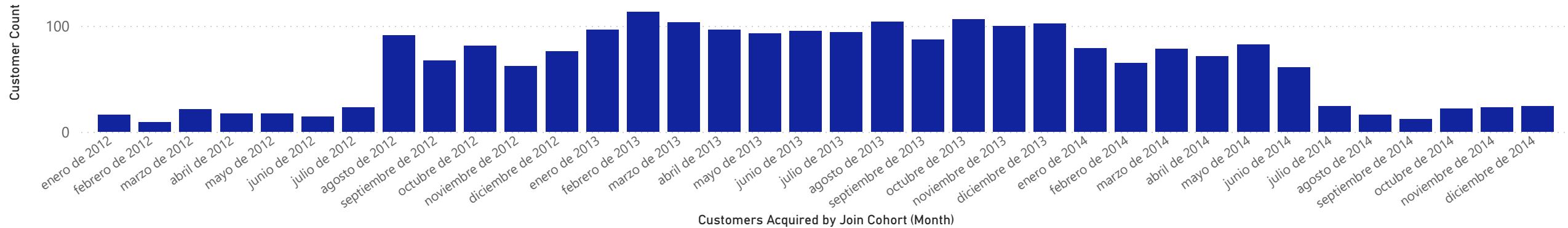


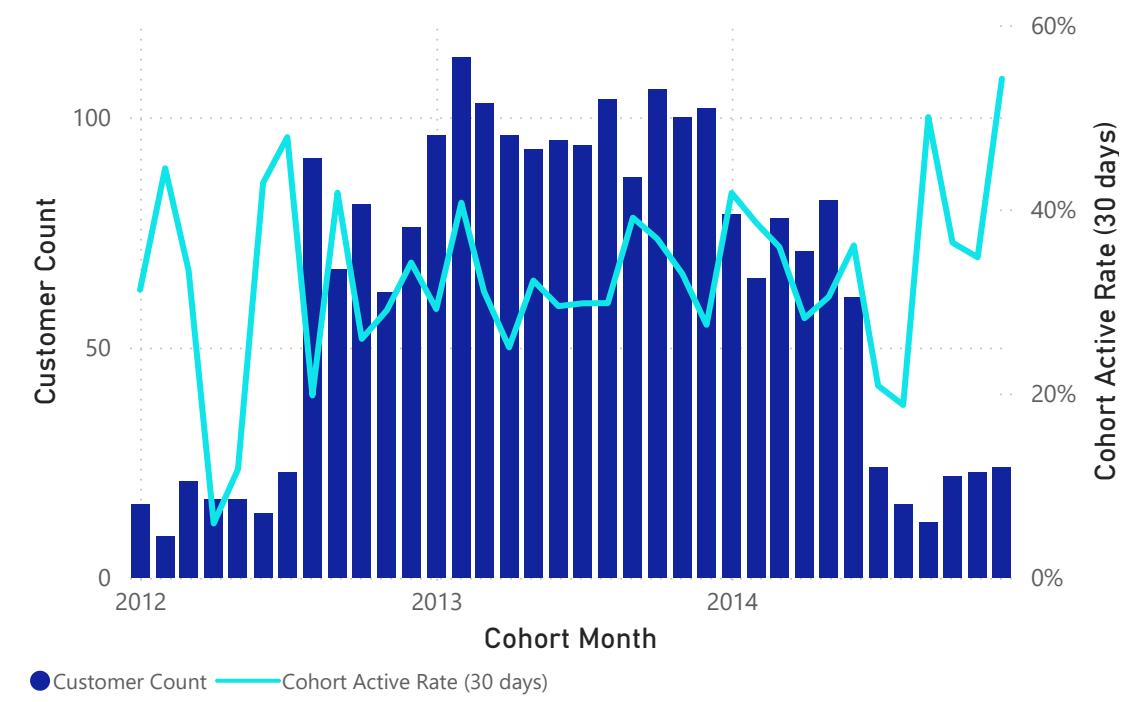
Customers Acquired by Join Cohort (Month)



