



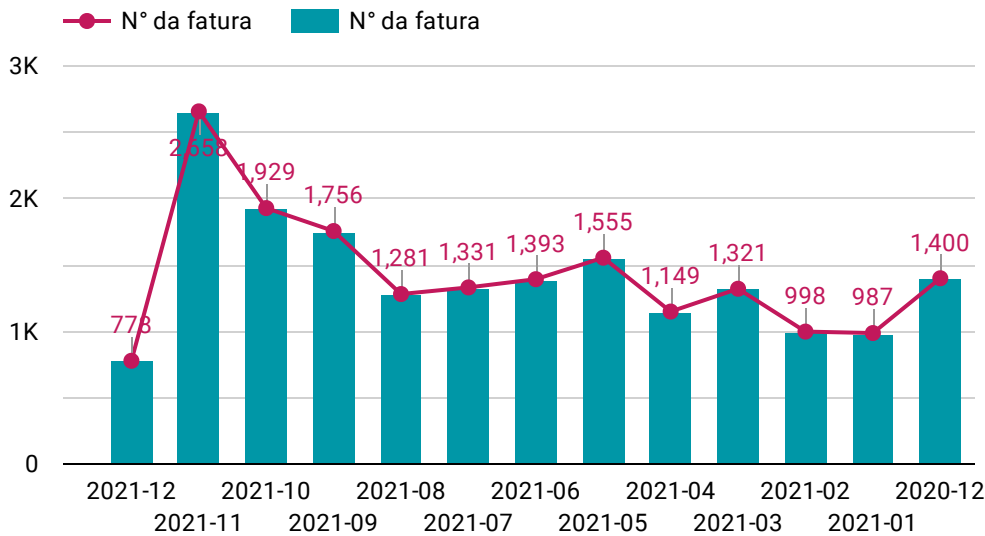
Projeto 3: Segmentação de Clientes no ecommerce

