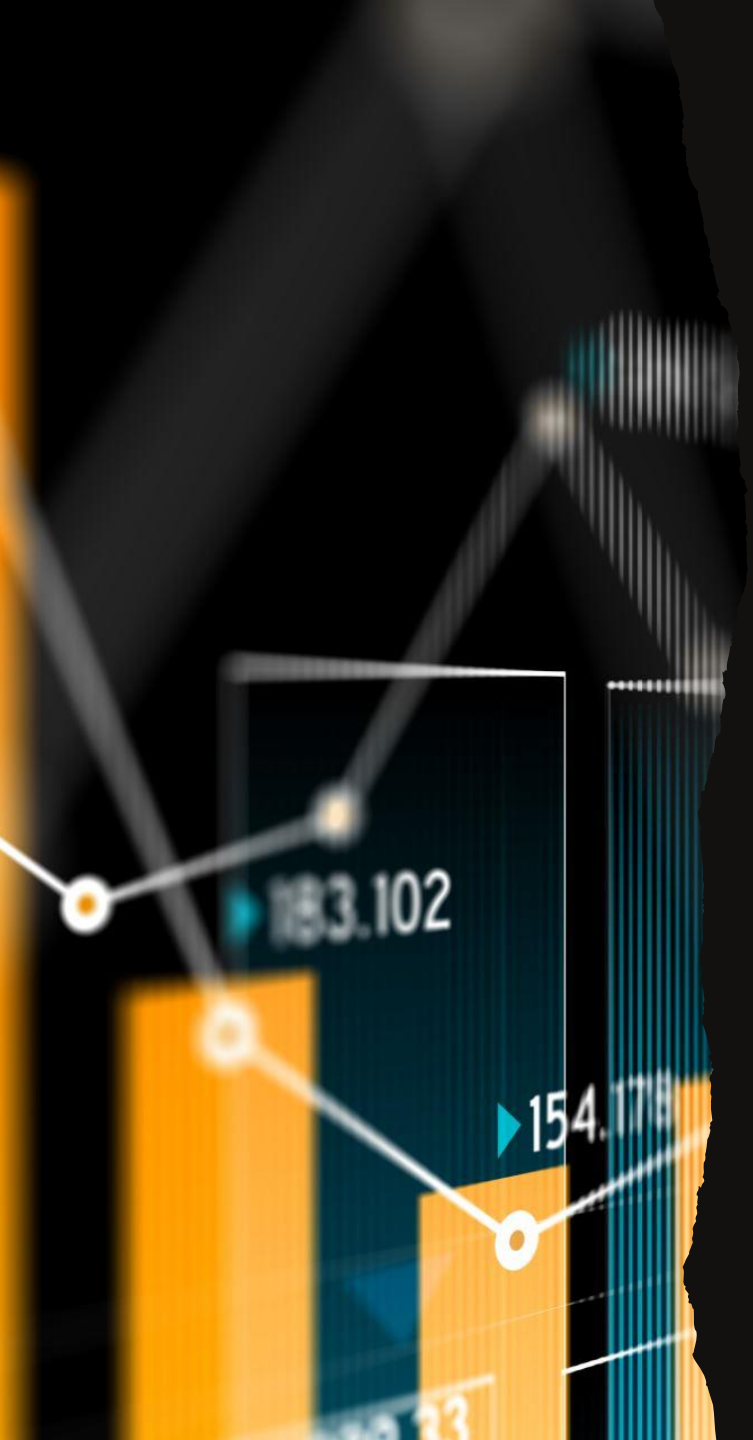

Unveiling Customer Insights through CRM Analysis

Understanding Customer Behavior for Enhanced Business Strategies

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Empowering Decisions with CRM Analysis

