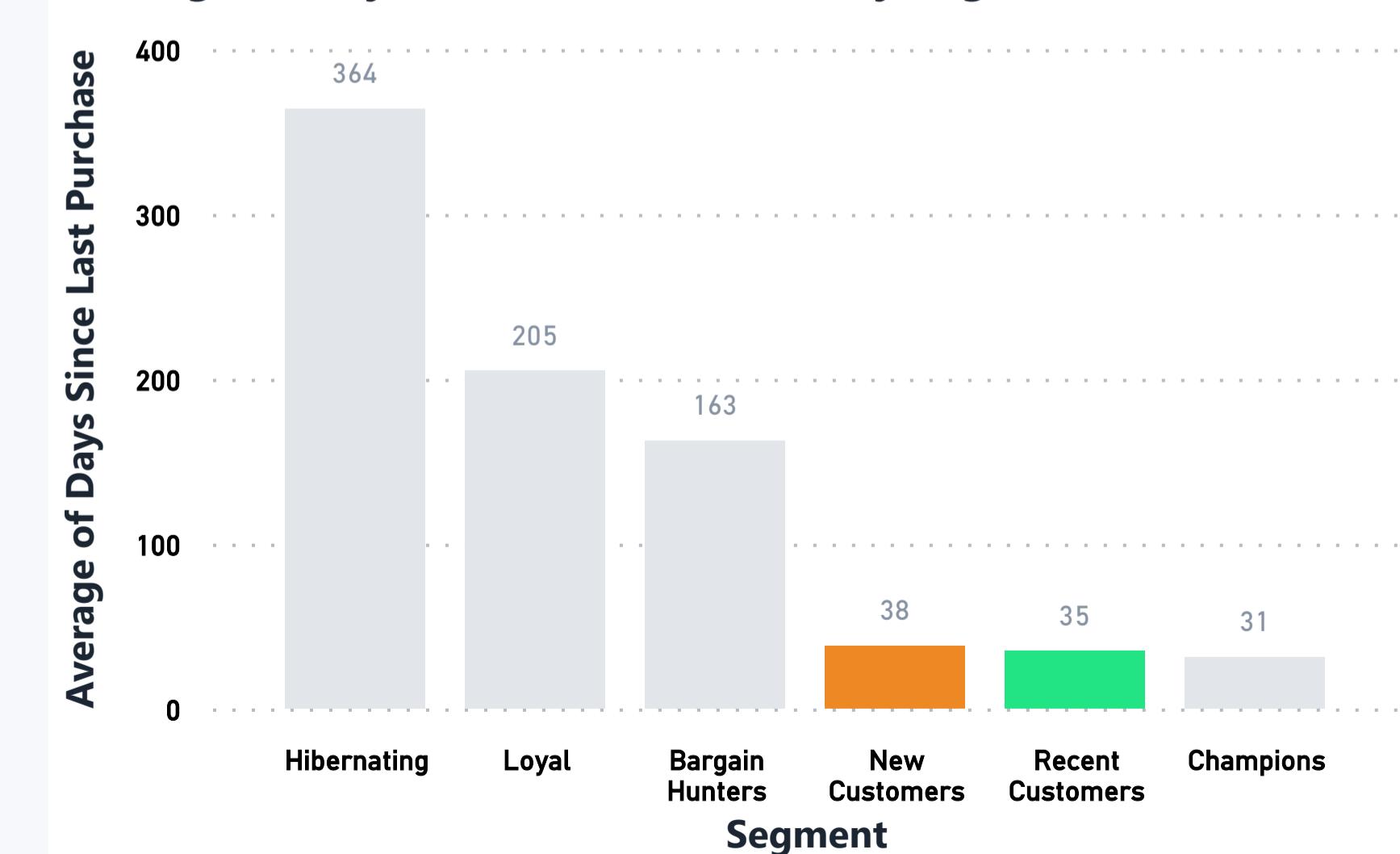


- Segment**
- Bargain Hunters
  - Champions
  - Hibernating
  - Loyal
  - New Customers
  - Recent Customers
  - Window Shoppers

## Count of user.crm\_id by Segment



## Average of Days Since Last Purchase by Segment



Segment	Co
Window Shoppers	
Recent Customers	
New Customers	
Loyal	
Hibernating	
Champions	
Bargain Hunters	
Total	



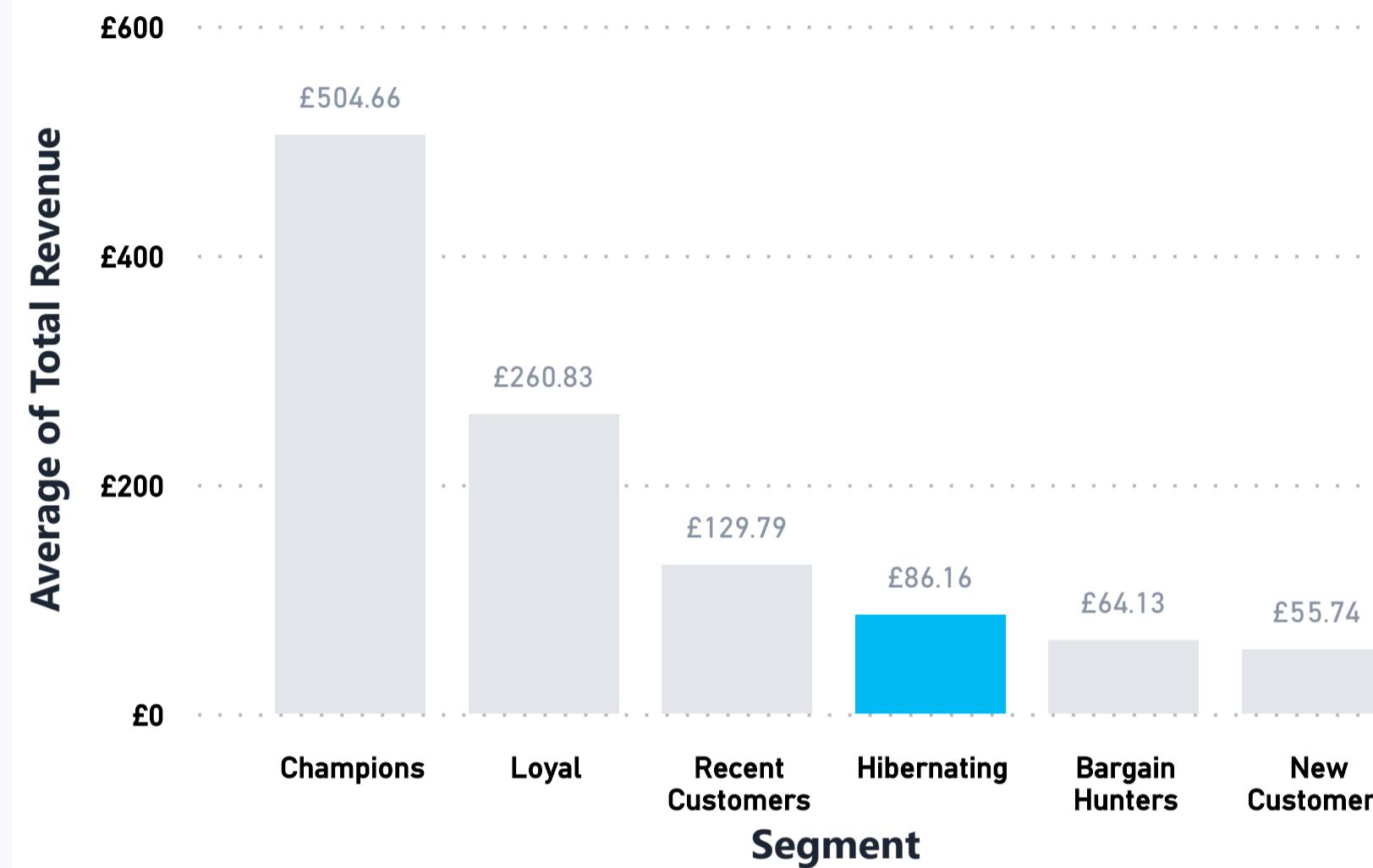
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£108.29  
Average of Total Revenue

