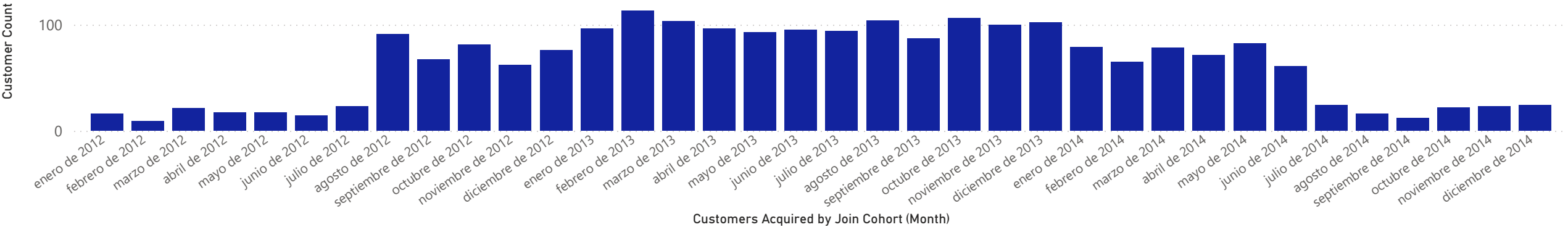


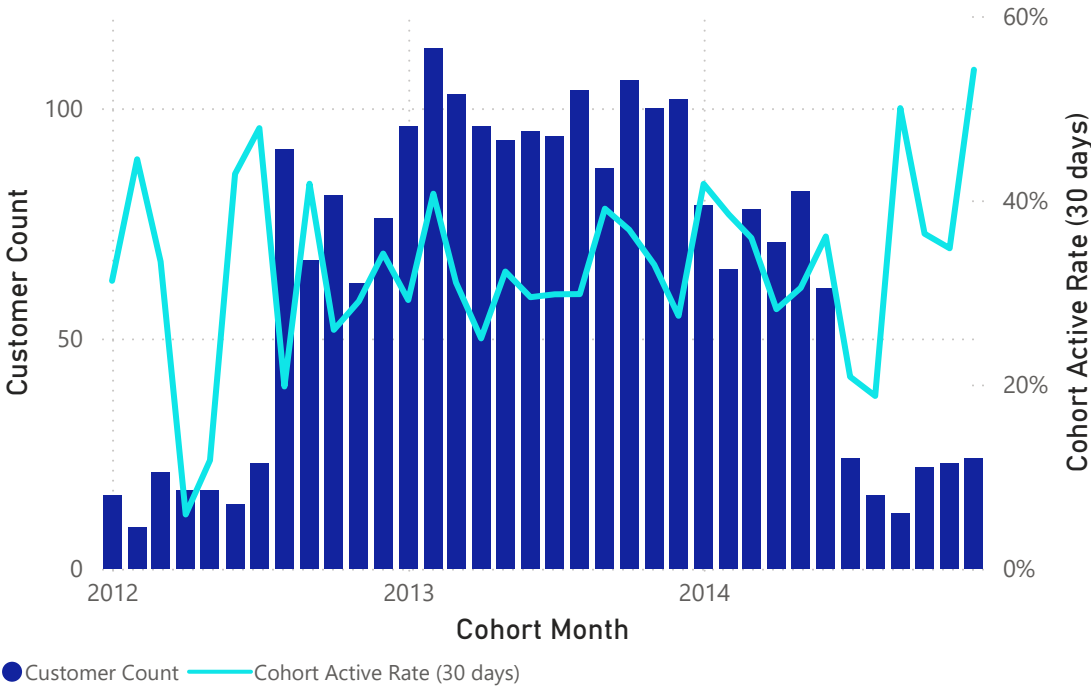
Customers Acquired by Join Cohort (Month)