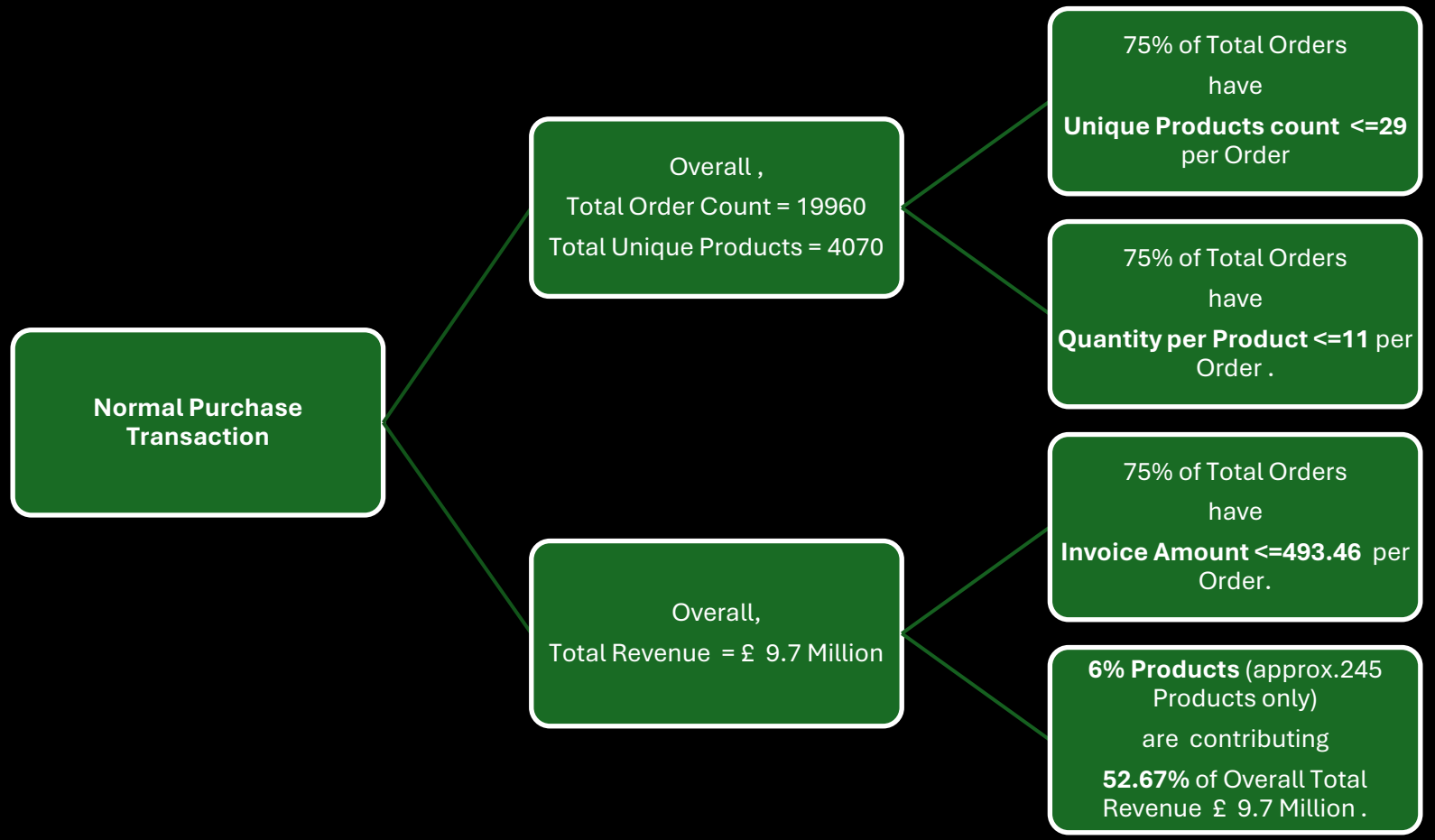
What is CRM Analysis?

- Transforming CRM data into actionable insights.
- Unveiling customer behavior patterns & buying habits.

Why is CRM Analysis Important?

- Uncovers customer behavior for improved customer experiences.
- Optimizes marketing campaigns for better targeting and ROI.
- Identifies opportunities to grow customer base and retention.
- Empowers proactive customer service initiatives.

