

Customer behavior analysis

Select date range

Total Revenue
977.7M

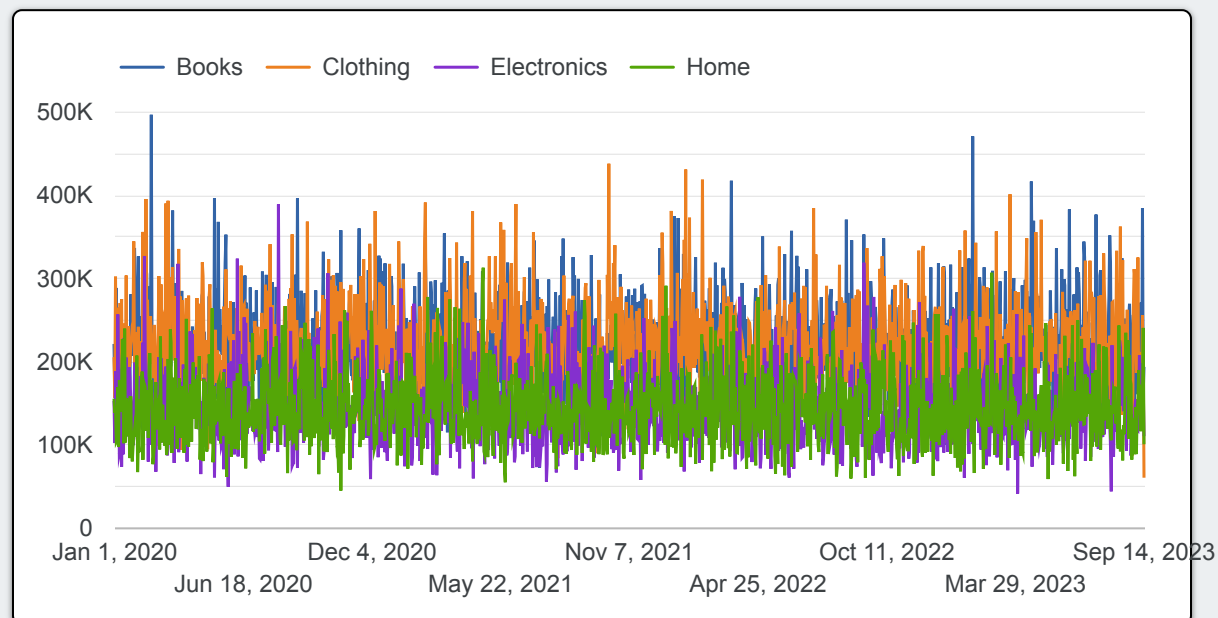
Unique Customers
39.5K

ARPU
4.8K

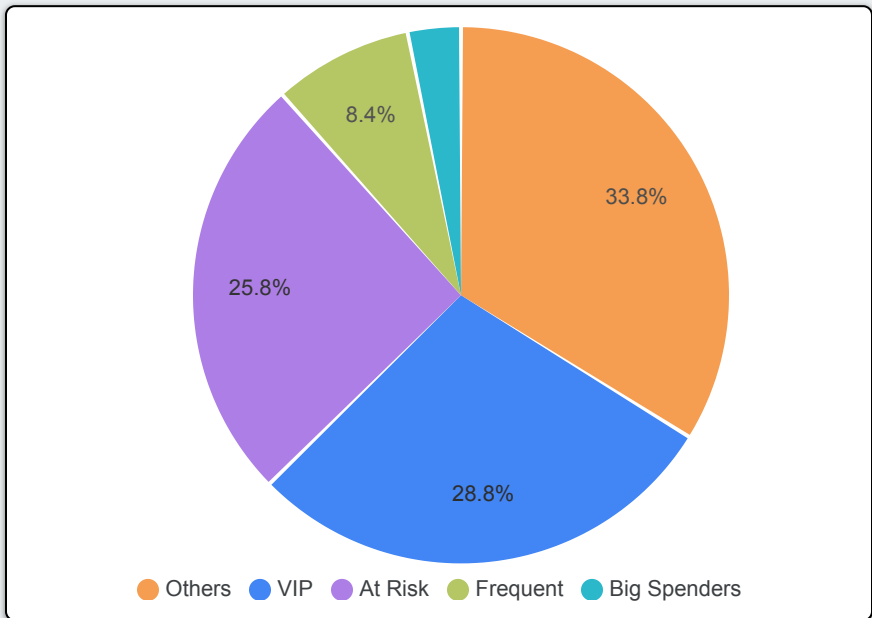
AOV
1.2K

RFM Score
351.1

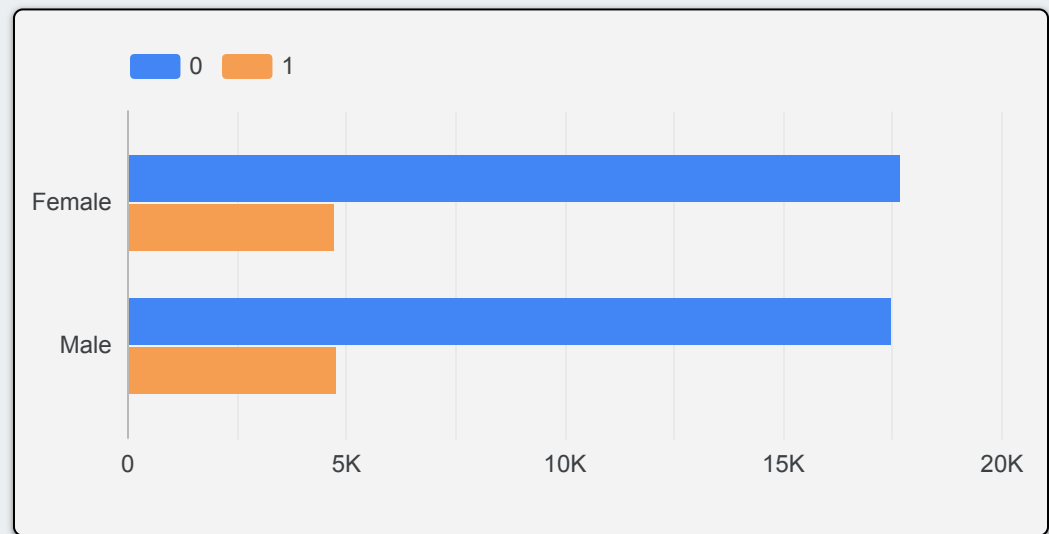
Buying activity by time



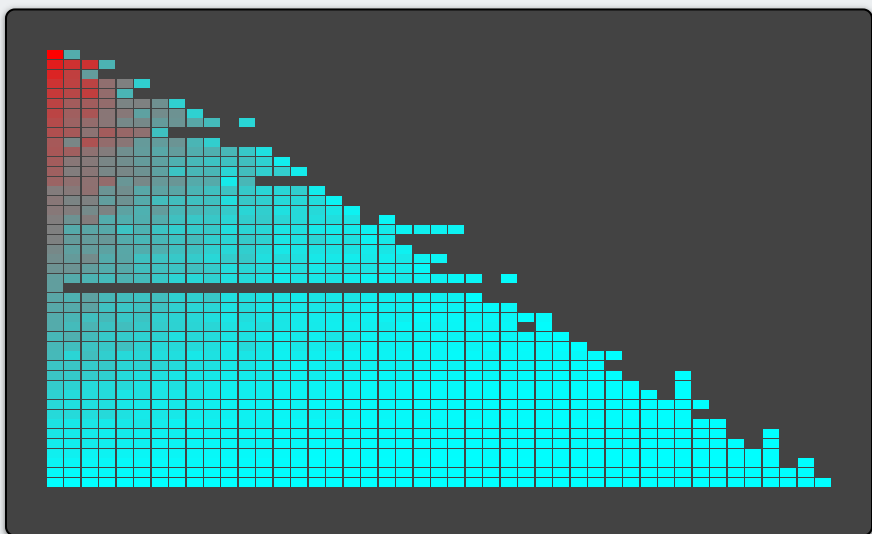
RFM customer segmentation



Customer churn by gender

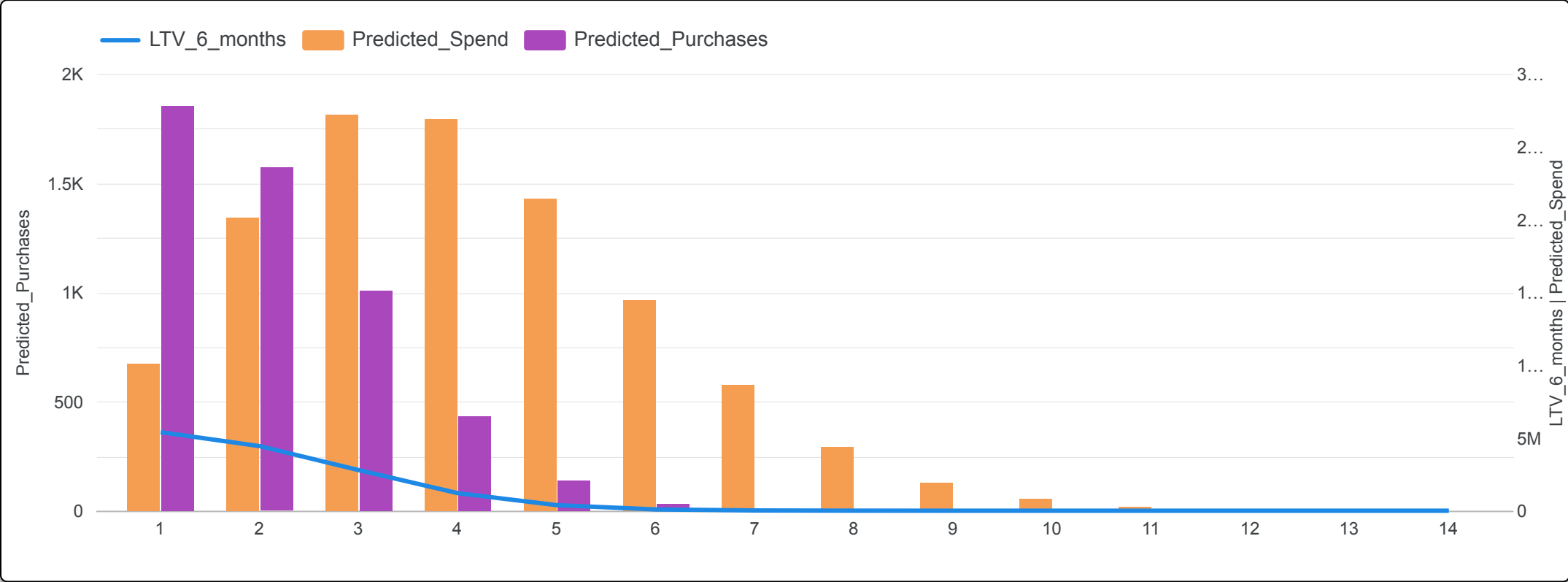


Cohort Repeat Purchase Heatmap



Customer behavior analysis

Distribution of predicted LTV over 6 months



	Recency	T	Frequency	Monetary	Predicted_Purchas...	Predicted_Spend	LTV_6_months ▾
1.	0	0	1	5015	3.92	5,300.66	20,770.94
2.	5	5	1	4809	3.56	5,083.46	18,108.7
3.	2	2	1	4542	3.77	4,801.94	18,087.17
4.	1	1	1	4450	3.84	4,704.94	18,071.04
5.	11	11	1	5275	3.22	5,574.81	17,948.61
6.	10	10	1	5006	3.27	5,291.18	17,310.46
7.	6	9	2	8055	4.12	4,140.41	17,062.09
8.	14	16	2	8225	3.97	4,227.66	16,794.75