Tenure Sort	0–30 days	31–60 days	61–90 days	91–180 days	Total
5	147	149	144	53	493
Customer Count	709,1	740,5	785,1	765,4	746,9
Avg Spending per Customer	381	342	366	98	1187
Customer Count	588,7	579,5	634,5	593,7	600,6
4	155	129	129	38	451
Customer Count	535,7	469,1	480,3	491,4	497,1
Avg Spending per Customer	12	18	9	5	44
Customer Count	427,8	586,9	311,2	509,4	478,3
3	29	16	16	4	65
Customer Count	488,0	626,7	319,1	349,3	472,0
Avg Spending per Customer	724	654	664	198	2240
Customer Count	595,1	595,8	625,2	613,0	605,8
Avg Spending per Customer					

Customer Count and Cohort Active Rate (30 days) by Cohort Month

Active Rate (30 days) = % customers with Recency ≤ 30 (as of dataset snapshot)



Segment_Label_RFМ

All

Value_Score

All

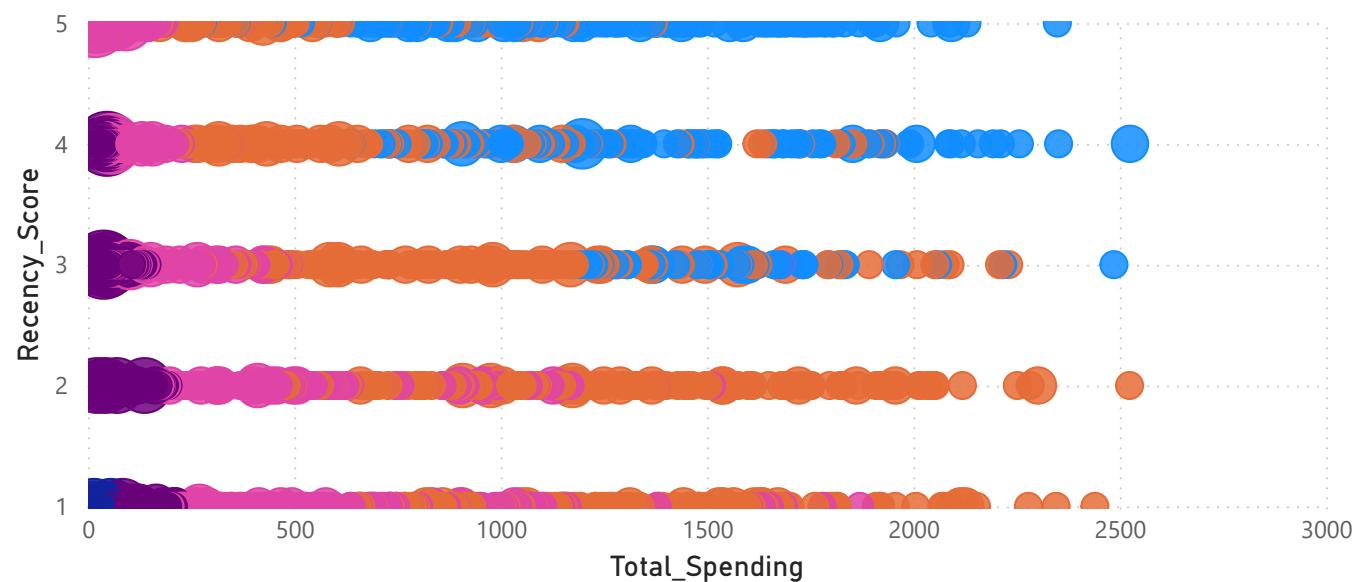
Dominant Channel

 Catalogue
 Store
 Web

Segment_Label_RFМ	Customers	Avg Purchases p/ customers	Avg Recency	Customer (days)	Avg Spending p/customer
Champions	322	23,84	21,47	1.312,43	
Hibernating / Lost	78	5,10	88,37	34,01	
Loyal / High Potential	714	20,24	50,70	986,90	
Needs Nurture	480	6,69	61,67	63,37	
Potential	646	11,69	47,06	304,44	
Total	2240	14,86	49,11	605,80	

Value vs Recency (by Segment)