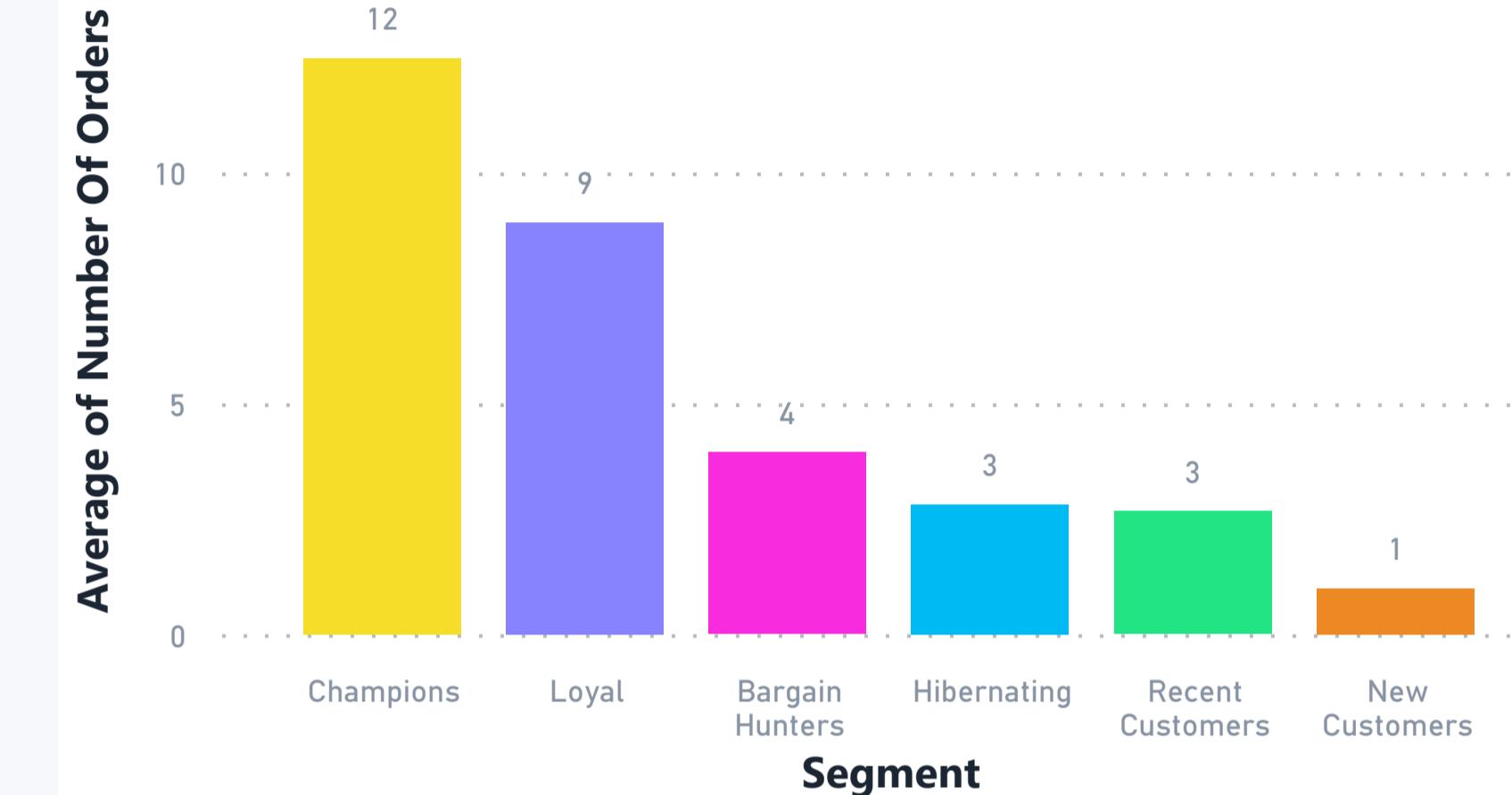
3.20  
Average of Number Of Orders

215.11  
Average of Days Since Last Purchase

## Average of Total Revenue by Segment



## Average of Number Of Orders by Segment



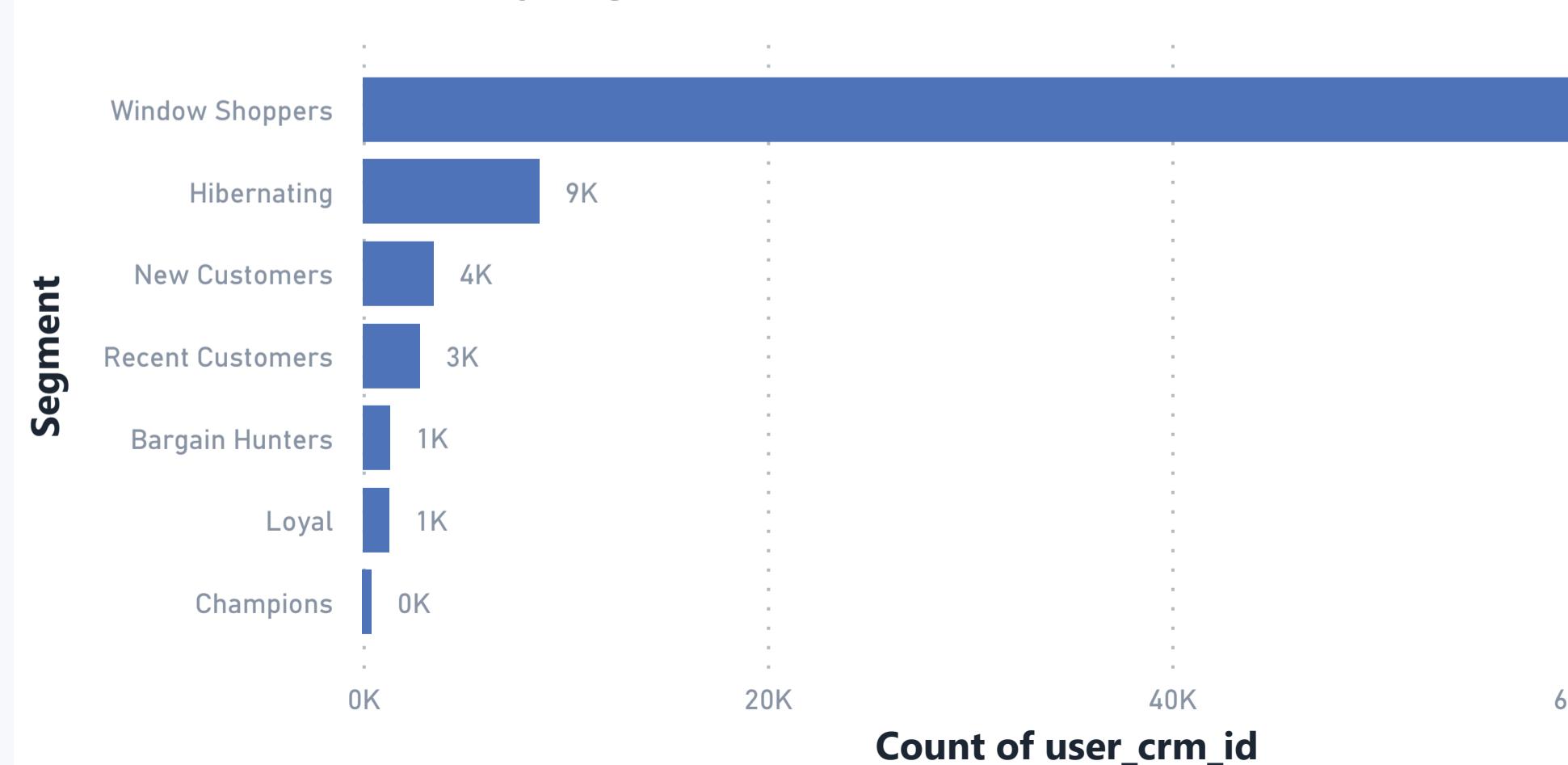
## Segment

- Bargain Hunters
- Champions
- Hibernating
- Loyal
- New Customers
- Recent Customers
- Window Shoppers

