

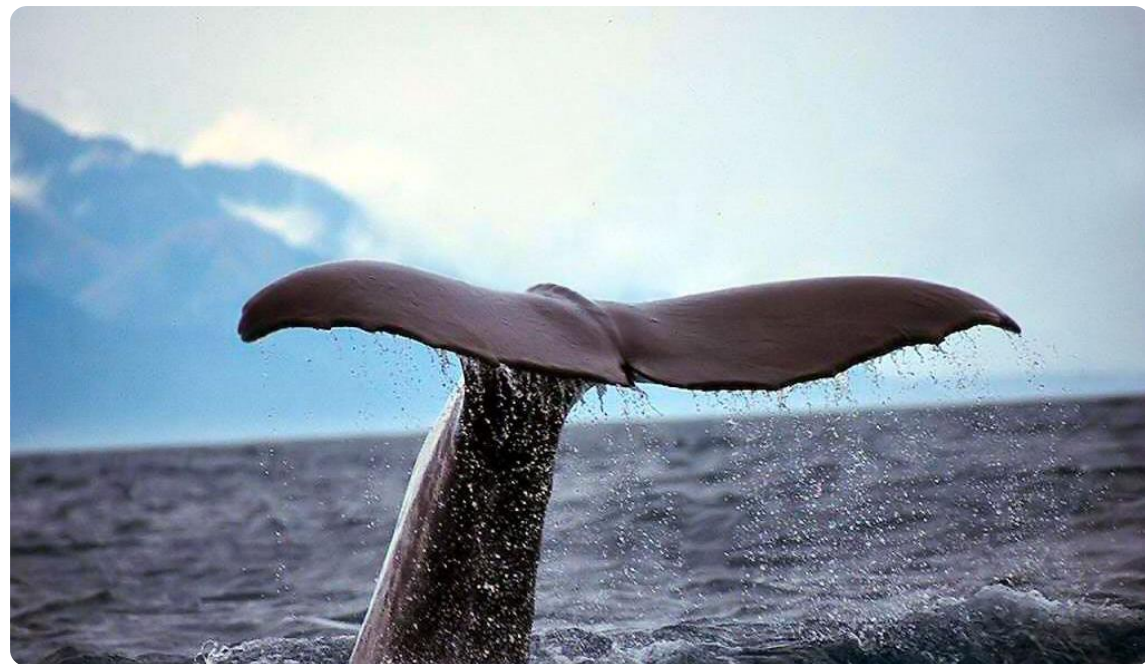
# How to Catch the “Big Whale”

Explore Aerie Customer Profile

w/ Team 2

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*aerie*





## “Big Whale”

- A group made by **10% of customers population**
- Contribute disproportionately **large** percent of **Revenue**