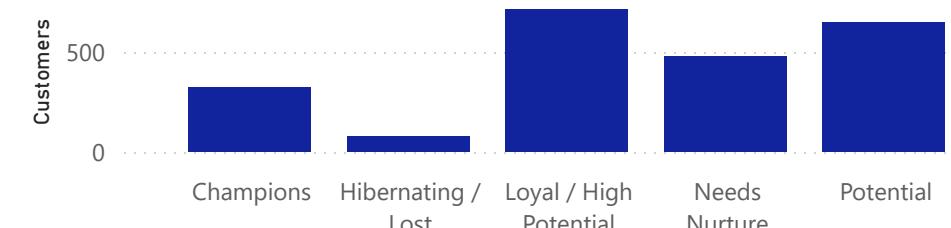
5 = most recent ● Champions ● Hibernating / Lost ● Loyal / High Potential ● Needs Nurture ● Potential



Key Insights:

- Champions:** highest spend and lowest recency → prioritise retention perks.
- Hibernating / Lost:** smallest, highest recency → low-cost win-back.
- Loyal / High Potential:** large base, high frequency → upsell/cross-sell.
- Needs Nurture:** mid size, weaker value/recency → lifecycle emails.
- Potential:** mid-high engagement but not yet high value → convert with personalised offers, onboarding sequences, and next-best-

Segment Size (Customers)



Recency Score Mix within Each Segment (1=Old, 5=Recent)

Recency_Score ● 1 ● 2 ● 3 ● 4 ● 5



Value Score Mix within Each Segment (1=Old, 5=Recent)

Value_Score ● 1 ● 2 ● 3 ● 4 ● 5



Customers

Customers

2K

Responders

Responders

334

Response Rate

Response Rate

0,15

Complaints

Sum of Complain

21

Complaint Rate

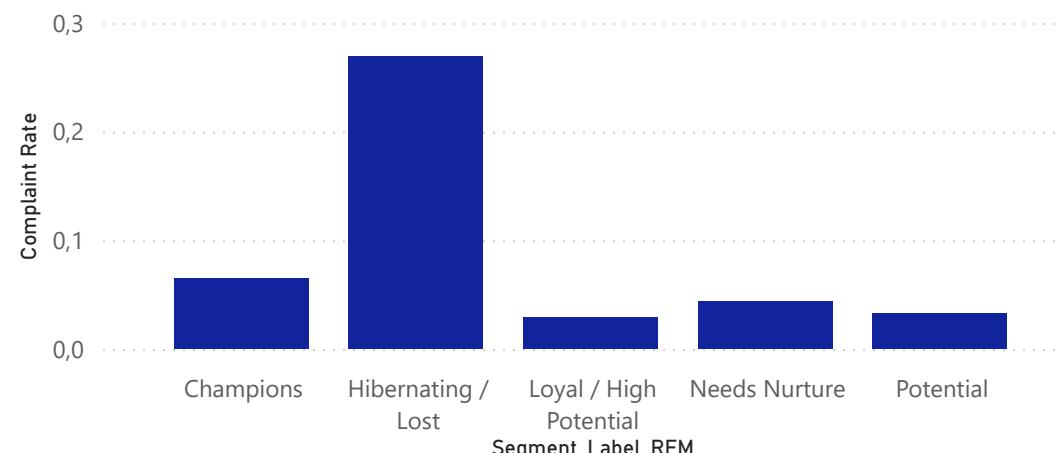
Complaint Rate

0,01

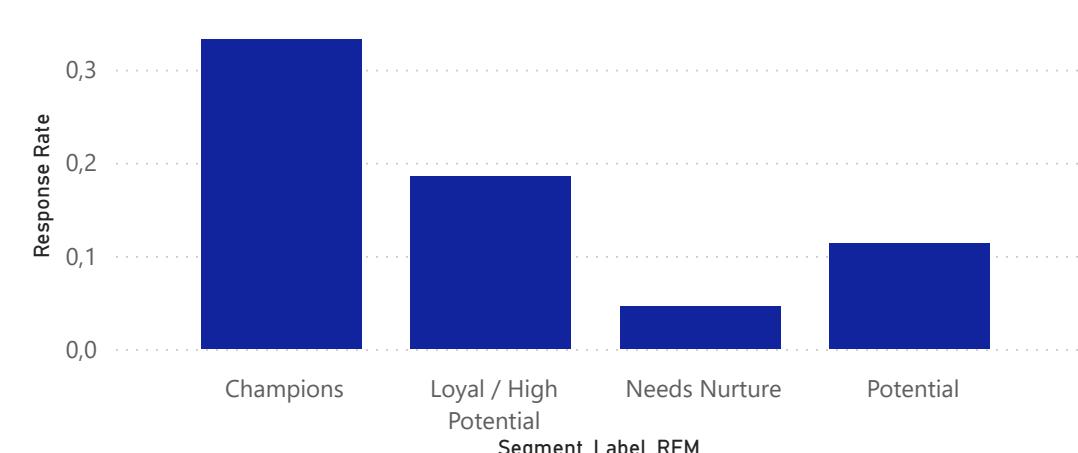
Response Rate by Segment and Dominant Channel

