**Executive Summary: Customer Analysis**

**Analysis Period:** January 1, 2023 – March 18, 2025  
**Coverage:** 35 stores across 7 countries (USA, China, UK, Portugal, Germany, Spain, France)

**Customer Profile**

1. **Gender:**
   * Women: 49%
   * Men: 51%
2. **Age (Under 35):**
   * 32% under 22
   * 49% under 27
   * 66% under 35
3. **Geographical Distribution:**
   * Eurozone: 42%
   * USA: 24%
   * China: 23%
   * UK: 11%
4. **Payment Methods:**
   * Credit card: 80%
   * Cash: 20%

**Customer Profitability. LTV (revenue from 1 customer in the first 6 months of life):**

1. **Women vs. Men:**
   * Women’s LTV is **37% higher** (€126 vs. €92).
   * Key drivers:
     + **Higher retention:** 58% (women) vs. 34% (men).
     + **More repeat purchases:** 1.7 (women) vs. 1.3 (men).
     + **Larger repeat order value:** €109 (women) vs. €83 (men).
2. **By Country:**
   * **Highest LTV:**
     + China (€121) – due to larger purchase sizes (€100 vs. avg. €100).
     + Portugal (€119) – due to high retention (52% vs. 46% avg.).
   * **Lowest LTV:** UK (€89) – due to smaller purchase sizes (€81 vs. avg. €100).
3. **No Impact on LTV:**
   * Payment method.
   * Age (except **66+ group**, 1% of customers, with 6% higher LTV).
4. **No Correlation Found:**
   * Retention rate, purchase frequency, and repeat order size **do not depend on:**
     + First purchase value.
     + Number of items in first purchase.

**Trends Over Time**

1. **Decline in LTV:**
   * **November 2023:** LTV dropped by **31%** (requires further investigation).
2. **Shrinking Gender Gap:**
   * Women’s LTV advantage decreased from **54% (Jan 2023)** to **18% (Aug 2024)**.
3. **Retention Shifts (Since Nov 2023):**
   * **Decreasing retention:** USA & Portugal.
   * **Increasing retention:** China.

**Next Steps**

* Investigate the **November 2023 LTV drop** (potential causes: pricing, competition, supply chain).
* Monitor the **shrinking gender gap** to adjust marketing strategies.
* Explore **country-specific trends** (e.g., declining retention in the USA vs. growth in China).