Order Analysis - Unveiling Customer Behavior



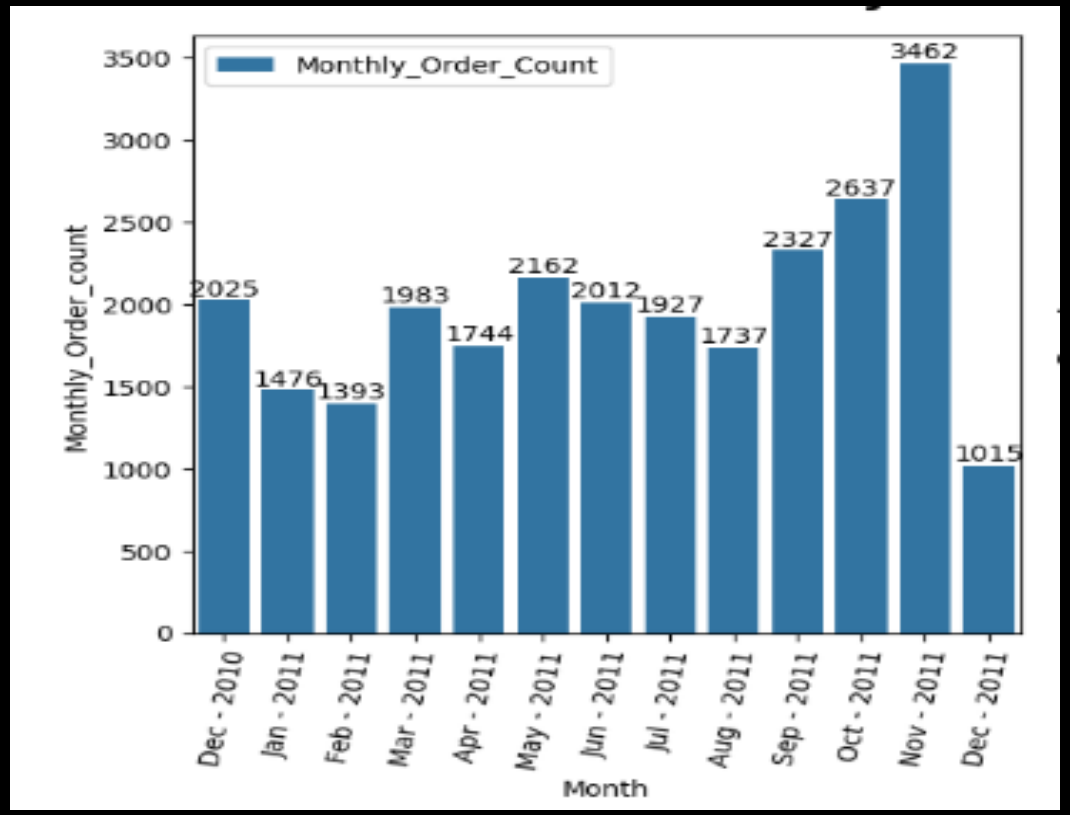
When Do Customers Buy? - Peak Order Times

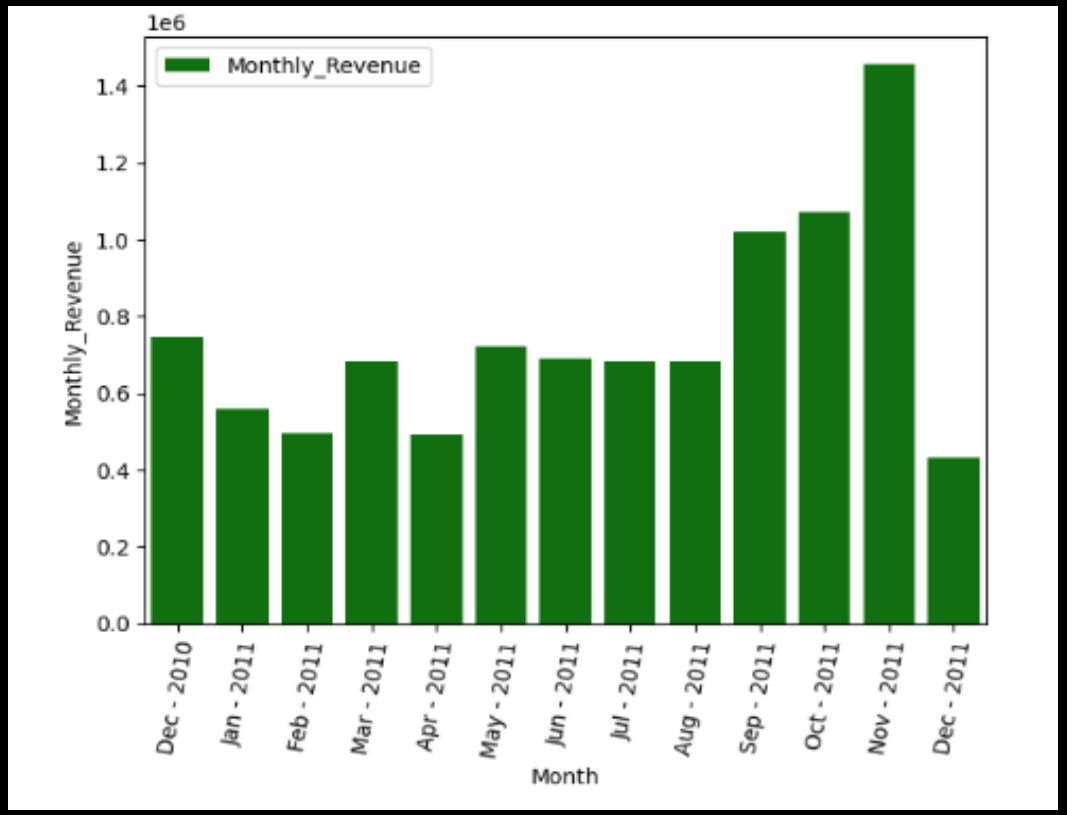
- Preferred Month
- Preferred Weekend or NOT
- Preferred Day in Week
- Preferred Shopping Hour