Número de Fatura
18,536

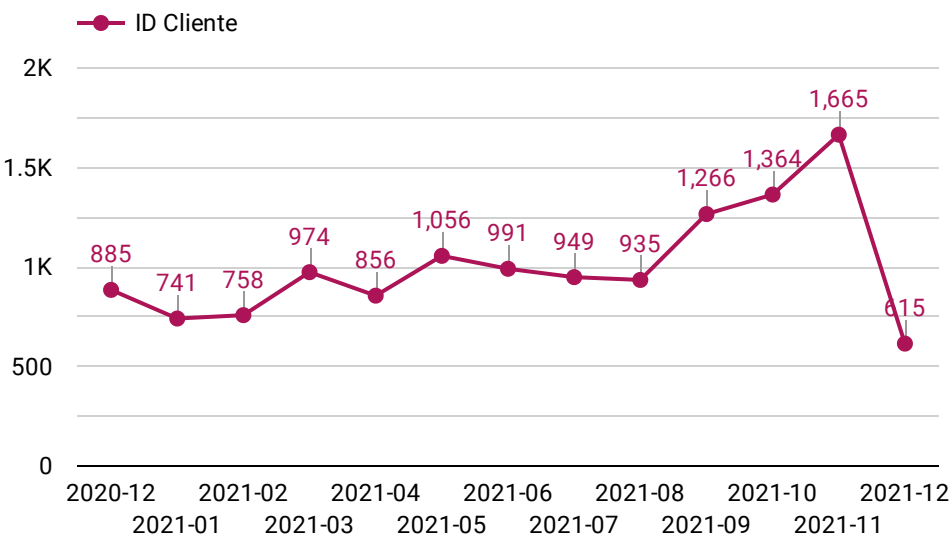
Valor Total
8.9M

Total Clientes
4,339

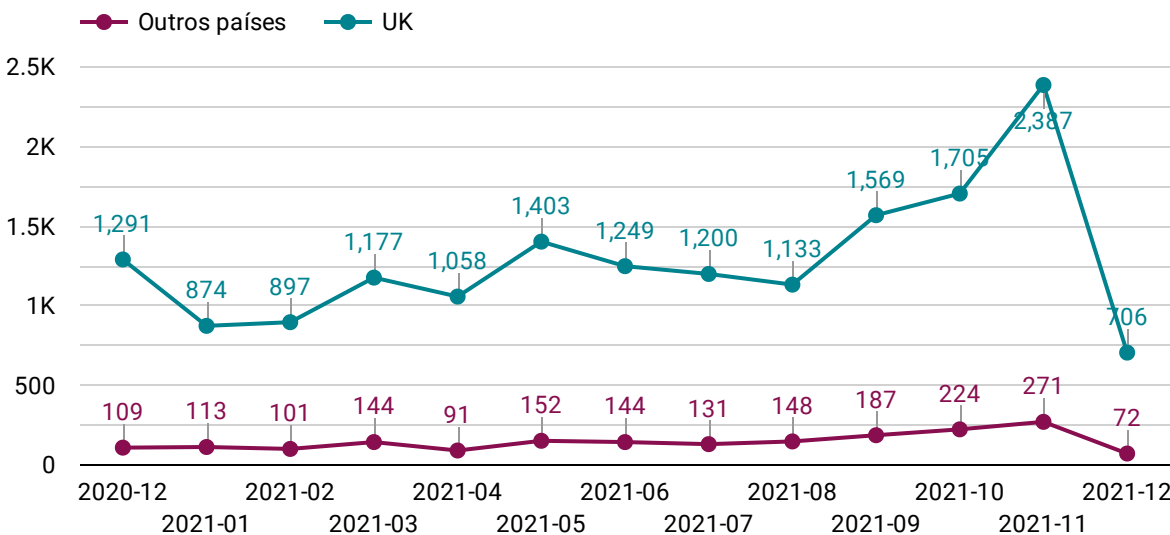
Quantidade de faturas por mês



Quantidade de clientes novos por mês

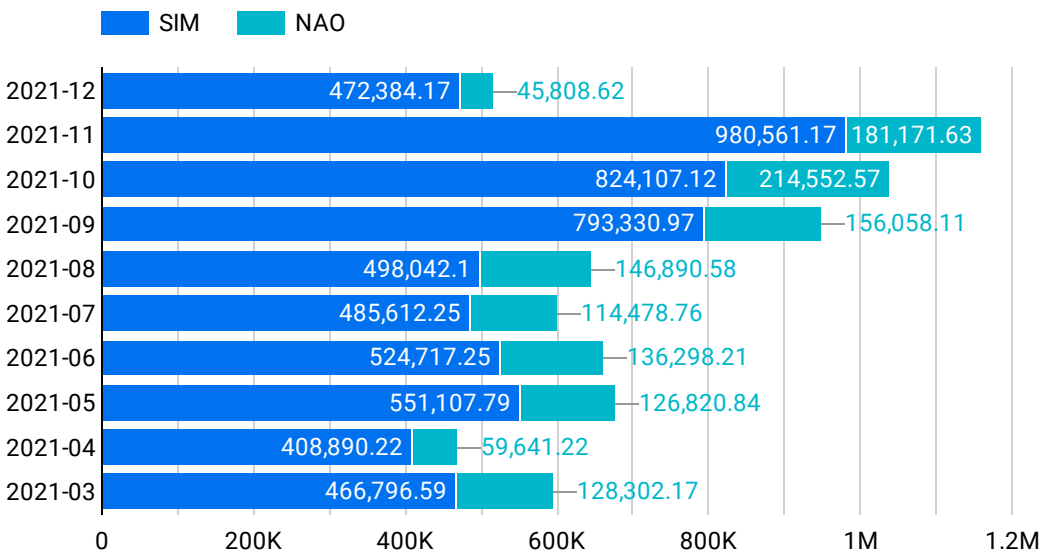


Quantidade de Faturas pertencentes ao Reino Unido e Outros países



	País	Valor ▾	Valor (%)
1.	United Kingdom	7,298,806.28	82%
2.	Netherlands	285,446.34	3.21%
3.	EIRE	265,341	2.98%
4.	Germany	228,867.14	2.57%
5.	France	208,088.92	2.34%
6.	Australia	138,521.31	1.56%
7.	Spain	61,577.11	0.69%
8.	Switzerland	56,443.95	0.63%
9.	Belgium	41,106.24	0.46%
	Grand total	8,900,658.67	100%