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

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\_RFM

All

Value\_Score

All

Dominant Channel

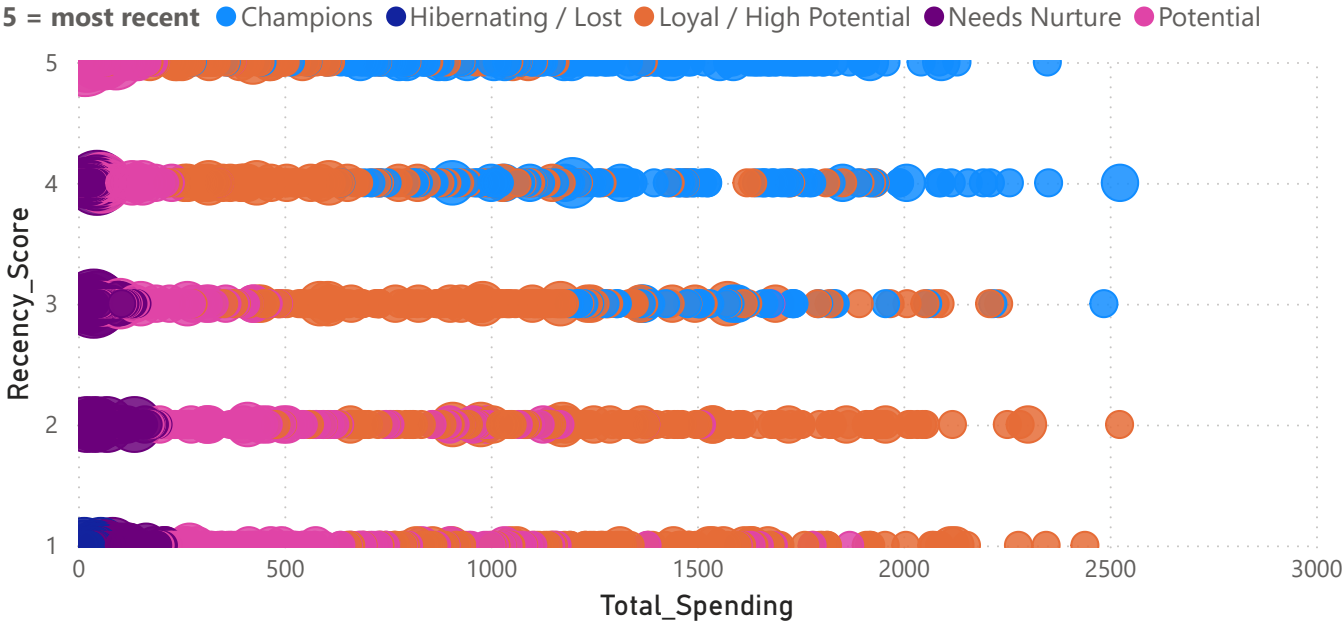
☐ Catalogue

☐ Store

☐ Web

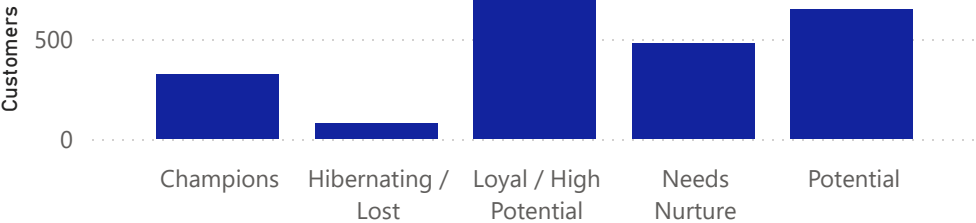
Segment_Label_RFM	Customers	Avg Purchases p/ customers	Avg Recency Customer (days)	Avg Spending p/customer
Champions	322	23,84	21,47	1.312,43
Hibernating / Lost	78	5,10	88,37	34,01
Loyal / High Potential	714	20,24	50,70	986,90
Needs Nurture	480	6,69	61,67	63,37
Potential	646	11,69	47,06	304,44
Total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

Value vs Recency (by Segment)

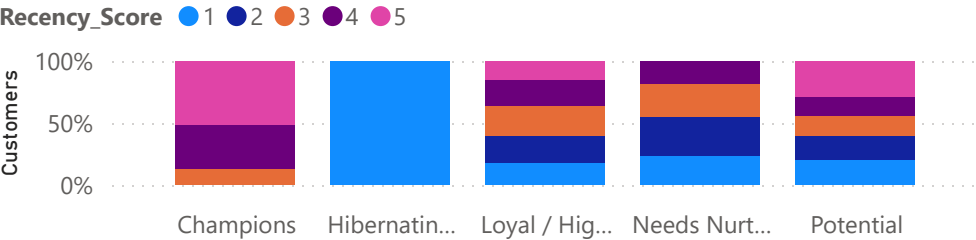


- Key Insights:**
- 1. **Champions:** highest spend and lowest recency → prioritise retention perks.
  - 2. **Hibernating / Lost:** smallest, highest recency → low-cost win-back.
  - 3. **Loyal / High Potential:** large base, high frequency → upsell/cross-sell.
  - 4. **Needs Nurture:** mid size, weaker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

