

THE LOOK

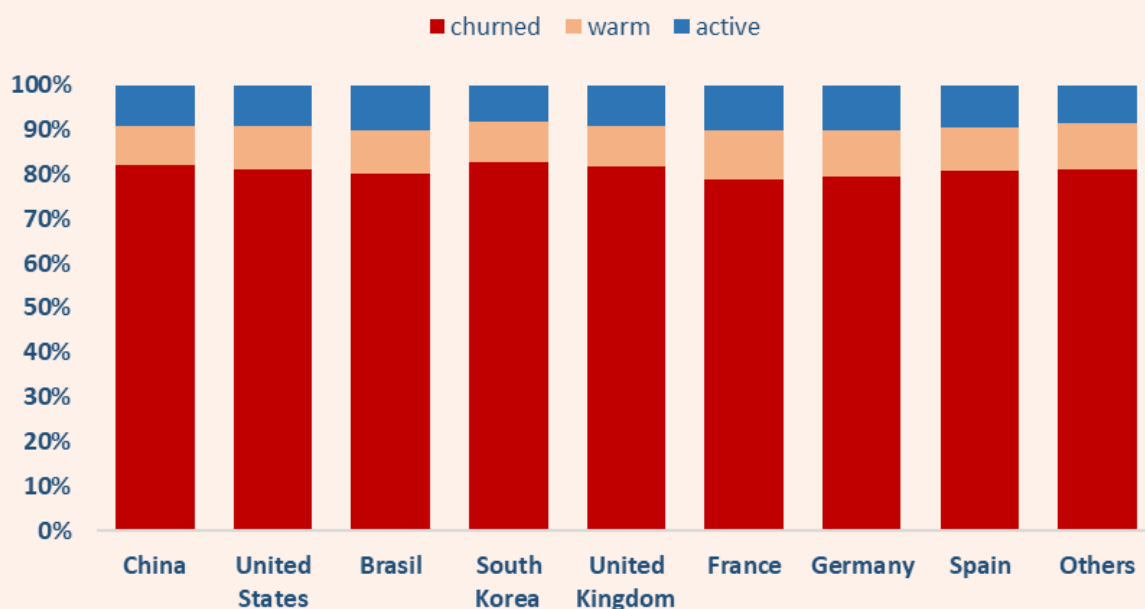
SALES & RETENTION ANALYSIS

DATA ANALYTICS PORTFOLIO

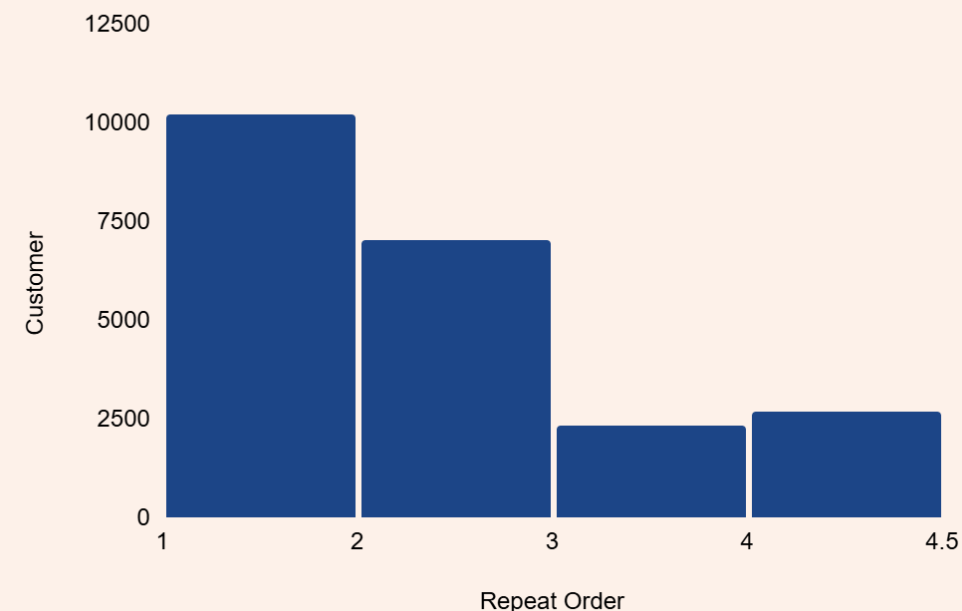
 [ERICK KHOSASI](#)

