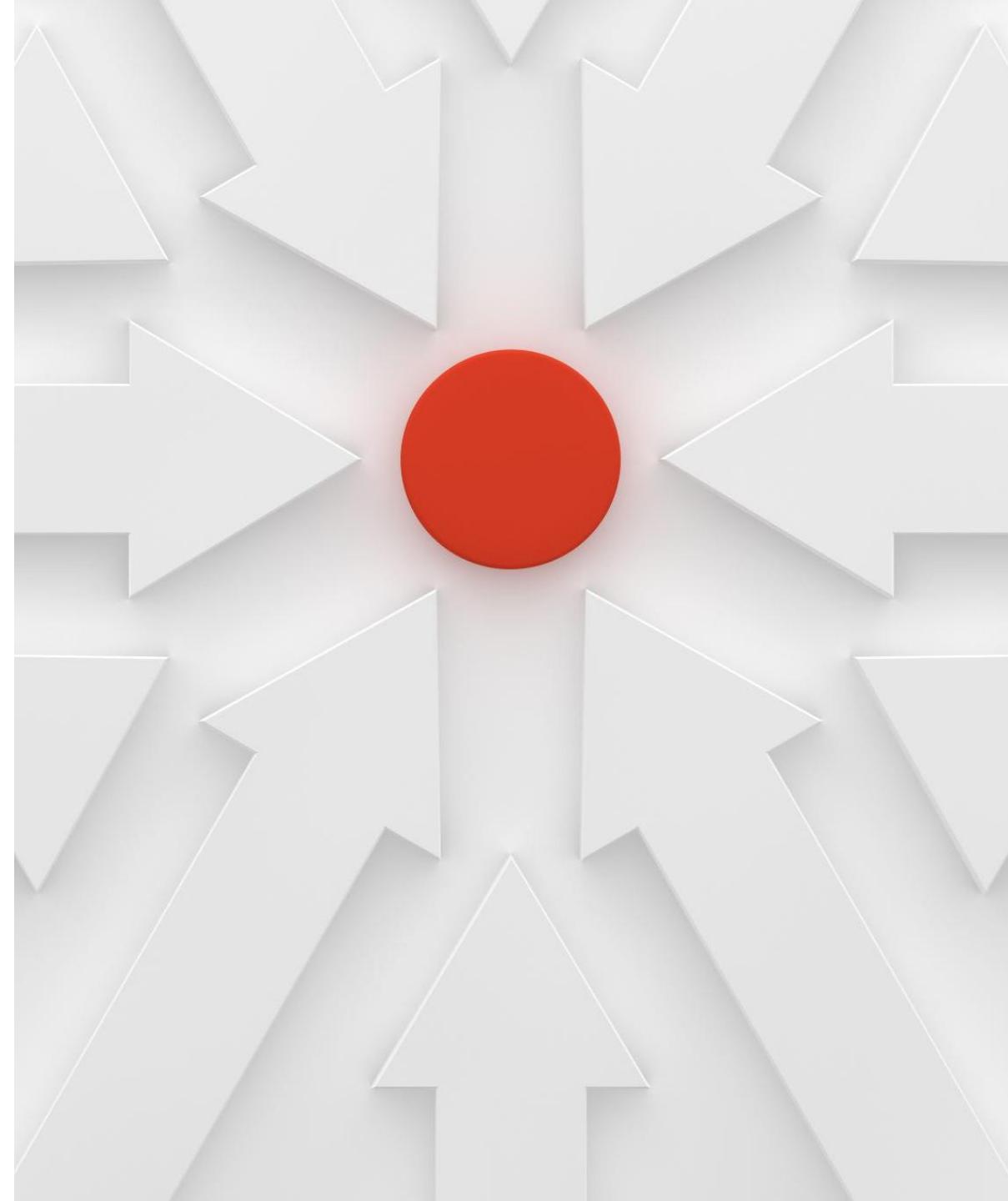

CUSTOMER SEGMENTATION

2020 - 2024

BY: Youssef Wael

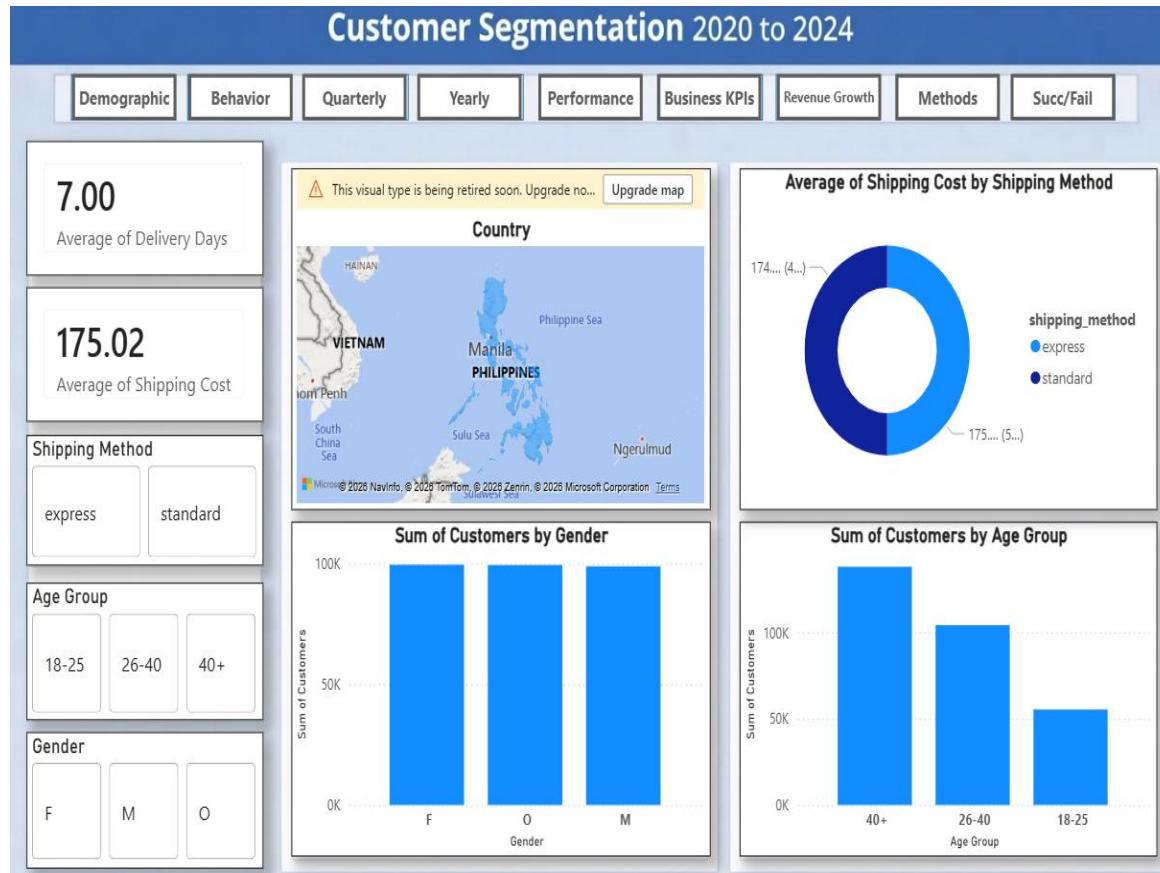


AGENDA

- 3. Demographic Analysis
 - 5. Behaviour Analysis
 - 7. Quarter Activity Analysis
 - 9. Year Activity Analysis
 - 11. Business Performance Analysis
 - 18. Business KPIs Analysis
 - 20. Revenue Growth Analysis
 - 26. Payment Methods Analysis
 - 28. Payment Succession Analysis
 - 30. Summary
-