Preferred Month

The month when most transactions occur

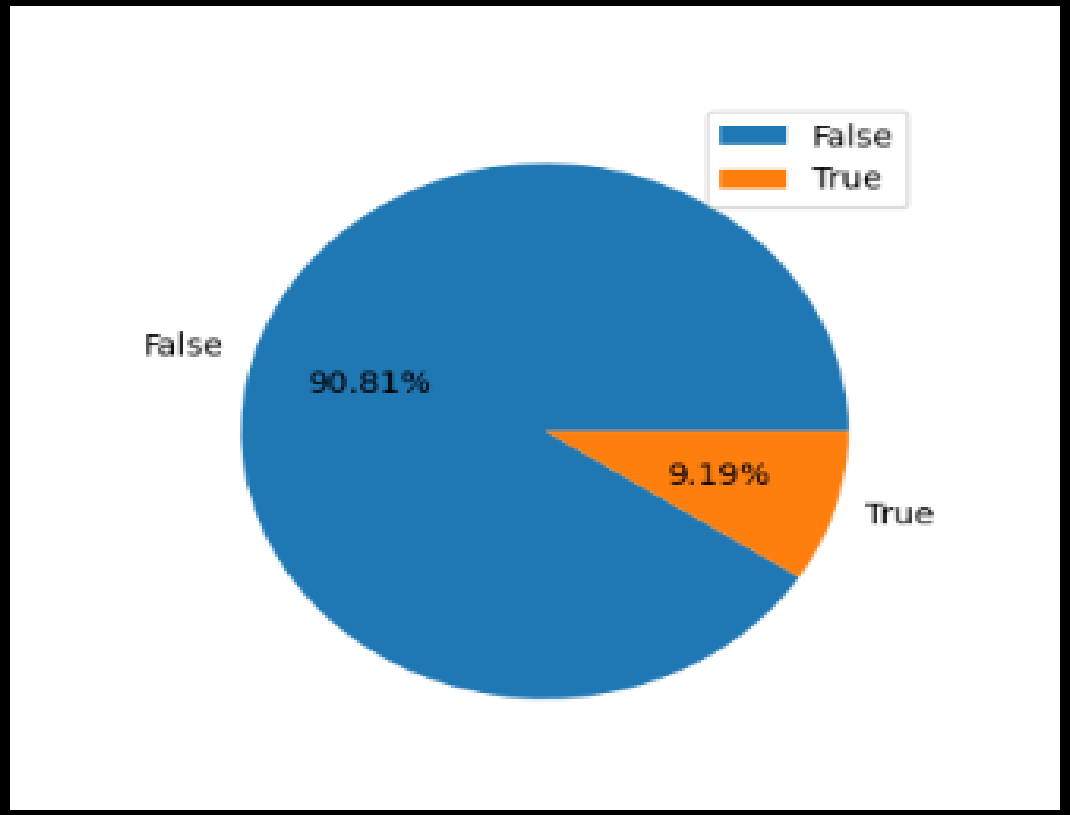
- **Top3 months :** SEP, OCT and NOV months of Year 2011.
- **Avg. Monthly Order count** = 1992 orders.
- **Avg. Monthly Customer count** = 1053 customers.
- **Avg. Monthly Revenue** = £ 0.75 Million