CUSTOMER CHURN IS **NOT** HEALTHY

1 Customer churn is **unhealthy** and **consistent** across geography and demographics, ranging from **79-82%**.

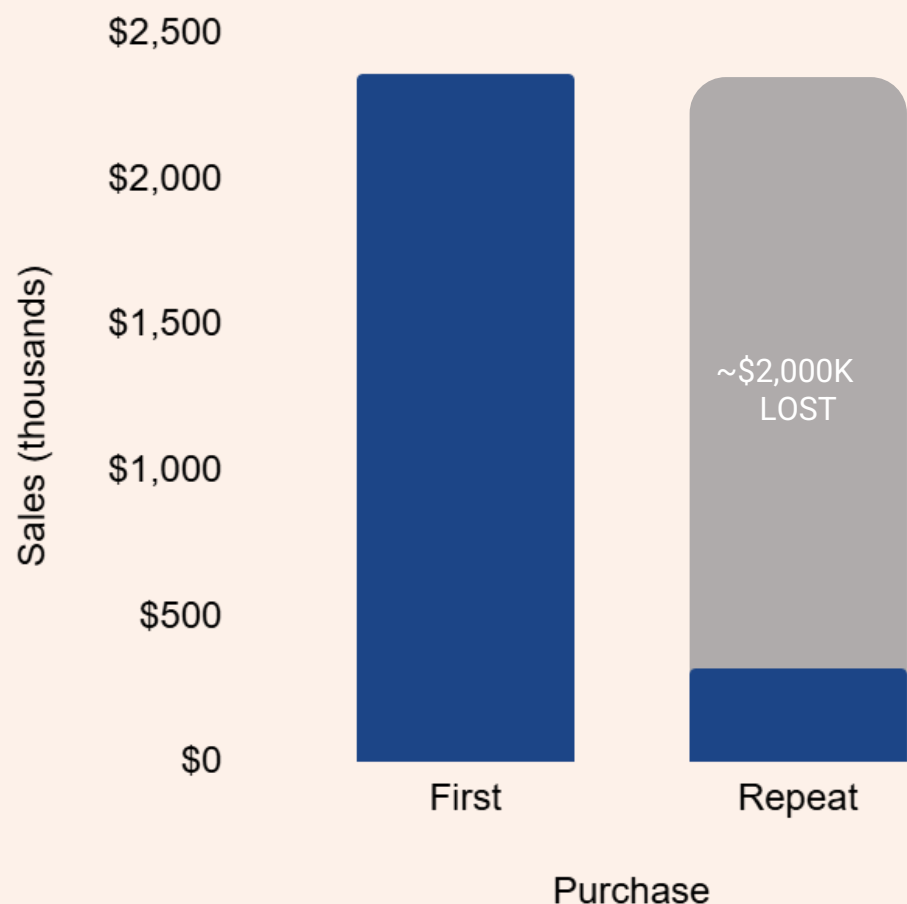


Customer Repeat Order



2 **46%** of churned customers are **one-time-order buyers**, and another **31%** churn after just **2 orders**. Together, **77%** buyers **churn by their 2nd order**.

REVENUE LOST DUE TO HIGH CHURN



CURRENT OBJECTIVES

1 Conduct operational/quality audits

Churn is consistently high (~80%) across all countries, age groups, and categories, suggesting the root cause is not market-specific but systemic.

2 Launch engagement campaigns

Repeat orders only contribute 12% of total sales. Launching post-purchase engagement campaigns can improve retention and increase customer lifetime value (CLV).

LOGISTICS & SHIPPING IS EFFICIENT

AVERAGE PROCESSING TIME

1 DAY

AVERAGE LEAD TIME

3 DAYS

INDUSTRY BENCHMARKS

Processing time: 1-2 days

Lead time:

Domestic orders: 2-5 days

International: 7-14 days

The Look's 1-day processing is faster than average and its 3-days delivery is within the top tier either for domestic and international e-commerce.

Logistics and shipping **do not appear to be the cause of high churn.**

This suggests the churn problem likely originates from **product quality, customer experience, or post-purchase engagement.**

CONSISTENT HIGH RETURN RATE

1. Consistent Product Quality Issue

High return rate across all categories & regions signals a **systemic issue**.