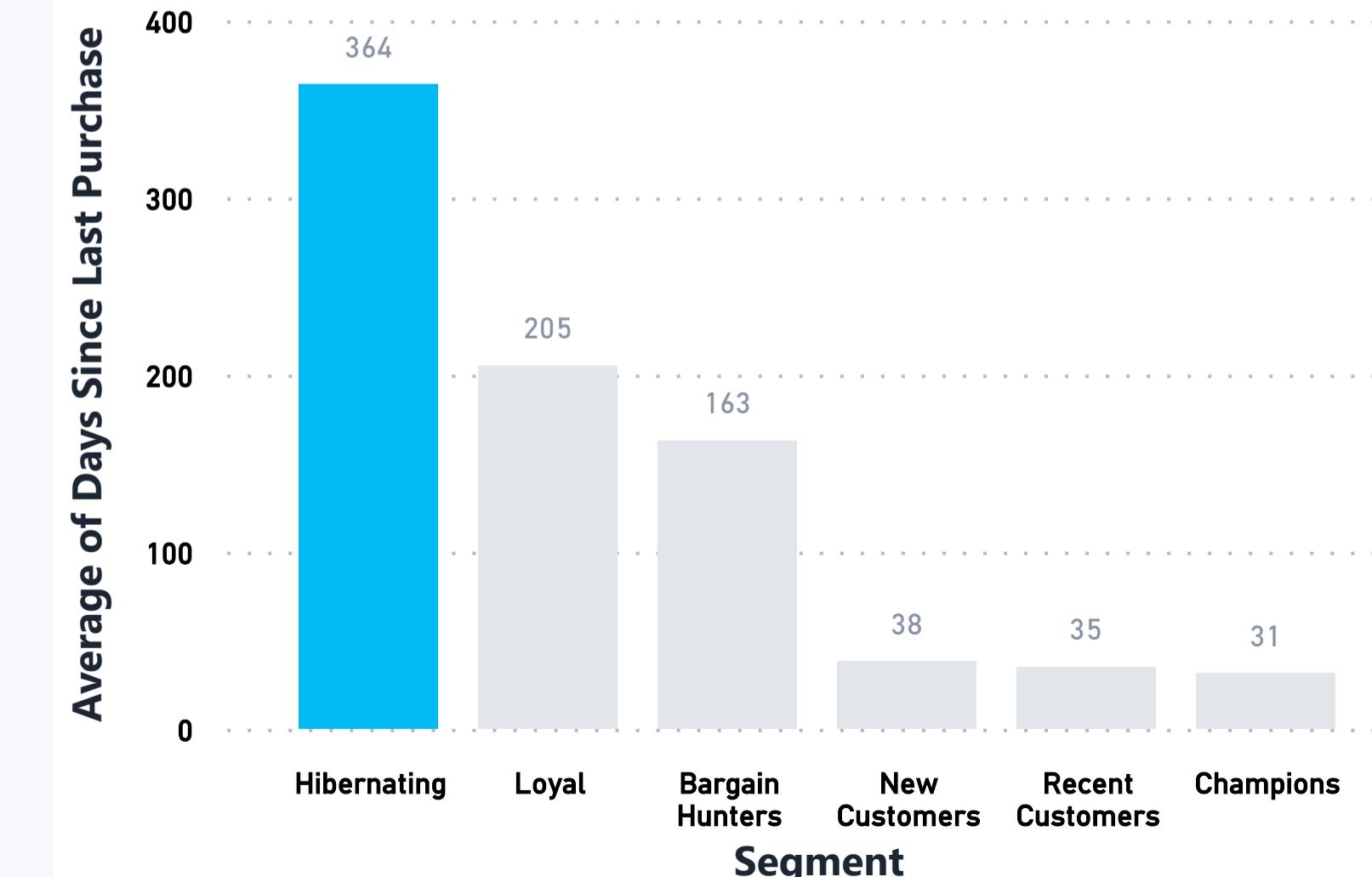
## Segment

- Window Shoppers
- Recent Customers
- New Customers
- Loyal
- Hibernating
- Champions
- Bargain Hunters
- Total