1. DEMOGRAPHIC ANALYSIS

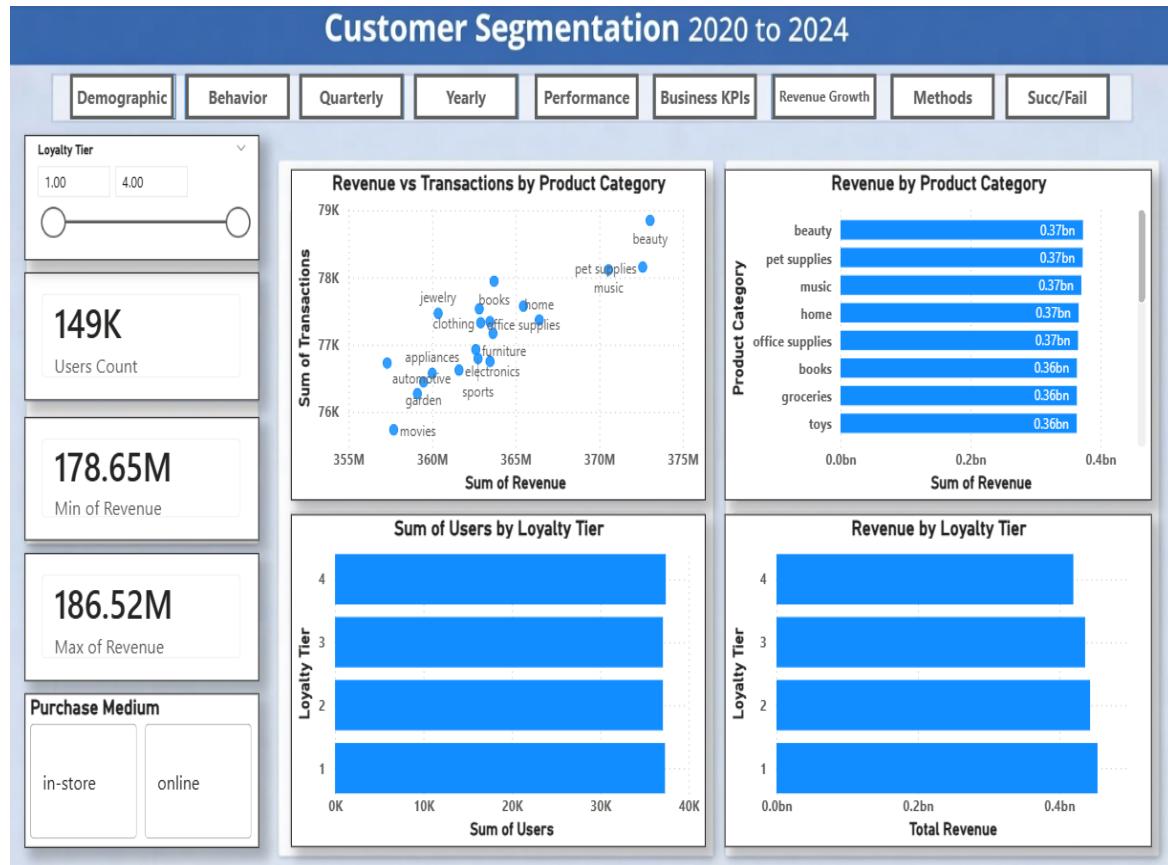
DEMOGRAPHIC MAIN ANALYSIS



- Avg of Delivery Days = 7.00 Days
- Avg of Shipping Cost = 175 \$
- Customers by Gender = Approximately 100,000 for each Gender
- Customers by Age Group = +40 years firstly but -25 finally
- Most delivered country = Philippines only
- Shipping Methods = 50:50 express vs standard

