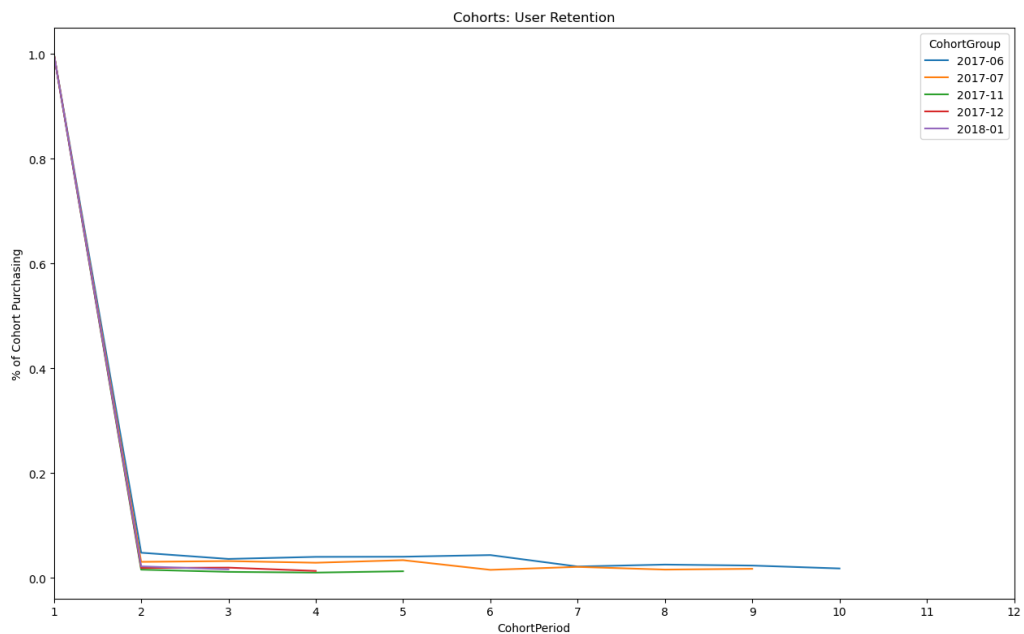


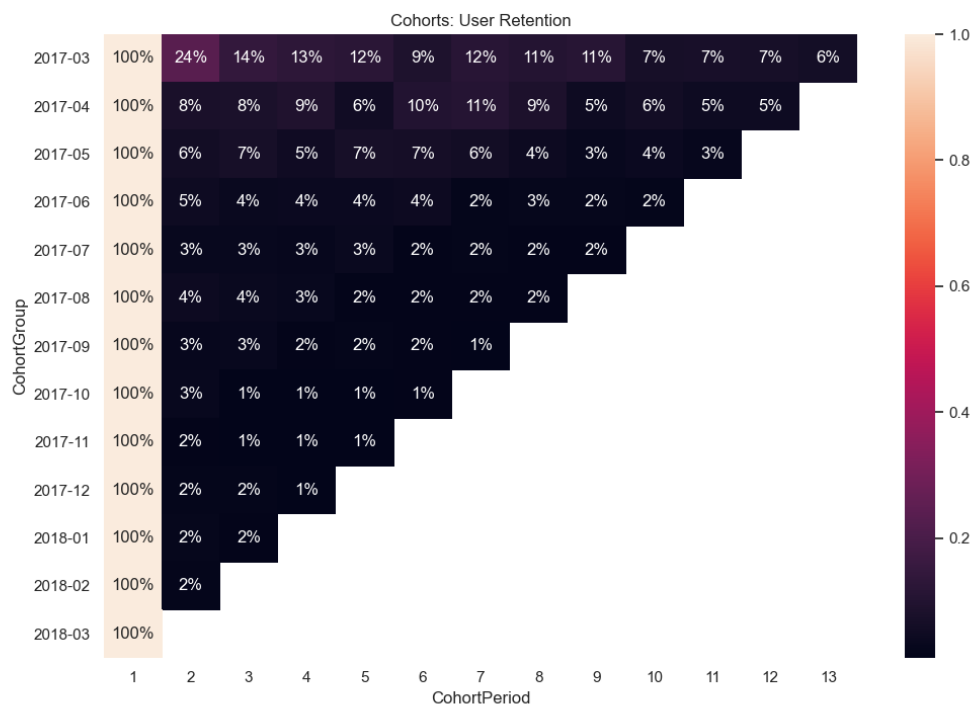
Cohort Analysis

Cohortgroup

User groups based on monthly basis

CohortGroup	Conv_Period	TotalUsers	TotalOrders	Revenue
2017-03	2017-03	4448	4930	952208
	2017-04	1047	1236	295197
	2017-05	637	776	132255
	2017-06	569	666	128222
	2017-07	540	619	115681
...
2018-01	2018-02	88	102	18906
	2018-03	65	67	12323
2018-02	2018-02	4066	4134	707860
	2018-03	83	99	19400
2018-03	2018-03	3811	3859	647879





Customer segmentation RFM Clustering:

Recency cluster:

	count	mean	std	min	25%	50%	75%	max
RecencyCluster								
0	10089.0	345.266032	24.239246	297.0	327.0	352.0	359.0	390.0
1	11726.0	246.974160	28.373508	198.0	222.0	246.0	272.0	296.0
2	17423.0	147.657981	28.815206	96.0	122.0	146.0	175.0	197.0
3	16114.0	43.208018	26.535383	0.0	19.0	39.0	67.0	95.0

