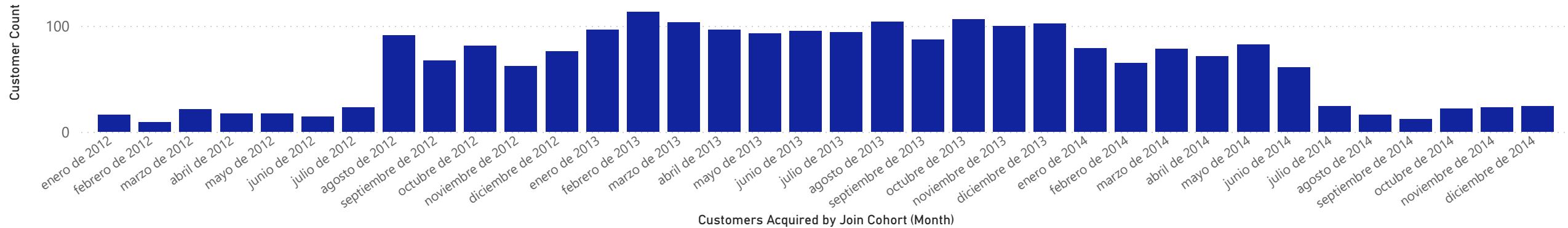


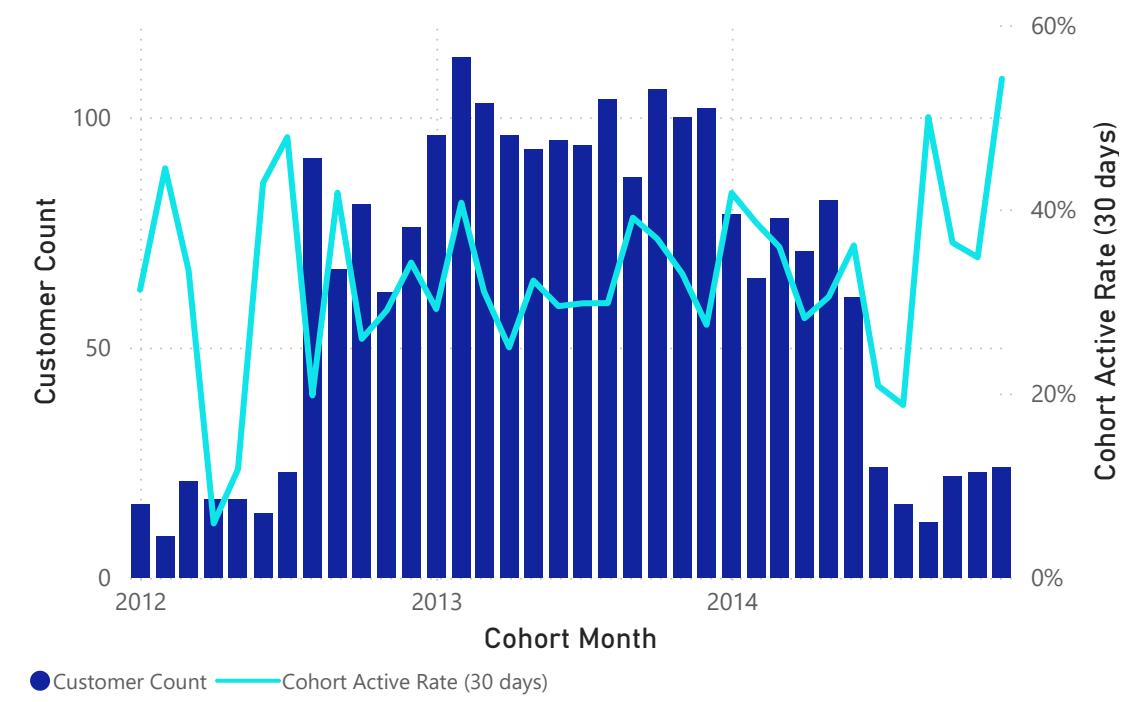
## Customers Acquired by Join Cohort (Month)