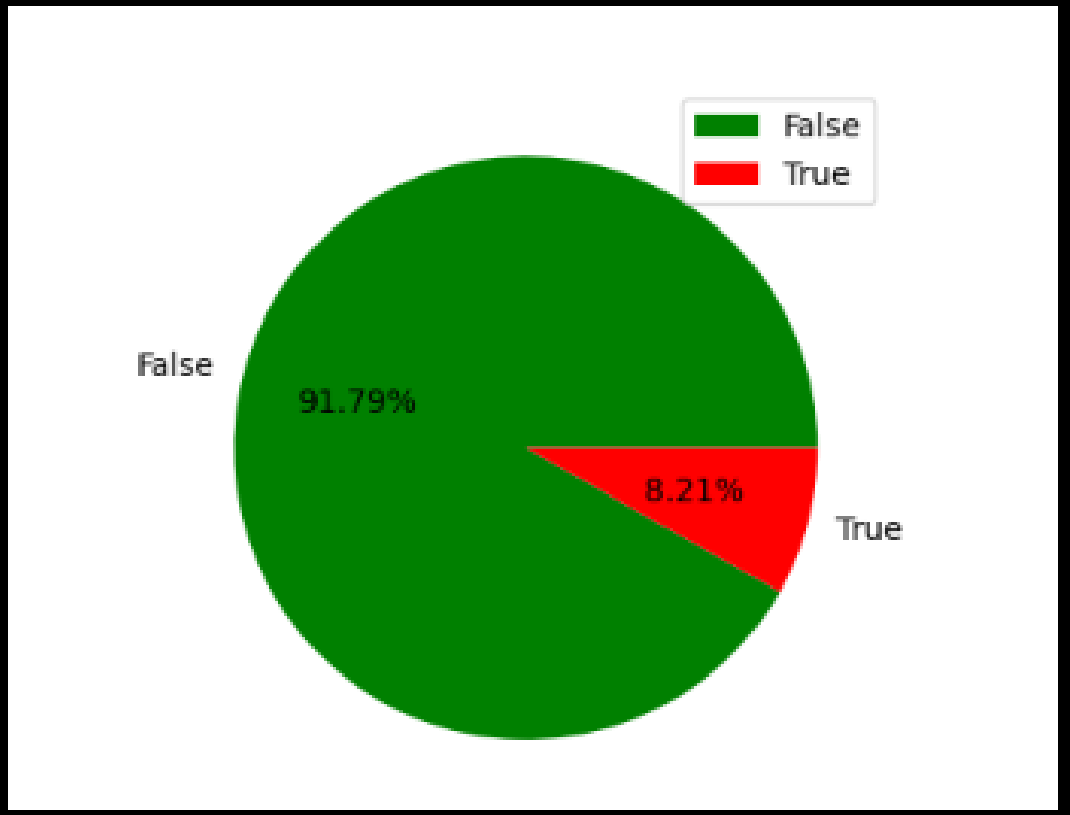


Preferred Weekend or NOT

- 91% orders ordered on Weekday and remaining, 9% Orders ordered on Weekend .
- Since, 92% Revenue is generated on Weekday and only 8% Revenue is generated on Weekend.



