**Clickstream Data Analysis**

**Customer Segmentation Analysis**

Date: June 21, 2025  
Analyst Role: AI Powered Data Analyst  
Dataset Scope: Oct–Nov 2019 Combined Purchases (~110M+ rows analyzed)

**Others: 606,032**

**New Customers: 54,438**

**At Risk: 16,094**

**VIP: 11,237**

**Loyal: 9,669**

**1. Business Insights**

**A. Heavy Skew Toward Low-Value Users**

The “Others” segment represents over 82% of the total customer base, indicating that a vast majority of users are either one-time buyers or extremely inactive. This long tail limits profitability unless activation campaigns are applied.

**B. High-Value Segments Are Small but Crucial**

VIPs (1.5%) and Loyal customers (1.3%) are significantly underrepresented in volume but are likely to be responsible for a majority of revenue. Retaining and upselling to these users is essential for sustaining profitability.

**C. Large Potential in New Customers**

The 54,438 New Customers (~7%) provide an opportunity window for onboarding and long-term value creation. Their future trajectory depends on engagement in the next purchase cycle.

**D. At Risk Customers Represent a Loss in Progress**

16,094 customers (~2%) were once active and now disengaged — they had some level of loyalty. Winning even 10% of them back could recover high lifetime value at a low acquisition cost.

**E. Lack of Balance in Lifecycle Distribution**

The RFM spread shows a lack of balance in lifecycle health — too many in “Others,” too few in “Loyal.” This could reflect product retention issues or gaps in post-purchase engagement.

**2. Strategic Recommendations**

**1. Launch a Tiered Loyalty Program**

* Reward VIP and Loyal users with exclusive perks, personalized recommendations, or early access.
* Incentivize repeat purchases to migrate New Customers into Loyal/VIP status.

**2. Design a Reactivation Campaign**

* Use email/SMS with time-limited offers or personalized messaging to win back At Risk users.
* Highlight previously browsed/purchased items or abandoned carts.

**3. Nurture “Others” into Engaged Segments**

* Segment “Others” by potential (based on first purchase value, time on platform) and deliver targeted incentives.
* Promote educational content or bundle offers to encourage second purchases.

**3. Segment Prioritization**

| Segment | Priority | Reason |
| --- | --- | --- |
| VIP | High | High CLTV, low volume – must retain |
| At Risk | High | Easy to win back, medium effort, high impact |
| New Customer | Medium | Momentum-driven group — conversion to Loyal is key |
| Loyal | Medium | Can be nurtured into VIPs |
| Others | Low | Mass segment – requires filtering and prioritization |

**Need Attention**

Business customer base is highly imbalanced, with 80%+ in low-value tiers and only 2.8% classified as VIP or Loyal. This analysis suggests immediate action to retain high-value users and reactivate At Risk profiles. Long-term retention depends on onboarding new users and pushing them up the loyalty curve with data-driven campaigns.

**Insights – KPI Analysis**

**Project Scope:** AI-Powered Clickstream Analytics (Oct–Nov 2019)  
**Data Volume:** Over **110 million orders**, **6.7 million users**  
**Generated by:** Ganesh Thawre, AI-Powered Data Analyst  
**Date:** June 21, 2025

**1. Key Business Insights**

**A. Massive User Engagement**

With **6.7M+ unique users** and **110M orders**, the platform handled high-volume traffic — indicating strong reach, effective acquisition, and product-market fit during this time frame.

Avg. 16+ orders per user – very high engagement per customer

**B. Low Average Order Value – ₹292.35**

Despite high volume, the **average order value is low (~₹292)** — suggesting a **low-ticket, high-frequency** marketplace (e.g., electronics accessories, fashion, or discounted items).

This emphasizes a **volume-driven revenue model**.

**C. Strong Revenue Performance**

**Total Revenue: ₹32 Billion+**  
This shows the platform was generating **₹16B/month** on average — excellent for Q4 retail season.

Cross-verification with top brands (Apple, Samsung) confirms **electronics-led seasonal spike**.

**D. Brand Affinity Clear: Apple & Samsung Dominate**

Both brands led in popularity — indicating a tech-savvy consumer base and likely product categories like smartphones, accessories, and wearables.

These categories can be pushed more with dynamic bundles, brand-exclusive sales.

**E. Peak Activity on November 17**

A single-day spike suggests a **campaign, sale, or seasonal offer** driving massive engagement — this is likely tied to **Diwali sales**, flash deals, or payday cycles.

Future sales should be planned around these high-impact windows.

**2. Strategic Recommendations**

**1. Increase AOV (Average Order Value)**

Implement **product bundling** (e.g., phone + charger)

Offer **cart-level discounts** (“Spend ₹500, get ₹50 off”)

**2. Strengthen Brand Collaborations**

Create branded storefronts for Apple & Samsung

Run **limited-time flash sales** for trending products

**3. Predict & Amplify High-Conversion Days**

Analyze Nov 17 behavior deeply (time of day, region, channels)

Plan **personalized re-engagement campaigns** around similar dates

**Segment-Based Activation Strategy (Optional)**

If we overlay this with your RFM segments:

Push **VIPs & Loyal** users during peak-sale days

Retarget **At Risk** users with brand-specific offers

Upsell Apple/Samsung bundles to **New Customers**

**Final Summary Statement**

“With 110M+ orders and ₹32B+ in revenue, the business is thriving on high-frequency, low-ticket sales — primarily led by tech brands. Now is the time to focus on increasing order value, leveraging peak shopping windows, and activating segmented customer journeys with AI-powered recommendations.”