

# 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



# The RFM Segmentation Approach



## **Monetary**

How much they spend



## **Frequency**

How often they purchase

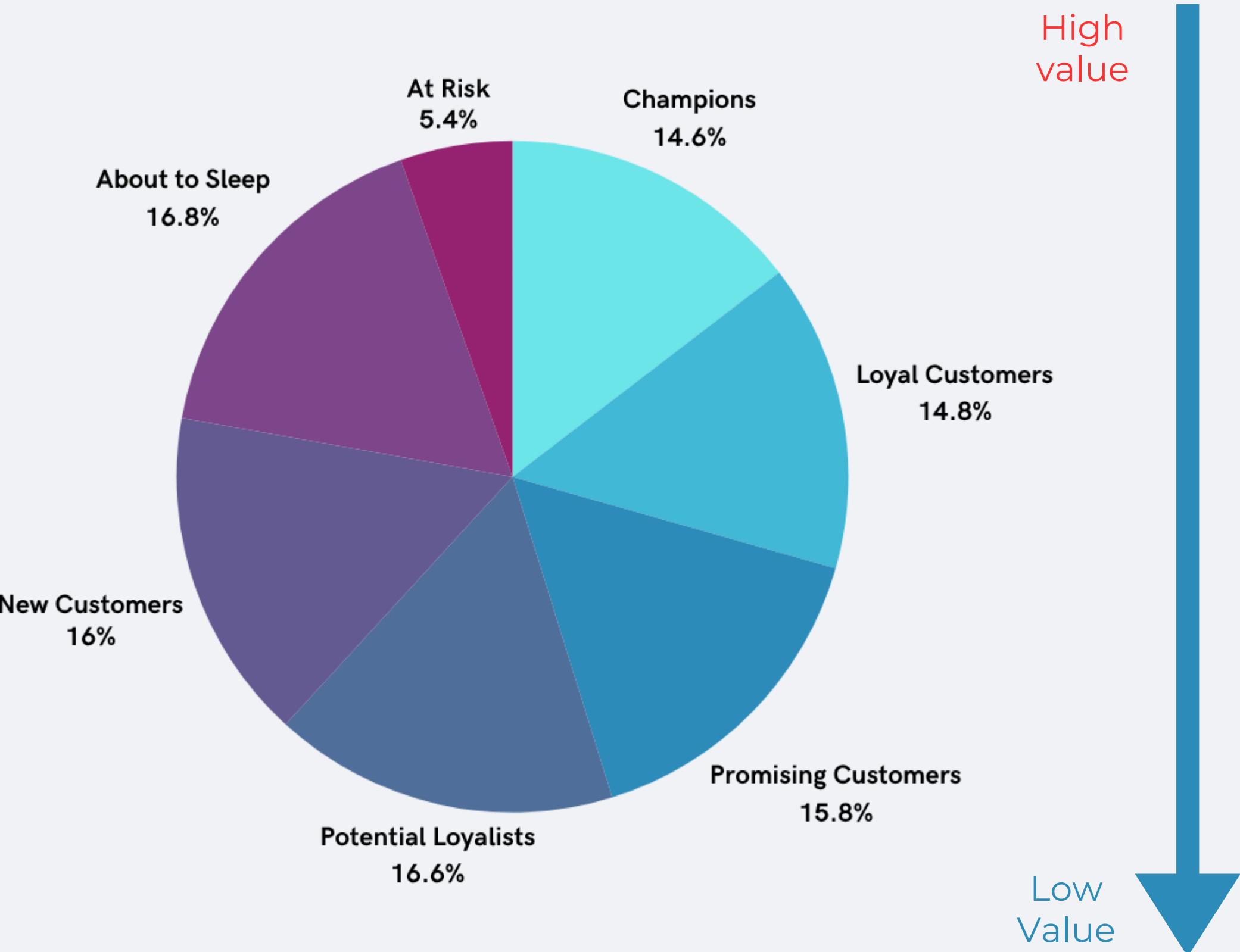


## **Recency**

How recently they purchased

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