## Count of user.crm\_id by Segment



## Average of Days Since Last Purchase by Segment





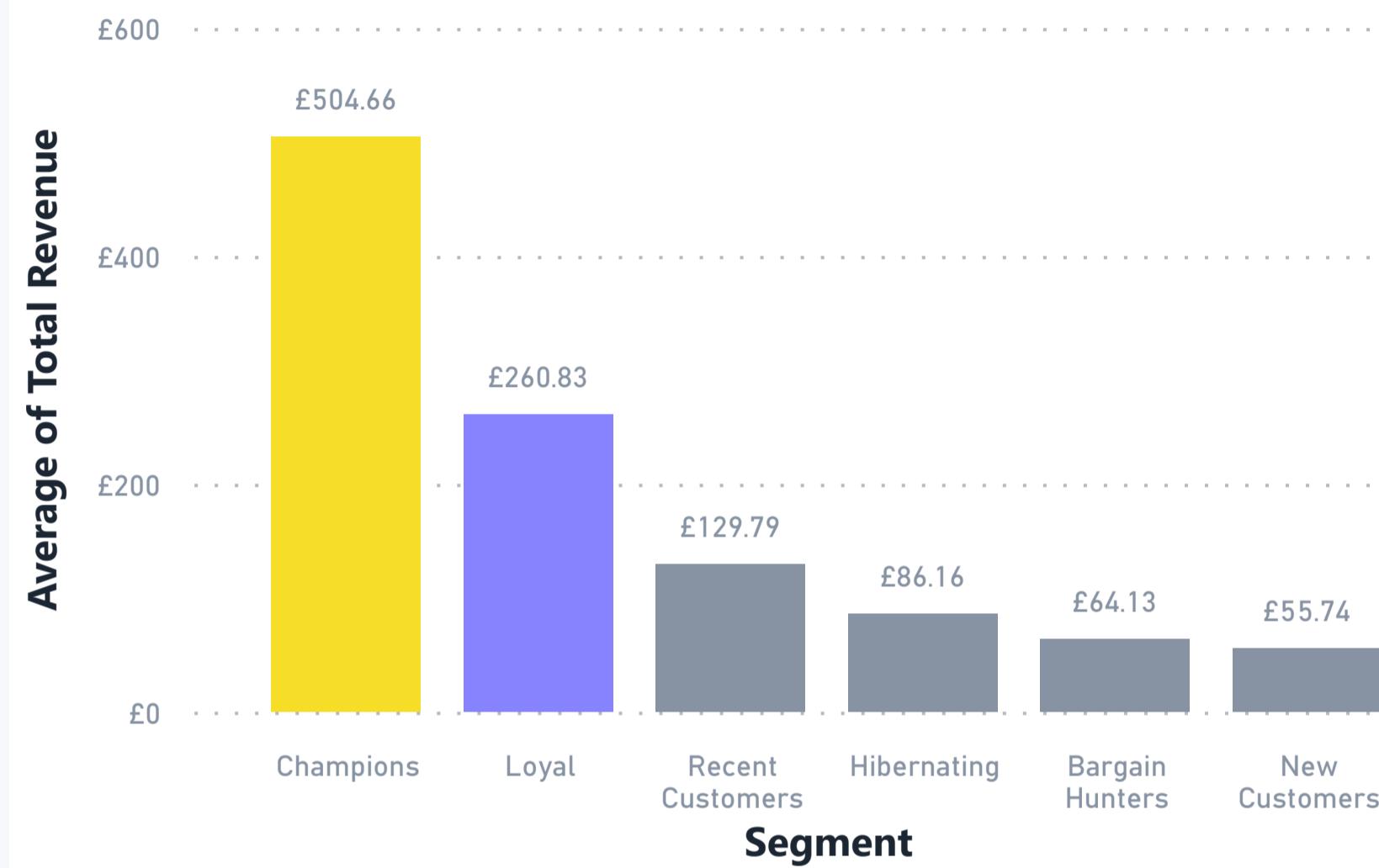
# CUSTOMER SEGMENTATION FOR MORE EFFECTIVE MARKETING -

£108.29  
Average of Total Revenue