Valores mensais pertencentes ao Reino Unido e Estrangeiros

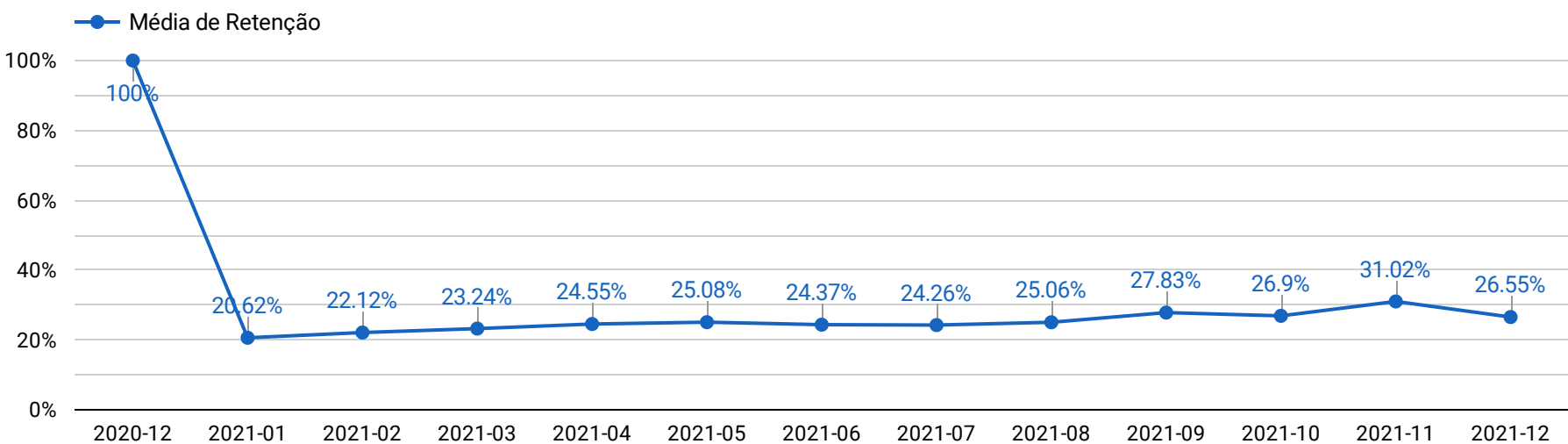


Valor 145.92 • 7,298,806.28

2. Análise de Retenção

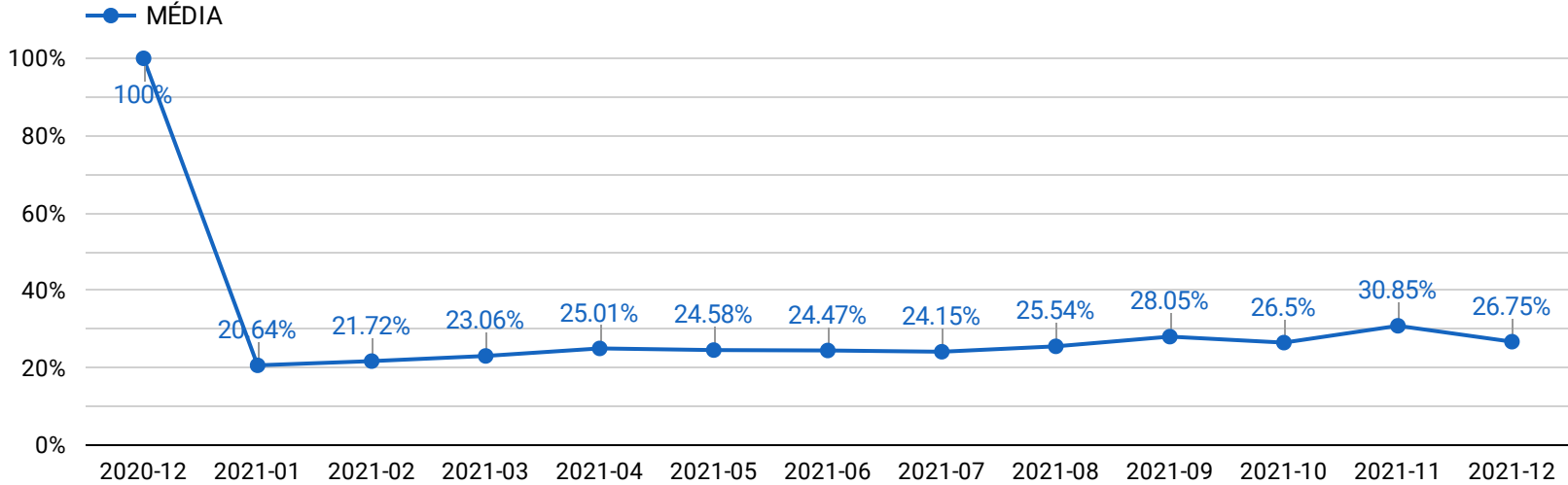
2.1. Retenção Geral

COORTE ...	Mês 1	Mês 2	Mês 3	Mês 4	Mês 5	Mês 6	Mê...	Mês 8	Mês 9	Mês 10	Mês 11	Mês 12	Mês 13
2020-12	100%	36.61%	32.32%	38.42%	36.27%	39.77%	36.2...	34.92%	35.37%	39.55%	37.4%	50.28%	26.55%
2021-01	100%	22.06%	26.62%	23.02%	32.13%	28.78%	24.7...	24.22%	29.98%	32.61%	36.45%	11.75%	
2021-02	100%	18.68%	18.68%	28.42%	27.11%	24.74%	25.2...	27.89%	24.74%	30.53%	6.84%		