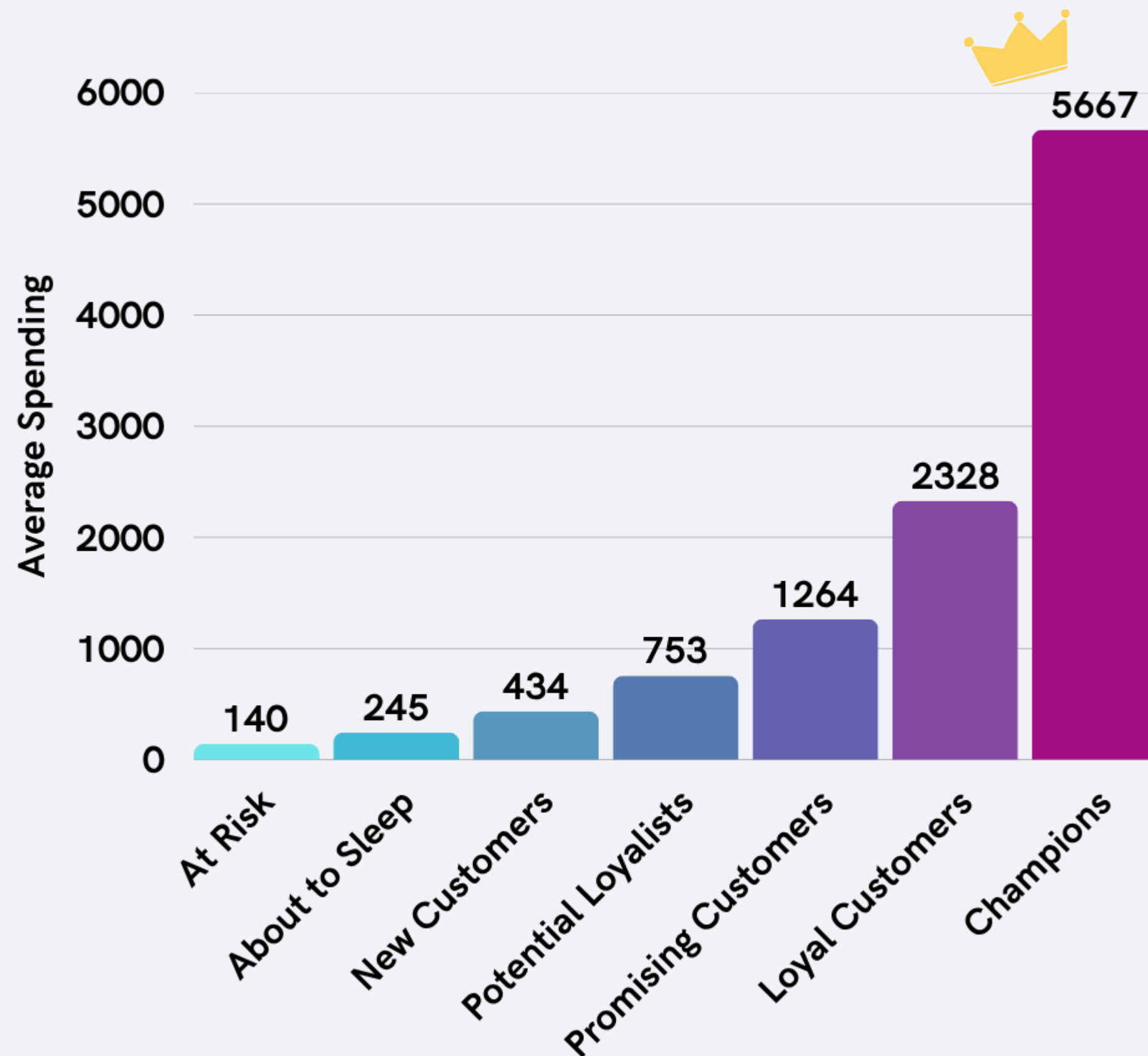
# Customer Segment Distribution



Champions	Recent purchases, frequent buyers, high spenders
Loyal Customers	Regular buyers with above-average spending
Promising Customers	Recent customers with potential to become loyal
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