2. BEHAVIOUR ANALYSIS

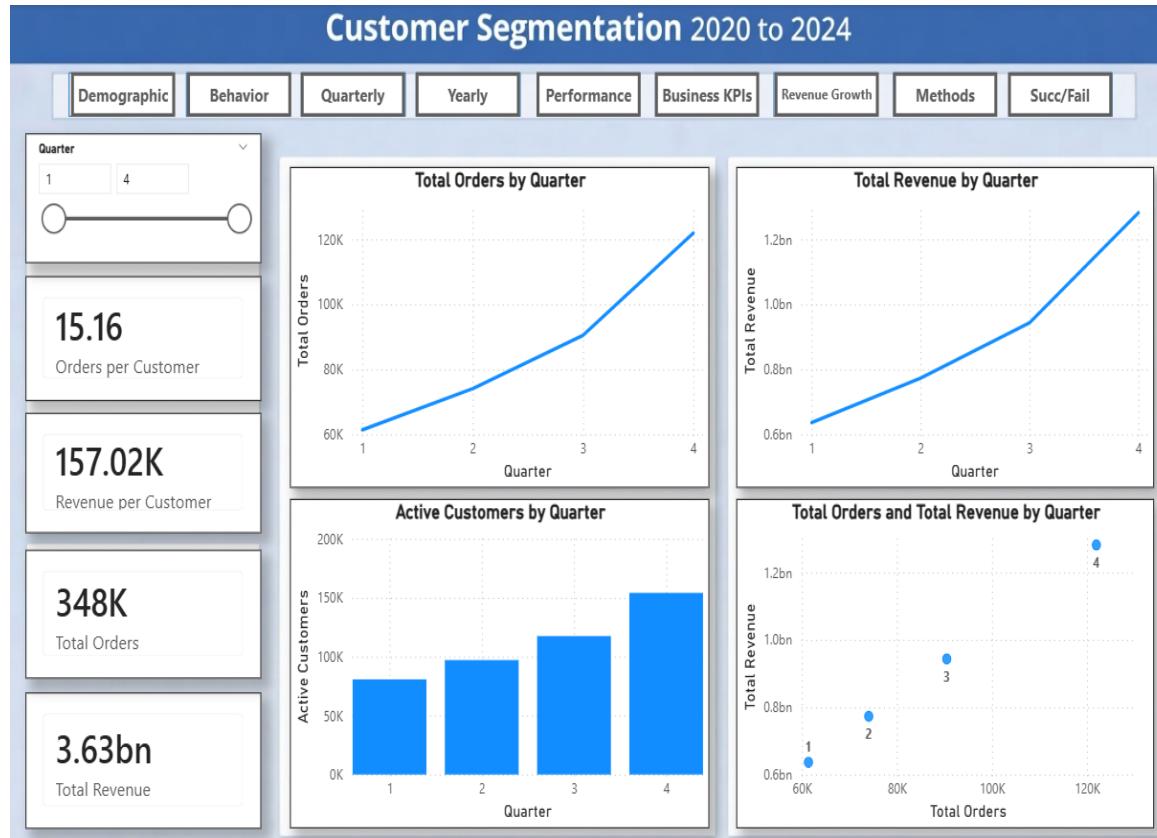
BEHAVIOUR MAIN ANALYSIS



- Users Count = 149,000
- Min/Max Revenue by Category =
There is no clear difference
- Users, Revenue & Transactions =
There is no clear difference between
all levels of Loyalty Tier

3. QUARTER ACTIVITY ANALYSIS

QUARTER ACTIVITY MAIN ANALYSIS



- Total Revenue 3.63 bn
- Orders per Customer = 15.16
- Revenue per Customer = 157,000 \$
- Total Orders = 348,000
- Orders, Revenue & Active Customers are high in Quarter 4, then 3, then 2, then 1 (descending order)

4. YEAR ACTIVITY ANALYSIS

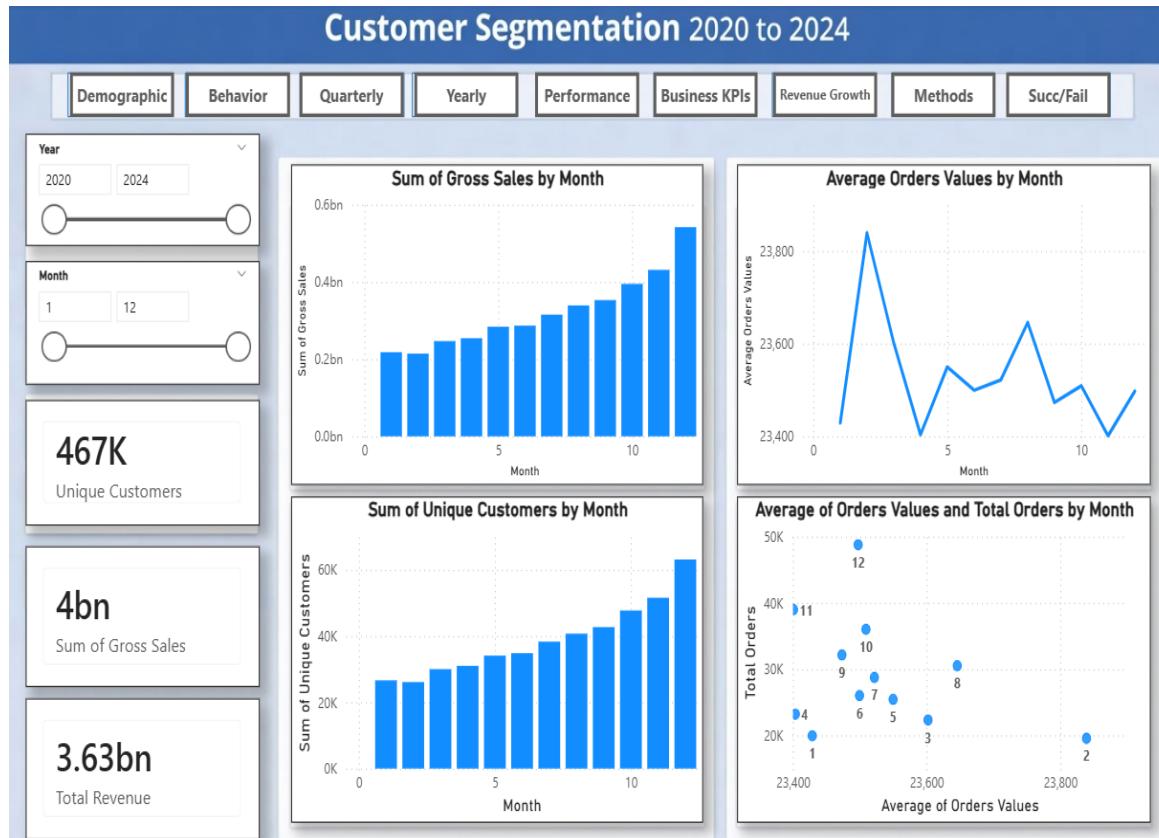
YEAR ACTIVITY MAIN ANALYSIS



- Total Revenue 3.63 bn
- Orders per Customer = 15.16
- Revenue per Customer = 157,000 \$
- Total Orders = 348,000
- Orders, Revenue & Active Customers are high in 2024, then 2023 to 2020 (descending order)