Customer behavior analysis

Report and recommendations.

Client Behavior Analysis and LTV Forecasting Report

1) Project Objective: To analyze customer purchasing behavior and predict the Lifetime Value (LTV) of users based on e-commerce data.

2) Summary of Findings:

Unique customers: 39,547

Total revenue: 977,671,170

ARPU(Average Revenue Per User): 0.0135

Repeat buyers: 32,589 (82.4%)

Churned customers: 6958 (17.6%)

Average LTV (6 months): 291.06

3) Key Findings:

- RFM analysis revealed that 56.3% of customers are considered “loyal” and generate 64.9% of revenue.
- Cohort analysis showed that retention declined after 1 month, by an average of 8% each month.
- The LTV forecast allows you to identify customers with high potential 30.5% of customers provide 2.4% of future revenue.
- Factors that greatly influence customer retention: Frequency, Age, Product Price, Total Purchase Amount, Cohort index.

4) Recommendations:

A. Increase retention:

Set up email newsletter 7 days after first order.

Offer new customers bundle offers or discounts on their second purchase. Launch personalized offers for "cold" clients (low recency).

Resuscitation campaigns for old clients (R_Score <3, F_Score >1).

Focus on retention in the first 30 days: promotions and bonuses for repeat purchases.

B. Working with segments:

For VIP clients (R_Score >4, F_Score >4, M_Score >4) — exclusive offers and loyalty program.

For clients with high Frequency but low Recency - return them with activity (discounts, bonuses).

C. Using LTV:

Create personalized engagement scenarios for customers with high projected LTV.

Integrate LTV into advertising (e.g. allow higher than average CPA for customers with LTV > \$291).

Assess the profitability of different acquisition channels taking into account the predicted LTV.