2021-03	100%	15.04%	25.22%	19.91%	22.35%	16.81%	26.7...	23.01%	27.88%	8.63%			
2021-04	100%	21.33%	20.33%	21%	19.67%	22.67%	21.6...	26%	7.33%				
2021-05	100%	19.01%	17.25%	17.25%	20.77%	23.24%	26.4...	9.51%					
2021-06	100%	17.36%	15.7%	26.45%	23.14%	33.47%	9.5%						
2021-07	100%	18.09%	20.74%	22.34%	27.13%	11.17%							
2021-08	100%	20.71%	24.85%	24.26%	12.43%								
2021-09	100%	23.41%	30.1%	11.37%									
2021-10	100%	24.02%	11.45%										
2021-11	100%	11.11%											
2021-12	100%												



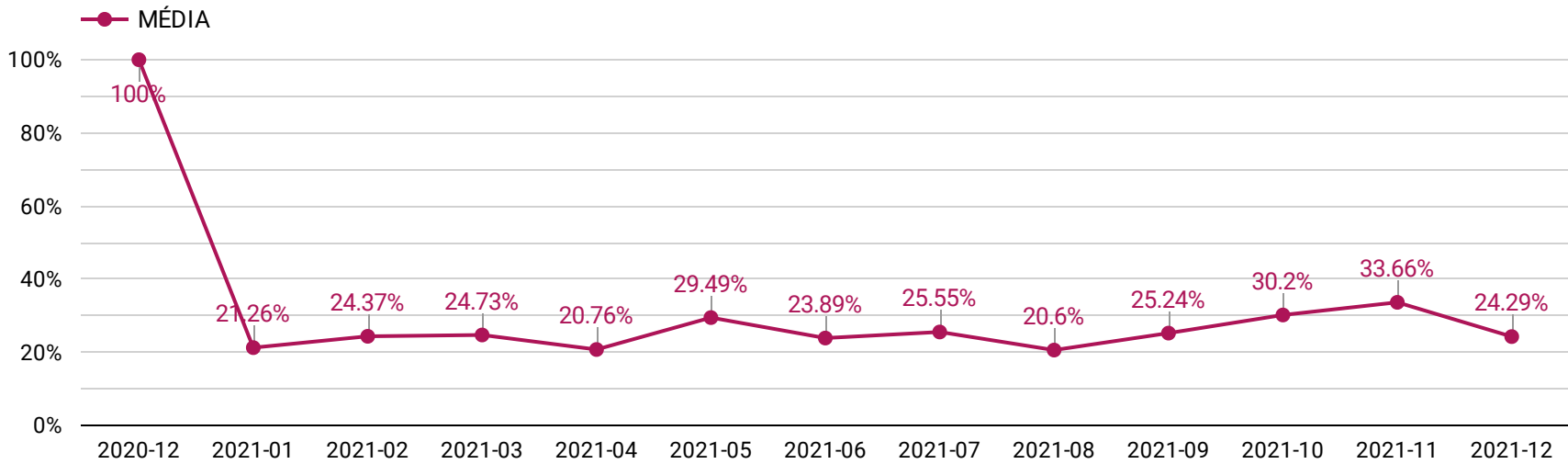
2.2. Retenção de Clientes do Reino Unido