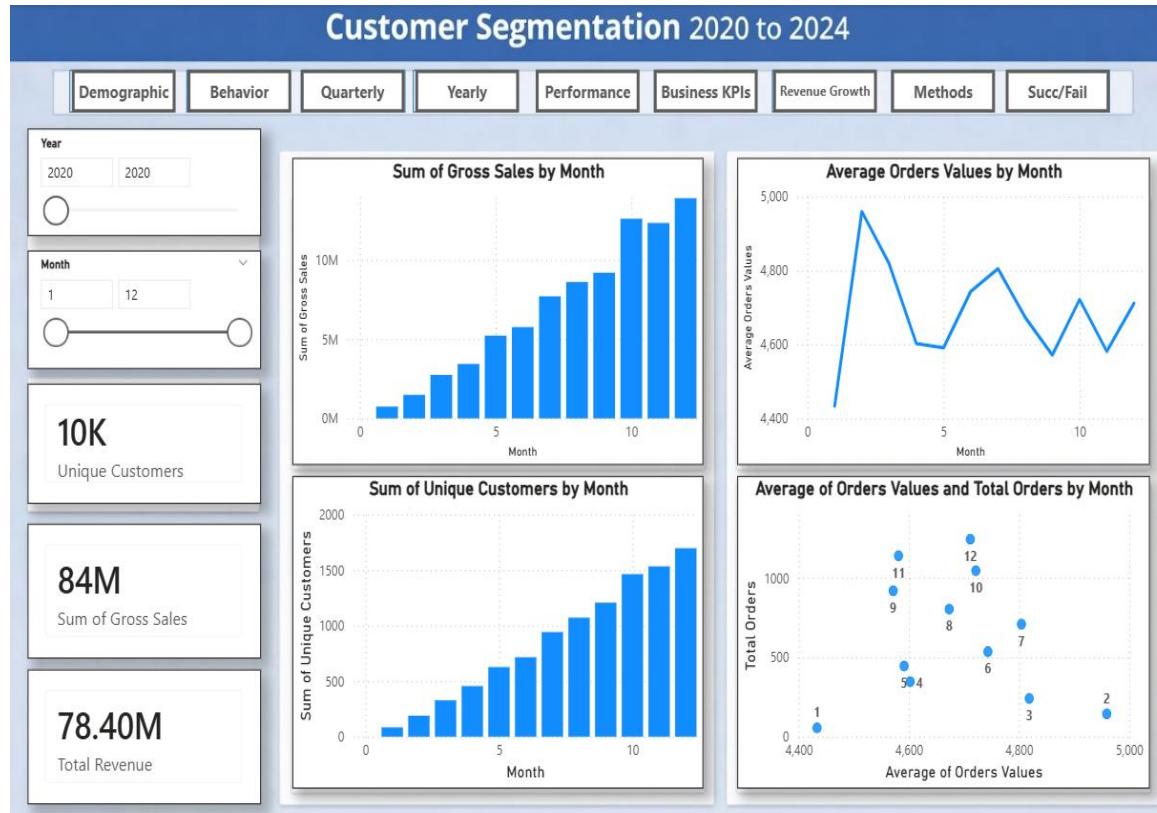
5. BUSINESS PERFORMANCE ANALYSIS

BUSINESS PERFORMANCE MAIN ANALYSIS



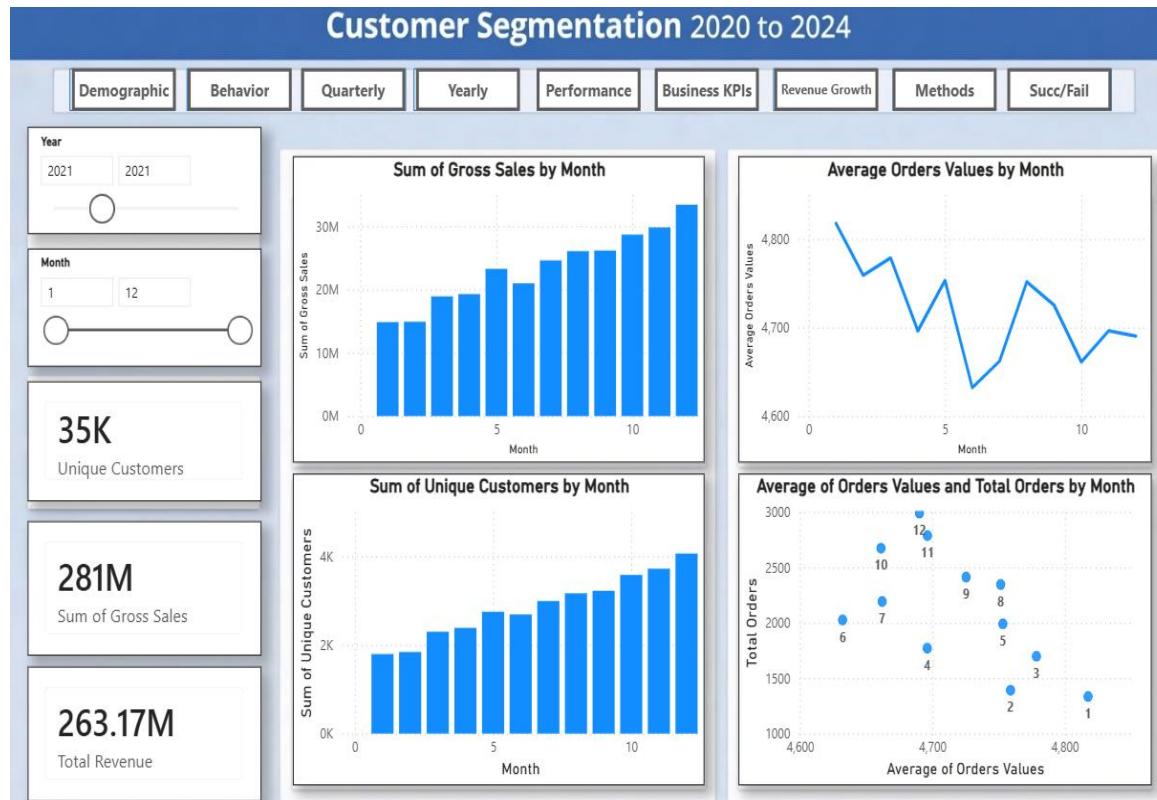
- Unique Customers = 467,000
- Gross vs Net Sales = 4 bn vs 3.63 bn
- Average Orders Values by Month = There is no clear difference between all Months
- Gross Sales by Month = high in December, then November, ... (descending order)
- Unique Customers by Month = high in December, then November, ... (descending order)
- Total Orders by Month = high in December, then November, ... (descending order)

BUSINESS PERFORMANCE IN 2020 ANALYSIS



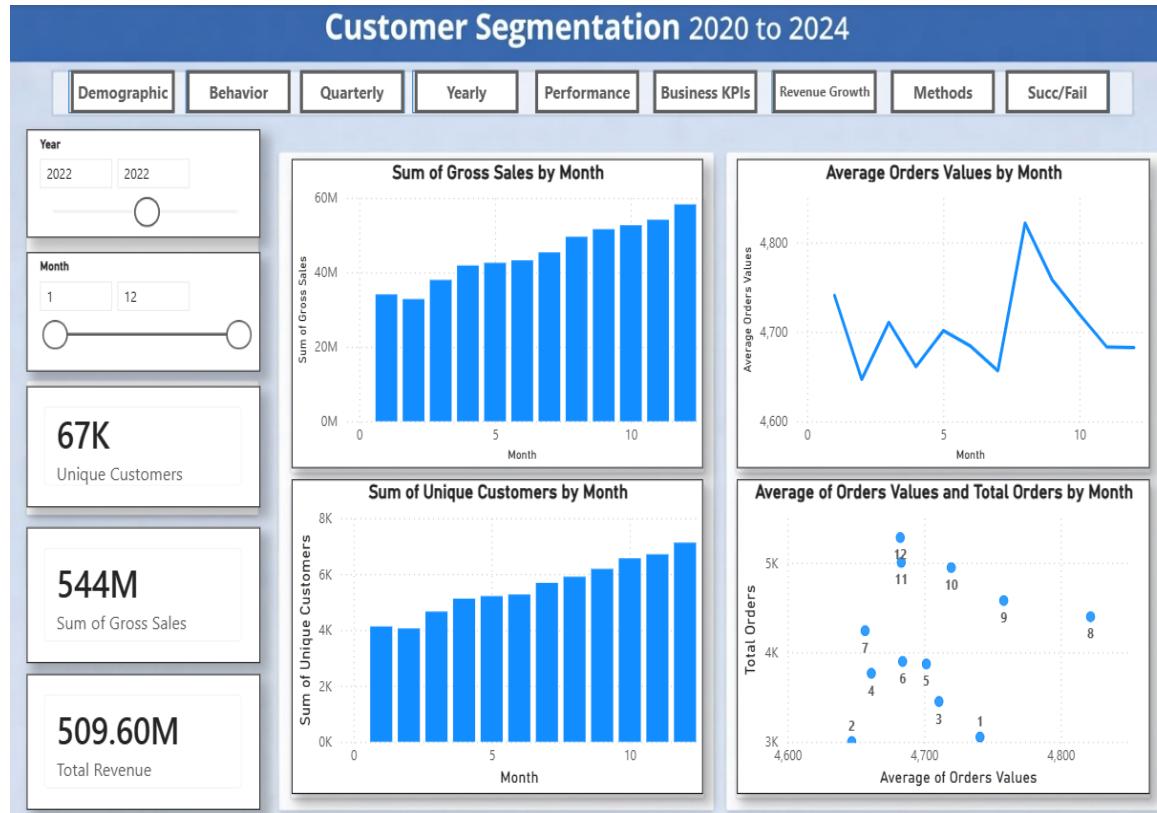
- Unique Customers = 10,000
- Gross vs Net Sales = 84M vs 78.4M
- Average Orders Values by Month = There is no clear difference between all Months
- Gross Sales by Month = high in December, then November, ... (descending order)
- Unique Customers by Month = high in December, then November, ... (descending order)
- Total Orders by Month = high in December, then November, ... (descending order)

