Online Retail Customer Analysis: Insights for Growth

This analysis covers retail data with nearly 800,000 transactions from almost 6,000 customers. We'll explore key segments and opportunities.

Our Customer Base Overview

5,942

Unique Customers

Across multiple countries

44,876

Total Invoices

Throughout analysis period

10M+

Products Sold

Wide product range

$16.3M

Total Revenue

Generated during period

DIGITAL RETTTAEI
CONNECTED CUSTOMER

The RFM Segmentation Approach

Monetary

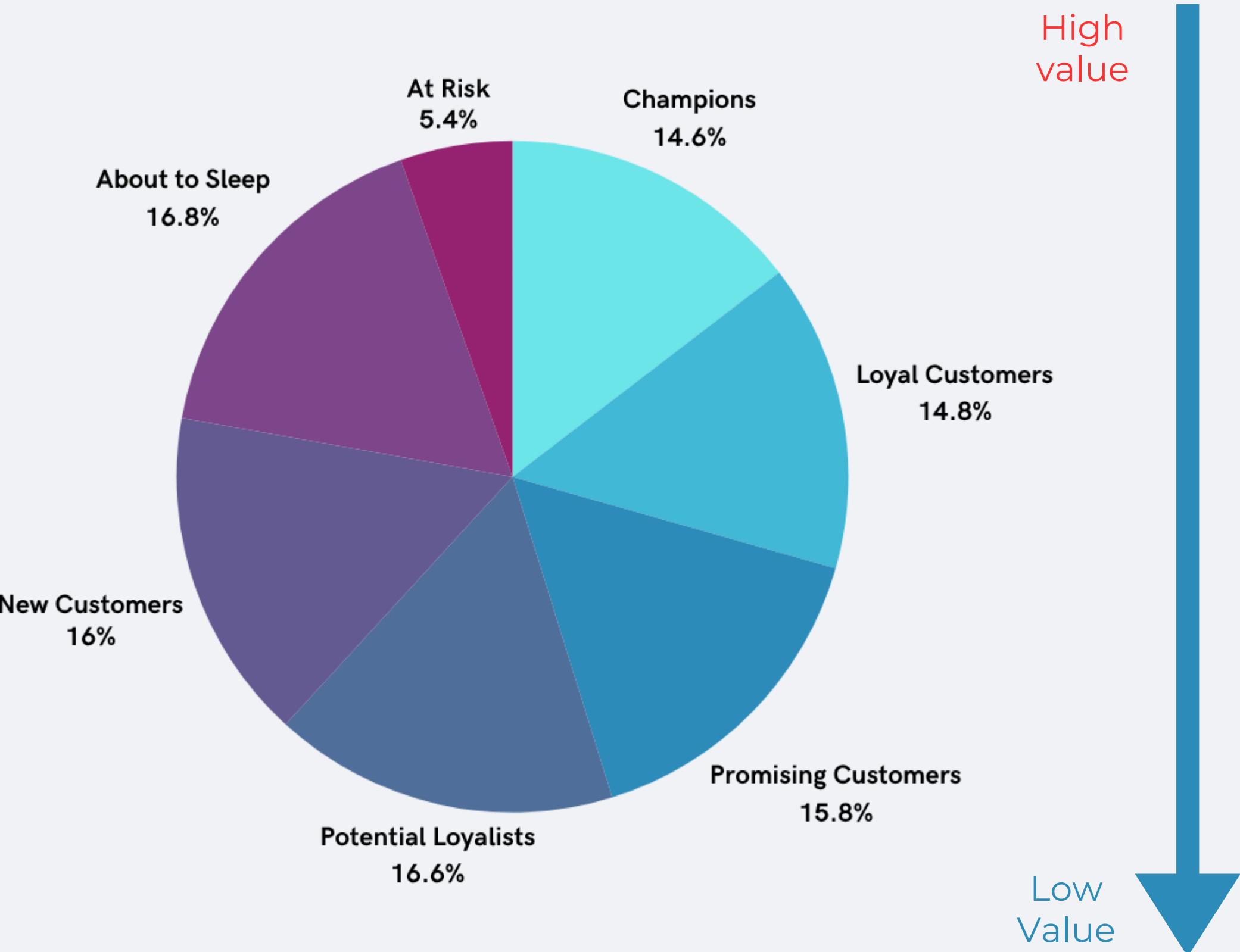How much they spend

Frequency

How often they purchase

Recency

How recently they purchased

**This approach helps us identify our most valuable customers and those who need attention.**

Customer Segment Distribution

High value

Low Value

| Champions	Recent purchases, frequent buyers, high spenders
Loyal Customers	Regular buyers with above-average spending
Promising Customers	Recent customers with potential to become loya
Potential Loyalists	Active but not frequent customers
New Customers	First-time or recent buyers
About to Sleep	Haven't purchased recently, risk of losing them
At Risk	Haven't purchased in a long time

