

# CycloMart – Growth Strategies

Using the Analytical Data to segment customers and drive growth through targeted campaigns and product development.



# RFM Segmentation Overview

## VIP (9.40%)

1,737 users with high recency, frequency, and monetary value. Focus on retention.

## Regular Buyers (28.31%)

5,232 users with medium R, F, M scores. Prime for upsell opportunities.

## New Buyers (6.84%)

1,265 users with high recency but low frequency/monetary value. Strong growth potential.

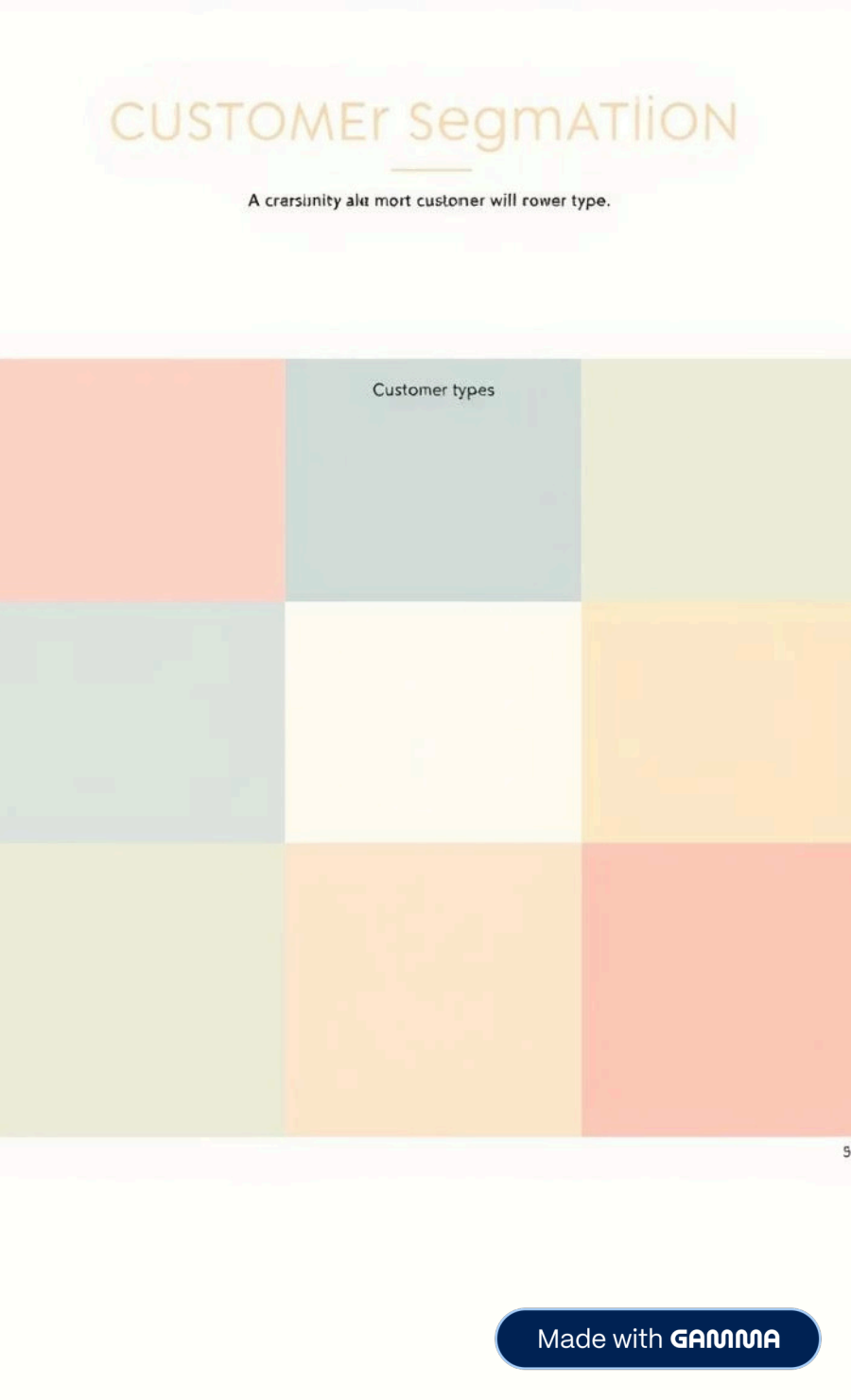
## At-Risk (22.29%) (4,119 users)

4,119 users for win-back campaigns.