BUSINESS PERFORMANCE IN 2021 ANALYSIS



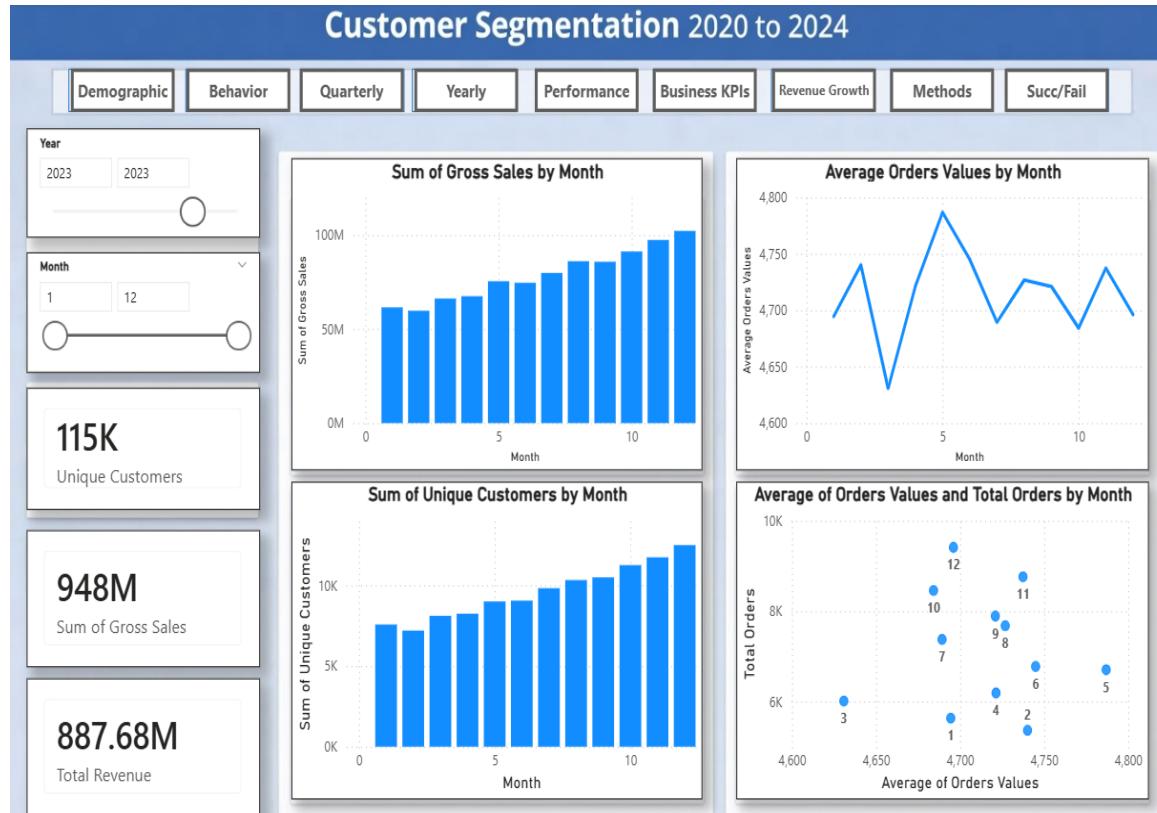
- Unique Customers = 35,000
- Gross vs Net Sales = 281M vs 263.2M
- Average Orders Values by Month = There is no clear difference between all Months
- Gross Sales by Month = high in December, then November, ... (descending order)
- Unique Customers by Month = high in December, then November, ... (descending order)
- Total Orders by Month = high in December, then November, ... (descending order)