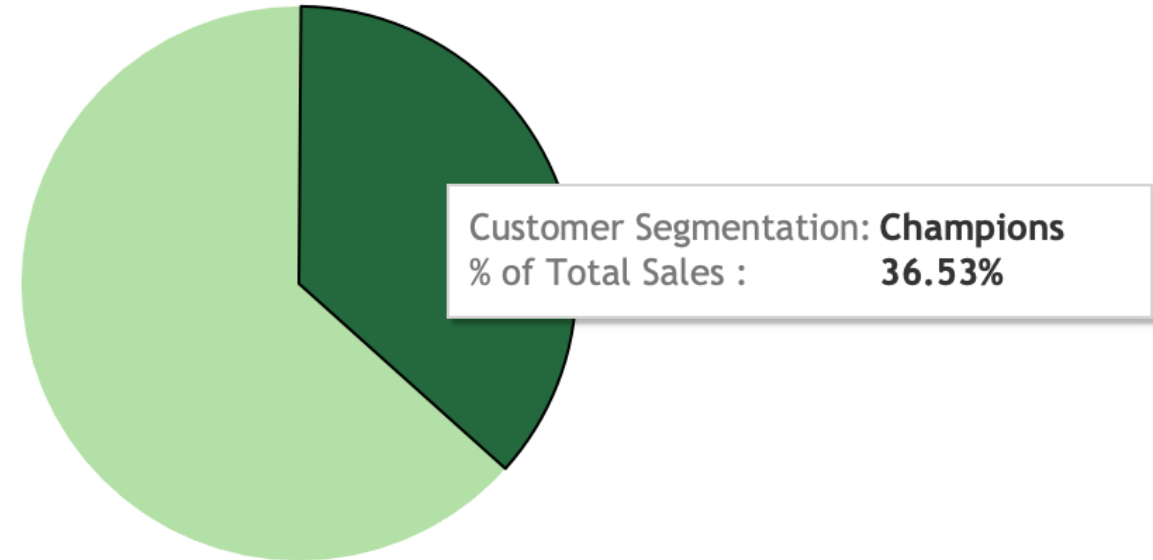
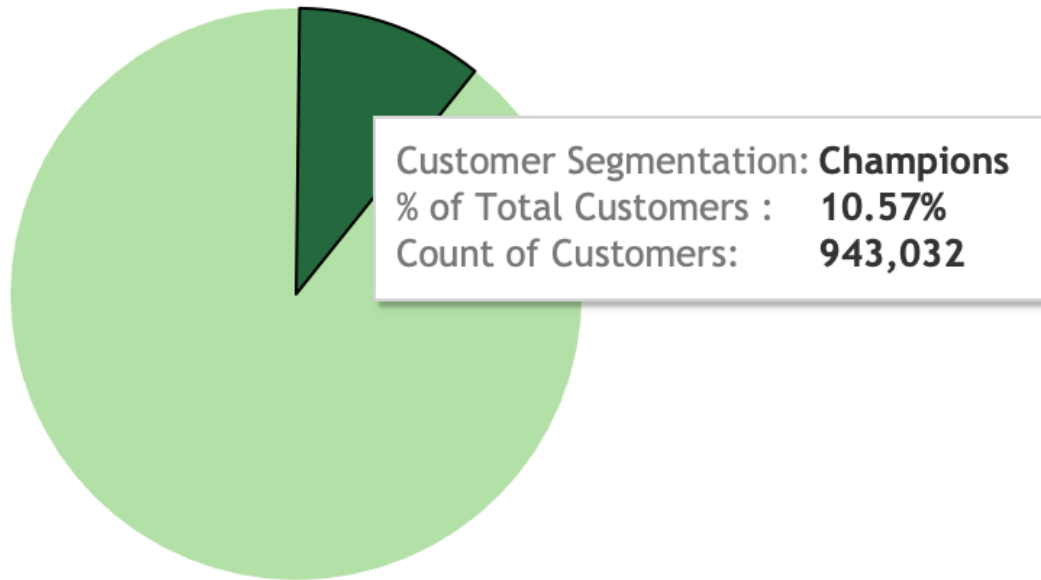
Segment name	Recency	Frequency	Monetary
Champions	Recently purchased	Frequently purchased	Big spender
Loyal	Recently purchased	Frequently purchased	Low spender
High potential	Recently purchased	Infrequently purchased	Big spender
Recent	Recently purchased	Infrequently purchased	Low spender
Need Nurturing	Not recently purchased	Frequently purchased	Big spender
At risk	Not recently purchased	Frequently purchased	Low spender
Do not lose	Not recently purchased	Infrequently purchased	Big spender
Lost	Not recently purchased	Infrequently purchased	Low spender



# Costumers Segmentations



# Found The Big Whale!



# Suggestions

- Continue previous brand building strategy
  - Invest in organic search
  - Leverage influence of best seller to other products
- Invest in turning “need nurturing” into a big whale
  - Reach out through affiliation and promote targeted viewer’s favorite items





Any Question?

Thank you