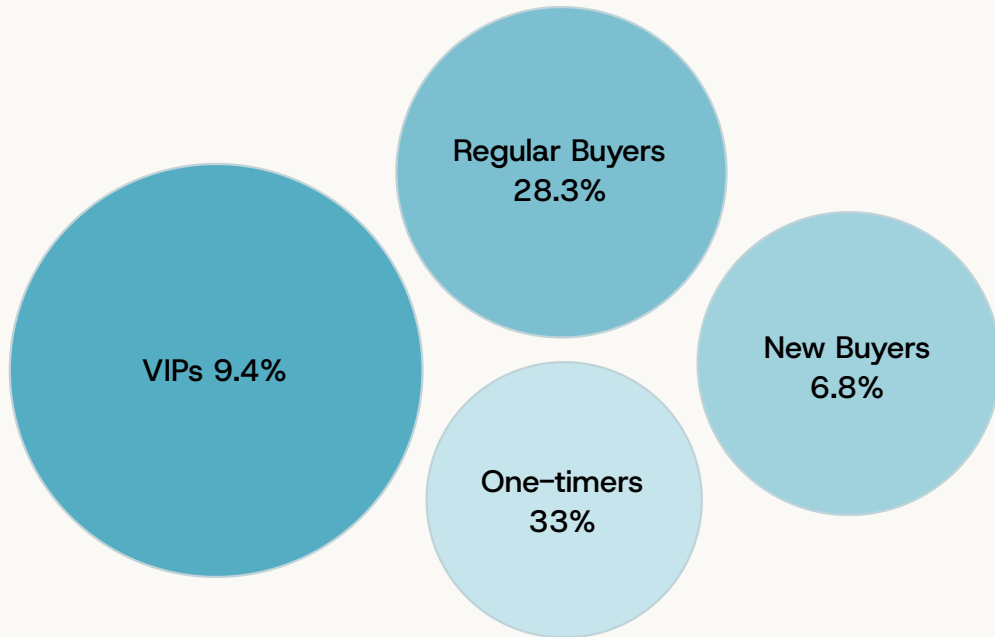
## One-timer (33.16%)

6,129 users with low R, F, M. We must evaluate reactivation ROI and do cost benefit analysis.

**Key insight:** ~35% are Regulars & VIPs (high retention potential), while 33% One-timers show strong acquisition but weak retention.



# Ansoff Matrix for Growth



## Market Penetration

Increase frequency with loyalty rewards

## Market Development

Expand into Tier-2 cycling communities

## Product Development

Ride-ready Bundles and Servicing subscriptions (short-term priority)

## Diversification

Bike rental or subscription model (long-term)

**Takeaway:** Product Development and Market Penetration offer most immediate gains.

# Campaign 1: Ride-ready Bundles

## Goal & Target

Increase Average Order Value (AOV) of New Buyers by bundling bike + clothing + accessories at a discount.

**Value proposition:** "Your first ride kit – everything you need, one checkout."

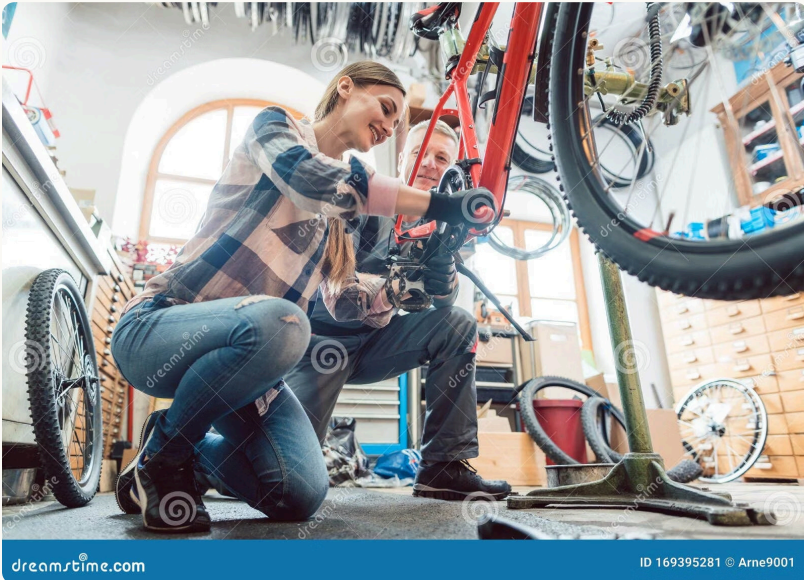
## Execution

- Dashboard-triggered upsell prompts at first purchase
- Email and social campaigns highlighting bundle convenience
- Referral add-on: VIPs earn credits if friends buy bundles

**Expected Impact:** +15–20% AOV uplift and stronger ecosystem onboarding



# Campaign 2: CycloMart Care Plan



## Goal & Target

Drive revenue in Components category and increase retention among **Regular** and **VIP** users.