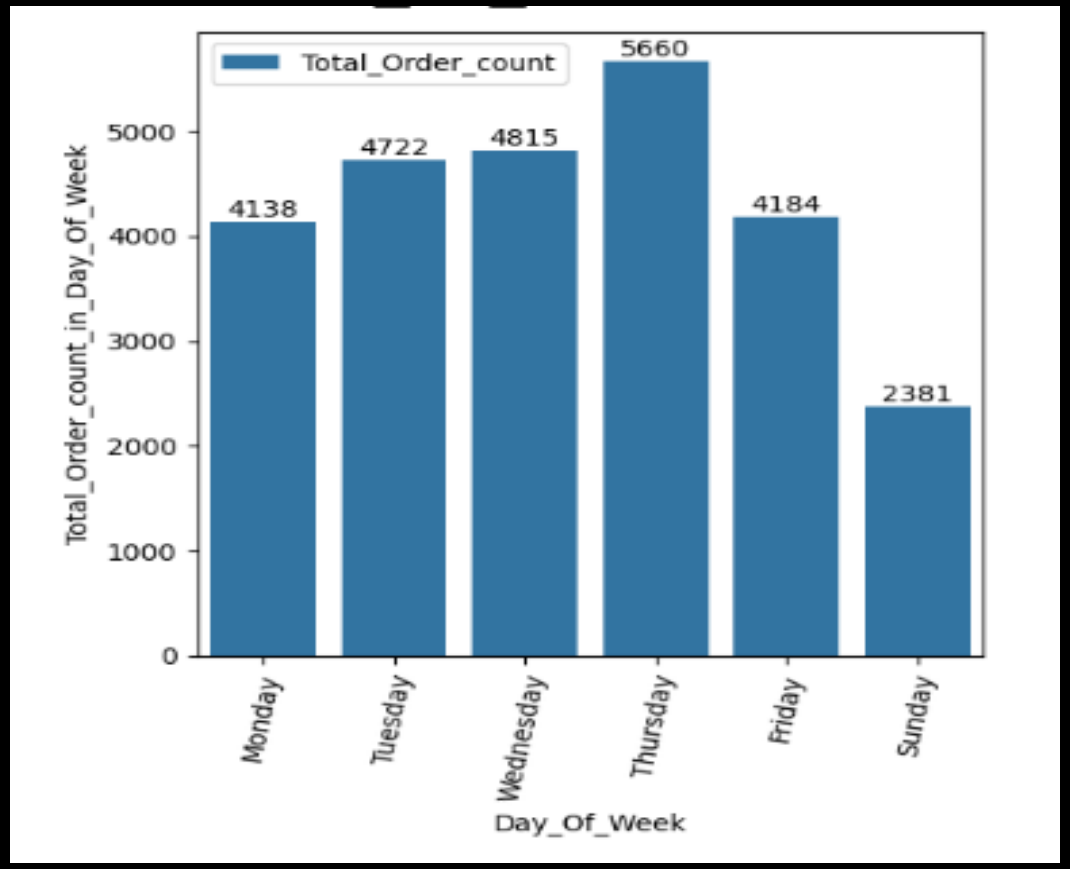
Order Chart

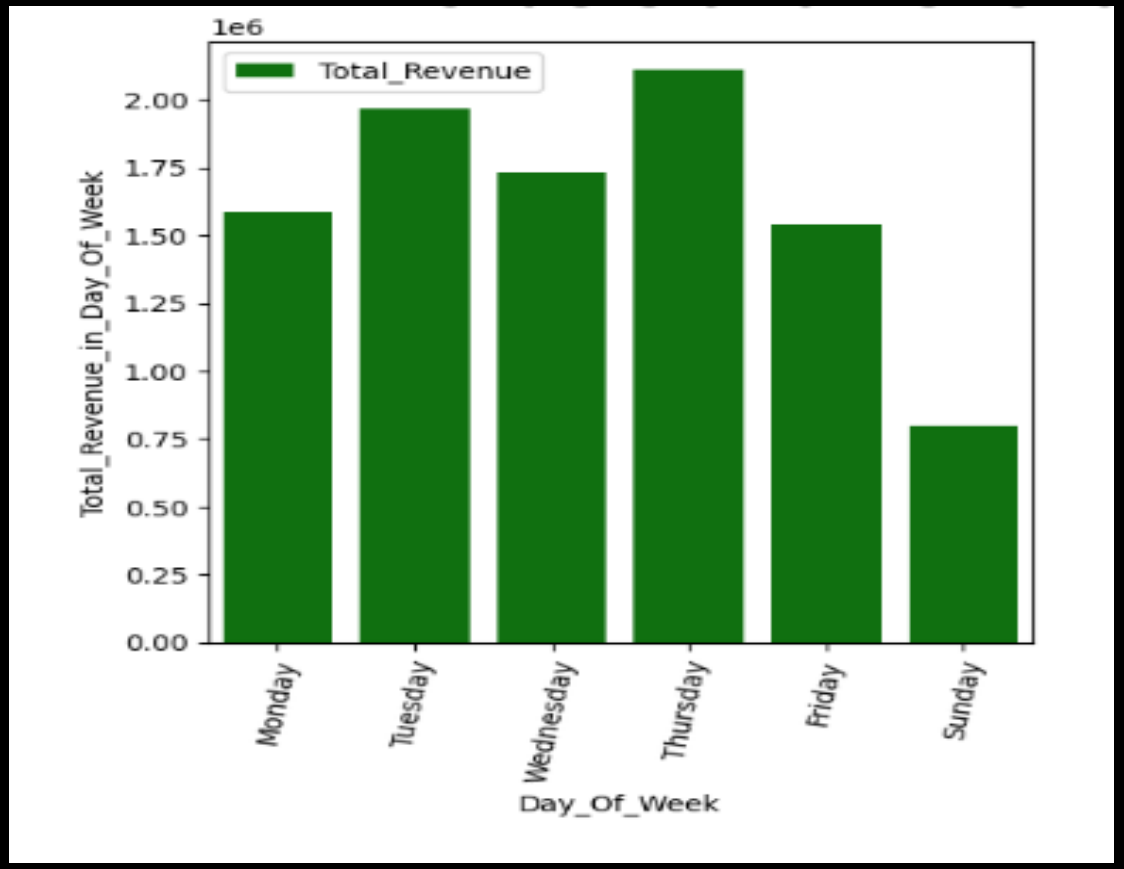


Revenue Chart

Preferred Day in Week

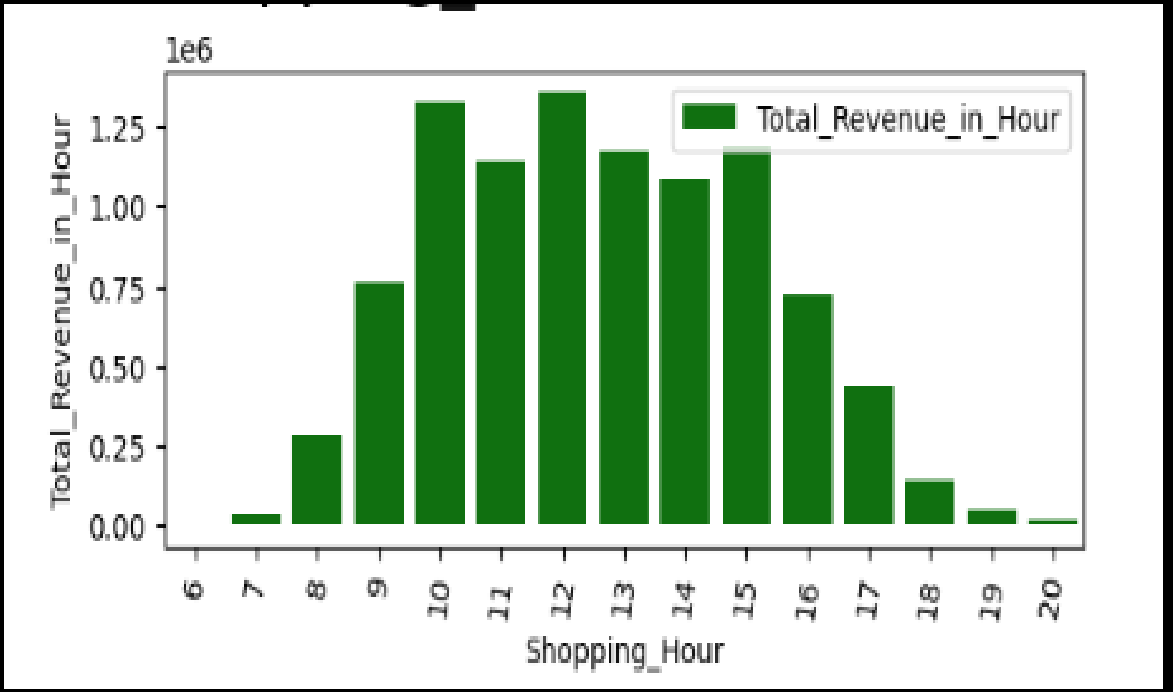
- Overall, Customers ordered only Six days of week (except Saturday).
- Even Customer ordered almost 50% on Sunday compared to other Weekday's Revenue and order count.
- **Top3 Day :** Thursday, Tuesday and Wednesday.
- **Avg. of Total Order count in Day** = 4316 orders.
- **Avg. of Total Revenue in Day** = £ 1.62 Million