COORTE ...	Mês 1	Mês 2	Mês 3	Mês 4	Mês 5	Mês 6	Mês 7	Mês 8	Mês 9	Mês 10	Mês 11	Mês 12	Mês 13
2020-12	100%	35.46%	32.27%	37.3%	35.95%	39.63%	35.71%	34.11%	35.46%	39.88%	36.69%	49.69%	26.75%
2021-01	100%	21.23%	25.98%	23.46%	33.24%	27.65%	25.14%	24.3%	30.17%	32.68%	35.47%	12.01%	
2021-02	100%	18.82%	19.41%	28.53%	28.82%	25.29%	25.59%	28.24%	26.47%	30.59%	7.35%		
2021-03	100%	15.27%	26.01%	19.81%	22.43%	16.47%	26.49%	22.91%	28.4%	9.07%			
2021-04	100%	20.94%	20.22%	21.66%	20.22%	22.02%	22.02%	26.35%	7.22%				
2021-05	100%	18.75%	17.19%	17.19%	20.7%	22.66%	26.56%	8.98%					
2021-06	100%	17.76%	14.49%	23.83%	23.83%	32.24%	9.81%						
2021-07	100%	17.75%	19.53%	23.08%	27.81%	10.65%							
2021-08	100%	22.7%	22.7%	24.11%	12.06%								
2021-09	100%	22.83%	30.07%	11.59%									
2021-10	100%	24.38%	11.11%										
2021-11	100%	11.74%											
2021-12	100%												
Grand Total	100%	20.64%	21.72%	23.06%	25.01%	24.58%	24.47%	24.15%	25.54%	28.05%	26.5%	30.85%	26.75%