## Value Proposition

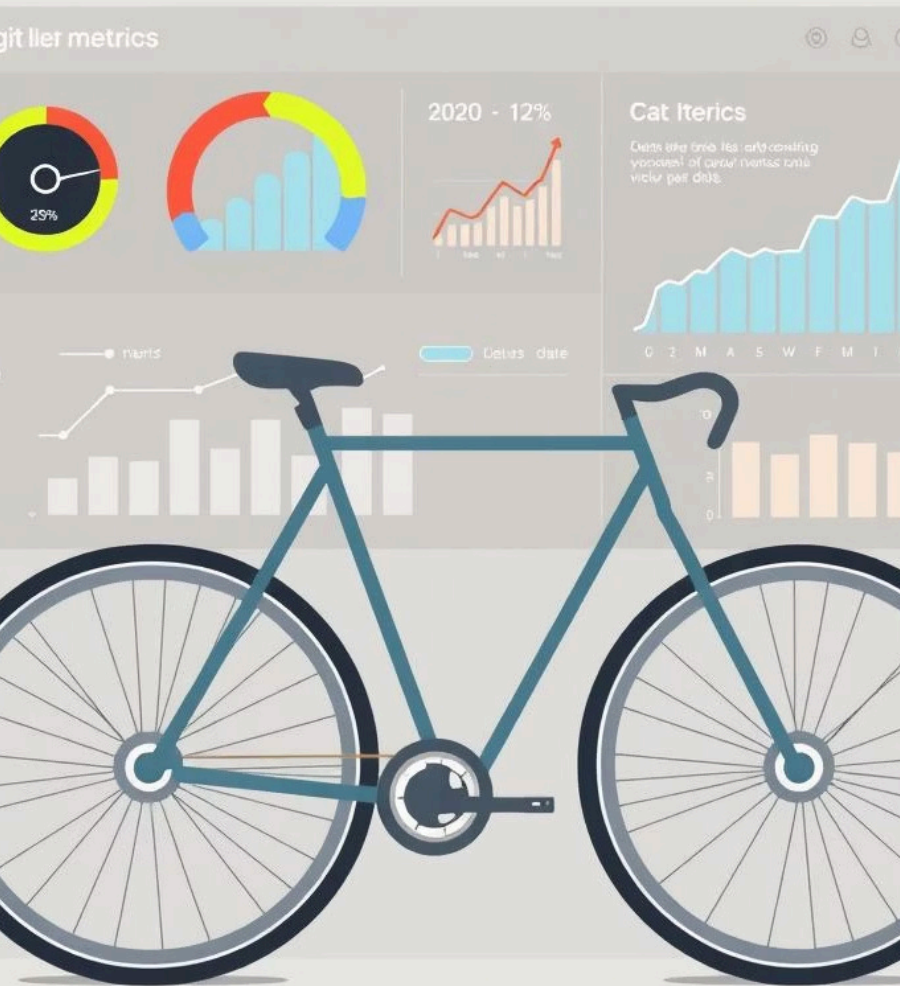
"Keep your ride smooth. Service plus parts, hassle-free."

## Execution

- Subscription: yearly fee for services + component checks
- SMS/email reminders triggered by last purchase date
- VIP perks: priority service slots and early access

**Expected Impact:** Revive Components category to recurring revenue and create predictable income stream.





# Roadmap & Next Steps

## Implement Bundles

Grow AOV and loyalty among New Buyers

## Launch Care Plan

Build recurring service revenue and deepen engagement with VIPs/Regulars

## Activate Referrals

Leverage VIPs to bring in new bundle buyers



## Pilot Campaign Tracking

- AOV uplift (bundles)
- Care Plan adoption and Components sales
- Repeat purchase rate and churn reduction