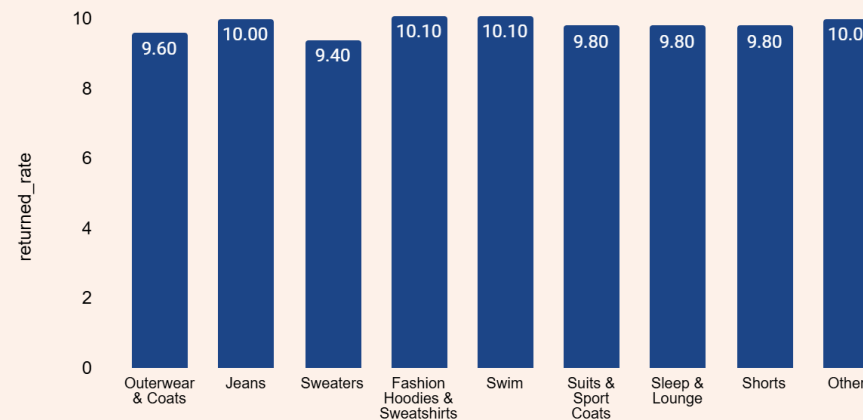
Possible causes: size inconsistencies, material quality, or product descriptions mismatch.

2. Packaging / Logistics Issue

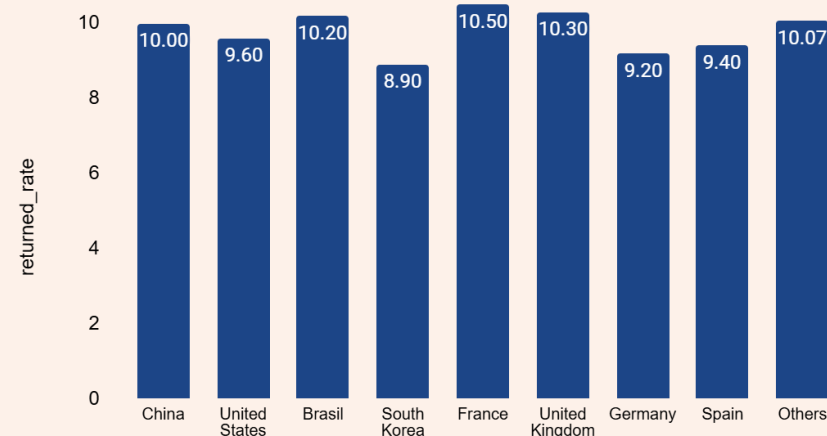
Weak or non-standardized packaging could cause products delivered in damaged or wrinkled condition.

Poor handling in logistics chain may also cause uniform return rates.

High Return Rate Across Categories



High Return Rate Across Country



NEED FURTHER AUDITS AND DATA

1 Current data is **INSUFFICIENT**



- Return rates are consistent across all categories and regions → doesn't isolate the root cause.
- Missing insights from **customer feedback** and **reviews**.
- Current evidence rules out **shipping delays**, but not **quality** or **expectation mismatch**.



2 Conduct Audits and Gather Data

- Perform **operational audits**: product quality control, sizing standards, material checks.
- Assess **logistics partners** and **packaging processes** for handling or damage risks.
- Collect **customer feedback**: surveys, reviews, product ratings, return reason.

