

Introduction of Segmentation

- Customer segmentation is conducted using RFM (Recency, Frequency, and Monetary) methodology that uses percentile / tiering for each proxy. We can also add Demographic data such as Gender, Age, Marital Status, and many more as the slicer if required by Business.
- Definition for Customer Segment (Champion, New User, Lapsers,etc) can be adjusted using business definition.
- Our suggestion is to limit the customer segments max seven (7) segments to ease the targeting process later on.

Gender

☒ F

☐ M

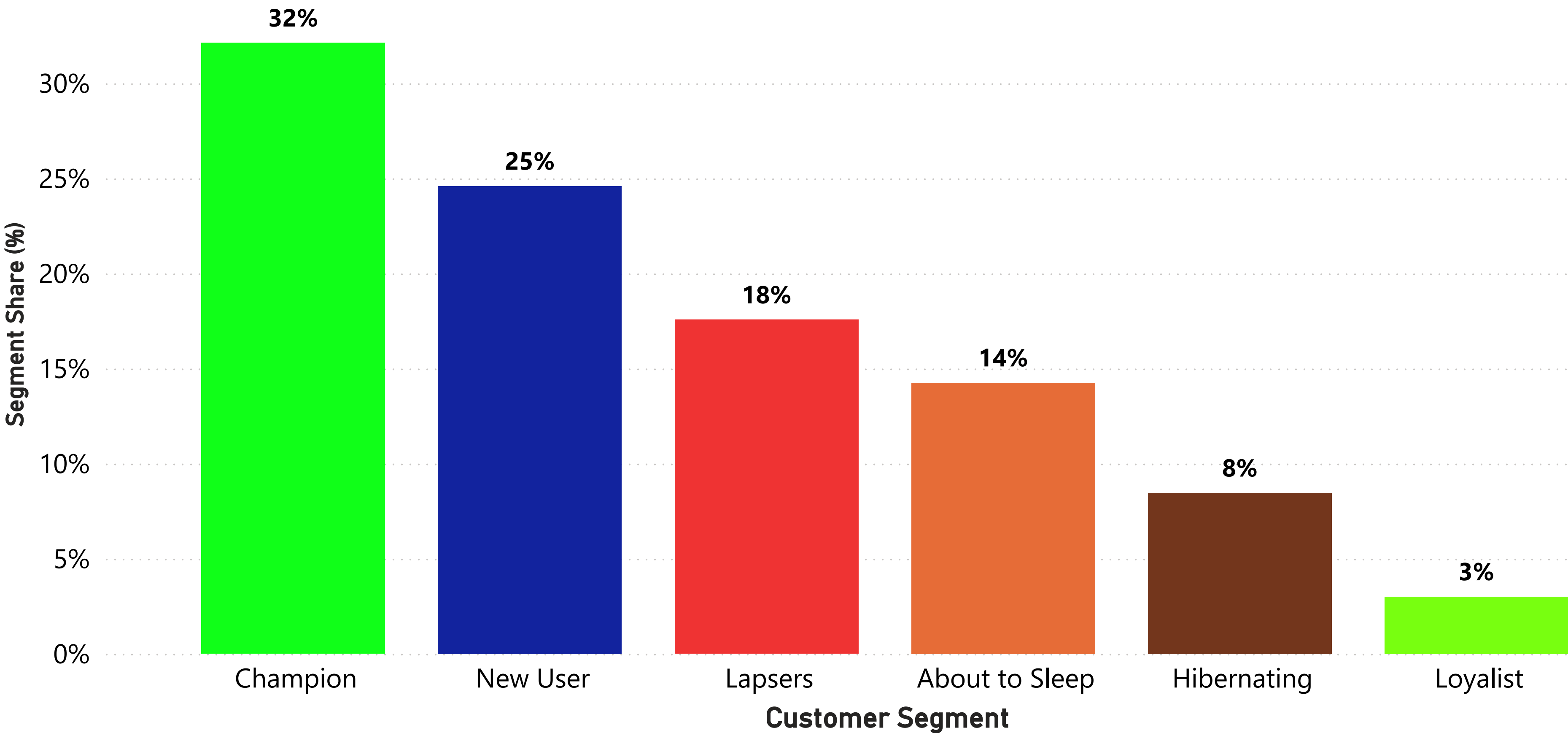
Produk Category

☐ anti aging

☒ cosmetics

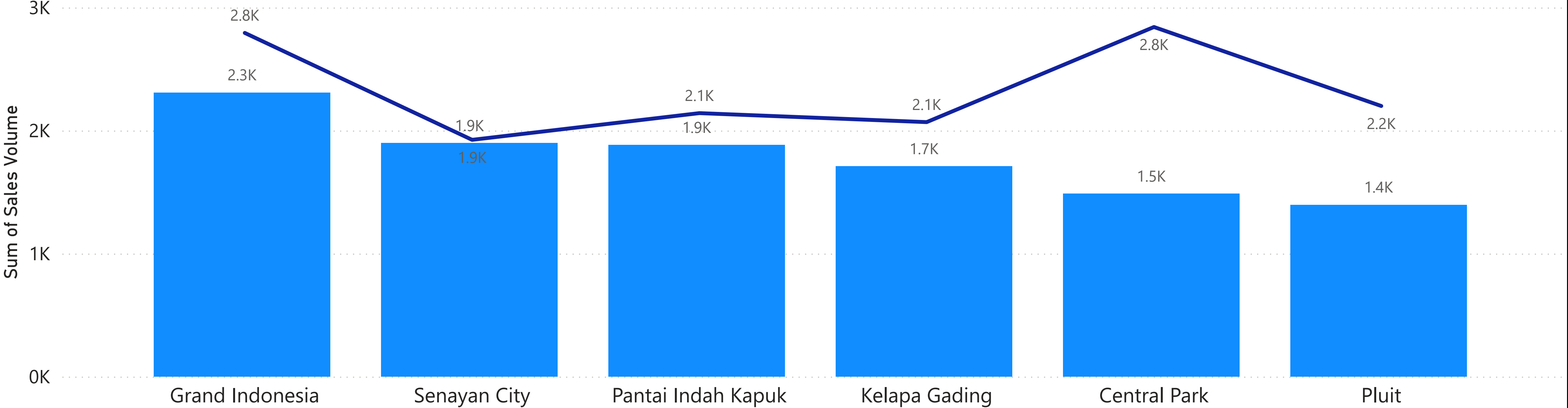
☐ haircare

Customer Segment Share (%)