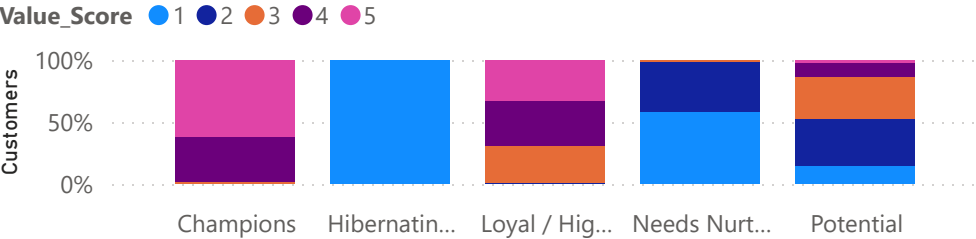
Segment Size (Customers)



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



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



Customers

Customers  
**2K**

Responders

Responders  
**334**

Response Rate

Response Rate  
**0,15**

Complaints

Sum of Complain  
**21**

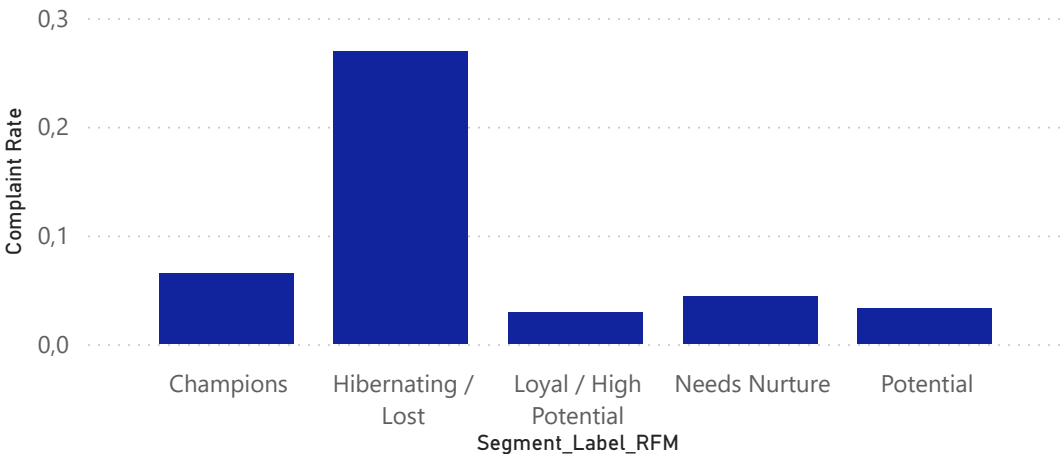
Complaint Rate

Complaint Rate  
**0,01**

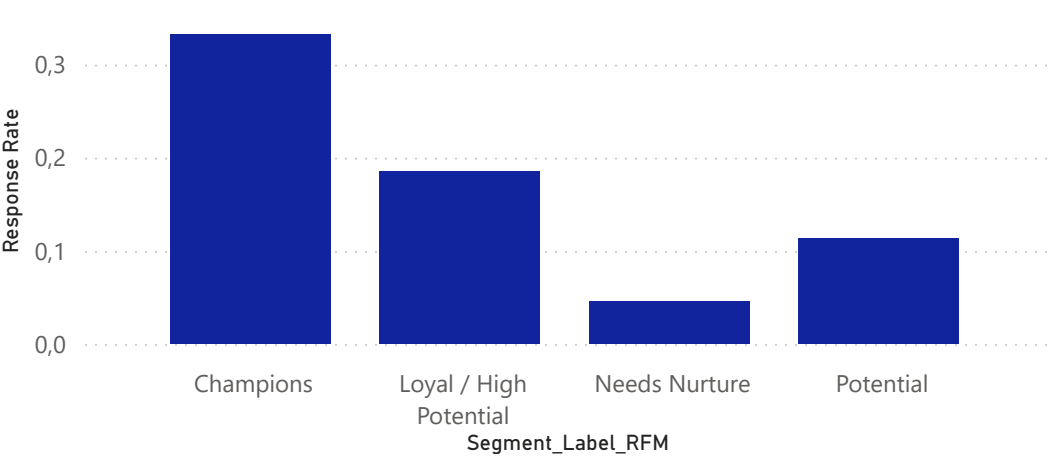
Response Rate by Segment and Dominant Channel