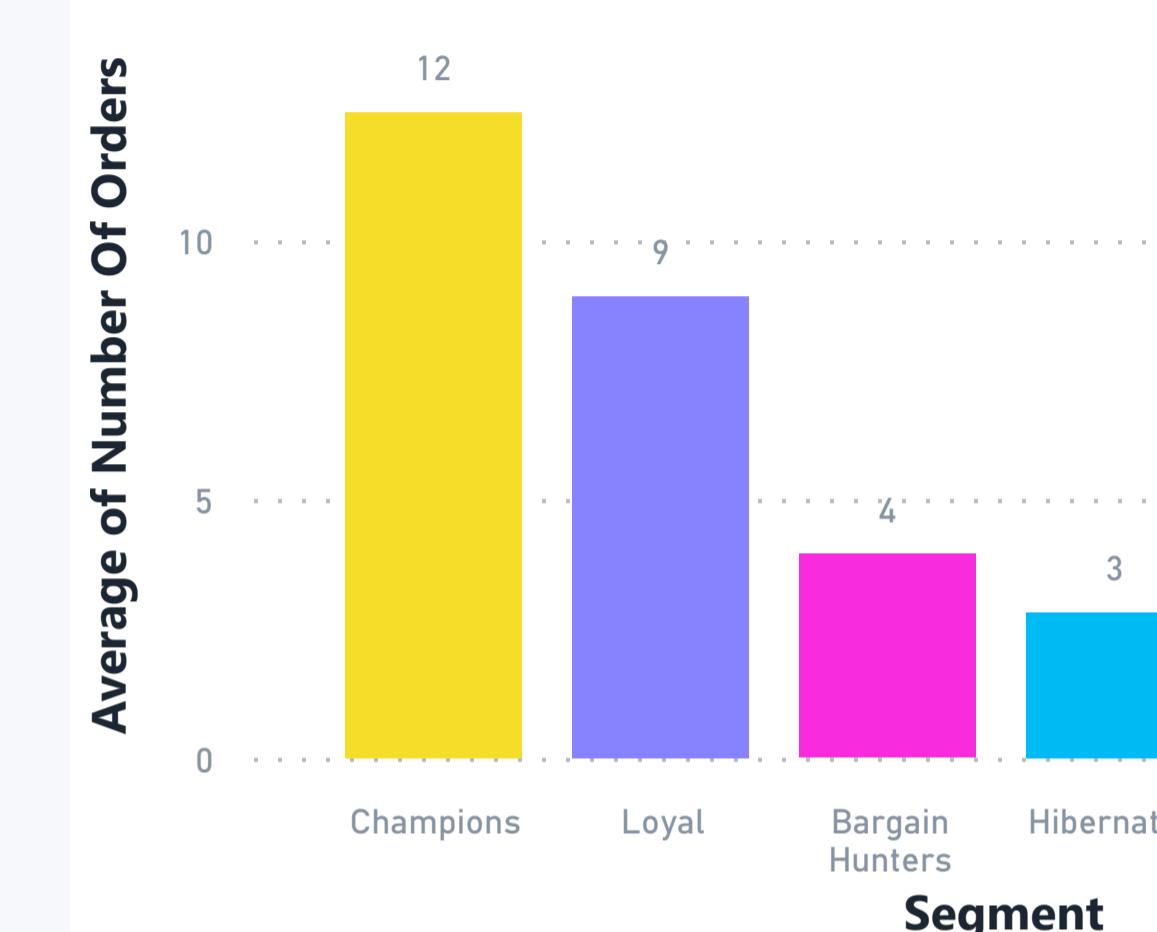
3.20  
Average of Number Of Orders

215.11  
Average of Days Since Last Purchase

## Average of Total Revenue by Segment



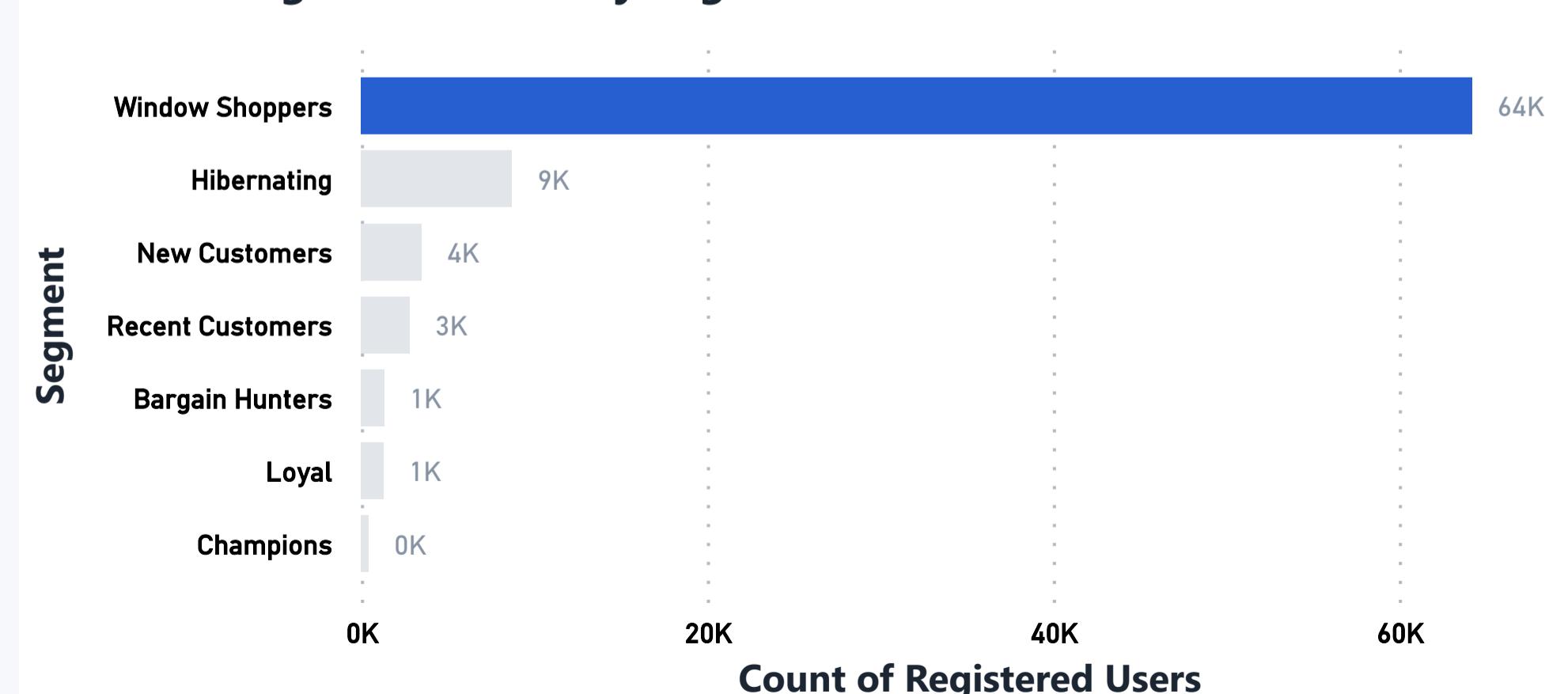
## Average of Number Of Orders by Segment