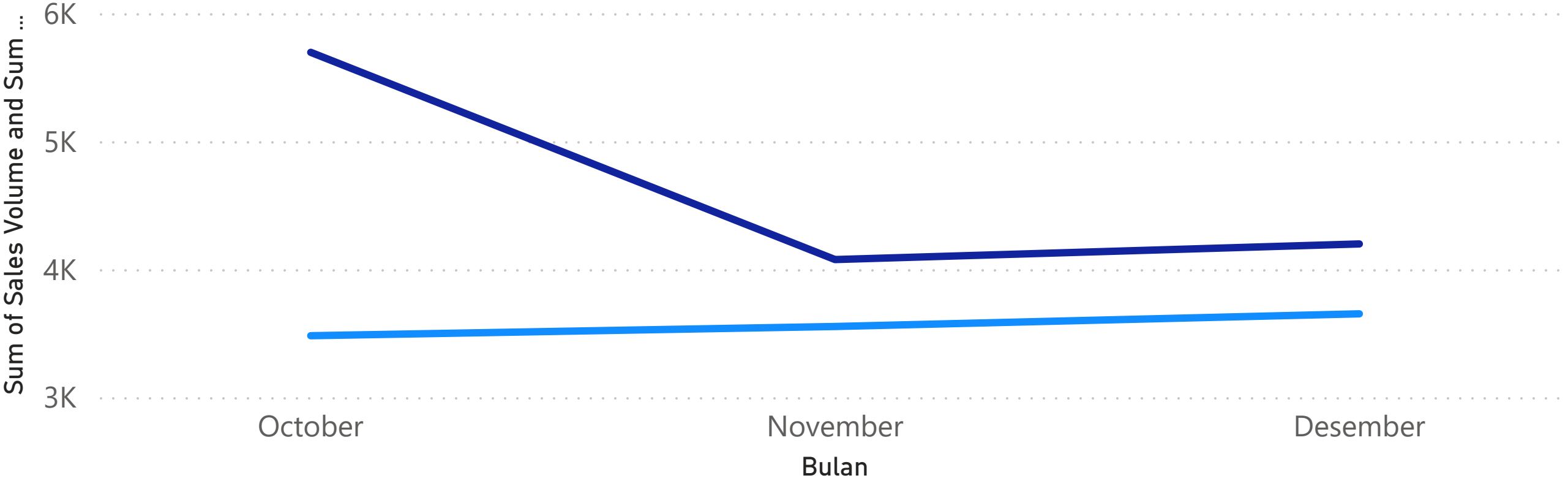
Target vs Achievement per Store Q4-2023

● Sum of Sales Volume ● Sum of Target

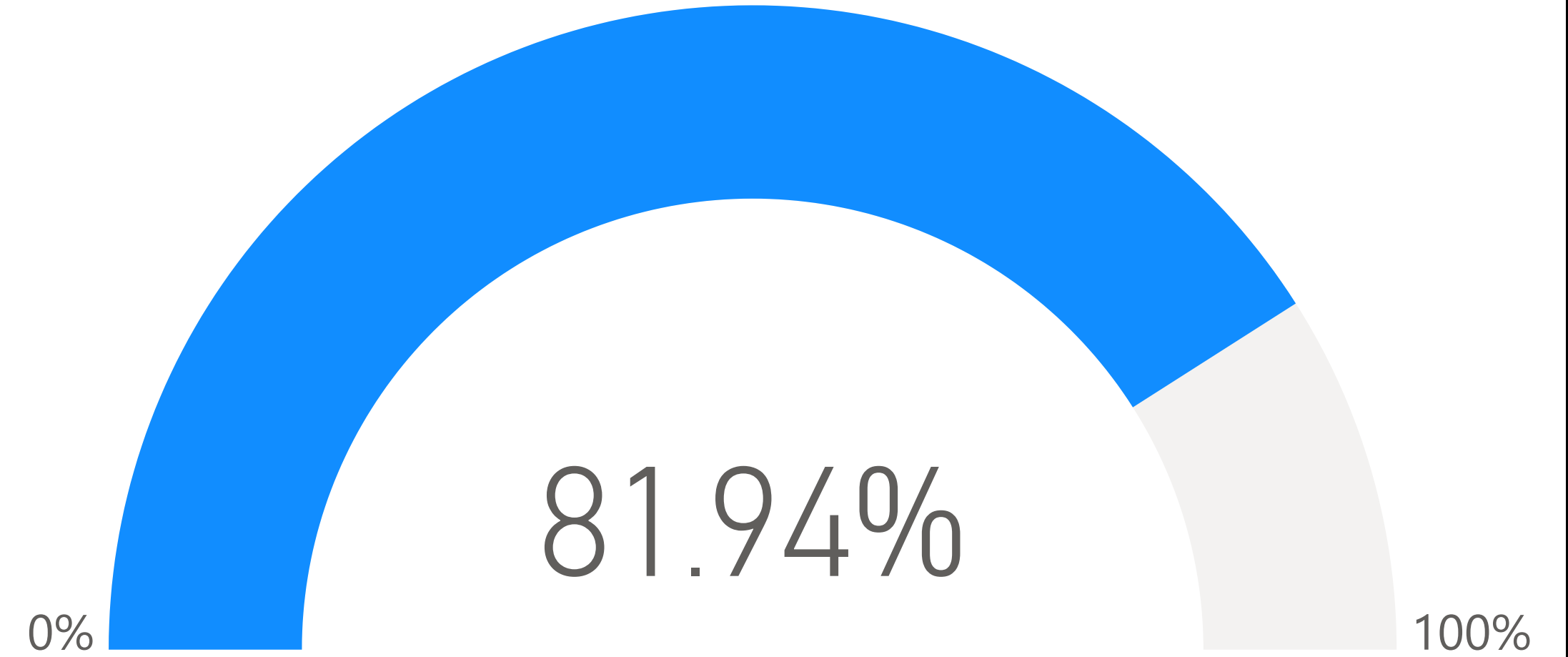


Achievement to Target by Month

● Sum of Sales Volume ● Sum of Target



Achievement to Target - YTD



Campaign Name

ENGAGEMENT

EVENT INVITATION

PROMO

RFM CAMPAIGN

SURVEY