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

## 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

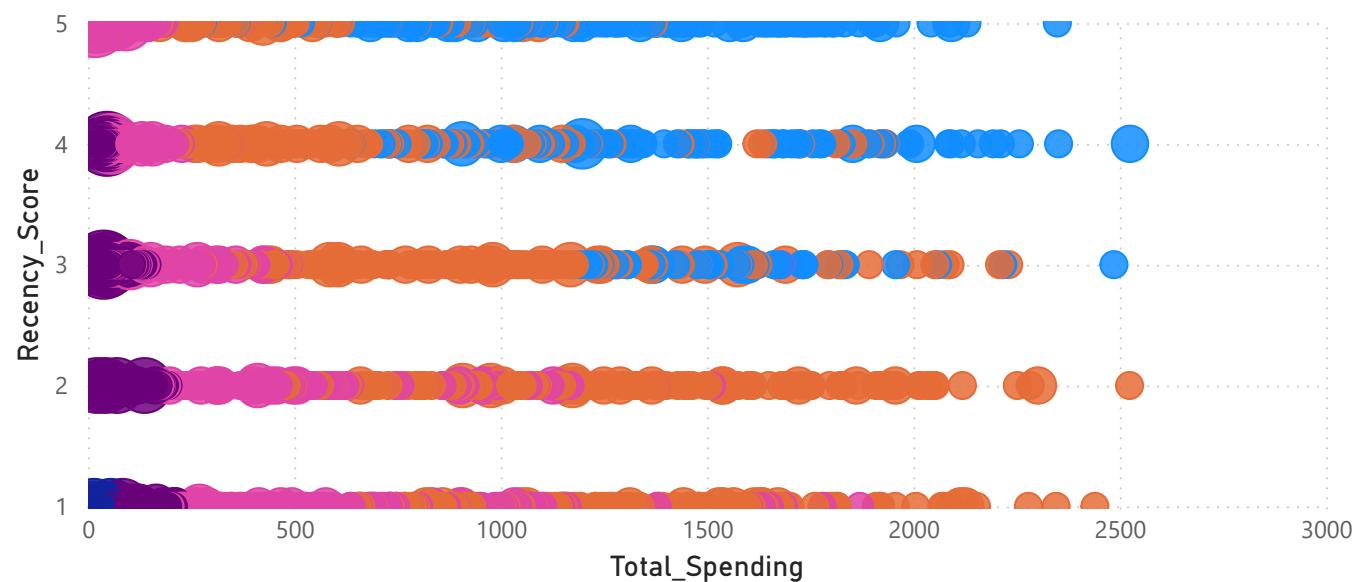
Dominant Channel

 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	
<b>Total</b>	<b>2240</b>	<b>14,86</b>	<b>49,11</b>	<b>605,80</b>	

### Value vs Recency (by Segment)

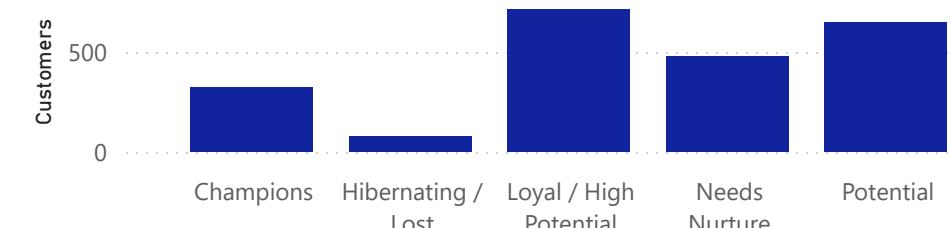
5 = most recent ● Champions ● Hibernating / Lost ● Loyal / High Potential ● Needs Nurture ● Potential