BUSINESS PERFORMANCE IN 2022 ANALYSIS



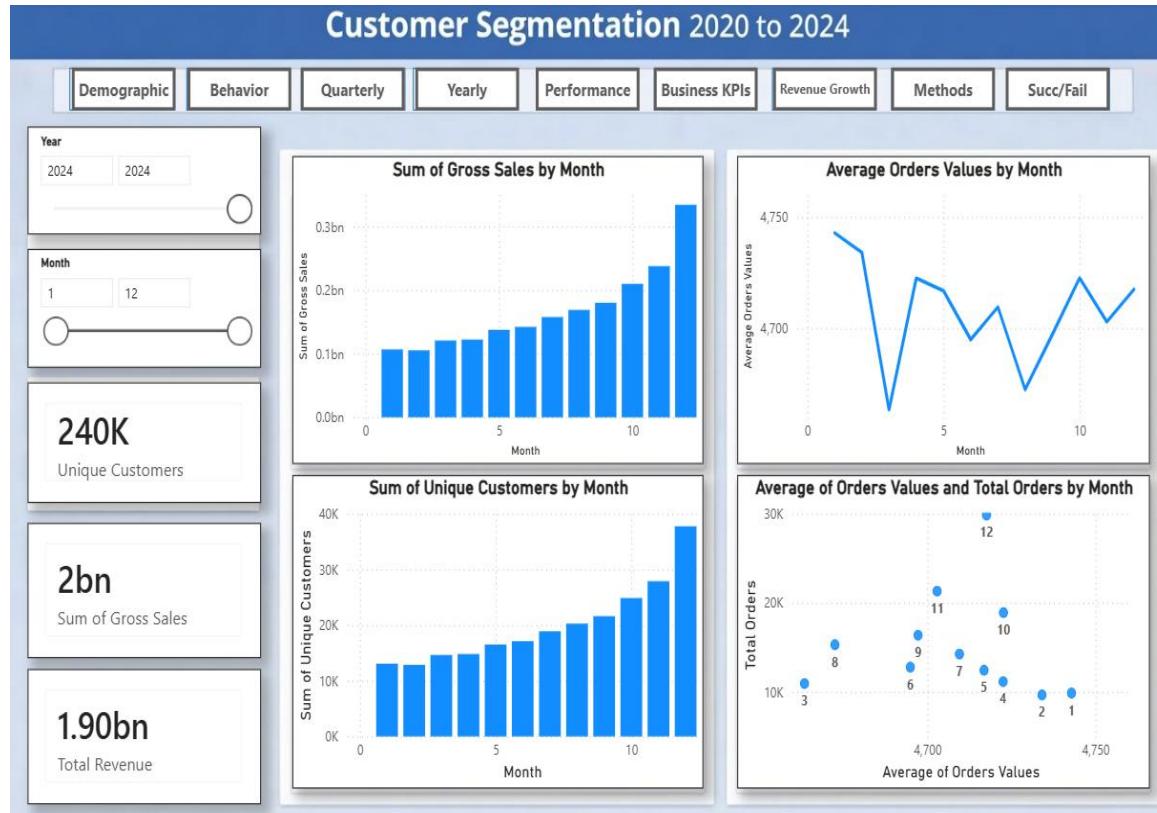
- Unique Customers = 67,000
- Gross vs Net Sales = 544M vs 509.6M
- Average Orders Values by Month = There is no clear difference between all Months
- Gross Sales by Month = high in December, then November, ... (descending order)
- Unique Customers by Month = high in December, then November, ... (descending order)
- Total Orders by Month = high in December, then November, ... (descending order)

BUSINESS PERFORMANCE IN 2023 ANALYSIS



- Unique Customers = 115,000
- Gross vs Net Sales = 948M vs 887.7M
- Average Orders Values by Month = There is no clear difference between all Months
- Gross Sales by Month = high in December, then November, ... (descending order)
- Unique Customers by Month = high in December, then November, ... (descending order)
- Total Orders by Month = high in December, then November, ... (descending order)

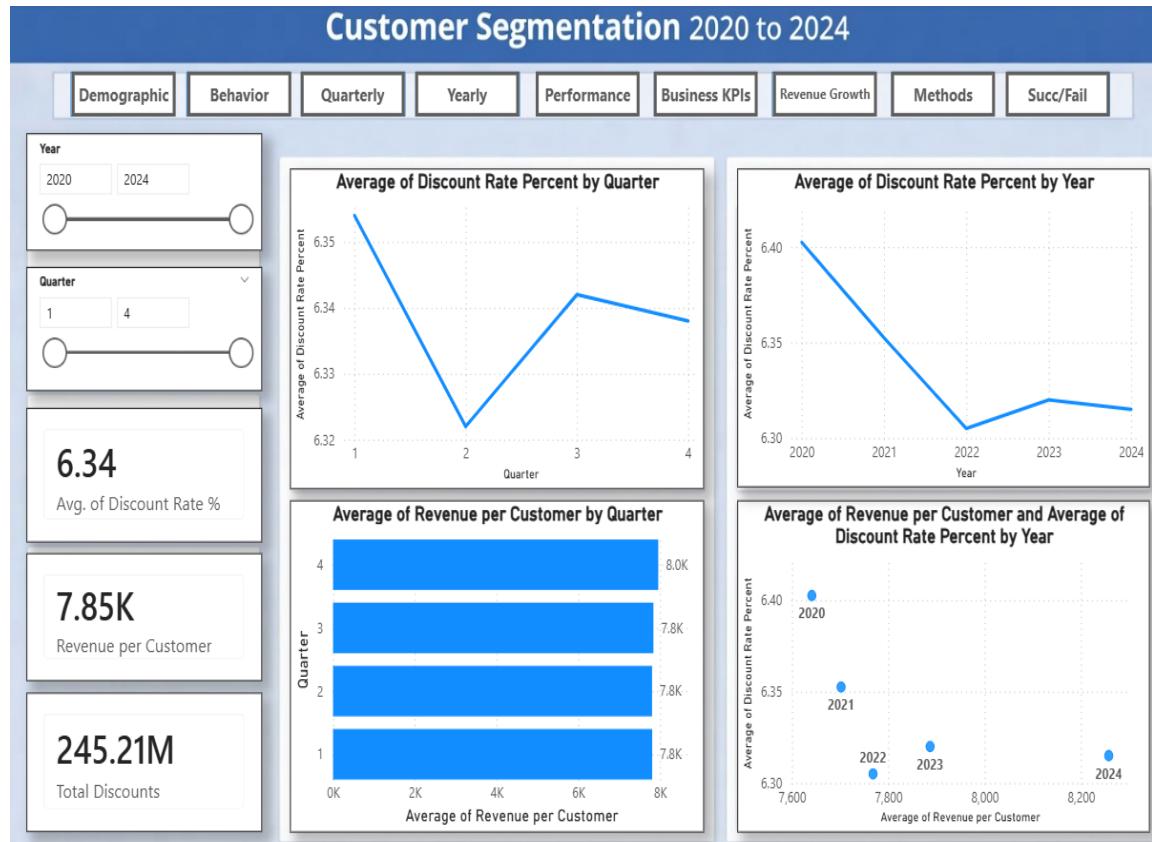
BUSINESS PERFORMANCE IN 2024 ANALYSIS



- Unique Customers = 240,000
- Gross vs Net Sales = 2bn vs 1.90M
- Average Orders Values by Month = There is no clear difference between all Months
- Gross Sales by Month = high in December, then November, ... (descending order)
- Unique Customers by Month = high in December, then November, ... (descending order)
- Total Orders by Month = high in December, then November, ... (descending order)