## Average of Days Since Last Purchase by Segment



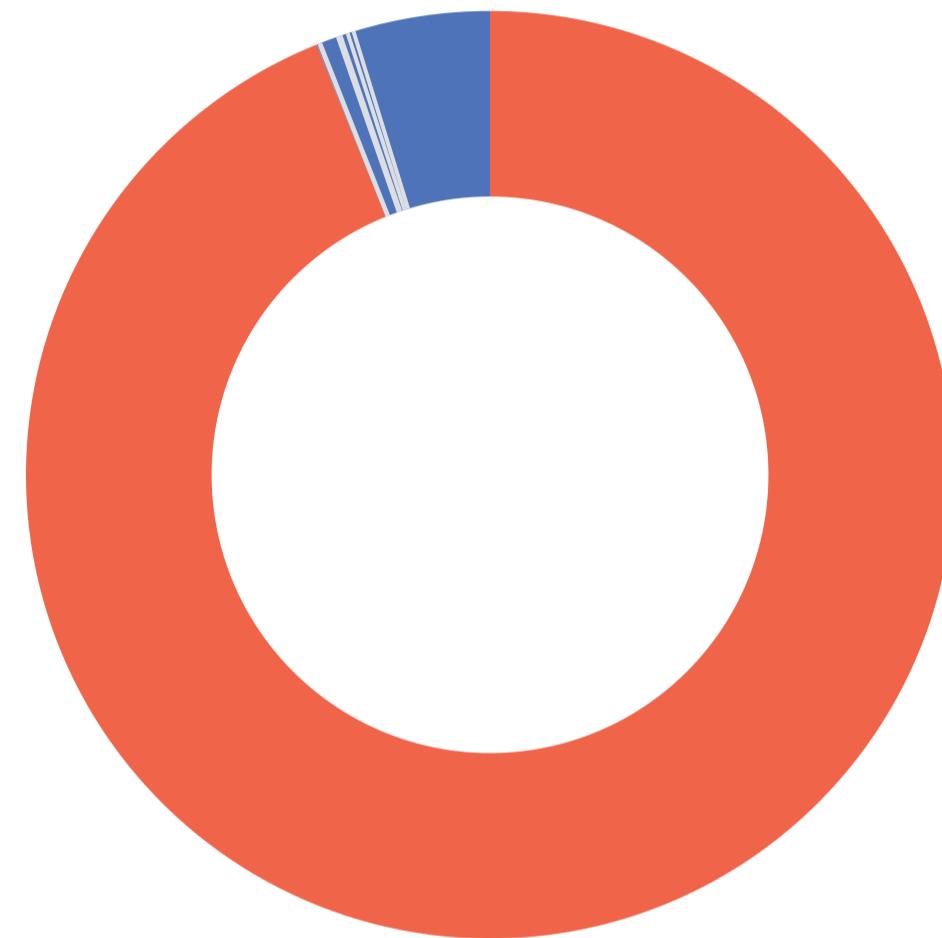
## Count of Registered Users by Segment



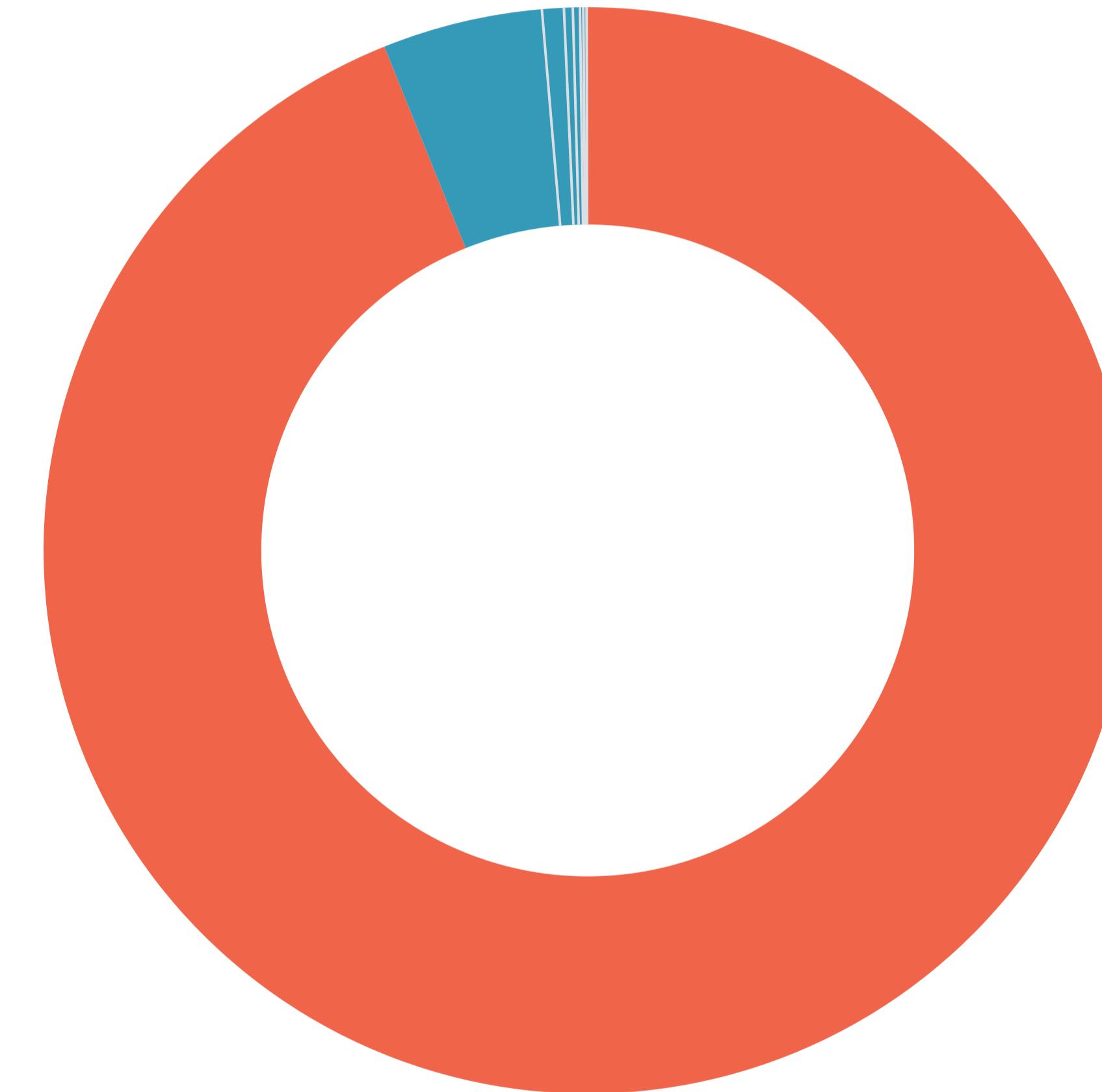
Segment	Count
Window Shoppers	64K
Recent Customers	3K
New Customers	4K
Loyal	1K
Hibernating	9K
Champions	1K
Bargain Hunters	1K
Total	84K