### 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-product recommendations (move them into Loyal/Champions).

### 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 Complaints  
**21**

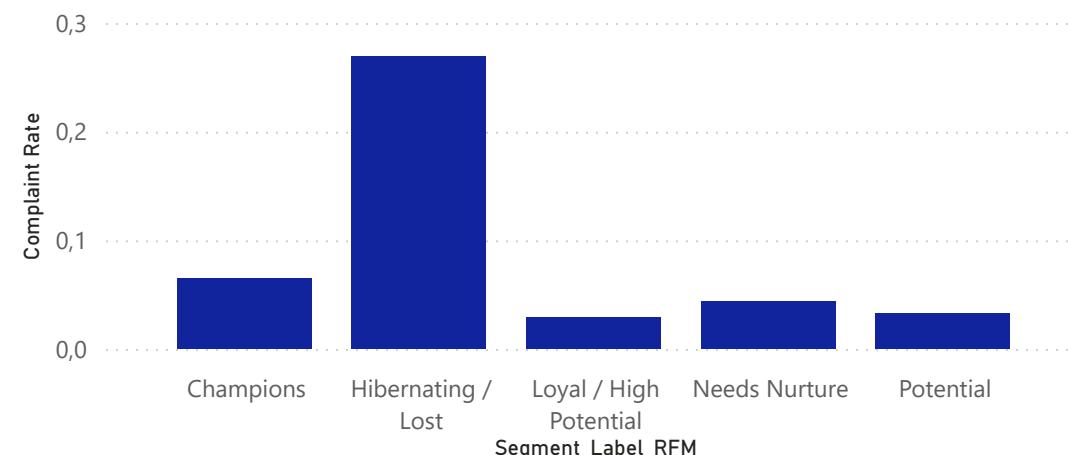
Complaint Rate

Complaint Rate  
**0,01**

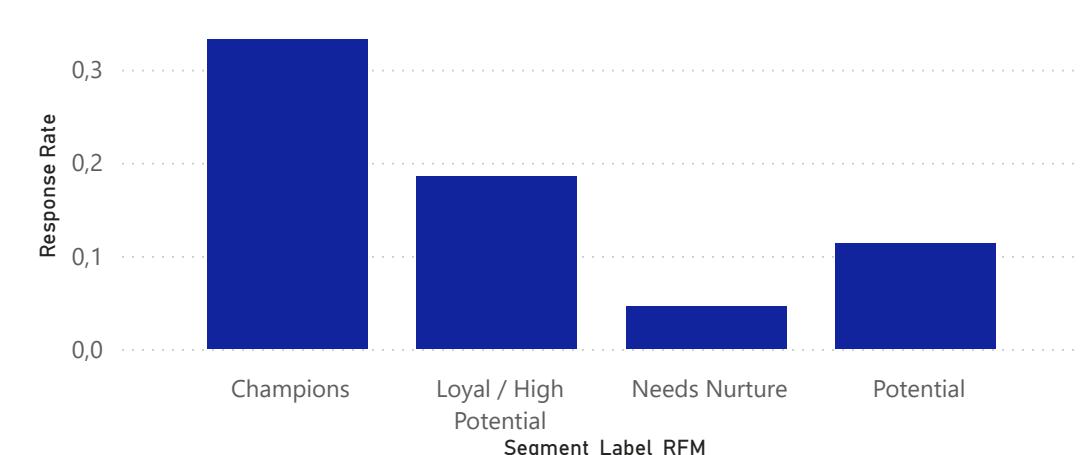
### Response Rate by Segment and Dominant Channel

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	<b>0,07</b>	<b>0,33</b>
Hibernating / Lost			0,27				<b>0,27</b>	
Loyal / High Potential	0,26	0,32	0,04	0,15	0,15	0,24	<b>0,03</b>	<b>0,18</b>
Needs Nurture			0,05	0,04	1,17	0,11	<b>0,04</b>	<b>0,05</b>
Potential	0,88	0,04	0,04	0,10	0,19	0,20	<b>0,03</b>	<b>0,11</b>
<b>Total</b>	<b>0,14</b>	<b>0,35</b>	<b>0,01</b>	<b>0,11</b>	<b>0,06</b>	<b>0,24</b>	<b>0,01</b>	<b>0,15</b>

### 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

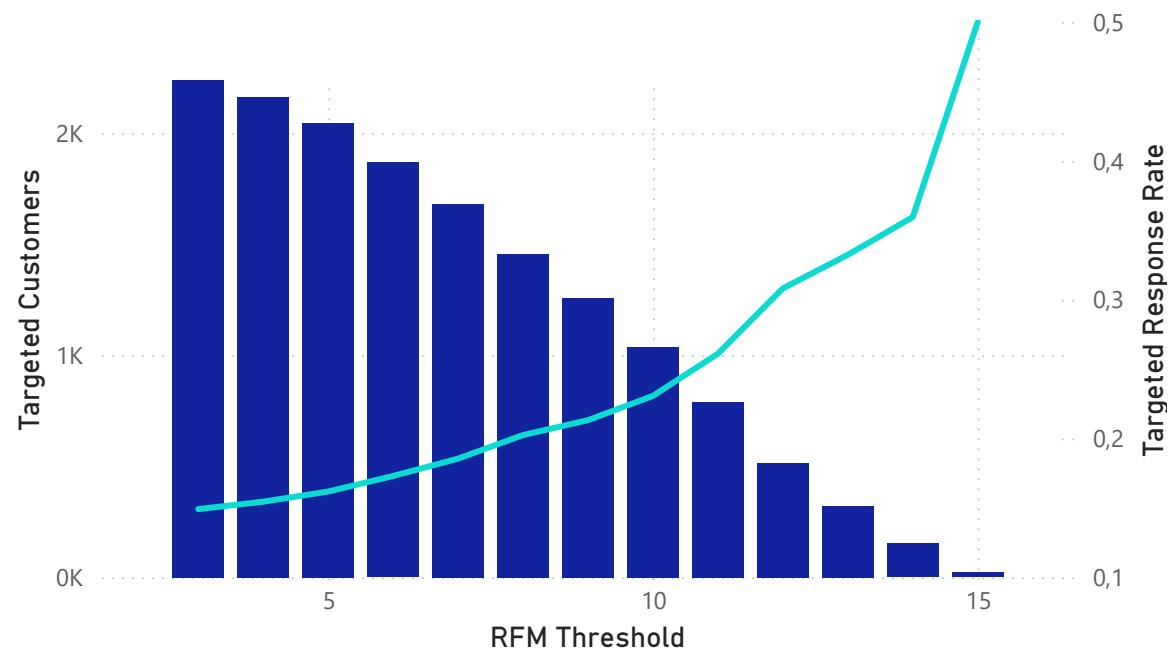
**0,72**

#### How to read this:

- Lower threshold → larger audience, lower efficiency
- Higher threshold → 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