Dominant Channel Segment_Label_RFМ	Catalogue		Store		Web		Total	
	Complaint Rate	Response Rate						
Champions	0,48	0,57	0,09	0,27	0,38	0,38	0,07	0,33
Hibernating / Lost			0,27				0,27	
Loyal / High Potential	0,26	0,32	0,04	0,15	0,15	0,24	0,03	0,18
Needs Nurture			0,05	0,04	1,17	0,11	0,04	0,05
Potential	0,08	0,04	0,04	0,10	0,19	0,20	0,03	0,11
Total	0,14	0,35	0,01	0,11	0,06	0,24	0,01	0,15

Complaint Rate by Segment



Response Rate by Segment



RFM Threshold (Target customers with RFM \geq X)

RFM Threshold

Targeted Customers

Targeted Customers

2K

Targeted Responders

Targeted Responders

239

Targeted Responders Rate

Targeted Response Rate

11 %

Targeted Responders Rate

Lift vs Overall

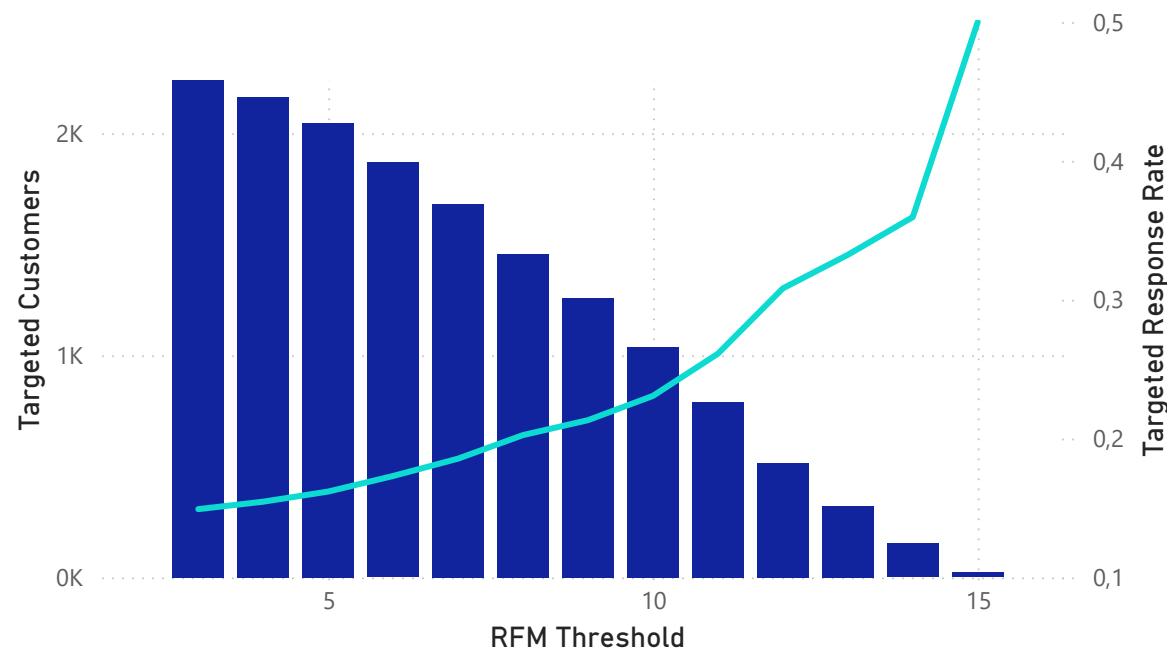
0,72

How to read this:

- Lower threshold \rightarrow larger audience, lower efficiency
- Higher threshold \rightarrow smaller audience, higher efficiency
- Use the lift curve to choose a threshold that balances volume and performance

Audience Size

● Targeted Cust



Lift Curve (vs Overall Response Rate)

● Lift vs Overall ● Targeted Response Rate