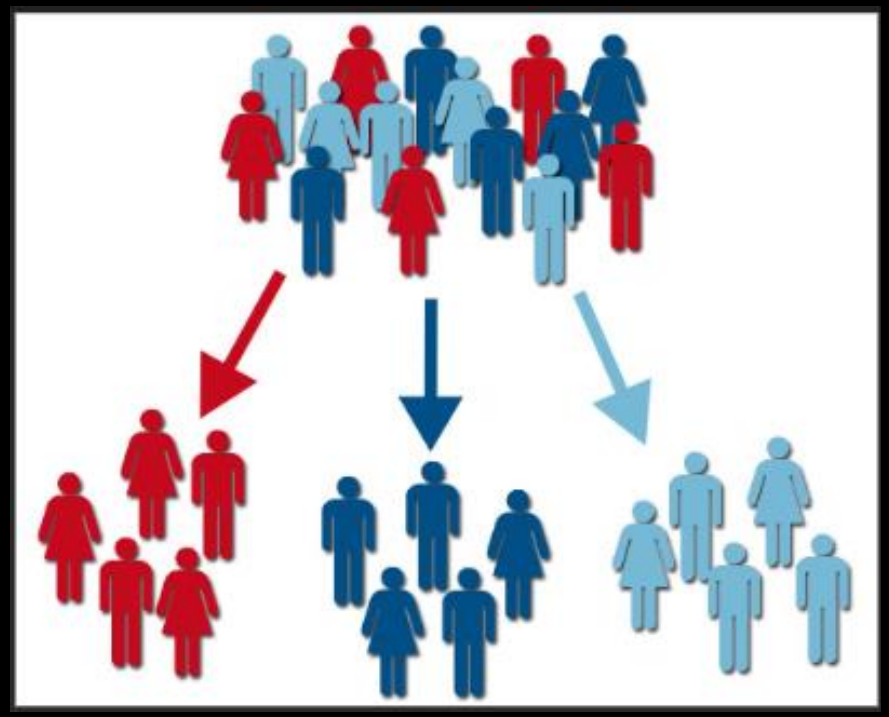


Preferred Shopping Hour

- Overall, Customers ordered between 6 to 20 Hour in a Day.
- Preferred Shopping hours are between 10 to 15 Hour in Day.
- **Avg. Total Order count in Hour = 1726 orders.**
- **Avg. Total Revenue in Hour** = £ 0.65 Million



Customer RFM Segmentation Analysis and Customer Order Metrics



- Metrics: Total Customer Count, AOV, Order Count
- Country Wise Segmentation
- RFM Segmentation

- Metrics: Total Customer Count, AOV, Order Count

- Total Customer Count = 4372 Customers
- 75% of Total Customers' AOV <= £ 366.51
- 75% of Total Customers' Orders count <= 5 orders

Country Wise Segmentation :

- There are total 38 countries. There are 4372 defined customers.
- Only Top6 countries ['United Kingdom', 'Netherlands', 'EIRE', 'Germany', 'France', 'Australia'] are contributing 95% to Total Revenue.
    - United Kingdom (Order count = 23494, Customers = 3951, Total Revenue = £ 81.67 Million, Percentage of Total Revenue = 83.97%)
    - Remaining 5 countries ['Netherlands', 'EIRE', 'Germany', 'France', 'Australia'] are contributing 11% to Total Revenue.
- Rest 32 countries are contributing only 5% to Total Revenue.

RFM Segmentation : Total 4372 defined customers

Loyal Customers → 1597 customers

(customers who shop frequently and whose last purchase has been a short while)

Champions → 466 customers

(customers who shop frequently and have made their last purchases in a very short time)

Potential Loyalist → 1019 customers

(customers who shop at medium frequency and have not spent a long time since their last purchase)

About to Sleep --> 165 customers

(customer class who has not shopped frequently and has passed a certain amount of time since their shopping)

Customers Needing Attention --> 250 customers

(the customer class in the middle of the RF graph, and if it is not emphasized, it moves towards the risky group)

At Risk → 613 customers

(customers who shop relatively often but have not shopped for a long time)

Hibernating --> 262 customers

(The class of customers who shop relatively often but have not shopped for a long time)

THANK YOU