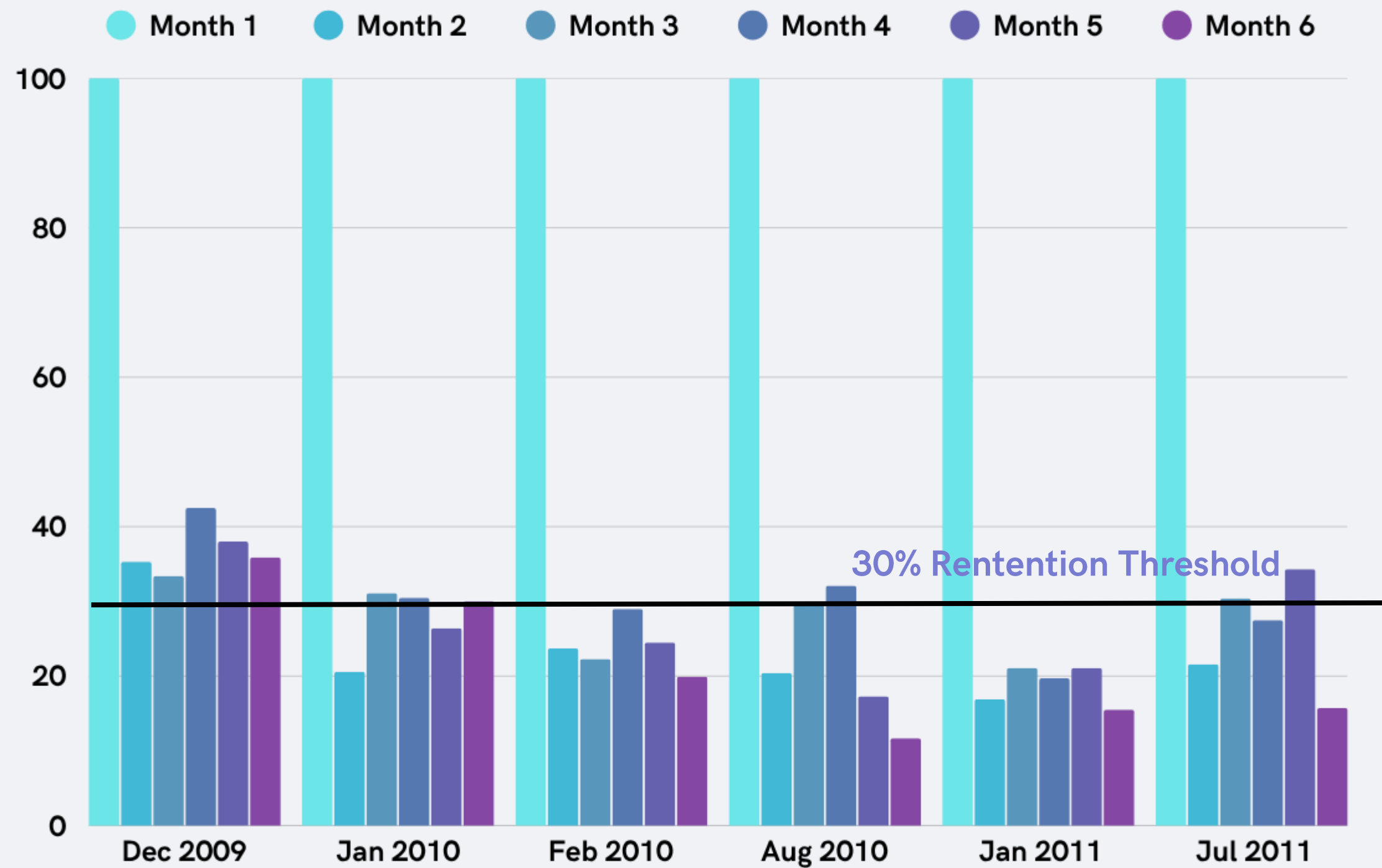


# Value Distribution By Segment



**Champions (14.6% of customers)  
generate over 51% of our revenue**

# Customer Retention Patterns



**Initial Drop-off**  
Strong drop-off after first purchase across all customer cohorts.

**December Anomaly**  
Dec 2009 cohort saw a unique Month 4 retention spike (42.5%), likely due to a re-engagement campaign or holiday effect.

**Stable Retention**  
Dec 2009 cohort maintained steady retention from months 2–6, unlike others.

**Loyal Core**  
25–30% of customers in strong cohorts continue purchasing after 6 months.

**Top Performer**  
December 2009 cohort retained 40% of its customers even after 24 months.



# Recommended Action Plan

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**For Champions & Loyal (30%)**

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

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**For Promising & Potential (32%)**

- Targeted purchase incentives
- Subscription offers
- Educational product content

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

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

*Thank You*