# CUSTOMER SEGMENTATION FOR MORE EFFECTIVE MARKETING -

Count of Segment by Segment (groups) and Segment



Count of Segment by Segment



Segment

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



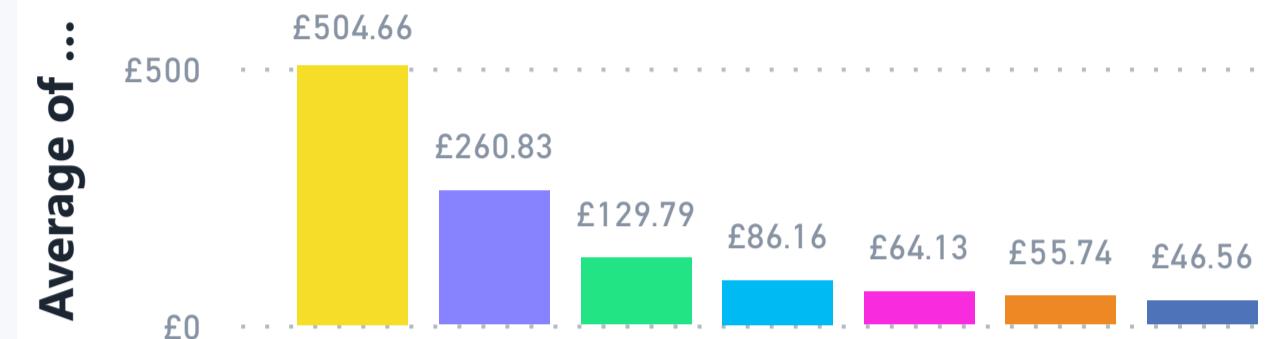
# CUSTOMER SEGMENTATION FOR MORE EFFECTIVE MARKETING - Subscribed