Dominant Channel	Catalogue		Store		Web		Total	
Segment_Label_RFM	Complaint Rate	Response Rate	Complaint Rate	Response Rate	Complaint Rate	Response Rate	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	0,88	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



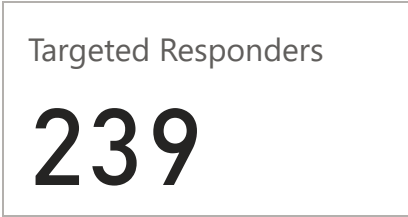
RFM Threshold (Target customers with RFM ≥ X)



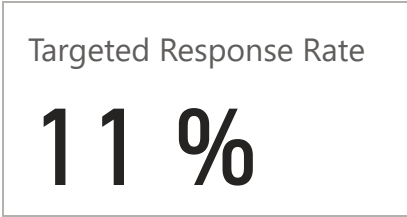
Targeted Customers



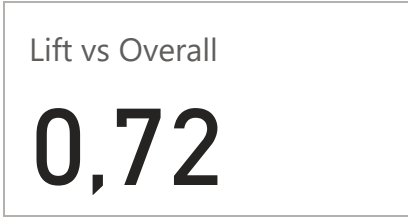
Targeted Responders



Targeted Responders Rate



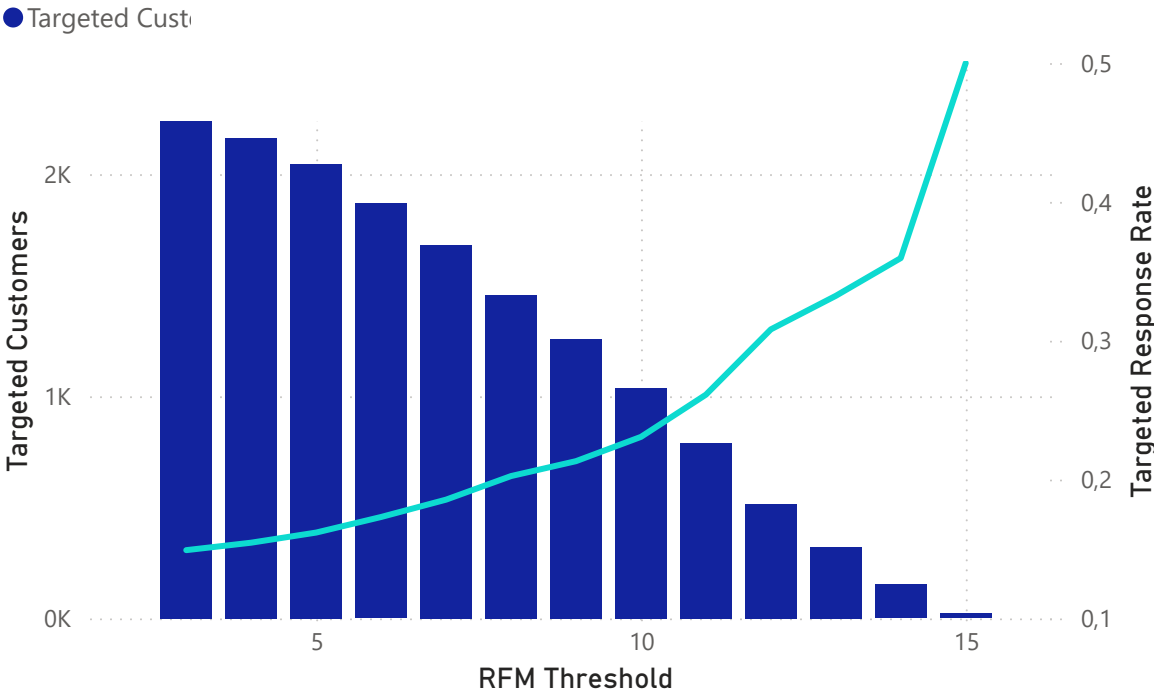
Targeted Responders Rate



How to read this:

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

Audience Siz



Lift Curve (vs Overall Response Rate)