Value Distribution By Segment
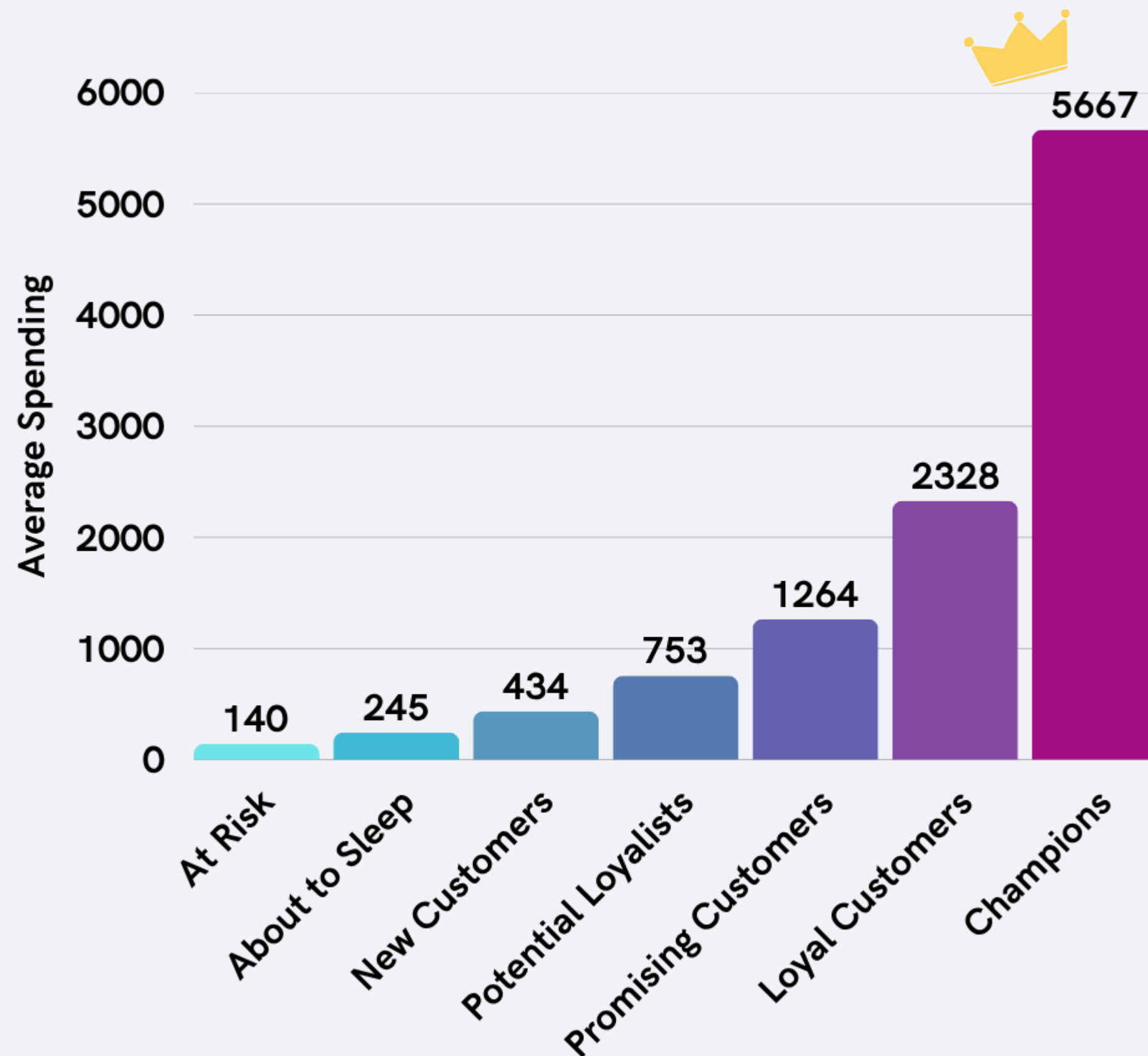
Champions (14.6% of customers) generate over 51% of our revenue
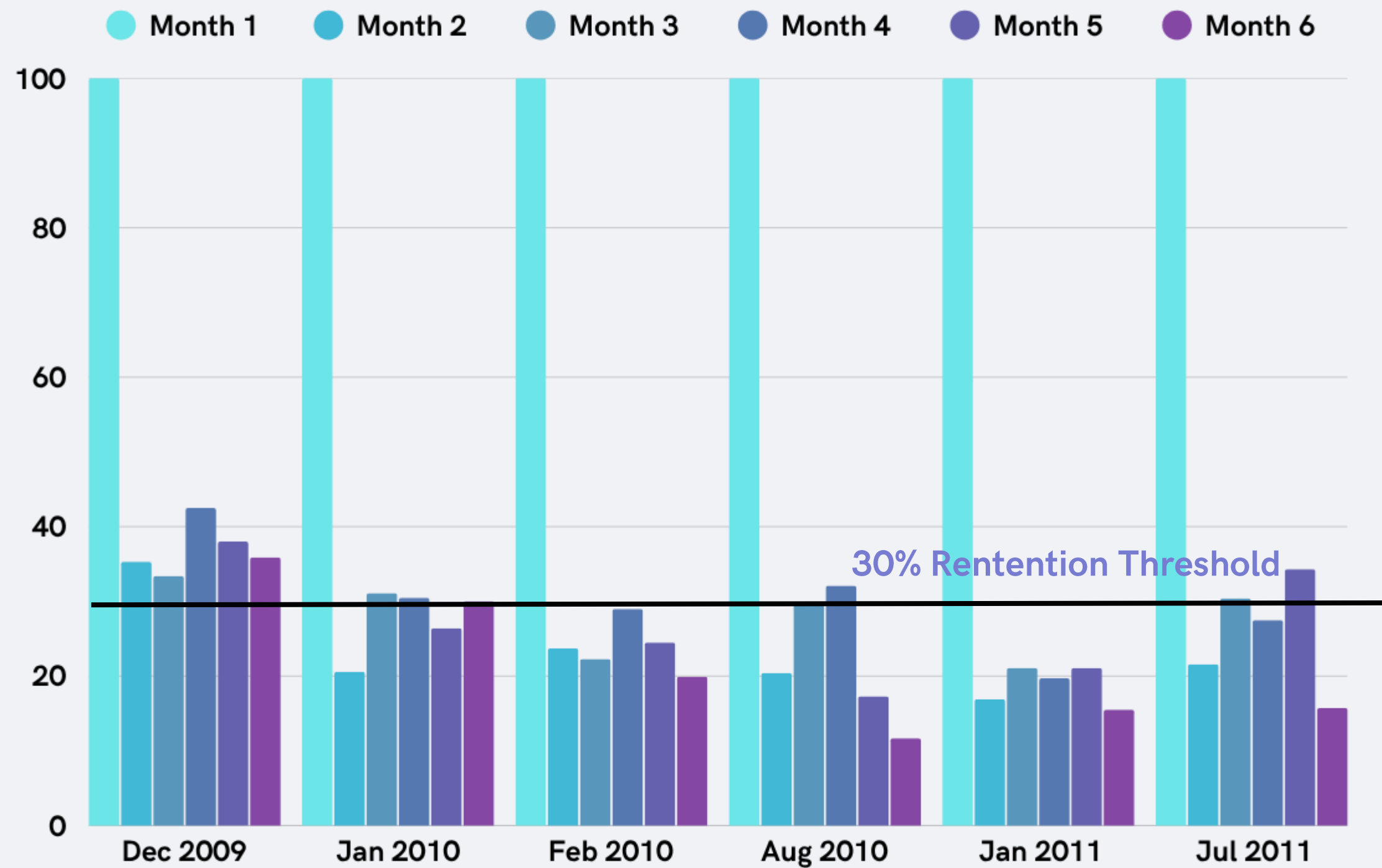
Recommended Action Plan

For Champions & Loyal (30%)

- Exclusive loyalty rewards program
- Early access to new products
- Personalized shopping experiences

For Promising & Potential (32%)

- Targeted purchase incentives
- Subscription offers
- Educational product content

For At-Risk & About to Sleep (22%)

- Re-engagement email campaigns
- Win-back category discounts
- Customer feedback surveys

Thank You