£50.10  
Average of Total Revenue

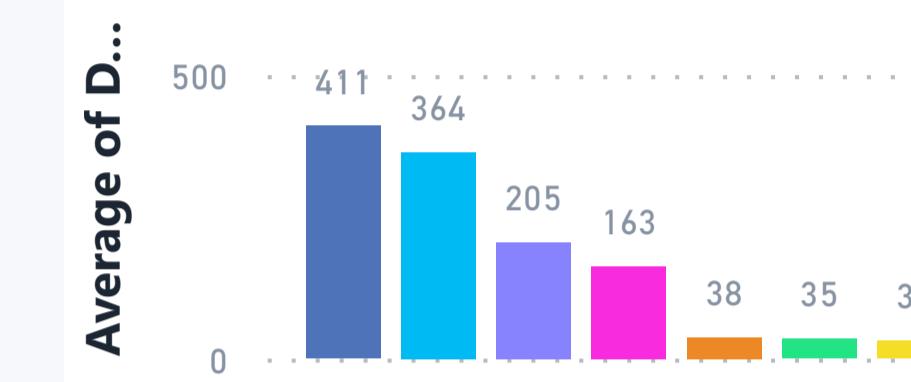
1.54  
Average of Number Of Orders

399.40  
Average of Days Since Last Purchase

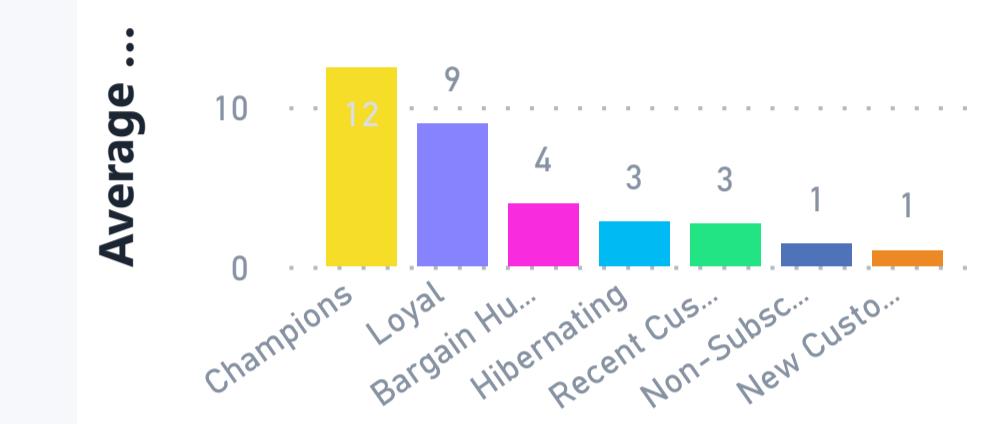
## Average of Total Revenue by Segment



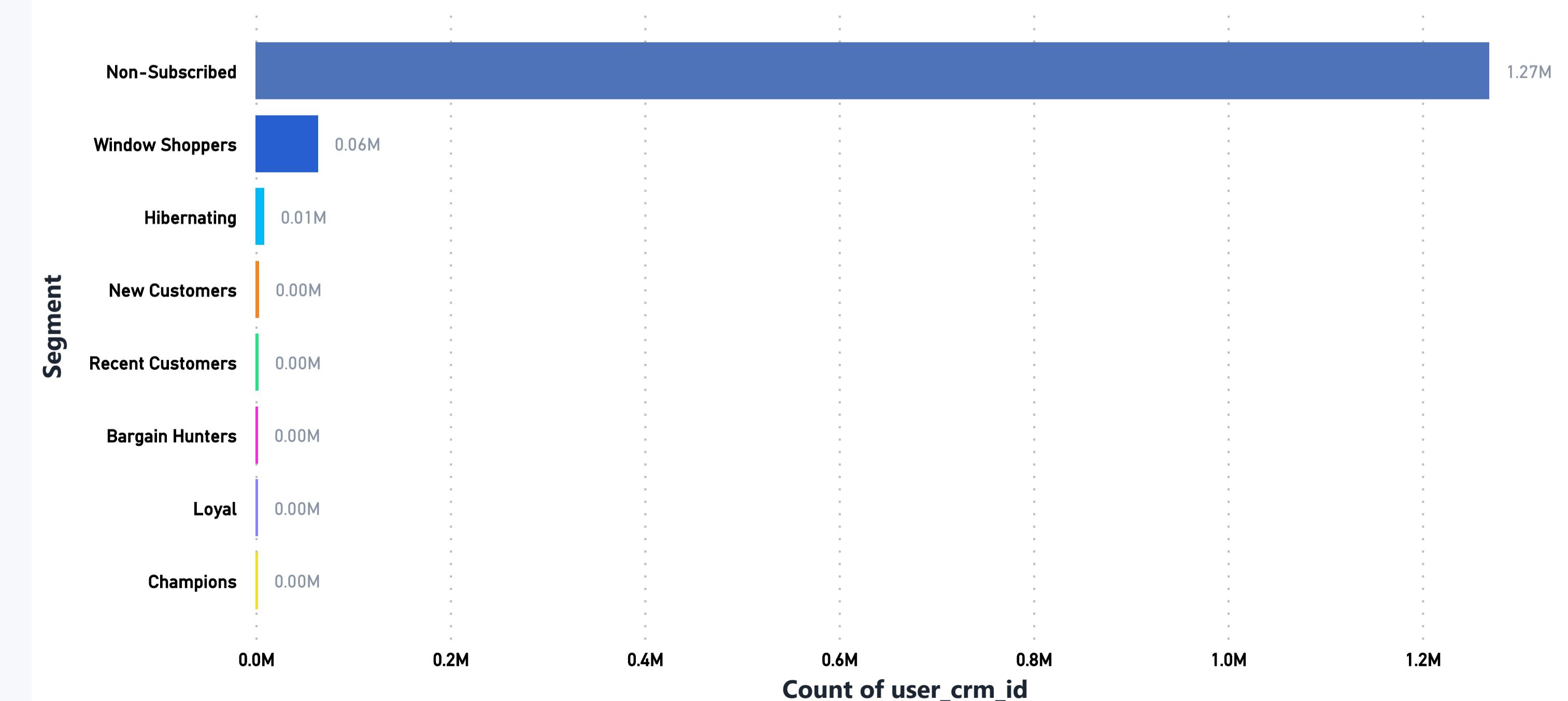
## Average of Days Since Last Purchase by Segment



## Average of Number Of Orders by Segment



## Count of user.crm\_id by Segment



- Segment**
- Bargain Hunters
  - Champions
  - Hibernating
  - Loyal
  - New Customers
  - Non-Subscribed
  - Recent Customers



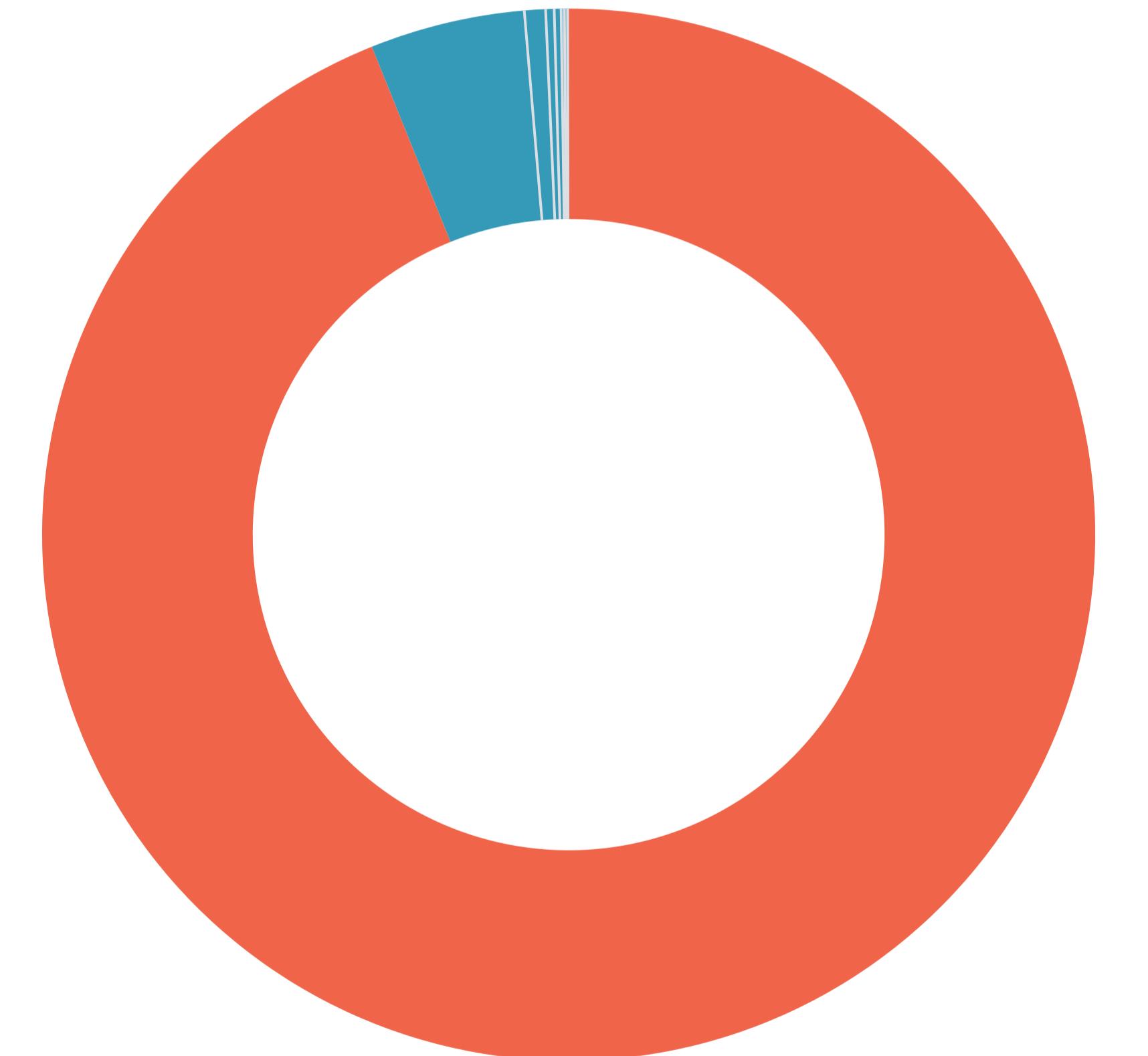
# CUSTOMER SEGMENTATION FOR MORE EFFECTIVE MARKETING - Subscribed

£50.10  
Average of Total Revenue

1.54  
Average of Number Of Orders

399.40  
Average of Days Since Last Purchase

## Count of Segment by Segment



### Segment

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

### Segment

- Bargain Hunters
- Champions
- Hibernating
- Loyal
- New Customers
- Non-Subscribed
- Recent Customers
- ...