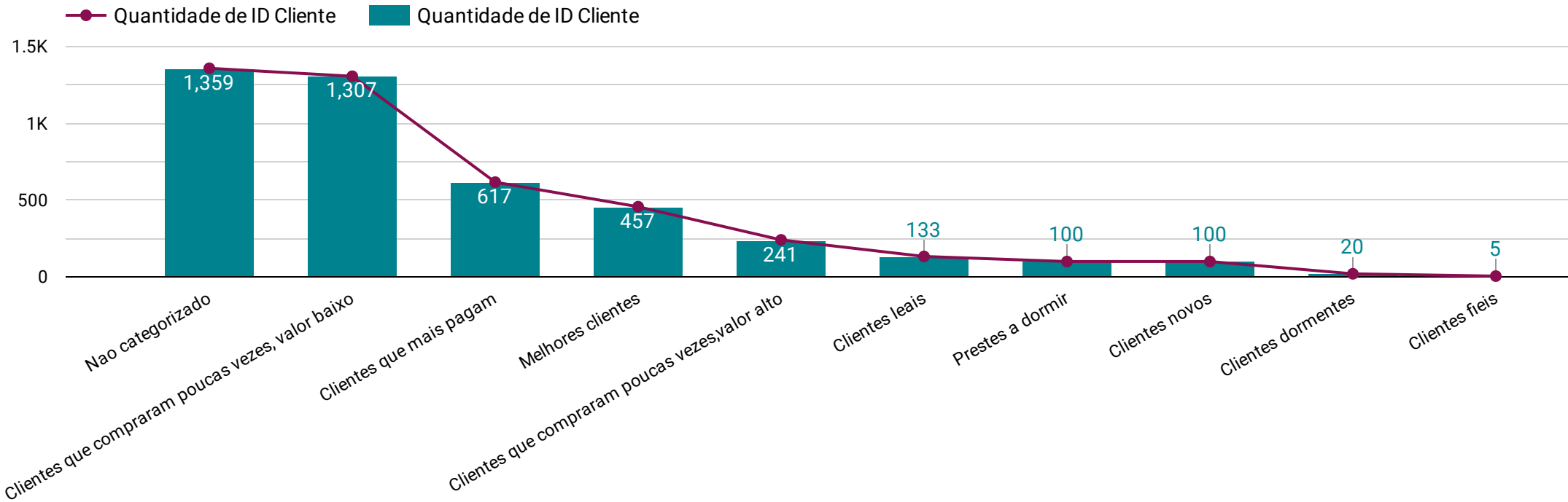


2.3. Retenção de Clientes Estrangeiros

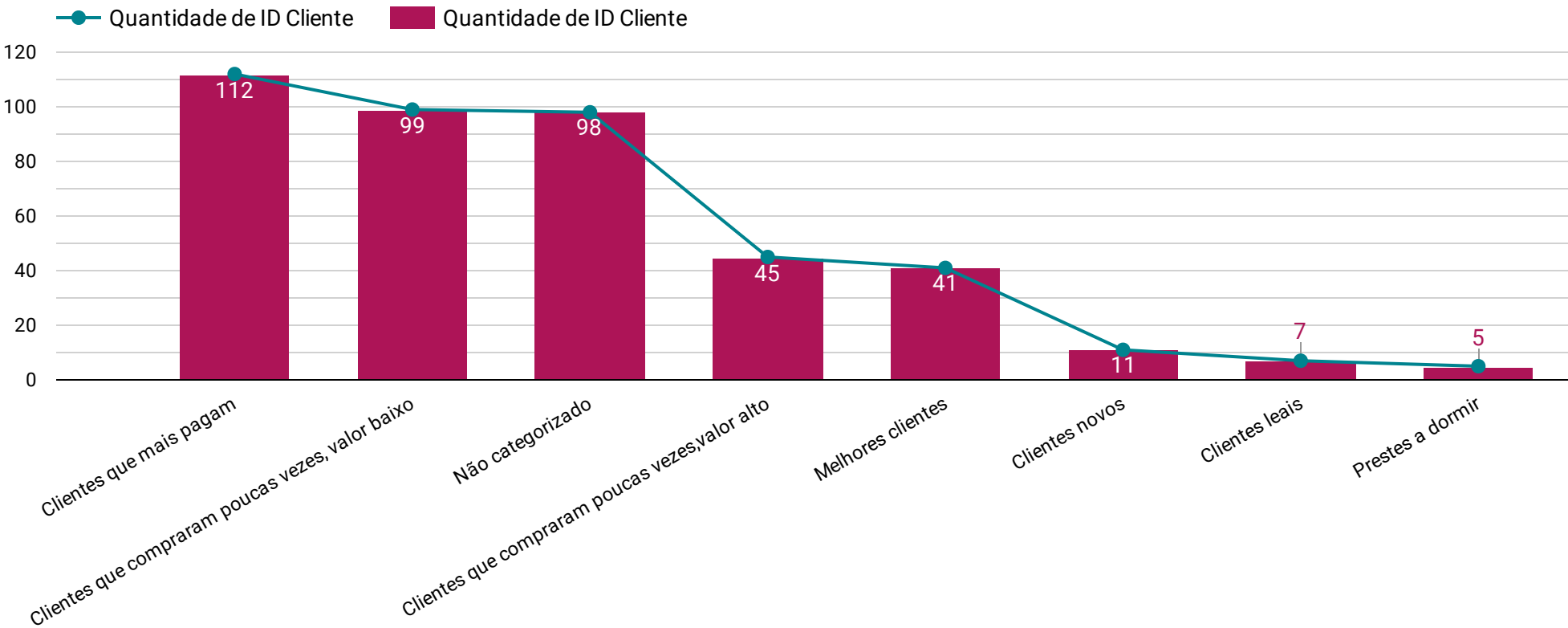
COORTE ^	Mês 1	Mês 2	Mês 3	Mês 4	Mês 5	Mês 6	Mês 7	Mês 8	Mês 9	Mês 10	Mês 11	Mês 12	Mês 13
2020-12	100%	50%	32.86%	51.43%	40%	41.43%	42.86%	44.29%	34.29%	35.71%	45.71%	57.14%	24.29%
2021-01	100%	27.12%	30.51%	20.34%	25.42%	35.59%	22.03%	23.73%	28.81%	32.2%	42.37%	10.17%	
2021-02	100%	17.5%	12.5%	27.5%	12.5%	20%	22.5%	25%	10%	30%	2.5%		
2021-03	100%	12.12%	15.15%	21.21%	21.21%	21.21%	30.3%	24.24%	21.21%	3.03%			
2021-04	100%	26.09%	21.74%	13.04%	13.04%	30.43%	17.39%	21.74%	8.7%				
2021-05	100%	21.43%	17.86%	17.86%	21.43%	28.57%	25%	14.29%					
2021-06	100%	14.29%	25%	46.43%	17.86%	42.86%	7.14%						
2021-07	100%	21.05%	31.58%	15.79%	21.05%	15.79%							
2021-08	100%	10.71%	35.71%	25%	14.29%								
2021-09	100%	30.43%	30.43%	8.7%									
2021-10	100%	20.59%	14.71%										
2021-11	100%	3.85%											
2021-12	100%												



Categorização de Clientes



Categorização Estrangeiros



Categorização Pertence ao Reino Unido