6. BUSINESS KPI'S ANALYSIS

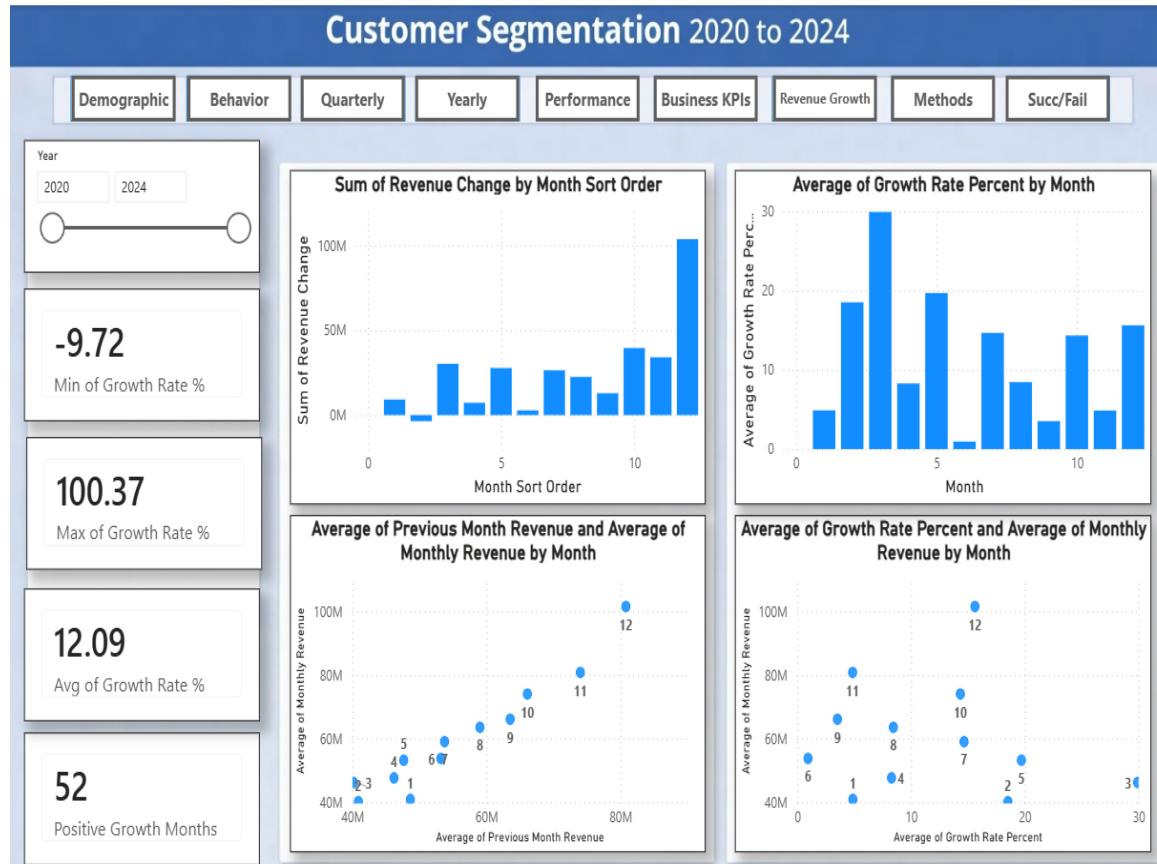
BUSINESS KPIS MAIN ANALYSIS



- Average of Discount Rate Percentage = 6.34%
- Average Revenue per Customer = 7,850 \$
- Sum of Discounts = 245,2M
- Average Discount Rate Percent by Quarter & Year = There is no clear difference between all Quarters & Years
- Average Revenue per Customer by Quarter = There is no clear difference between all Quarters

7. REVENUE GROWTH ANALYSIS

REVENUE GROWTH MAIN ANALYSIS



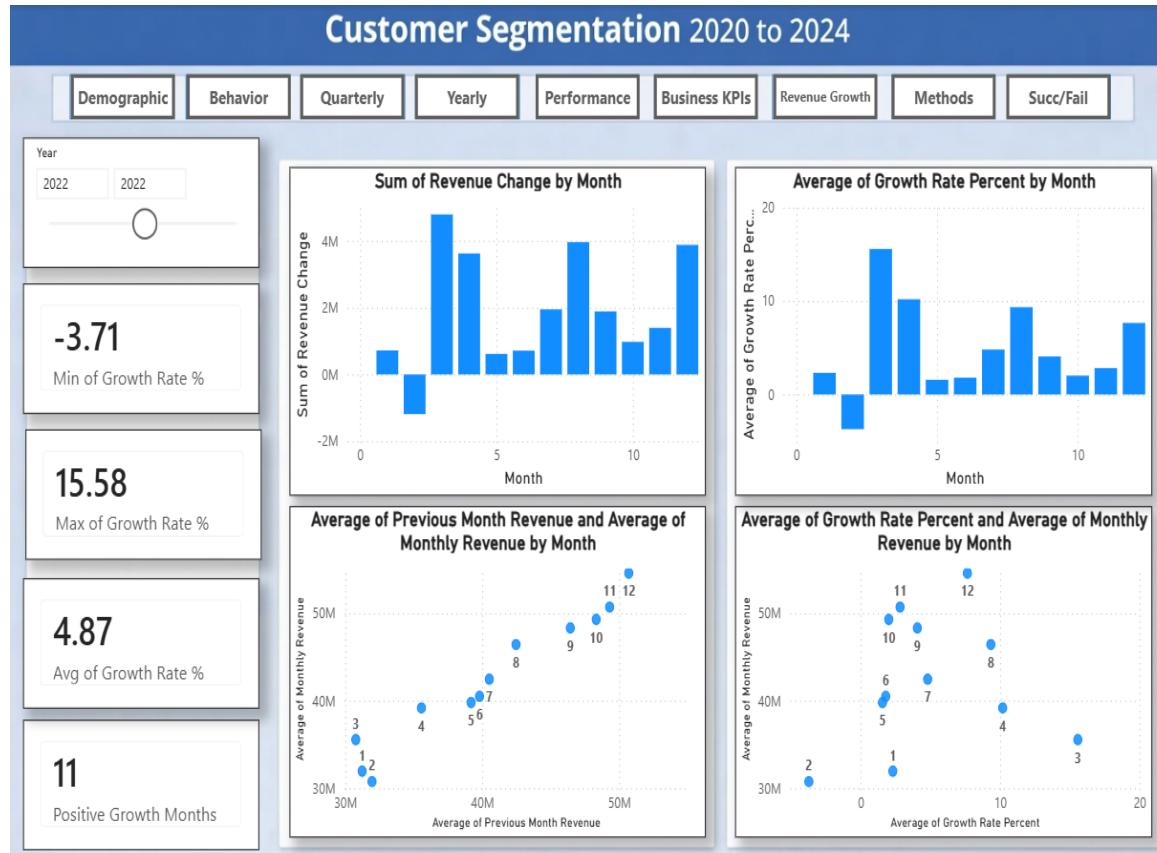
- Average of Growth Rate Percentage Monthly = 12.1%
- Minimum of Growth Rate Percentage Monthly = -9.72%
- Maximum of Growth Rate Percentage Monthly = 100.4%
- Positive Growth Months in the 5 years = 52 Months
- Revenue Change by Month is High in December but its negative in February
- Average of Growth Rate % by Month is High in March

REVENUE GROWTH IN 2021 ANALYSIS



- Average of Growth Rate Percentage
Monthly = 7.98%
- Minimum of Growth Rate Percentage
Monthly = -9.72%
- Maximum of Growth Rate Percentage
Monthly = 26.83%
- Positive Growth Months in this year = 11 Months
- Revenue Change by Month is High in March & May but its negative in June
- Average of Growth Rate % by Month is High in March