Frequency cluster

	count	mean	std	min	25%	50%	75%	max
FrequencyCluster								
0	50535.0	1.081191	0.273131	1.0	1.0	1.0	1.0	2.0
1	4331.0	4.041561	1.227901	3.0	3.0	4.0	5.0	7.0
2	485.0	10.503093	3.664450	8.0	8.0	9.0	11.0	41.0
3	1.0	111.000000	NaN	111.0	111.0	111.0	111.0	111.0

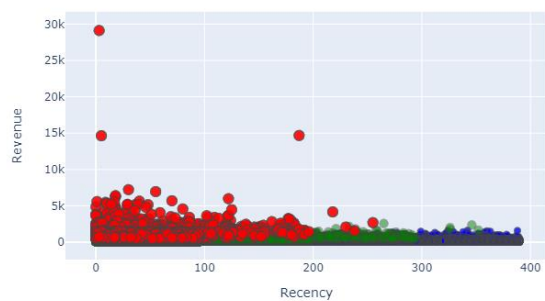
Revenue cluster

	count	mean	std	min	25%	50%	75%	max
RevenueCluster								
0	49734.0	175.626948	89.062801	24.64696	110.71700	154.348	218.75000	470.34800
1	4922.0	766.961670	254.976971	470.45600	560.28600	691.484	924.42400	1475.08708
2	693.0	2186.608669	847.166535	1475.46800	1642.00000	1918.196	2376.35972	7222.41808
3	3.0	19479.986800	8346.171533	14647.91728	14661.32864	14674.740	21896.02156	29117.30312

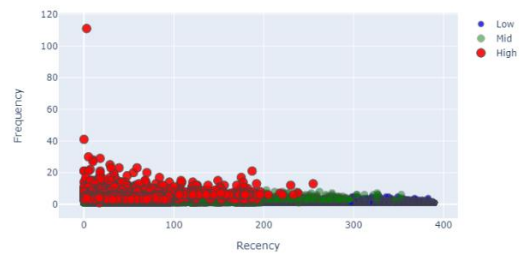
Overall score: 9 is best and 0 is worst

OverallScore	Recency	Frequency	Revenue
0	345.349063	1.069412	178.406182
1	251.135441	1.082397	178.458121
2	151.797174	1.117792	191.133286
3	54.343601	1.175161	204.271153
4	107.447578	3.292177	701.468409
5	47.939671	4.328458	897.821564
6	54.192500	7.215000	1604.696356
7	31.161954	10.344473	2389.221049
8	5.000000	30.000000	14647.917280
9	3.000000	111.000000	29117.303120

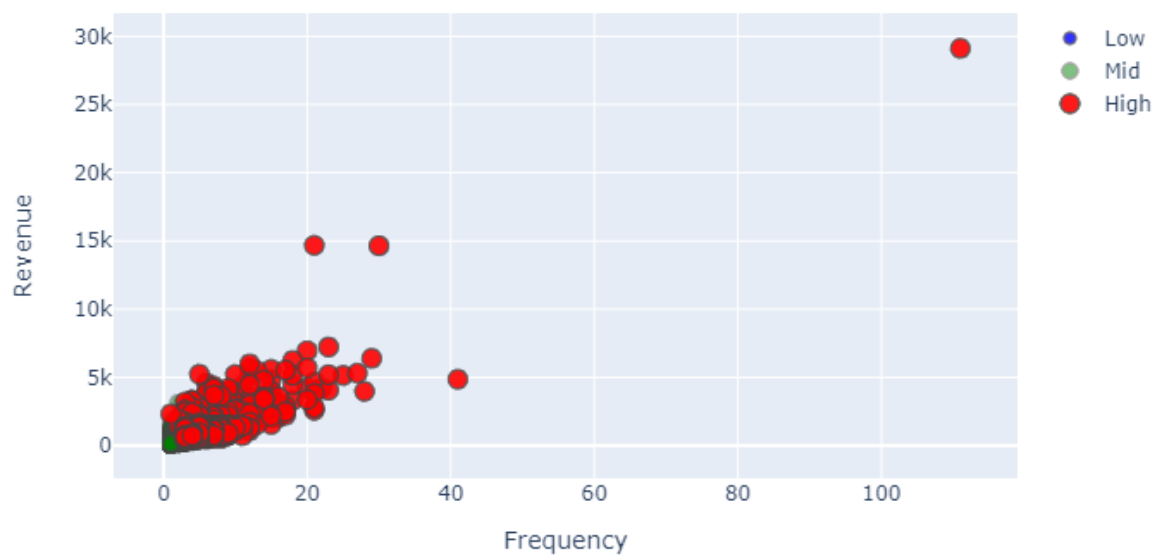
Segments



Segments



Segments



Channels impact: Channels_Impact() generates csv

channels_impact. .xlsx has channels overview with respect to users, conversions, revenue and IHC_Conv.

channel A has 41509 conversions with attribution median of 0.48

D, E, F, G, H, I, J, K, L, M, N, O, P, Q, R, S, T, U and V



D, F, H, I, J, L, K, M, N, O, P, Q, R, S, T, U, V, G and E by Year, Quarter and Month