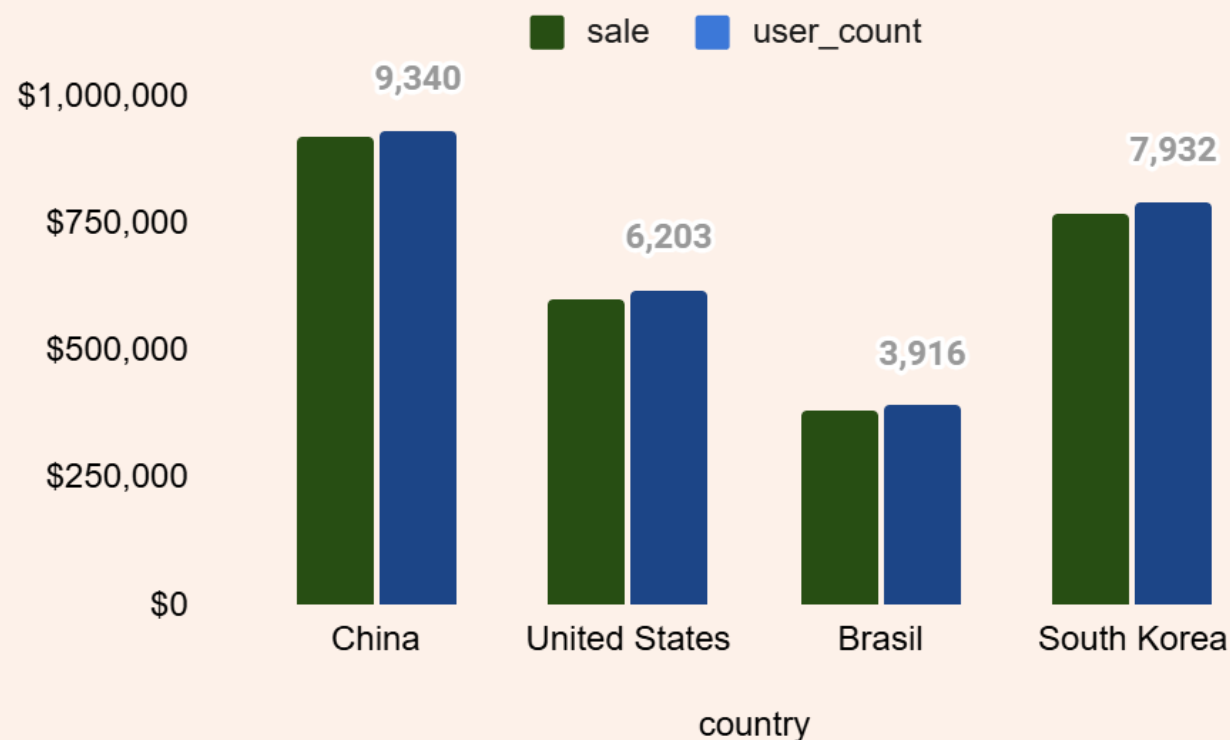
THREE COUNTRIES DOMINATE SALES

70% of both **user base** and **total revenue** comes from just three countries: **China, USA,** and **Brazil**. The graph distribution highlights that The Look's sales are primarily **driven by user volume**, rather than higher spending per customer.

The **Average Order Value (AOV)** is **consistent (~\$85) across all countries**, reinforcing that growth relies heavily on attracting and retaining users.

This makes **churn reduction critical** for sustaining growth in these key markets.

User Base and Sales by Country



REPEAT-ORDERS CONTRIBUTE 12% OF SALES

FIRST-TIME ORDERS

\$2,357,198

**27,391
USERS**

REPEAT ORDERS

\$317,654

**3,349
USERS**

88% of total revenue comes from **first-time orders**, while **repeat-orders** contribute only **12%**. Despite this imbalance, the **AOV remains consistent** (\$85) for both customers.

The heavy reliance on first-time orders creates a significant **revenue loss potential**.

Furthermore, since **customer acquisition is costly**, depending on first-time orders is not a sustainable strategy. Company must take **urgent action to improve retention and increase CLV**.

FOCUS CAMPAIGN IN TOP MARKETS

Given that **70%** of The Look's **users and revenue** are concentrated in **China, USA, and Brazil**, engagement efforts should be **prioritized in these top markets**.

1 Post-Purchase Engagement Campaigns

Personalized emails, loyalty rewards, and time-limited second order promotions.



3 Affiliate Programs

Partner with local influencers to drive trust and repeat purchases.



2 Localized Engagement

Tailor campaigns to cultural and market-specific behaviors.



KEY TAKEAWAYS

1 Customer Retention = Untapped Growth

Currently contributing only 12% of sales, retention presents a major opportunity to drive sustainable revenue growth

3 Focus Campaigns in Top Markets

China, USA, and Brazil remain priority markets where tailored campaigns and affiliate programs can significantly boost engagement.

2 Data Gaps Must be Addressed

Insufficient or incomplete data limits decision-making; prioritizing better data collection and analysis will strengthen future strategies

4 High Return Rate Limits Profit

A significant volume of returned orders erodes margins and implies possible issues in product quality or customer experience. Addressing this is crucial for sustainable growth