REVENUE GROWTH IN 2022 ANALYSIS



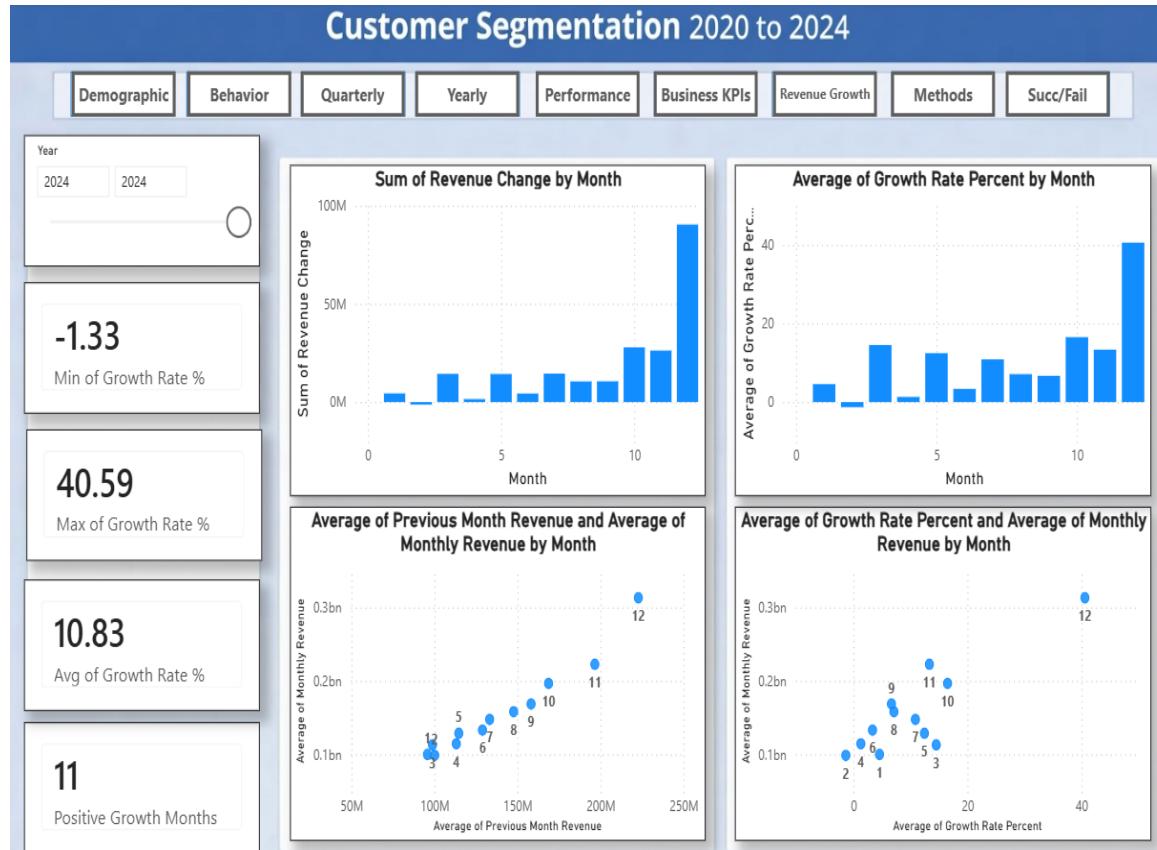
- Average of Growth Rate Percentage Monthly = 4.87%
- Minimum of Growth Rate Percentage Monthly = -3.71%
- Maximum of Growth Rate Percentage Monthly = 15.58%
- Positive Growth Months in this year = 11 Months
- Revenue Change by Month is High in March but its negative in February
- Average of Growth Rate % by Month is High in March but its negative in February

REVENUE GROWTH IN 2023 ANALYSIS



- Average of Growth Rate Percentage Monthly = 4.89%
- Minimum of Growth Rate Percentage Monthly = -3.16%
- Maximum of Growth Rate Percentage Monthly = 11.77%
- Positive Growth Months in this year = 9 Months
- Revenue Change by Month is High in March & May but its negative in February, June & September
- Average of Growth Rate % by Month is High in March & May but its negative in February, June & September

REVENUE GROWTH IN 2024 ANALYSIS



- Average of Growth Rate Percentage Monthly = 10.83%
- Minimum of Growth Rate Percentage Monthly = -1.33%
- Maximum of Growth Rate Percentage Monthly = 40.6%
- Positive Growth Months in this year = 11 Months
- Revenue Change by Month is High in December
- Average of Growth Rate % by Month is High in December

8. PAYMENT METHODS ANALYSIS

PAYMENT METHODS MAIN ANALYSIS



- Average of Revenue Share Analysis
Percentage = 7.69%
- Sum of Transactions = 354,000
- Revenue & Transactions = There is no clear difference between all Payment Methods
- Sum of Transactions are high in 2024, then 2023 to 2020 (descending order)

9. PAYMENT SUCCESSION ANALYSIS

PAYMENT SUCCESSION MAIN ANALYSIS



- Total Orders = 353,000
- Gross vs Net Sales = 4 bn vs 3.63 bn
- Gross & Net Sales by Quarter/Year =
There is no clear difference between all
Quarters & Years
- Total Orders are high in Quarter 4, then
3, then 2, then 1 (descending order)
- Total Orders are high in 2024, then 2023
to 2020 (descending order)

SUMMARY

- **Q4 & December** are the peak periods for orders, revenue, and active customers.
- Customer behaviour is consistent across Gender, Loyalty Tiers, Payment Methods, and Categories.
- Philippines is the core delivery market, with no strong international diversification.
- Discount strategy is stable (average 6.34%) with no clear impact variation across time.
- Growth is volatile: strong upside potential (up to +100%) with occasional declines.
- Shipping experience is predictable (7 days delivery, balanced shipping methods).
- Revenue is driven by volume, not price differences (revenue per customer are stable).

1) Sales & Marketing

- Increase marketing spend in Q4 (especially December) to maximize ROI.
 - Maintain uniform pricing strategy (no need for category based pricing changes).
 - Focus acquisition campaigns on 40+ age group, as it is the most profitable segment.
-

CONT. SUMMARY

2) Growth Strategy

- Prepare mitigation plans for low-growth months (e.g. February).
- Replicate Q4 strategies into Q2–Q3 to stabilize yearly growth.
- Use growth spikes as scaling opportunities, not as anomalies.

3) Geography & Expansion

- Reduce country concentration risk by testing new delivery markets beyond the Philippines.
- Strengthen logistics partnerships locally to protect core revenue stream.

4) Operations & Logistics

- Keep both Express and Standard shipping options (equal demand).
- No urgent need to reduce delivery time, focus instead on reliability and cost efficiency.

5) Discounts & Promotions

- Maintain current discount levels, but experiment with targeted promotions in weak months.
 - Avoid blanket discounts, as they do not significantly impact revenue patterns.
-

THE END
